

May 15, 2013  
 Haruaki Deguchi, President/Founder  
 LIFENET INSURANCE COMPANY  
 (Securities Code: 7157, TSE Mothers)

## Changes in Representative Directors and Executive Officers

**Haruaki Deguchi will assume the post of Representative Director, Chairman & CEO,  
 Daisuke Iwase will assume the post of Representative Director, President & COO**

TOKYO, May 15, 2013 - LIFENET INSURANCE COMPANY (TSE Mothers 7157, President/Founder: Haruaki Deguchi, URL: <http://ir.lifenet-seimei.co.jp/en/>) announces that a Board of Directors' meeting held on May 15, 2013 resolved to change in Representative Directors and Executive Officers in order to strengthen its corporate governance.

### 1. Purpose of Amendment

Lifenet commenced its business operations in May 2008 and was listed on the Mothers section of the Tokyo Stock Exchange in March 2012. In November 2012, it achieved the management target to exceed 150,000 policies-in-force within five years of commencing business operations. It is critical to strengthen corporate governance for the continued sustainable growth, and the creation of the new posts is to better define the roles and duties of the Representative Directors. Chairman, Representative Director and CEO (Chief Executive Officer) will exercise control over the Company's management strategy and policies, while President, Representative Director and COO (Chief Operating Officer) exercises control over the execution of overall business. In line with this clarification of responsibilities, duties of each Executive Officer are to be reviewed.

The changes in titles of the Representative Directors are pending the approval of the election of the Directors to their candidate positions at the Annual General Meeting of Shareholders and resolution at the Board of Directors' Meeting, both to be held on Sunday, June 23, 2013.

### 2. Changes in Representative Directors (effective June 23, 2013)

Name	New Position	Previous Position
Haruaki Deguchi	Representative Director, Chairman & CEO Executive Officer	Representative Director and President Executive Officer
Daisuke Iwase	Representative Director, President & COO Executive Officer	Representative Director Executive Officer

### 3. Changes in Executive Officers (effective May 15, 2013)

Name	New Position	Previous Position
Haruaki Deguchi	Executive Officer of Audit Department	Executive Officer of Audit Department, exercising control over the overall execution of business
Daisuke Iwase	Executive Officer, exercising control over the overall execution of business	Executive Officer of General Affairs Department, Accounting Department, Product Development Department, Finance Department, Actuarial Department and Information Technology Department
Kazuko Nakada	Executive Officer of Marketing Department, Product Development Department and Customer Contact Center	Executive Officer of Marketing Department and Customer Contact Center
Kohei Katada	Executive Officer of Corporate Development Department, Accounting Department, Finance Department and Actuarial Department	Executive Officer of Corporate Development Department
Gen Suzuki	Executive Officer of General Affairs Department, Customer Service Department and Information Technology Department	Executive Officer of Customer Service Department

#### 4. New Management (effective June 23, 2013)

Position	Name	Other
Representative Director, Chairman & CEO Executive Officer	Haruaki Deguchi	Executive Officer of Internal Auditing Department
Representative Director, President & COO Executive Officer	Daisuke Iwase	Executive Officer, exercising control over the overall execution of business
Executive Managing Director Executive Officer	Kazuko Nakada	Executive Officer of Marketing Department, Product Development Department and Customer Contact Center
Executive Managing Director Executive Officer	Shunichiro Higuchi	Executive Officer of Legal Department, Risk Management Department and Customer Affairs Department
Outside Director	Sakuya Fujiwara	Former Deputy Governor of the Bank of Japan
Outside Director	Yoko Ishikura	Professor of Graduate School of Media Design, Keio University
Outside Director	Kazunari Uchida	Professor of Faculty of Commerce, Waseda University
Full-time Corporate Auditor	Seijiro Isa	
Outside Corporate Auditor	Yasuharu Fushimi	Chairman & President, Tsuneishi Holdings Inc.
Outside Corporate Auditor	Kenichi Masuda	Partner, Anderson Mori & Tomotsune
Outside Corporate Auditor	Tadasu Kawai	Former Managing Director of Manex Group, Inc.
Executive Officer	Kohei Katada	Executive Officer of Corporate Development Department, Accounting Department, Finance Department and Actuarial Department General Manager of General Affairs Department
Executive Officer	Gen Suzuki	Executive Officer of General Affairs Department, Customer Service Department and Information Technology Department General Manager of General Affairs Department

**About LIFENET** URL: <http://ir.lifenet-seimei.co.jp/en/>

Returning to the original purpose of life insurance - mutual support - LIFENET INSURANCE was founded with the goal of offering simple, convenient and competitively priced products and services based on the highest levels of business integrity. We sell these products and services directly to customers over the Internet. By using the Internet, we are able to offer highly cost-competitive products and accept applications from customers at any given time.

<p>Contact:                  Corporate Development Department, Investor Relations                  Tel: +81-3-5216-7900                  e-mail: <a href="mailto:ir@lifenet-seimei.co.jp">ir@lifenet-seimei.co.jp</a></p>
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