

November 14, 2012
 Haruaki Deguchi, President/Founder
 LIFENET INSURANCE COMPANY
 (Securities Code: 7157, TSE Mothers)

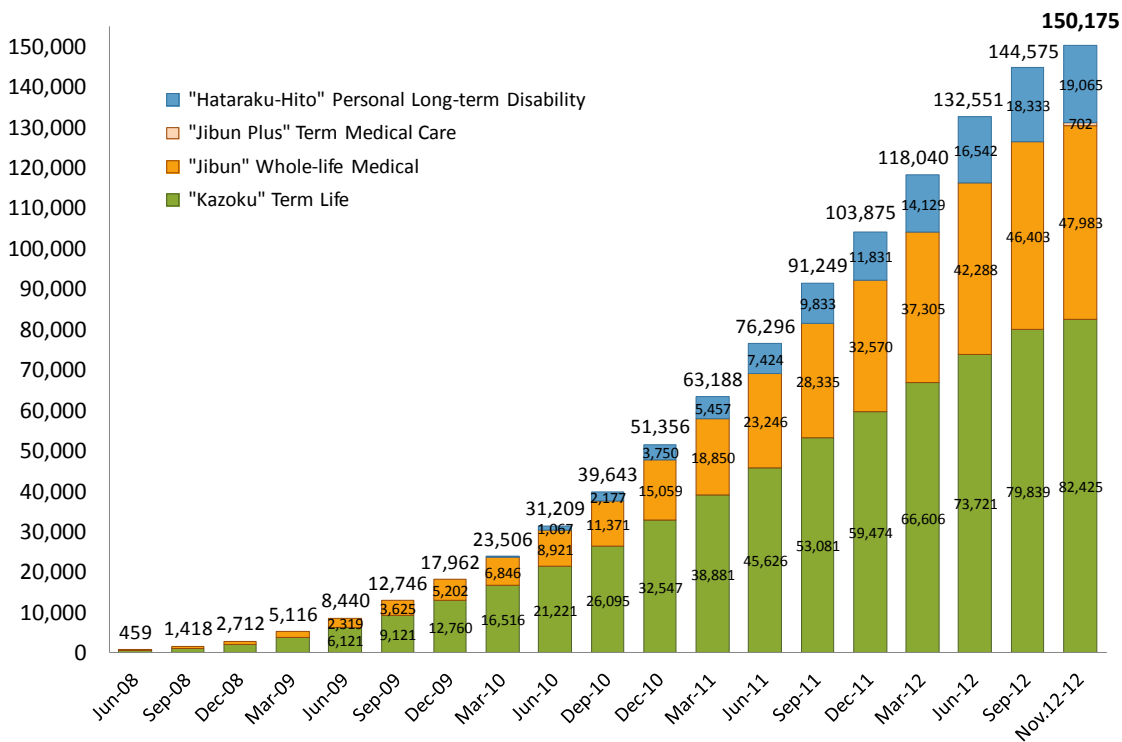
Policies-in-force exceeded 150,000 on November 12, 2012
Achieves management target of reaching 150,000 policies-in-force within 5 years in four and a half

TOKYO, November 14, 2012 - LIFENET INSURANCE COMPANY (“Lifenet”; TSE Mothers 7157, President/Founder: Haruaki Deguchi, URL: <http://ir.lifenet-seimei.co.jp/en/>) announces that its number of policies-in-force exceeded 150,000 on November 12, 2012.

Since commencing business operations in May of 2008, Lifenet has strived to achieve its management target of reaching 150,000 policies-in-force in five years, creating and spearheading a new industry now known as “Internet Life Insurance”. Our simple, convenient and competitively priced products have steadily continued to gain the support of the younger generations in their 20s and 30s in the midst of parenthood, allowing for us to accomplish our management target of 150,000 policies-in-force in four and a half years.

Lifenet was founded with the desire to halve insurance premiums to contribute to the creation of a society where individuals do not have to worry about having and raising children. This goal, alongside our Manifesto to offer simple, convenient and competitively priced products, are the pillars in our journey to continue to meet and exceed the expectations of our customers.

Numbers of policies-in-force



■ Message from Haruaki Deguchi, President/Founder

With the encouragement of many of our customers and stakeholders, we were able to achieve our management target of achieving 150,000 policies-in-force half a year earlier than our initial target. I would like to take this opportunity to thank everyone for their endless support and dedication to Lifenet.

For the past four and half years, we have strived to contribute to the creation of a society that is friendly towards having and raising the next generation, and have stuck by our Manifesto to offer simple, convenient and competitively priced products.

Our biggest strength is the many customers who believe in our Manifesto and our reason for founding Lifenet, and each and every one of us at Lifenet will continue to do our best to meet and exceed the expectation of all our advocates. We hope you continue our journey with us.

Haruaki Deguchi, President and Founder

■ Footstep in the past

2008	May 18	Begins operations as the first independent life insurance company to be established after the war.
	Nov 21	Load charge rates disclosed for the purpose of providing consumers with the information necessary to compare insurance products.
2009	Jun 1	Japan's first mobile online life insurance application site launched.
	Aug 4	Policies-in-force exceeded 10,000.
2010	Feb 9	Policies-in-force exceeded 20,000.
	Feb 26	"Hataraku Hito" (Personal long-term disability) product launched, the first comprehensive income protection insurance product for individuals in Japan's life insurance market.
	Jun 18	Policies-in-force exceeded 30,000.
	Oct 1	Lifenet selected top overall in the medical insurance category and top in five out of 10 sub-categories in a customer satisfaction survey by market research firm Oricon Inc. (fiscal 2011).
2011	Oct 5	Policies-in-force exceeded 40,000.
	Dec 21	Policies-in-force exceeded 50,000.
	Mar 9	Policies-in-force exceeded 60,000.
	May 19	Policies-in-force exceeded 70,000.
	Jul 14	Haruaki Deguchi (President) and Daisuke Iwase (Representative Director) appear on TV Tokyo's "Cambrian Palace".
	July 29	Policies-in-force exceeded 80,000.
	Sep 26	Policies-in-force exceeded 90,000.
	Oct 3	Lifenet selected top for premiums for the second year running in the medical insurance category in a customer satisfaction survey by Oricon (fiscal 2012).
	Oct 3	Lifenet awarded the prize for Good Design Award 2011
	Dec 5	Policies-in-force exceeded 100,000.

2012	Jan 12	Value of life insurance policies-in-force exceeds 1 trillion yen.
	Jan 17	Lifenet became the first Japanese company* to be awarded the prize for life insurance product sales and distribution in the Celent Model Insurer Asia Awards (2012) (*Celent data).
	Feb 14	Policies-in-force exceeded 110,000.
	Mar 5	2012 Stevie® Awards for Sales & Customer Service - Bronze Stevie Winner
	Mar 15	Initial Public Offering made on the Tokyo Stock Exchange's Mothers
	Apr 16	Policies-in-force exceeded 120,000.
	Apr 25	Website renewal.
	Jun 14	Policies-in-force exceeded 130,000.
	Jun 25	Ranked as the number one recommended death coverage insurance product by professionals in Weekly Economists magazine
	Jun 28	Lifenet the First Company in Japan to Accept Applications for Life Insurance Policies from Smartphones
	Jul 31	Lifenet Awarded the Best Contact Center of the Year 2012 Recognition Prize
	Aug 22	Lifenet Awarded Bronze Stevie® Award in the 2012 International Business Awards - Company of the Year
	Aug 24	Policies-in-force exceeded 140,000.
	Sep 26	Lifenet announces the accumulated number of new business of long-term disability insurance "Hataraku-Hito" exceeded 20,000
	Oct 2	Lifenet starts sales of the new copayment-linked medical insurance "Jibun Plus" (with cancer and advanced medical care coverage) today
	Oct 2	Lifenet starts underwriting medical insurance under exclusion of specific organs.
	Oct 3	Lifenet simplifies claims process – Medical certification submission no longer necessary for most medical policy claims –
	Oct 4	Lifenet starts general recruitment of affiliated insurance planners to promote spread of its insurance products
	Nov 12	Policies-in-force exceeded 150,000.

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.

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