

October 7, 2014  
 Daisuke Iwase, President & COO  
 LIFENET INSURANCE COMPANY  
 (Securities Code: 7157, TSE Mothers)

**September 2014: MONTHLY DISCLOSURE**  
**Contact Center and Website Awarded Three Stars**  
**in the 2014 HDI Contact Center Rankings for 3rd Consecutive Year Today**

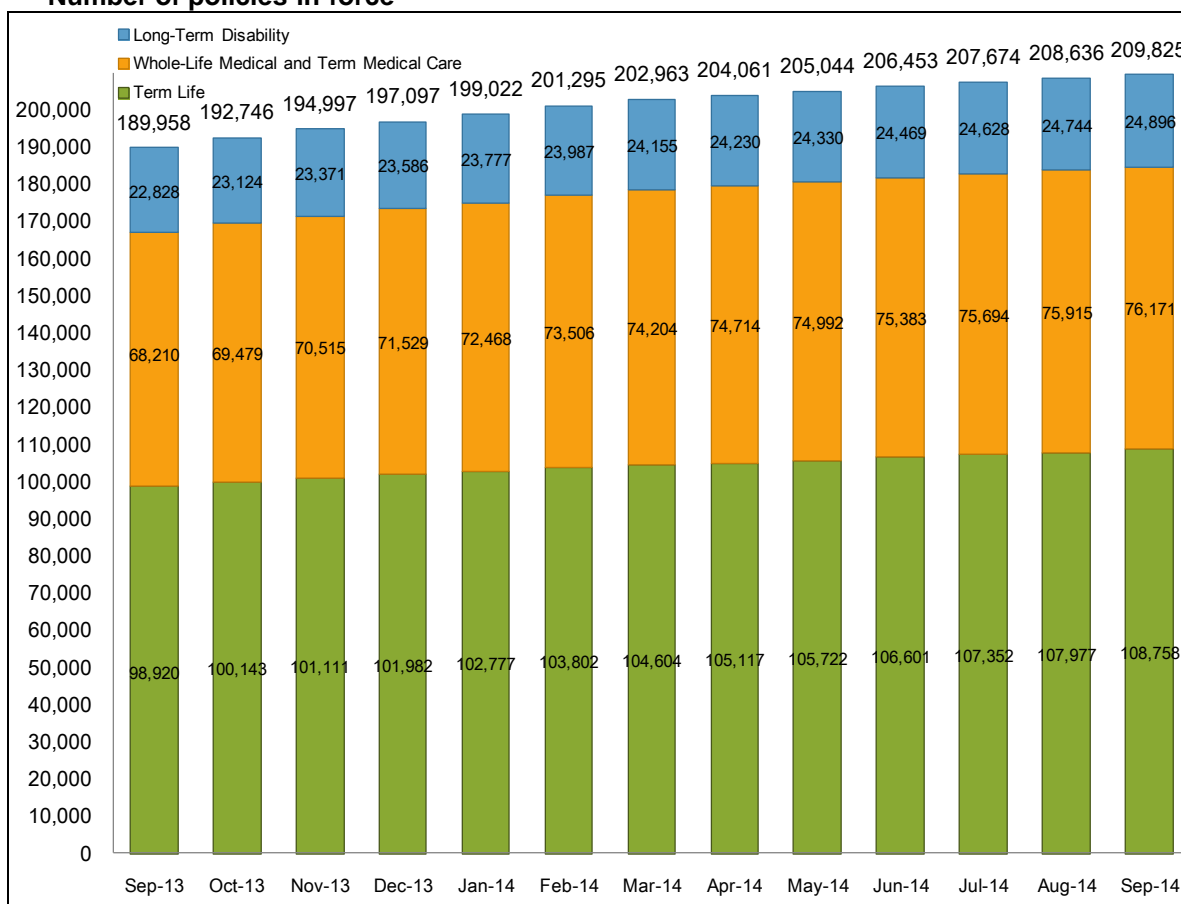
TOKYO, October 7, 2014 – LIFENET INSURANCE COMPANY (TSE Mothers 7157, President & COO Daisuke Iwase, URL: <http://ir.lifenet-seimei.co.jp/en/>) announces the monthly business performance for September 2014.

The number of applications in the month of September 2014 was 3,164 (58% of September 2013), with the number of new business at 2,429 (57% of September 2013). Annualized premium\*<sup>1</sup> of new business was 115 million yen (75% of September 2013). Accordingly, the number of policies-in-force as of the end of September 2014 resulted in a total of 209,825 and annualized premium\*<sup>1</sup> of policies-in-force was 8,450 million yen and sum insured of policies-in-force stands at 1,770,657 million yen.

In September 2014, insurance premiums and claims and benefits recorded 695 million yen (112% of September 2013) and 107 million yen (76% of September 2013), respectively.

In addition, on October 7, 2014, Lifenet was awarded three stars in the 2014 HDI Contact Center Rankings (Life Insurance Industry) in two categories, “Contact Center” and “Support Portal (Website)” for the third consecutive year.

**Number of policies-in-force**



Lifenet’s steady growth of polices-in-force has been driven by the public’s increasing support and interest in its Manifesto; to offer simple, convenient and competitively priced products and services

based on the highest levels of business integrity. Lifenet will continue to build its customers' trust and satisfaction by improving our website and contact center, by ensuring thorough and transparent disclosure of information, and by adhering to our Manifesto, offering our products and services twenty four hours a day, seven days a week through the convenience of our website. (Manifesto of Lifenet <http://ir.lifenet-seimei.co.jp/en/company/manifesto.html>)

## Number of new business, policies-in-force and premiums and claims (preliminary report)<sup>\*2</sup>

Number of new business (month)	Sep. 2014	Sep. 2013
Number of applications	3,164	5,493
Number of new business	2,429	4,229
Sum insured of new business <sup>*3</sup> (million yen)	20,641	27,637
Annualized premium <sup>*1</sup> (million yen)	115	153
- excl. death coverage (million yen)	58	82

Number of new business (accumulated total)	Apr. 2014 – Sep. 2014	Apr. 2013 – Sep. 2013
Number of applications	20,274	36,881
Number of new business	15,053	26,777
Sum insured of new business <sup>*3</sup> (million yen)	120,247	176,353
Annualized premium <sup>*1</sup> (million yen)	694	975
- excl. death coverage (million yen)	362	516

Number of policies-in-force	End of Sep. 2014	End of Sep. 2013
Number of policies-in-force	209,825	189,958
- "Kazoku": Term Life	108,758	98,920
- "Jibun", New "Jibun" and New "Jibun" for Women: Whole-Life Medical <sup>*4</sup>	63,846	58,653
- "Jibun Plus": Term Medical Care	12,325	9,557
- "Hataraku Hito": Long-Term Disability	24,896	22,828
Sum insured of policies-in-force <sup>*3</sup> (million yen)	1,770,657	1,612,358
Annualized premium <sup>*1</sup> (million yen)	8,450	7,598
- excl. death coverage (million yen)	3,793	3,375

Insurance premiums and claims (million yen)	Sep. 2014	Sep. 2013
Insurance premiums	695	623
Insurance claims and benefits	107	141

\*1: Annualized premium is the amount of money equivalent to what is to be paid to have the insurance coverage for one year. All payments for Lifenet products are in monthly installments, thus the annualized premium is calculated as multiplying the monthly premium by 12 months.

\*2: This report is preliminary and may be different from the final settlement report.

\*3: Sum insured of new business and sum insured of policies-in-force are the sum of death coverage, and do not include medical and survival coverage.

\*4: As of the end of September 2014, the number of policies-in-force of Whole-life Medical "Jibun" is 59,493, New "Jibun" is 2,627, and New "Jibun" for Women is 1,726. The number of policies-in-force as of the end of September 2013 was that of "Jibun" only.

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

Returning to the original purpose of life insurance - mutual support - LIFENET INSURANCE COMPANY 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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