

April 7, 2014

Daisuke Iwase, President & COO

LIFENET INSURANCE COMPANY

(Securities Code: 7157, TSE Mothers)

March 2014: MONTHLY DISCLOSURE
Announced revisions of term life product “Kazoku” and
new whole-life medical product New “Jibun”, New “Jibun” for Women on April 1

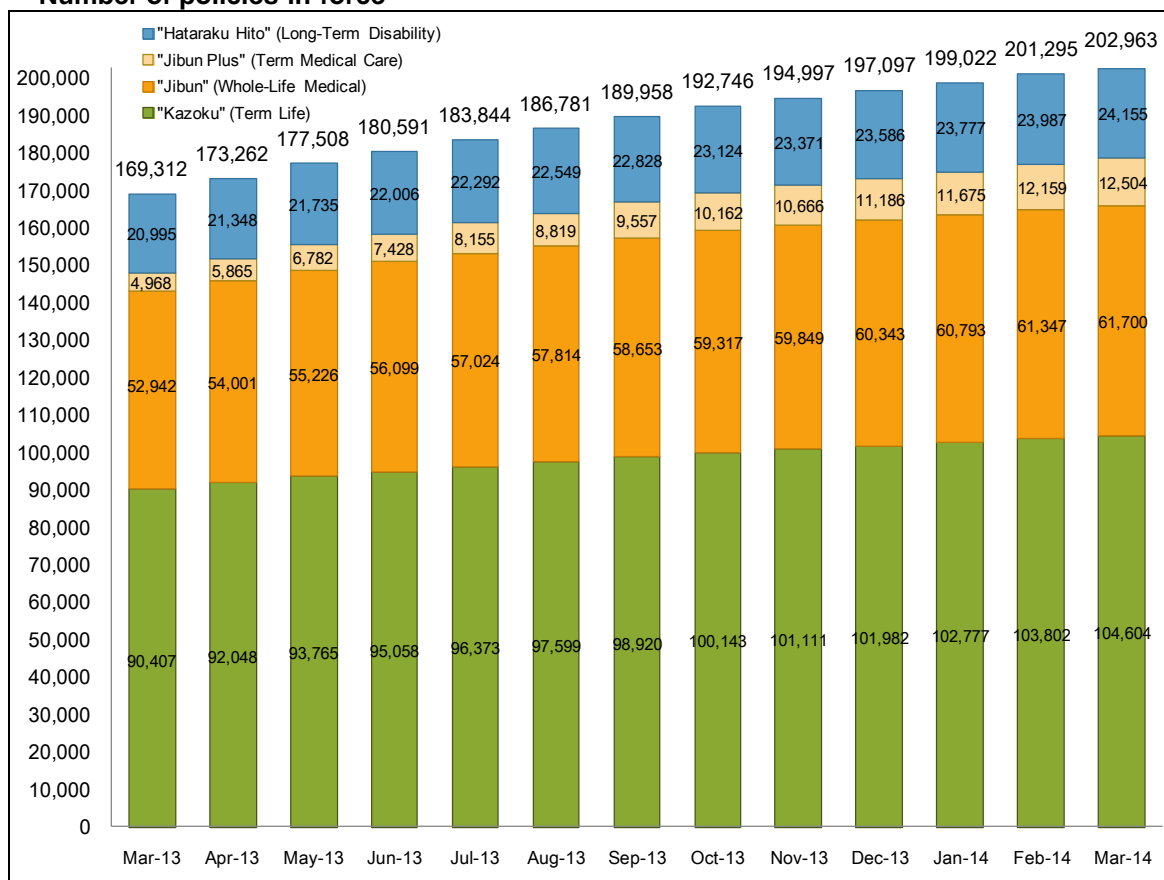
TOKYO, April 7, 2014 – LIFENET INSURANCE COMPANY (TSE Mothers 7157, President & COO Daisuke Iwase, URL: <http://ir.lifenet-seimei.co.jp/en/>) announces the monthly business performance for March 2014.

The number of applications in the month of March 2014 was 4,152 (50% of March 2013), with the number of new business at 2,945 (52% of March 2013). Accordingly, the number of policies-in-force as of the end of March 2014 resulted in a total of 202,963 and annualized premium*1 of policies-in-force was 8,077 million yen and sum insured of policies-in-force stands at 1,702,381 million yen.

In March 2014, insurance premiums and claims and benefits recorded 665 million yen (119% of March 2013) and 93 million yen (108% of March 2013), respectively.

On April 1, 2014, Lifenet announced the revised term life product “Kazoku” including the lowest premium levels in the industry*2, and new whole-life medical product New “Jibun” and New “Jibun” for Women offering more extensive coverage with lower premiums when comparing current and new versions of “Jibun” planned to be released for sale on May 2, 2014.

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

LIFENET INSURANCE COMPANY

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)^{*3}

Number of new business (month)	Mar. 2014	Mar. 2013
Number of applications	4,152	8,223
Number of new business	2,945	5,630
Sum insured of new business ^{*4} (million yen)	20,947	39,281
Annualized premium ^{*1} (million yen)	117	211
- excl. death coverage (million yen)	58	106

Number of new business (accumulated total)	Apr. 2013 - Mar. 2014	May 2008 - Mar. 2014 ^{*5}
Number of applications	63,544	343,001
Number of new business	46,237	234,396
Sum insured of new business ^{*4} (million yen)	309,710	1,951,262
Annualized premium ^{*1} (million yen)	1,707	9,421
- excl. death coverage (million yen)	895	4,279

Number of policies-in-force	End of Mar. 2014	End of Mar. 2013
Number of policies-in-force	202,963	169,312
- "Kazoku": Term Life	104,604	90,407
- "Jibun": Whole-Life Medical	61,700	52,942
- "Jibun Plus": Term Medical Care	12,504	4,968
- "Hataraku Hito": Long-Term Disability	24,155	20,995
Sum insured of policies-in-force ^{*4} (million yen)	1,702,381	1,480,395
Annualized premium ^{*1} (million yen)	8,077	6,875
- excl. death coverage (million yen)	3,613	2,992

Insurance premiums and claims (million yen)	Mar. 2014	Mar. 2013
Insurance premiums	665	561
Insurance claims and benefits	93	86

*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: Comparison of Lifenet and 3 other online life insurance companies' term life insurance products (excluding risk sub-divided insurance products) under the following conditions: Insurance coverage amount 10,000 thousand yen / Insurance term 10 years.

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

*4: 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.

*5: Accumulated since the commencement of business operations on May 18, 2008

Topics

- Mar. 25 Started accepting medical insurance benefits claims to be made online
<http://pdf.irpocket.com/C7157/YWWN/ajGQ/TztW.pdf>
- Mar. 30 End some feature phone services
<http://pdf.irpocket.com/C7157/GpH7/LQDy/sL0N.pdf>

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.

Contact:

Corporate Development Department, Investor Relations
Tel: +81-3-5216-7900
e-mail: ir@lifenet-seimei.co.jp

Disclaimer: This is a summarized translation of the original Japanese document, prepared and provided solely for readers' convenience. In case of any discrepancy or dispute, the Japanese document prevails.