

September 5, 2014
 Daisuke Iwase, President & COO
 LIFENET INSURANCE COMPANY
 (Securities Code: 7157, TSE Mothers)

August 2014: MONTHLY DISCLOSURE
Launched new web media about life, work and money “Lifenet Journal Online”

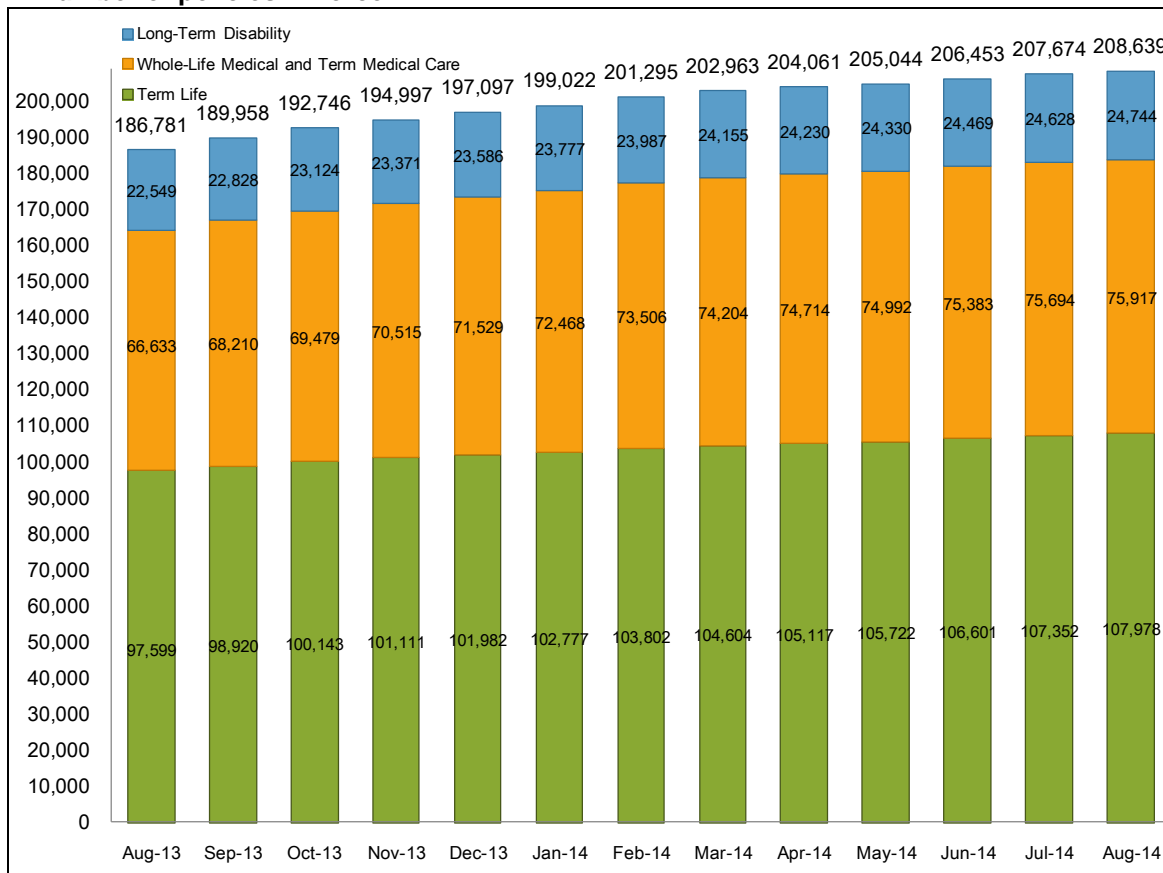
TOKYO, September 5, 2014 – LIFENET INSURANCE COMPANY (TSE Mothers 7157, President & COO Daisuke Iwase, URL: <http://ir.lifenet-seimei.co.jp/en/>) announces the monthly business performance for August 2014.

The number of applications in the month of August 2014 was 3,034 (49% of August 2013), with the number of new business at 2,164 (55% of August 2013). Annualized premium^{*1} of new business was 104 million yen (72% of August 2013). Accordingly, the number of policies-in-force as of the end of August 2014 resulted in a total of 208,639 and annualized premium^{*1} of policies-in-force was 8,384 million yen and sum insured of policies-in-force stands at 1,757,878 million yen.

In August 2014, insurance premiums and claims and benefits recorded 691 million yen (112% of August 2013) and 85 million yen (173% of August 2013), respectively.

On August 28, 2014, Lifenet launched new web media “Lifenet Journal Online” (<http://media.lifenet-seimei.co.jp/>) to provide users with content about life, work and money.

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

LIFENET INSURANCE COMPANY

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)^{*2}

Number of new business (month)	Aug. 2014	Aug. 2013
Number of applications	3,034	6,247
Number of new business	2,164	3,939
Sum insured of new business ^{*3} (million yen)	17,658	26,484
Annualized premium ^{*1} (million yen)	104	145
- excl. death coverage (million yen)	55	76

Number of new business (accumulated total)	Apr. 2014 – Aug. 2014	Apr. 2013 – Aug. 2013
Number of applications	17,110	31,388
Number of new business	12,624	22,548
Sum insured of new business ^{*3} (million yen)	99,606	148,716
Annualized premium ^{*1} (million yen)	579	821
- excl. death coverage (million yen)	304	434

Number of policies-in-force	End of Aug. 2014	End of Aug. 2013
Number of policies-in-force	208,639	186,781
- “Kazoku”: Term Life	107,978	97,599
- “Jibun”, New “Jibun” and New “Jibun” for Women: Whole-Life Medical ^{*4}	63,491	57,814
- “Jibun Plus”: Term Medical Care	12,426	8,819
- “Hataraku Hito”: Long-Term Disability	24,744	22,549
Sum insured of policies-in-force ^{*3} (million yen)	1,757,878	1,591,921
Annualized premium ^{*1} (million yen)	8,384	7,485
- excl. death coverage (million yen)	3,762	3,316

Insurance premiums and claims (million yen)	Aug. 2014	Aug. 2013
Insurance premiums	691	614
Insurance claims and benefits	85	49

*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 August 2014, the number of policies-in-force of Whole-life Medical “Jibun” is 59,942, New “Jibun” is 2,162, and New “Jibun” for Women is 1,387. The number of policies-in-force as of the end of August 2013 was that of “Jibun” only.

Topics

- Aug. 6 Financial Results for 1Q of Fiscal 2014 ending March 31, 2015
<http://pdf.irpocket.com/C7157/h8MH/f6qc/vxXE.pdf>
- Aug. 28 Launch new web media “Lifenet Journal Online” (Japanese Only)
<http://www.lifenet-seimei.co.jp/newsrelease/2014/5582.html>

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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