

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

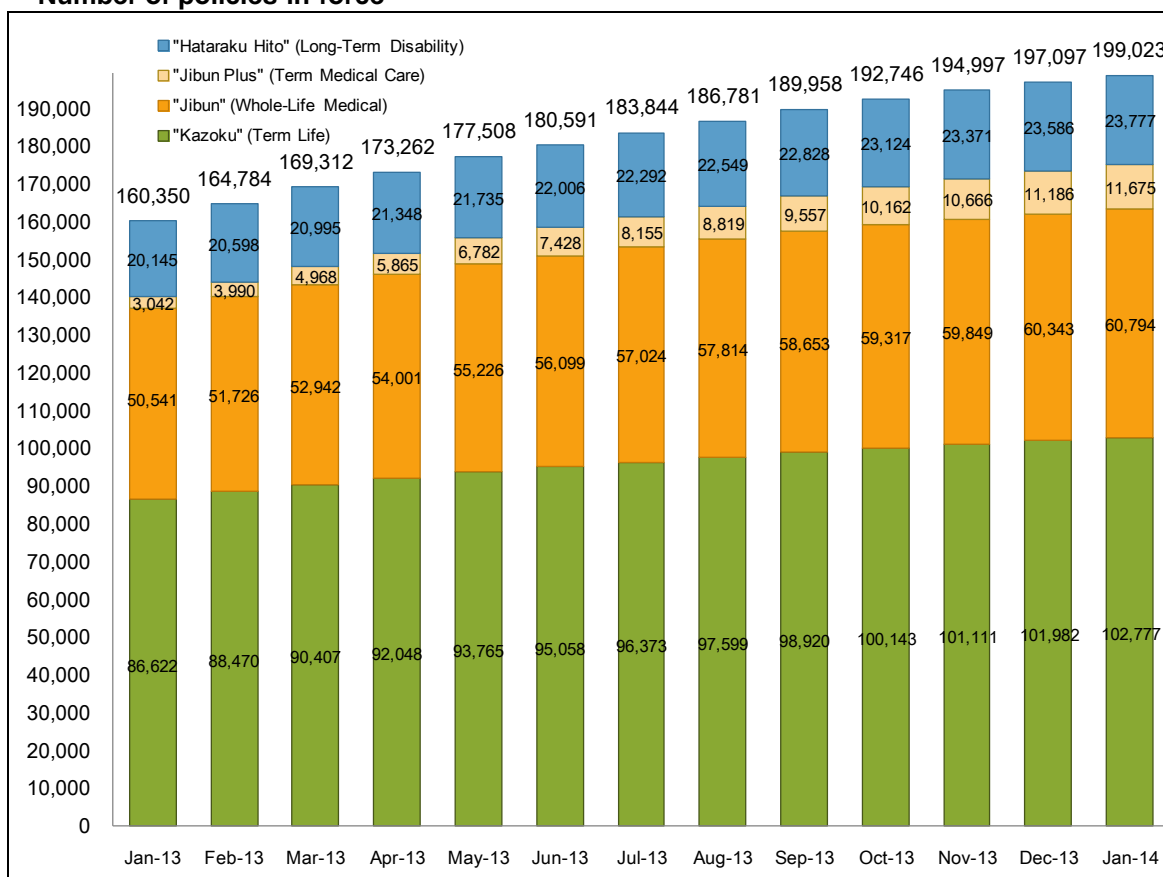
January 2014: MONTHLY DISCLOSURE
Monthly Insurance Premiums Recorded 122% of January 2013

TOKYO, February 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 January 2014.

The number of applications in the month of January 2014 was 4,892 (59% of January 2013), with the number of new business at 3,010 (57% of January 2013). Accordingly, the number of policies-in-force as of the end of January 2014 resulted in a total of 199,023 and annualized premium*1 of policies-in-force was 7,927 million yen and sum insured of policies-in-force stands at 1,674,041 million yen.

In January 2014, insurance premiums and claims and benefits recorded 652 million yen (122% of January 2013) and 97 million yen (169% of January 2013), respectively.

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)^{*2}

Number of new business (month)	Jan. 2014	Jan. 2013
Number of applications	4,892	8,259
Number of new business	3,010	5,314
Sum insured of new business ^{*3} (million yen)	20,980	36,492
Annualized premium ^{*1} (million yen)	115	200
- excl. death coverage (million yen)	60	100

Number of new business (accumulated total)	Apr. 2013 - Jan. 2014	May 2008 - Jan. 2014 ^{*4}
Number of applications	55,158	334,615
Number of new business	39,991	228,150
Sum insured of new business ^{*3} (million yen)	266,552	1,908,104
Annualized premium ^{*1} (million yen)	1,467	9,181
- excl. death coverage (million yen)	773	4,157

Number of policies-in-force	End of Jan. 2014	End of Jan. 2013
Number of policies-in-force	199,023	160,350
- "Kazoku": Term Life	102,777	86,622
- "Jibun": Whole-Life Medical	60,794	50,541
- "Jibun Plus": Term Medical Care	11,675	3,042
- "Hataraku Hito": Long-Term Disability	23,777	20,145
Sum insured of policies-in-force ^{*3} (million yen)	1,674,041	1,420,879
Annualized premium ^{*1} (million yen)	7,927	6,550
- excl. death coverage (million yen)	3,542	2,827

Insurance premiums and claims (million yen)	Jan. 2014	Jan. 2013
Insurance premiums	652	534
Insurance claims and benefits	97	57

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

Topics

- Jan. 4 Started airing new TV commercial series to promote reassessment of insurance policies (Japanese Only)
<http://www.lifenet-seimei.co.jp/cm/>
- Jan. 15 Ending some feature phone services in March 2014
<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.

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