

March 27, 2014
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(Securities Code: 7157, TSE Mothers)

Lifenet starts to accept medical insurance benefits claims to be made online

New service allows customers to file for insurance benefits from the convenience of their computers or smartphones at all hours of the day

TOKYO, March 27, 2014 – LIFENET INSURANCE COMPANY (TSE Mothers 7157, President & COO Daisuke Iwase, URL: <http://ir.lifenet-seimei.co.jp/en/>) announces the release of a new service to file for benefits claims online from March 25, 2014. This new function allows customers who have medical insurance policies to file benefits claims for hospitalization from their “My Page” outside of the Contact Center’s business hours.

■ **File medical insurance benefits claims 24 hours a day**

Lifenet customers all have a My Page account from which they are able to change and update their registered information. The new service released on March 25, 2014 allows customers who have Whole-Life Medical (“Jibun”) and Term Medical Care (“Jibun Plus”) policies to file benefits claims for hospitalization from their My Page by entering information such as the injury or illness for which they were hospitalized, the dates of hospitalization, date of surgery. Required documents are then sent directly to the customer.

This new service enables customers who are unable or have difficulty to call the Contact Center during business hours to file benefit claims online from the convenience of their computer or smartphone at all hours of the day.

Lifenet has taken several other measures to provide convenient and efficient services to customers and ensure that claims and benefits payments are made accurately and without delay, such as with the two services below.

■ **Lifenet simplified claims process**

Lifenet had simplified the conditions under which claimants can make medical policy claims by removing medical certificates or other certificates signed by a doctor from October 2012. Customers have also had the benefit of saving not only time but also the financial cost (roughly 5,000 to 10,000 yen*¹) of obtaining a medical certificate, and this payment process has been highly evaluated by our customers.

*1 Based on “2007 Research on Documentation Fees at Medical Institutions” issued by SANRO Research Institute, Inc.

■ **Lifenet Allowed Insurance Claims and Benefits to Be Made in 2 Days**

Lifenet had made improvements to the insurance claim and benefit payment process. With this enhancement, it is now possible for payments to be made to the designated bank account in a minimum of two days^{*2} after Lifenet receives all necessary documents from the customer.

*2 Number of days is business days, with the day Lifenet receives all necessary documents counted as the first day. Excludes cases which require additional days to obtain missing documents, and claims which require further investigation.

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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