

March 7, 2013
 Haruaki Deguchi, President/Founder
 LIFENET INSURANCE COMPANY
 (Securities Code: 7157, TSE Mothers)

February 2013: MONTHLY DISCLOSURE

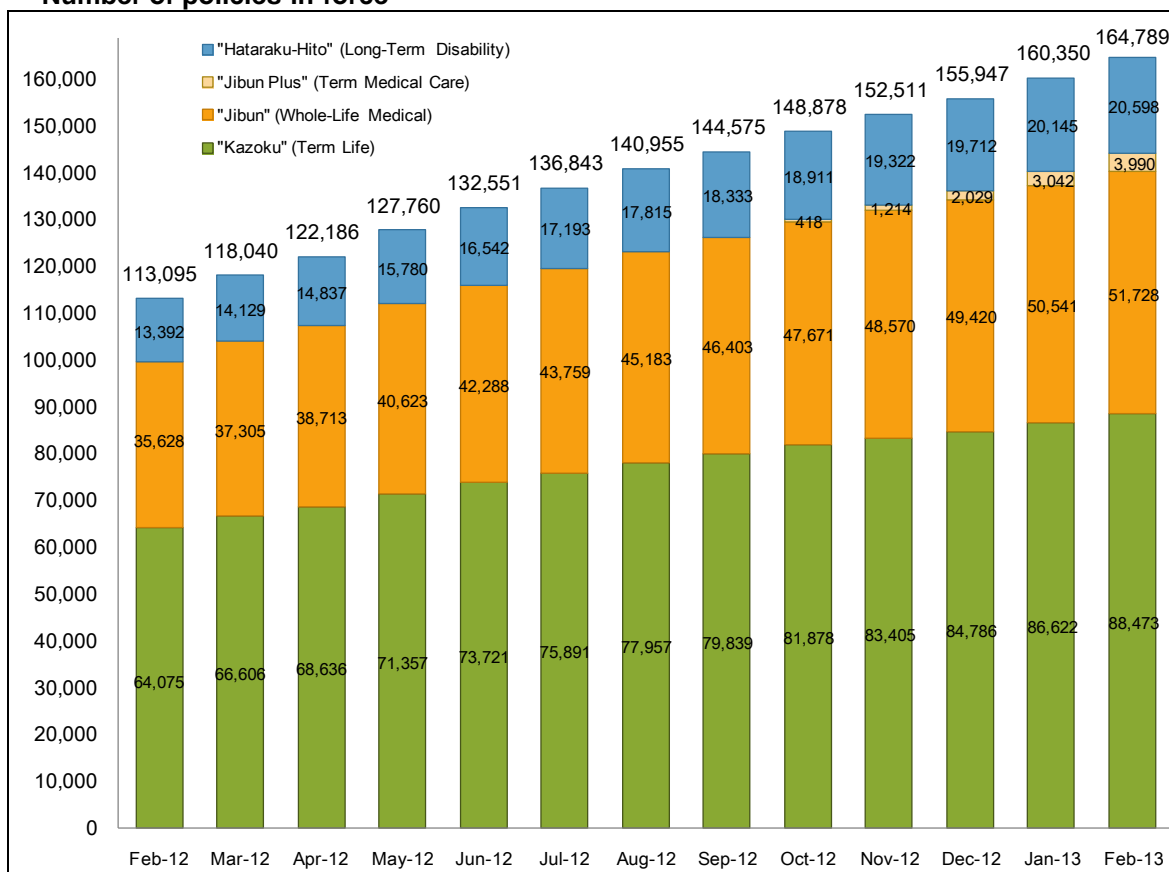
Exceeded 100,000 policy holders

TOKYO, March 7, 2013 – LIFENET INSURANCE COMPANY (TSE Mothers 7157, President/Founder: Haruaki Deguchi, URL: <http://ir.lifenet-seimei.co.jp/en/>) announces the monthly business performance for February 2013.

The number of applications in the month of February was 7,349 (89% of February 2012), with the number of new business at 5,256 (95% of February 2012). Accordingly, the number of policies-in-force as of the end of February 2013 resulted in a total of 164,789, annualized premium¹ of policies-in-force was 6,709 million yen, and sum insured of policies-in-force stands at 1,449,303 million yen. The number of policy holders exceeded 100,000 individuals on February 13, 2013, four years and nine months after commencing business operations.

In February 2013, insurance premiums and claims and benefits recorded 545 million yen (146% of February 2012) and 53 million yen (179% of February 2012), respectively.

Number of policies-in-force



Lifenet's steady growth of policies-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>)

LIFENET INSURANCE COMPANY

Number of new business, policies-in-force and premiums and claims (preliminary report)²

Number of new business (month)	Feb. 2013	Feb. 2012
Number of applications	7,349	8,237
Number of new business	5,256	5,518
Sum insured of new business ³ (million yen)	34,592	43,849
Annualized premium ¹ (million yen)	193	228
- excl. death coverage (million yen)	100	112

Number of new business (accumulated total)	Apr. 2012 - Feb. 2013	May 2008 - Feb. 2013 ⁴
Number of applications	80,027	271,234
Number of new business	55,055	182,529
Sum insured of new business ³ (million yen)	409,447	1,602,271
Annualized premium ¹ (million yen)	2,198	7,501
- excl. death coverage (million yen)	1,097	3,277

Number of policies-in-force	End of Feb. 2013	End of Feb. 2012
Number of policies-in-force	164,789	113,095
- "Kazoku": Term Life	88,473	64,075
- "Jibun": Whole-Life Medical	51,728	35,628
- "Jibun Plus": Term Medical Care	3,990	—
- "Hataraku-Hito": Long-Term Disability	20,598	13,392
Sum insured of policies-in-force ³ (million yen)	1,449,303	1,066,038
Annualized premium ¹ (million yen)	6,709	4,672
- excl. death coverage (million yen)	2,909	1,898

Insurance premiums and claims (million yen)	Feb. 2013	Feb. 2012
Insurance premiums	545	373
Insurance claims and benefits	53	30

Notes 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

- Feb. 1 Started sales of insurance products by affiliated insurance planners
<http://pdf.irpocket.com/C7157/qzIz/s4j8/UCgq.pdf>
- Feb. 13 Number of policy holders exceeded 100,000
<http://pdf.irpocket.com/C7157/qzIz/vw0l/CRgq.pdf>
- Feb. 19 Reported customer satisfaction survey results
<http://pdf.irpocket.com/C7157/qzIz/Gx6C/Yx93.pdf>
- Feb. 26 Announced that there will be no revisions to be made to insurance premiums in April 2013
<http://pdf.irpocket.com/C7157/qzIz/vw0l/xX65.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

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