

September 6, 2013  
 Daisuke Iwase, President & COO  
 LIFENET INSURANCE COMPANY  
 (Securities Code: 7157, TSE Mothers)

**August 2013: MONTHLY DISCLOSURE**  
**Started airing new TV commercial series with pro baseball players**

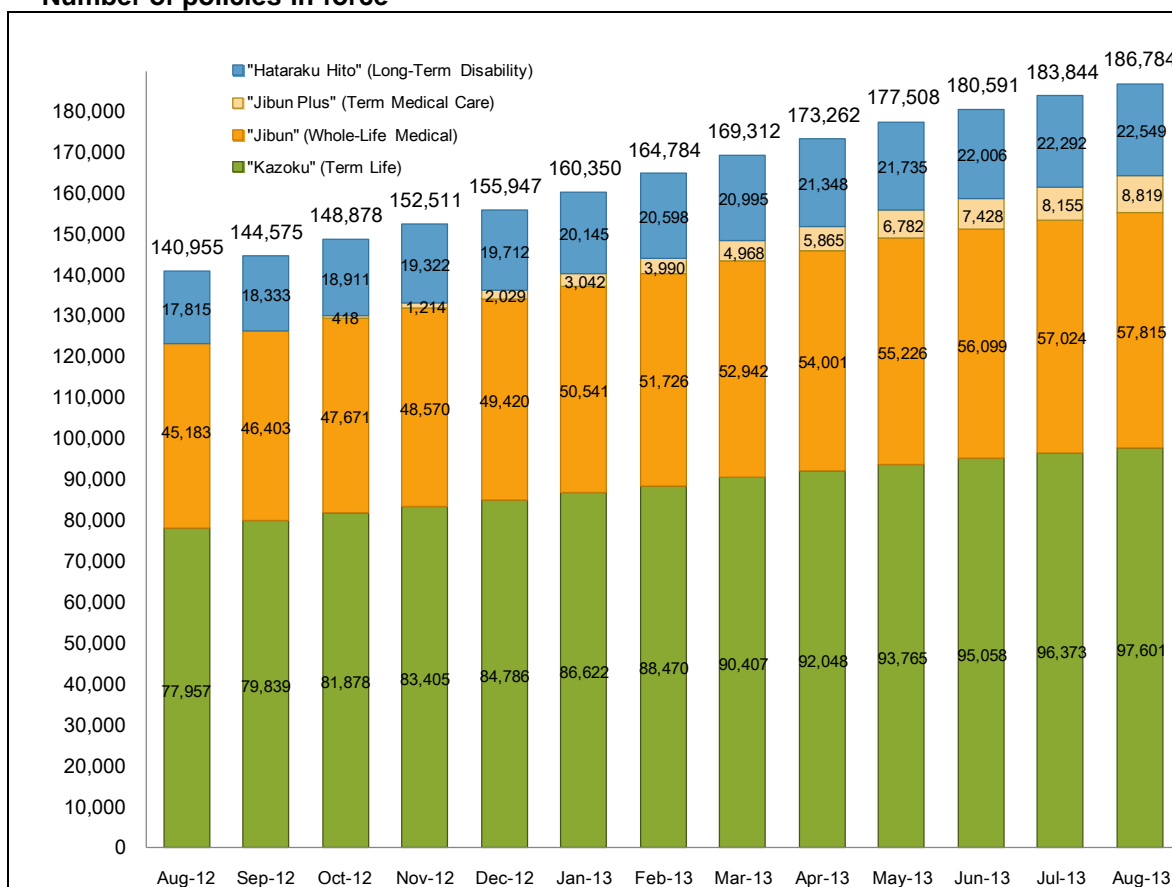
TOKYO, September 6, 2013 – LIFENET INSURANCE COMPANY (TSE Mothers 7157, President & COO Daisuke Iwase, URL: <http://ir.lifenet-seimei.co.jp/en/>) announces the monthly business performance for August 2013.

The number of applications in the month of August was 6,247 (93% of August 2012), with the number of new business at 3,939 (82% of August 2012). Accordingly, the number of policies-in-force as of the end of August 2013 resulted in a total of 186,784; annualized premium\*1 of policies-in-force was 7,485 million yen; and sum insured of policies-in-force stands at 1,591,961 million yen.

In August 2013, insurance premiums and claims and benefits recorded 614 million yen (130% of August 2012) and 49 million yen (83% of August 2012), respectively.

Lifenet started airing new TV commercials from August 1, 2013, one of which uses famous baseball players of the Hokkaido Nippon-Ham Fighters.

**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)<sup>\*2</sup>

Number of new business (month)	Aug. 2013	Aug. 2012
Number of applications	6,247	6,730
Number of new business	3,939	4,775
Sum insured of new business <sup>*3</sup> (million yen)	26,484	37,902
Annualized premium <sup>*1</sup> (million yen)	145	195
- excl. death coverage (million yen)	76	94

Number of new business (accumulated total)	Apr. 2013 - Aug. 2013	May 2008 - Aug. 2013 <sup>*4</sup>
Number of applications	31,388	310,845
Number of new business	22,548	210,707
Sum insured of new business <sup>*3</sup> (million yen)	148,716	1,790,268
Annualized premium <sup>*1</sup> (million yen)	821	8,535
- excl. death coverage (million yen)	434	3,819

Number of policies-in-force	End of Aug. 2013	End of Aug. 2012
Number of policies-in-force	186,784	140,955
- "Kazoku": Term Life	97,601	77,957
- "Jibun": Whole-Life Medical	57,815	45,183
- "Jibun Plus": Term Medical Care	8,819	—
- "Hataraku Hito": Long-Term Disability	22,549	17,815
Sum insured of policies-in-force <sup>*3</sup> (million yen)	1,591,961	1,281,379
Annualized premium <sup>*1</sup> (million yen)	7,485	5,796
- excl. death coverage (million yen)	3,316	2,452

Insurance premiums and claims (million yen)	Aug. 2013	Aug. 2012
Insurance premiums	614	472
Insurance claims and benefits	49	59

\*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

- Aug. 1 Started airing new TV commercial series
- Aug. 9 Disclosed financial results for 1Q of fiscal 2013, ending March 31, 2014  
<http://pdf.irpocket.com/C7157/qnwX/wRul/pugm.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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