

February 17, 2014  
Daisuke Iwase, President & COO  
LIFENET INSURANCE COMPANY  
(Securities Code: 7157, TSE Mothers)

## Management Team of Lifenet as of April 1, 2014

TOKYO, February 17, 2014 – LIFENET INSURANCE COMPANY (TSE Mothers 7157, President & COO Daisuke Iwase, URL: <http://ir.lifenet-seimei.co.jp/en/>) announces the management team effective on April 1, 2014 since it resolved to elect new Executive Officer and change in position of Executive Officer at the Board of Directors Meeting.

### 1. Management team effective on April 1, 2014

Position	Name	Other
Representative Director, Chairman & CEO Executive Officer	Haruaki Deguchi	Executive Officer of Internal Auditing Department
Representative Director, President & COO Executive Officer	Daisuke Iwase	Executive Officer of Corporate Development Department
Executive Managing Director Executive Officer	Kazuko Nakada	Executive Officer of Marketing Department, Product Development Department and Customer Contact Center
Executive Managing Director Executive Officer	Shunichiro Higuchi	Executive Officer of Legal Department, Risk Management Department and Customer Affairs Department
Outside Director	Sakuya Fujiwara	Former Deputy Governor of the Bank of Japan
Outside Director	Yoko Ishikura	Professor of Graduate School of Media Design, Keio University
Outside Director	Kazunari Uchida	Professor of Faculty of Commerce, Waseda University
Full-time Corporate Auditor	Seijiro Isa	Former Executive Managing Director of Asahi Mutual Life Insurance Company
Outside Corporate Auditor	Yasuharu Fushimi	Chairman & President, Tsuneishi Holdings Inc.
Outside Corporate Auditor	Kenichi Masuda	Attorney-at-law Partner, Anderson Mori & Tomotsune
Outside Corporate Auditor	Tadasu Kawai	Former Executive Officer and Corporate Executive Vice President of Sony Corporation
Executive Officer	Gen Suzuki	Executive Officer of General Affairs Department, Customer Service Department and Information Technology Department
Executive Officer (Newly elected)	Shuji Nariai	Executive Officer of Accounting Department, Finance Department and Actuarial Department

## 2. Changes in Executive Officers

### (1) Newly elected Executive Officer (effective on April 1, 2014)

Name	New Position	Previous Position
Shuji Nariai	Executive Officer of Accounting Department, Finance Department and Actuarial Department	General Manager of Marketing Department

### (2) Changes in the position of Executive Officer (effective on April 1, 2014)

Name	New Position	Previous Position
Daisuke Iwase	Executive Officer of Corporate Development Department	Executive Officer

### (3) Resignation of Executive Officer (as of March 31, 2014)

Position	Name
Executive Officer of Corporate Development Department, Accounting Department, Finance Department and Actuarial Department	Kohei Katada

### (Reference) Brief Career History of Newly Elected Executive Officer

Name (Date of Birth)	Brief career history and positions and areas of responsibility in Lifenet
Shuji Nariai (April 8, 1976)	<p>Oct. 2002 Entered KPMG Audit (currently KPMG AZSA LLC)</p> <p>May 2006 Registered as a certified public accountant</p> <p>Jul. 2007 Entered Net Life Planning Co., Ltd. (currently Lifenet Insurance Company)</p> <p>Feb. 2012 General Manager of Accounting Department</p> <p>May 2013 General Manager of Marketing Department (incumbent)</p>

**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.

<p>Contact:</p> <p>Corporate Development Department, Investor Relations</p> <p>Tel: +81-3-5216-7900</p> <p>e-mail: <a href="mailto:ir@lifenet-seimei.co.jp">ir@lifenet-seimei.co.jp</a></p>
---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

*Disclaimer: This is a summarized translation of the original Japanese document, prepared and provided solely for readers' convenience. In case of any discrepancy or dispute, the Japanese document prevails.*