

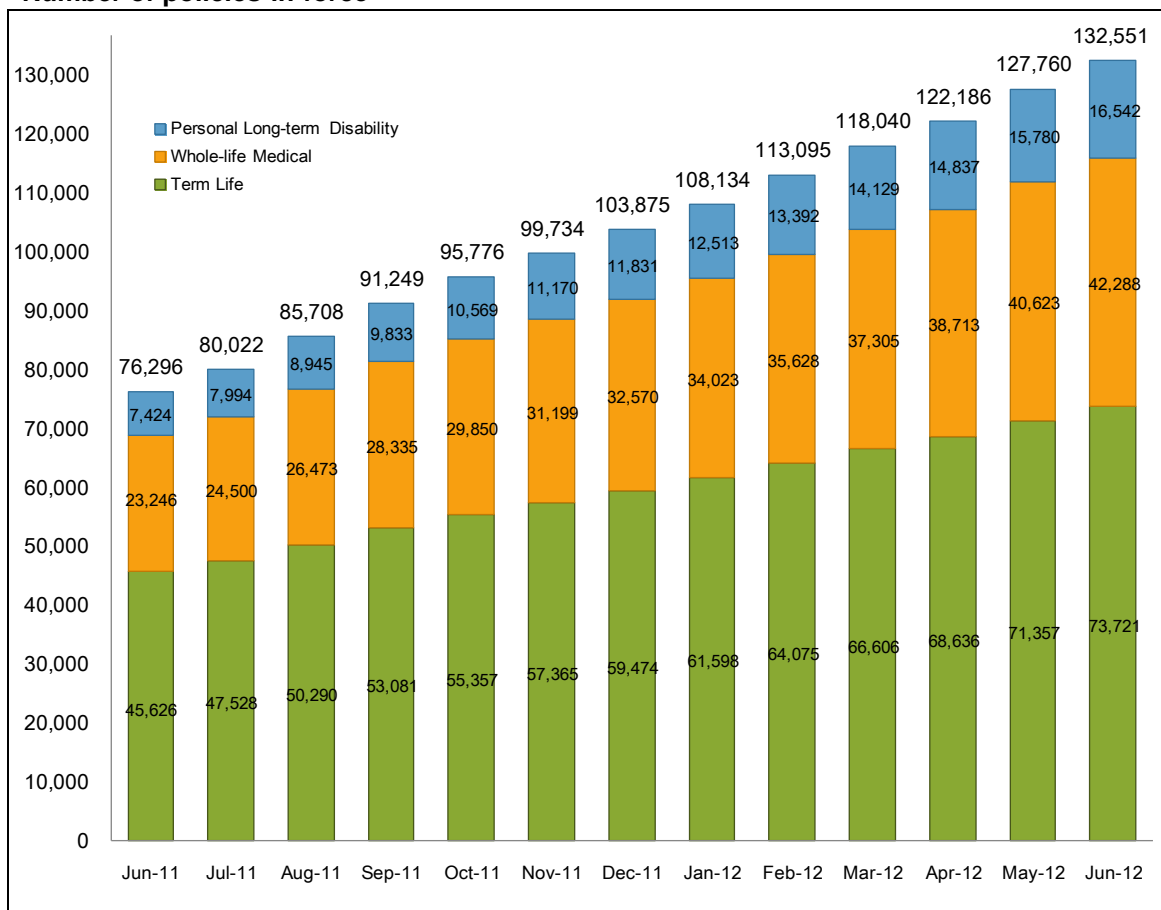
July 6, 2012
 Haruaki Deguchi, President/Founder
 LIFENET INSURANCE COMPANY
 (Code: 7157, TSE Mothers)

June 2012: MONTHLY DISCLOSURE
- Policies-in-force exceeded 130,000 -

TOKYO, July 6, 2012 - LIFENET INSURANCE COMPANY (TSE Mothers 7157, President/Founder: Haruaki Deguchi) announces June 2012 monthly sales performance.

The number of applications in the month of June was 8,025 (129% of June 2011), with the number of new business at 5,556 (117% of June 2011). The number of policies-in-force as of the end of June 2012 exceeded 130,000, resulting in a total of 132,551; annualized premium*¹ at 5,458 million yen; and sum insured of policies-in-force stands at 1,214,964 million yen as of June 30th.

Number of policies-in-force



Our steady growth of policies-in-force has been driven by the public's increasing support and interest in our company's Manifesto; to offer simple, convenient and competitively priced products and services based on the highest levels of business integrity. We will continue to build our 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 and policies-in-force (preliminary report) ^{*2}

Number of new business (month)	June 2012	June 2011
Number of applications	8,025	6,208
Number of new business	5,556	4,734
Sum insured of new business ^{*3} (JPY million)	42,902	39,355
Annualized premium ^{*1} (JPY million)	229	191
- excl. death coverage (JPY million)	114	88

Number of new business (accumulated total)	Apr. 2012 - June 2012	May 2008 - June 2012 ^{*4}
Number of applications	24,838	216,045
Number of new business	16,570	144,044
Sum insured of new business ^{*3} (JPY million)	126,408	1,319,232
Annualized premium ^{*1} (JPY million)	679	5,983
- excl. death coverage (JPY million)	339	2,520

Number of policies-in-force	End of June 2012	End of June 2011
Number of policies-in-force	132,551	76,296
- "Kazoku": Term Life	73,721	45,626
- "Jibun": Whole-life Medical	42,288	23,246
- "Hataraku Hito": Personal Long-term Disability	16,542	7,424
Sum insured of policies-in-force ^{*3} (JPY million)	1,214,964	773,447
Annualized premium ^{*1} (JPY million)	5,458	3,180
- excl. death coverage (JPY million)	2,286	1,183

*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 Insurance Company 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

- June 5 Awarded the UCDA Awards 2012 “Easy-To-Understand” Award in the life insurance website category
- June 14 Policies-in-force exceeded 130,000
- June 24 Annual general shareholders’ meeting held for the first time since being listed
- June 25 Ranked as the number one recommended death coverage insurance product by professionals in Weekly Economists magazine
- June 28 Started to accept applications for life insurance policies from smartphones

About LIFENET URL: <http://ir.lifenet-seimei.co.jp/en/>

Returning to the original purpose of life insurance - mutual support - LIFENET INSURANCE 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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