

March 6, 2015  
 Daisuke Iwase, President & COO  
 LIFENET INSURANCE COMPANY  
 (Securities Code: 7157, TSE Mothers)

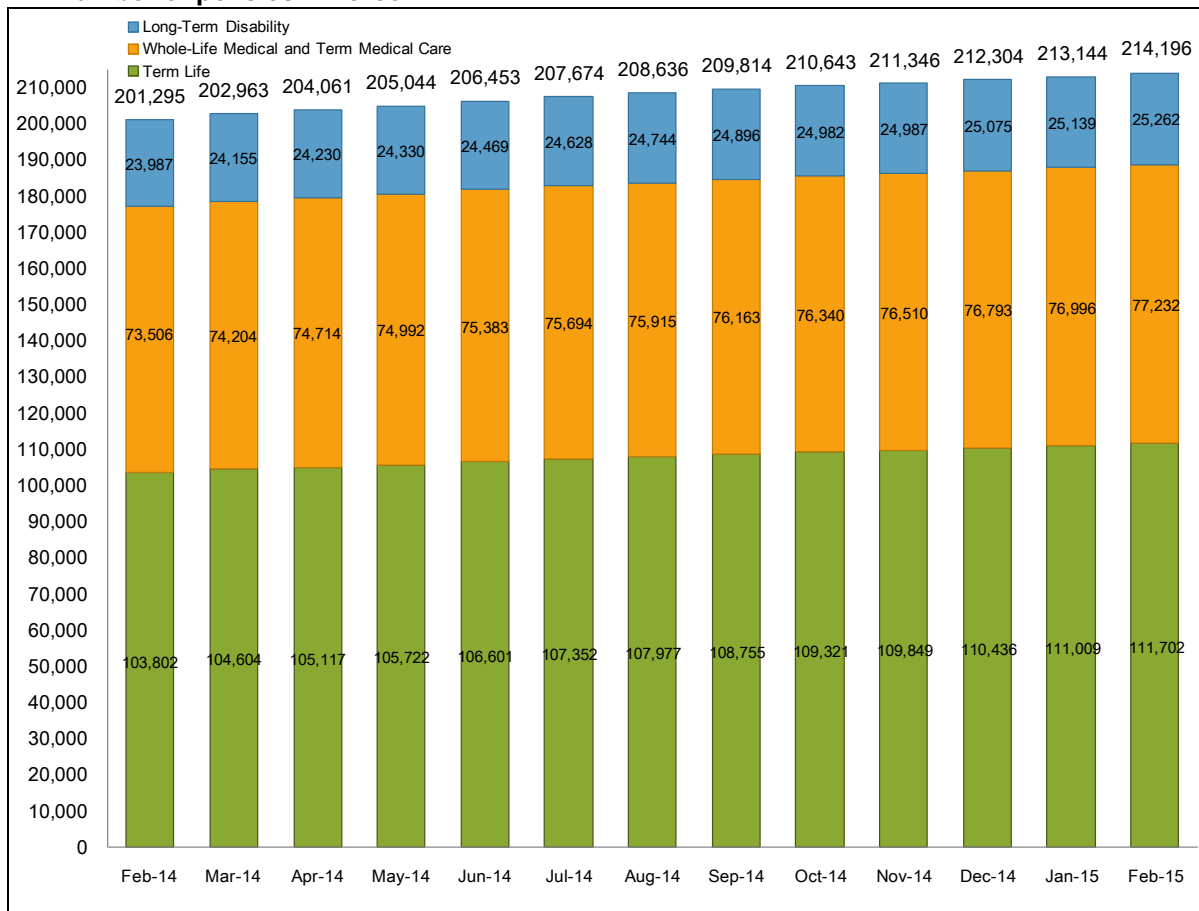
**February 2015: MONTHLY DISCLOSURE**  
**Annualized premium of new business was 103 million yen, 84% of February 2014**

TOKYO, March 6, 2015 – LIFENET INSURANCE COMPANY (TSE Mothers 7157, President & COO Daisuke Iwase, URL: <http://ir.lifenet-seimei.co.jp/en/>) announces the monthly business performance for February 2015.

The number of applications in the month of February 2015 was 3,019 (71% of February 2014), with the number of new business at 2,226 (67% of February 2014). Annualized premium\*<sup>1</sup> of new business was 103 million yen (84% of February 2014). Accordingly, the number of policies-in-force as of the end of February 2015 resulted in a total of 214,196, annualized premium\*<sup>1</sup> of policies-in-force was 8,722 million yen and sum insured of policies-in-force stands at 1,818,913 million yen.

In February 2015, insurance premiums and claims and benefits recorded 721 million yen (110% of February 2014) and 60 million yen (63% of February 2014), respectively.

**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 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)	Feb. 2015	Feb. 2014
Number of applications	3,019	4,234
Number of new business	2,226	3,301
Sum insured of new business <sup>*3</sup> (million yen)	18,315	22,211
Annualized premium <sup>*1</sup> (million yen)	103	122
- excl. death coverage (million yen)	53	63

Number of new business (accumulated total)	Apr. 2014 – Feb. 2015	Apr. 2013 – Feb. 2014
Number of applications	34,635	59,392
Number of new business	25,454	43,292
Sum insured of new business <sup>*3</sup> (million yen)	208,280	288,763
Annualized premium <sup>*1</sup> (million yen)	1,205	1,590
- excl. death coverage (million yen)	624	836

Number of policies-in-force	End of Feb. 2015	End of Feb. 2014
Number of policies-in-force	214,196	201,295
- “Kazoku”: Term Life	111,702	103,802
- “Jibun”, New “Jibun” and New “Jibun” for Women: Whole-Life Medical <sup>*4</sup>	65,296	61,347
- “Jibun Plus”: Term Medical Care	11,936	12,159
- “Hataraku Hito”: Long-Term Disability	25,262	23,987
Sum insured of policies-in-force <sup>*3</sup> (million yen)	1,818,913	1,689,686
Annualized premium <sup>*1</sup> (million yen)	8,722	8,010
- excl. death coverage (million yen)	3,918	3,582

Insurance premiums and claims (million yen)	Feb. 2015	Feb. 2014
Insurance premiums	721	658
Insurance claims and benefits	60	96

\*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: As of the end of February 2015, the number of policies-in-force of Whole-life Medical “Jibun” is 57,441, New “Jibun” is 4,825, and New “Jibun” for Women is 3,030. The number of policies-in-force as of the end of February 2014 was that of “Jibun” only.

## Topics

Feb. 13      Financial Results for 3Q of Fiscal 2014 Ending March 31, 2015  
<http://ir.lifenet-seimei.co.jp/en/library/earnings.html>

**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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