

February 4, 2014

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LIFENET INSURANCE COMPANY

(Securities Code: 7157, TSE Mothers)

New Online Tool to Support Insurance Selection

In addition, free life insurance consultation service via phone and email to start to better support customers

TOKYO, February 4, 2014 - LIFENET INSURANCE COMPANY (TSE Mothers 7157, President & COO Daisuke Iwase, URL:<http://ir.lifenet-seimei.co.jp/en/>) announces that it has launched new services in order to provide customers with even more comprehensible and convenient assistance for considering life insurance products; an online tool to support the selection of the most suitable life insurance products and coverage for the user, and free life insurance consultation.

■ Three-minute online tool to support the selection of suitable insurance products

Lifenet has developed a new online tool for customers who are uncertain about how to choose a life insurance policy that suits them. This new tool is available to customers online, 24 hours a day, asks the users a series of simple questions and takes approximately three minutes to complete. Accessible from both computer browsers and tablet devices, this tool will provide customers with comprehensible information and knowledge to better understand insurance and how to select a policy that best meets their situation.

Three-minute online tool (Japanese only) <http://www.lifenet-seimei.co.jp/lifestage/>



「保険って、どう選んでいいのかわからない」
「自分で考えるのって難しそう」

そんなあなたでも、たった**3分間**、
簡単な質問に答えるだけで
ぴったりの保険が見つかります。
一緒に探してみましょ！

クリックで
スタート! >>>

年	保険期間	投資を力にする保険 ※死亡保障 ※解約金	月額保険料
10年	20年	定期死亡保障 ※解約金	7,858円
10年	一括	定期死亡保障 ※解約金	2,719円
10年	10年	定期死亡保障 ※解約金	2,001円
10年	65歳まで	定期死亡保障 ※解約金	4,306円

ステップ.1 あなたの情報を入力

ステップ.2 あなたにふさわしい保険は？

ステップ.3 保険選びのポイント

ぴったりの保険プラン、完成！

見つかったプランは、あとで自由に活用できます。

家族に相談！

インターネットでそのまま申込み

完成したプランから納得いくまで調整も！

■ Free life insurance consultation to answer or clarify questions

Lifenet has started a series of free consultation services for customers who request consultation upon selecting an insurance policy. Customers can call or ask questions via “My Page” (their own Lifenet account) for answers and advice from Lifenet’s insurance planners, and also receive email consultation by affiliated financial planners. They will provide customers with any additional support they may need in finding the best insurance plan based on the customers’ lifestyle and future plans.

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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