

November 5, 2014  
Daisuke Iwase, President & COO  
LIFENET INSURANCE COMPANY  
(Securities Code: 7157, TSE Mothers)

## **Lifenet Provides CrowdWorks Members with Opportunities to Apply for Insurance with Toyota Tsusho Insurance Partners** **Aiming of supporting freelance workers**

TOKYO, November 5, 2014 - LIFENET INSURANCE COMPANY (TSE Mothers 7157, President & COO Daisuke Iwase, URL: <http://ir.lifenet-seimei.co.jp/en/>) announces that it has concluded an agency agreement with TOYOTA TSUSHO INSURANCE PARTNERS CORPORATION (President Takeshi Matsushita, URL: <http://www.tip-net.com/index.html>, "TIP"), a major insurance sales agent, to start providing customers such as freelance workers with opportunities to apply insurance.

As the first step in this initiative, on November 5, 2014, Lifenet started sales of insurance products to approximately 230,000 CrowdWorks members, freelance workers registered on "CrowdWorks", a crowdsourcing service provided by CrowdWorks Inc. (President Koichiro Yoshida, URL: <http://crowdworks.co.jp/>), through their intranet (members' page).

### ■ **Aiming to provide insurance to freelance workers who have a meager safety net in areas such as injury and disease allowance and group insurance**

Diversification of work style are becoming increasingly acceptable, and accordingly, an increasing number of people are working in new ways such as freelancing (operating as a sole proprietor or an independent professional) without being employed full-time at a specific company, group or organization. Freelance workers, however, face the drawback that their safety net is meager in comparison with employees of companies and other organizations. The issues they are facing include not only a lack of insurance such as injury and disease allowance and employee pensions, but also a lack of eligibility for group insurance scheme (low-cost insurance system for employees and their families), in which people are usually enrolled through welfare systems introduced by major corporate groups or government and other public bodies, as freelance workers are treated as individuals.

In this initiative, with the aim of supporting freelance workers, who have a meager safety net in areas such as these, Lifenet will work with TIP, which has operational knowhow regarding group insurance scheme as a major insurance sales agent, to start providing opportunities to apply insurance for freelance workers.

■ **Providing approx. 230,000 CrowdWorks freelancers with opportunities to apply for insurance**

Lifenet will provide opportunities to apply for insurance using its products, which offer reasonably priced premiums, through CrowdWorks' intranet (members' page), as a welfare service for the 230,000 CrowdWorks members in 188 business sectors who are registered on CrowdWorks, one of Japan's largest crowdsourcing services supporting freelance workers in the areas of work, education and security. In addition, TIP will hold seminars on money and insurance matters for freelance workers, helping to create an environment in which they can carry on working with peace of mind.

**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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