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LIFENET INSURANCE COMPANY
(Securities Code: 7157, TSE Mothers)

Lifenet enhanced the services for iPad
Brochure is viewable from iPad and
adding iPad to list of our recommended systems requirements

TOKYO, June 12, 2013 – LIFENET INSURANCE COMPANY (TSE Mothers 7157, President/Founder: Haruaki Deguchi, URL: <http://ir.lifenet-seimei.co.jp/en/>) announces that Lifenet has added the iPad to its list of recommended system requirements for its website, and has additionally enhanced the some of the offered features.

Since commencing business operations in 2008, Lifenet has strived to make a more simple and comprehensible life insurance through a new sales channel – the internet – and with this new sales channel, offer life insurance products that are more simple, comprehensible, and convenient. In these past five years, the environment surrounding the internet has changed drastically. Consumers use not only their personal computers and mobile phones to access the internet but also smartphones and tablets, diversifying the methods in which potential customers gather information, consider products, and apply for policies. Lifenet has enhanced the iPad website in order to meet the every-changing needs and demands of customers.

■ **What is new?**

- Brochure on Lifenet life insurance products viewable from iPad (available only in Japanese).
- iPad added to list of recommended systems requirements to browse for Lifenet's website.

*1. iPad is a registered trademark of Apple Inc.

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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