

September 7, 2012
 Haruaki Deguchi, President/Founder
 LIFENET INSURANCE COMPANY
 (Code: 7157, TSE Mothers)

August 2012: MONTHLY DISCLOSURE

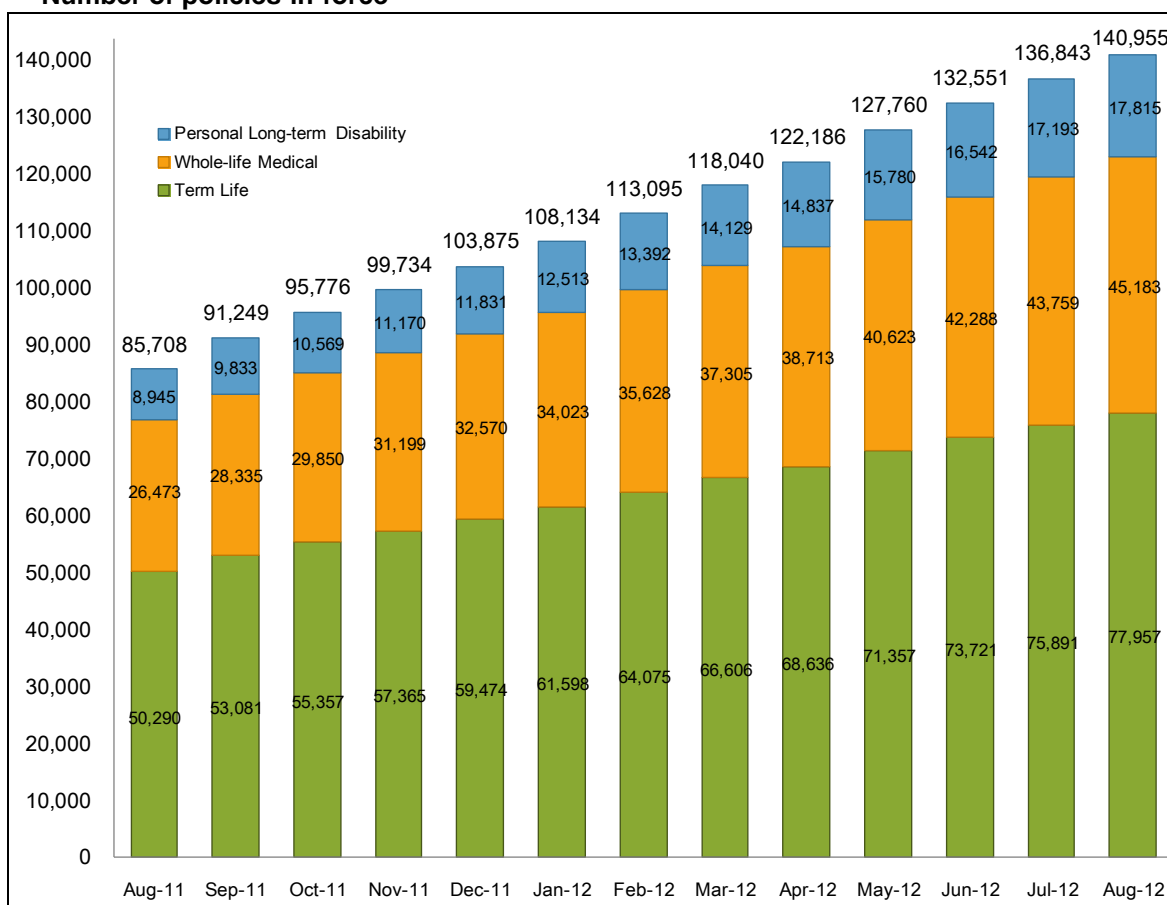
- Policies-in-force exceeded 140,000 -

TOKYO, September 7, 2012 - LIFENET INSURANCE COMPANY (TSE Mothers 7157, President/Founder: Haruaki Deguchi) announces August 2012 monthly business performance.

The number of applications in the month of August was 6,730 (73% of August 2011), with the number of new business at 4,775 (78% of August 2011). The number of applications and new business this month are lower than those of August 2011, when the company experienced a temporary increase in the number of applications as a result of the July broadcasting of the TV program “Cambrian Palace” (TV Tokyo). The number of policies-in-force as of the end of August 2012 exceeded 140,000, resulting in a total of 140,955; annualized premium*¹ at 5,796 million yen; and sum insured of policies-in-force stands at 1,281,379 million yen.

In August, 2012, insurance premiums and claims and benefits recorded 471 million yen (167% of August 2011) and 59 million yen (137% of August 2011), respectively. Based on the Manifesto of LIFENET, the Company will disclose monthly insurance premiums and claims from last month to further increase transparency.

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, policies-in-force and premiums and claims (preliminary report) ^{*2}

Number of new business (month)	Aug. 2012	Aug. 2011
Number of applications	6,730	9,171
Number of new business	4,775	6,130
Sum insured of new business ^{*3} (JPY million)	37,902	47,193
Annualized premium ^{*1} (JPY million)	195	251
- excl. death coverage (JPY million)	94	123

Number of new business (accumulated total)	Apr. 2012 – Aug. 2012	May 2008 – Aug. 2012 ^{*4}
Number of applications	38,793	230,000
Number of new business	26,370	153,844
Sum insured of new business ^{*3} (JPY million)	203,935	1,396,759
Annualized premium ^{*1} (JPY million)	1,080	6,383
- excl. death coverage (JPY million)	535	2,715

Number of policies-in-force	End of Aug. 2012	End of Aug. 2011
Number of policies-in-force	140,955	85,708
- “Kazoku”: Term Life	77,957	50,290
- “Jibun”: Whole-life Medical	45,183	26,473
- “Hataraku Hito”: Personal Long-term Disability	17,815	8,945
Sum insured of policies-in-force ^{*3} (JPY million)	1,281,379	846,341
Annualized premium ^{*1} (JPY million)	5,796	3,559
- excl. death coverage (JPY million)	2,452	1,367

Insurance premiums and claims (JPY million)	Aug. 2012	Aug. 2011
Insurance premiums	471	282
Insurance claims and benefits	59	43

*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

- August 22 Lifenet Awarded Bronze Stevie® Award in the 2012 International Business Awards - Company of the Year
- August 24 Policies-in-force exceeded 140,000

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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