

June 26, 2013

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

**Lifenet Awarded the UCDA Awards 2013  
“Easy-To-Understand” Award for Payment Procedure Information Web  
Pages in the Life Insurance Website Category**

TOKYO, June 26, 2013- LIFENET INSURANCE COMPANY (TSE Mothers 7157, President & COO: Daisuke Iwase) announces that the company has been awarded the Easy-To-Understand Award for Payment Procedure Information Web Pages in the life insurance website category in the UCDA Awards 2013. This award is hosted by the Universal Communication Design Association (UCDA) (URL: <http://www.ucda.jp/en>).

**UCDA Award 2013 for Easy-To-Understand Payment Procedure Information Web Pages  
(life insurance website category):**



The UCDA Award is an objective third-person evaluation of the information provided by businesses. In this year's UCDA Awards, consumer organizations have joined to strengthen the citizen perspective of the evaluations, and the candidates have been judged on the comprehensibility of communication to the average citizen regarding the filing of insurance claims on their respective web sites.

This year, Lifenet has received the highest overall evaluations from the panel, and the following areas of our business have been acknowledged as being simple, comprehensive, and user friendly:

- The steps and procedures necessary in the filing of an insurance claim are explained thoroughly on the website, and are linked from various other pages within the Lifenet site
- Specific examples of incidents that can and cannot be filed as an insurance claim are provided on the website and also sent to each customer
- All documents necessary when filing an insurance claim are available for download on the Lifenet website
- In order to shorten and simplify the claim process, Lifenet has eliminated the submission of designated medical certificates(\*1) in principle  
(\*1) This does not apply to all cases, and some insurance claims will require the submission of medical certificates and/or other documents.

**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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