

October 7, 2013  
 Daisuke Iwase, President & COO  
 LIFENET INSURANCE COMPANY  
 (Securities Code: 7157, TSE Mothers)

## Policies-in-force achieved 190,000 on October 2, 2013

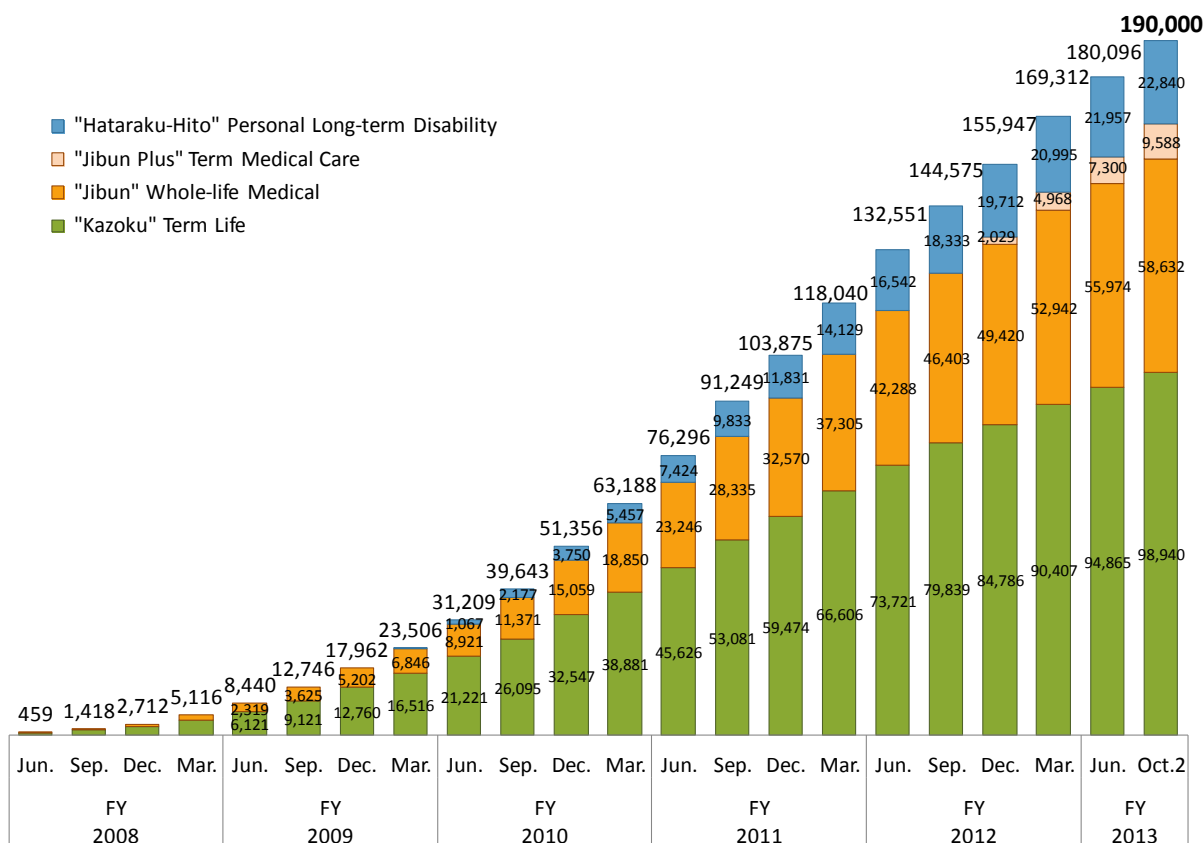
TOKYO, October 7, 2013 – LIFENET INSURANCE COMPANY (TSE Mothers 7157, President & COO Daisuke Iwase, URL: <http://ir.lifenet-seimei.co.jp/en/>) announces that its number of policies-in-force achieved 190,000 on October 2, 2013.

In addition to our policies-in-force achieving 190,000, Lifenet has had a successful beginning of the month. Lifenet ranked 1st in the Oricon Client Satisfaction Rankings 2014 announced on October 1<sup>st</sup> for “Insurance Premium Satisfaction” in the Medical Insurance Category hosted by Oricon Inc, and awarded the “2013 Good Design Awarded” also on the first of this month, hosted by the Japan Institute of Design Promotion.

Additionally, Lifenet signed a shareholders’ agreement with Kyobo Life Insurance Co, Ltd. regarding the establishment of a joint venture in Korea in September, 2013. This joint venture will offer life insurance products and services directly to customers over the Internet.

Lifenet will continue to endeavor to meet and exceed the expectations of our customers in this new stage.

### Numbers of policies-in-force



Numbers on Oct. 2, 2013, are preliminary and may be different from the final settlement report.

LIFENET INSURANCE COMPANY

**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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