

June 6, 2014

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

May 2014: MONTHLY DISCLOSURE
Started sales of the revised term life “Kazoku” and
new whole-life medical New “Jibun” and New “Jibun” for Women

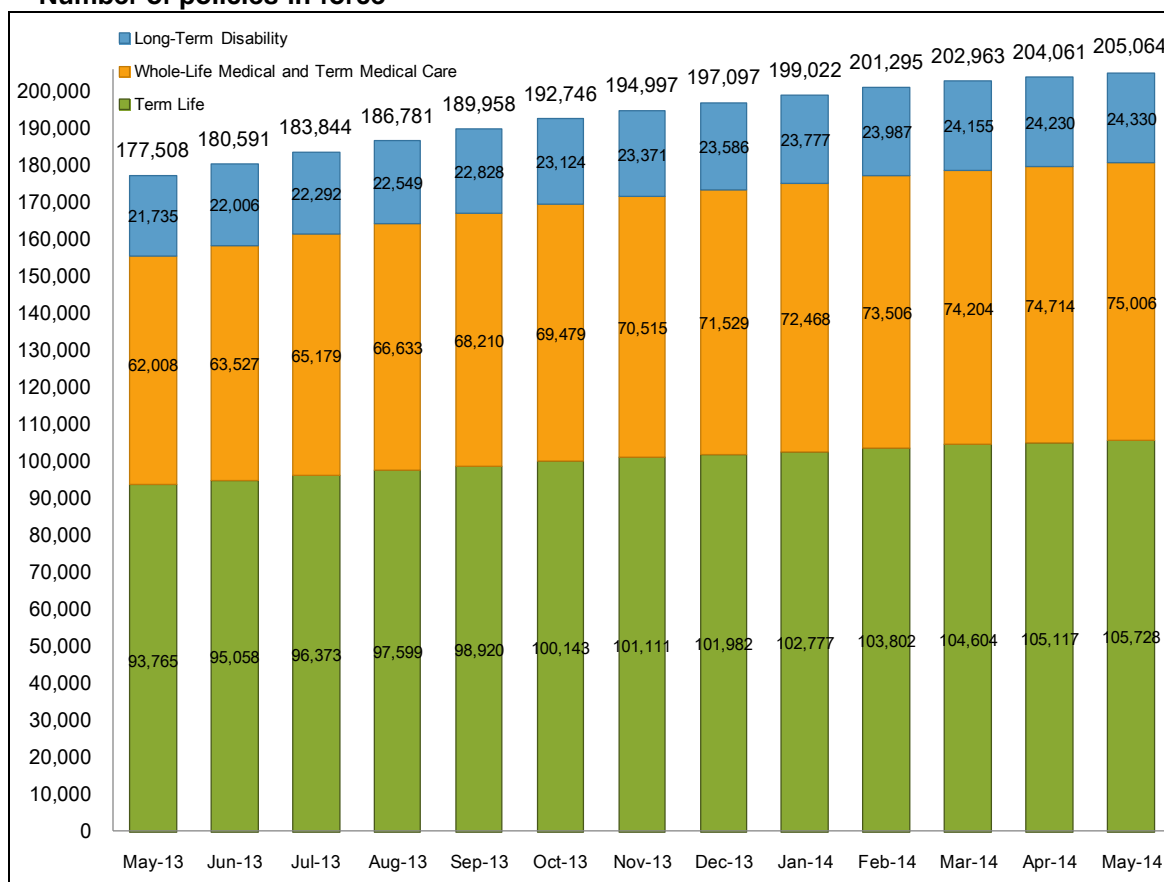
TOKYO, June 6, 2014 – LIFENET INSURANCE COMPANY (TSE Mothers 7157, President & COO Daisuke Iwase, URL: <http://ir.lifenet-seimei.co.jp/en/>) announces the monthly business performance for May 2014.

The number of applications in the month of May 2014 was 4,639 (66% of May 2013), with the number of new business at 2,693 (52% of May 2013) and annualized premium^{*1} of new business at 117 million yen (62% of May 2013). Accordingly, the number of policies-in-force as of the end of May 2014 resulted in a total of 205,064 and annualized premium^{*1} of policies-in-force was 8,169 million yen and sum insured of policies-in-force stands at 1,720,692 million yen.

In May 2014, insurance premiums and claims and benefits recorded 672 million yen (114% of May 2013) and 69 million yen (59% of May 2013), respectively.

Lifenet started sales of the revised term life product “Kazoku” and new whole-life medical products New “Jibun” and New “Jibun” for Women on May 2, 2014.

Number of policies-in-force



Lifenet’s steady growth of polices-in-force has been driven by the public’s increasing support and interest in its Manifesto; to offer simple, convenient and competitively priced products and services based on the highest levels of business integrity. Lifenet will continue to build its 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

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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)	May 2014	May 2013
Number of applications	4,639	7,016
Number of new business	2,693	5,221
Sum insured of new business ^{*3} (million yen)	20,479	33,448
Annualized premium ^{*1} (million yen)	117	190
- excl. death coverage (million yen)	62	102

Number of new business (accumulated total)	Apr. 2014 – May 2014	Apr. 2013 – May 2013
Number of applications	7,104	13,467
Number of new business	4,994	10,182
Sum insured of new business ^{*3} (million yen)	36,979	67,145
Annualized premium ^{*1} (million yen)	207	374
- excl. death coverage (million yen)	108	196

Number of policies-in-force	End of May 2014	End of May 2013
Number of policies-in-force	205,064	177,508
- “Kazoku”: Term Life	105,728	93,765
- “Jibun”, New “Jibun” and New “Jibun” for Women: Whole-Life Medical ^{*4}	62,239	55,226
- “Jibun Plus”: Term Medical Care	12,767	6,782
- “Hataraku Hito”: Long-Term Disability	24,330	21,735
Sum insured of policies-in-force ^{*3} (million yen)	1,720,692	1,532,494
Annualized premium ^{*1} (million yen)	8,169	7,166
- excl. death coverage (million yen)	3,656	3,146

Insurance premiums and claims (million yen)	May 2014	May 2013
Insurance premiums	672	587
Insurance claims and benefits	69	116

*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 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: As of the end of May 2014, the number of policies-in-force of Whole-Life Medical “Jibun” is 61,502, New “Jibun” is 489, and New “Jibun” for Women is 248. The number of policies-in-force as of May 2013 was that of “Jibun” only.

Topics

- May 2 Started Sales of the Revised Term Life Product “Kazoku” and New Whole-life Medical Products New “Jibun” and New “Jibun” for Women
<http://pdf.irpocket.com/C7157/YWWN/TPPTc/hihv.pdf>
- May 2 Started airing new TV commercial series for the revised and new products
- May 15 Financial Results for Fiscal 2013 Ended March 31, 2014
<http://pdf.irpocket.com/C7157/YWWN/pQY4/Jzta.pdf>
- May 15 European Embedded Value as of March 31, 2014
<http://pdf.irpocket.com/C7157/YWWN/pQY4/qDL4.pdf>
- May 20 Launched Free Online Health Consultation Service

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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