

May 12, 2015  
Daisuke Iwase, President & COO  
LIFENET INSURANCE COMPANY  
(Securities Code: 7157, TSE Mothers)

## **April 2015: MONTHLY DISCLOSURE** **Entered into Capital and Business Alliance Agreement with KDDI CORPORATION**

TOKYO, May 12, 2015 – LIFENET INSURANCE COMPANY (TSE Mothers 7157, President & COO Daisuke Iwase, URL: <http://ir.lifenet-seimei.co.jp/en/>) announces the monthly business performance for April 2015.

Annualized premium<sup>\*1</sup> of new business in the month of April 2015 was 88 million yen (98% of April 2014). The number of applications was 2,691 (109% of April 2014), with the number of new business at 1,795 (78% of April 2014). Accordingly, annualized premium<sup>\*1</sup> of policies-in-force as of the end of April 2015 was 8,828 million yen, the number of policies-in-force resulted in a total of 215,945, and sum insured of policies-in-force stands at 1,836,272 million yen.

In April 2015, insurance premiums and claims and benefits recorded 728 million yen (109% of April 2014) and 80 million yen (66% of April 2014), respectively.

On April 20, 2015, Lifenet made a resolution at the meeting of its Board of Directors to enter into a capital and business alliance agreement with KDDI CORPORATION (“KDDI”). Subject to KDDI obtaining regulatory approval to become a major shareholder of an insurance company, Lifenet will allocate new shares by means of third party allotment to KDDI. Lifenet and KDDI will integrate their respective customer platforms, brands, business expertise and other attributes, and explore possibilities for joint efforts in planning and operating new customer-oriented services taking advantage of our combined strengths.

### Topics

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|---------|---|
| Apr. 7  | Revision of Business Forecast for the Fiscal Year Ended March 31, 2015<br><a href="http://pdf.irpocket.com/C7157/Q8aV/nL0l/qfQP.pdf">http://pdf.irpocket.com/C7157/Q8aV/nL0l/qfQP.pdf</a>   |
| Apr. 14 | Number 1 in the J.D. Power Asia Pacific 2015<br>Japan Life Insurance Contract Customer Satisfaction Pre-Purchase Study <sup>SM</sup><br><a href="http://pdf.irpocket.com/C7157/Q8aV/E8h2/zJzc.pdf">http://pdf.irpocket.com/C7157/Q8aV/E8h2/zJzc.pdf</a> |
| Apr. 20 | Capital and Business Alliance with KDDI CORPORATION<br>through Third-party Allotment<br><a href="http://pdf.irpocket.com/C7157/Q8aV/Kxpr/ZtSO.pdf">http://pdf.irpocket.com/C7157/Q8aV/Kxpr/ZtSO.pdf</a>   |

Lifenet's steady growth of policies-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 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)<sup>\*2</sup>

Number of new business (month)	Apr. 2015	Apr. 2014
Number of applications	2,691	2,465
Number of new business	1,795	2,301
Sum insured of new business <sup>*3</sup> (million yen)	14,273	16,500
Annualized premium <sup>*1</sup> (million yen)	88	89
- excl. death coverage (million yen)	47	46

Number of new business (accumulated total)	Apr. 2015	Apr. 2014
Number of applications	2,691	2,465
Number of new business	1,795	2,301
Sum insured of new business <sup>*3</sup> (million yen)	14,273	16,500
Annualized premium <sup>*1</sup> (million yen)	88	89
- excl. death coverage (million yen)	47	46

Number of policies-in-force	End of Apr. 2015	End of Apr. 2014
Number of policies-in-force	215,945	204,061
- "Kazoku": Term Life	112,787	105,117
- "Jibun", New "Jibun" and New "Jibun" for Women: Whole-Life Medical <sup>*4</sup>	65,829	61,914
- "Jibun Plus": Term Medical Care	11,804	12,800
- "Hataraku Hito": Long-Term Disability	25,525	24,230
Sum insured of policies-in-force <sup>*3</sup> (million yen)	1,836,272	1,710,901
Annualized premium <sup>*1</sup> (million yen)	8,828	8,118
- excl. death coverage (million yen)	3,971	3,631

Insurance premiums and claims (million yen)	Apr. 2015	Apr. 2014
Insurance premiums	728	670
Insurance claims and benefits	80	121

\*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 April 2015, the number of policies-in-force of Whole-life Medical "Jibun" is 56,620, New "Jibun" is 5,695, and New "Jibun" for Women is 3,514. The number of policies-in-force as of the end of April 2014 was that of "Jibun" only.

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