

April 15, 2013  
 Haruaki Deguchi, President/Founder  
 LIFENET INSURANCE COMPANY  
 (Securities Code: 7157, TSE Mothers)

## FY2012 4Q: CUSTOMER INQUIRY REPORT

### 69,761 inquiries in total for FY2012

TOKYO, April 15, 2013 - LIFENET INSURANCE COMPANY (TSE Mothers 7157, President/Founder: Haruaki Deguchi, URL:<http://ir.lifenet-seimei.co.jp/en/>) announces the report on the number of inquiries from customers for the fourth quarter of fiscal year 2012, ended March 31, 2013.

In the fourth quarter of FY2012, we received a total of 18,920 inquiries. This is 118.7% the number of inquiries of the previous quarter, and 93.8% compared to the same quarter of the previous fiscal year. The number of complaints was 234. This was mainly due to a new measure we have implemented to increase the number of applications where we make outbound telephone calls to potential customers who requested brochures about Lifenet's insurance products but have not submitted an application. Accordingly, the total number of inquiries received in the FY2012 stands at 69,761 with a total of 607 complaints.

At Lifenet, we view customer inquiries as a valuable asset to continuously better our products and services. All inquiries received are compiled and analyzed, and are reflected directly in our daily operations by the company as a whole for the purpose of maximizing customer satisfaction.

### 1. Number of inquiries and complaints from customers

**FY 2012** (Fiscal Year ended March 2013)

Item	1Q (Apr.-Jun. 2012)	2Q (Jul.-Sep. 2012)	3Q (Oct.-Dec. 2012)	4Q (Jan.-Mar. 2013)	Accumulated total
Inquiries	18,882	16,026	15,933	18,920	69,761
Complaints	124	128	121	234	607

< Reference: FY 2011 (Fiscal Year ended March 2012)>

Item	1Q (Apr.-Jun. 2011)	2Q (Jul.-Sep. 2011)	3Q (Oct.-Dec. 2011)	4Q (Jan.-Mar. 2012)	Accumulated total
Inquiries	15,172	20,394	16,264	20,171	72,001
Complaints	80	146	118	144	488

## 2. Breakdown of complaints<sup>1</sup>

FY 2012 (Fiscal Year ended March 2013)

Item	1Q (Apr.-Jun. 2012)	2Q (Jul. -Sep. 2012)	3Q (Oct.-Dec. 2012)	4Q (Jan.-Mar. 2013)	Accumulated total	%
Acquisition	93	98	68	150	409	67.4%
Collection	7	8	12	20	47	7.7%
Maintenance	5	7	9	9	30	4.9%
Claims/ Benefits	10	5	14	19	48	7.9%
Others	9	10	18	36	73	12.0%
Total	124	128	121	234	607	100.0%

< Reference: FY 2011 (Fiscal Year ended March 2012) >

Item	1Q (Apr.-Jun. 2011)	2Q (Jul. -Sep. 2011)	3Q (Oct. -Dec. 2011)	4Q (Jan.-Mar. 2012)	Accumulated total	%
Acquisition	60	103	83	87	333	68.2%
Collection	2	11	6	11	30	6.1%
Maintenance	3	7	4	10	24	4.9%
Claims/ Benefits	4	4	2	7	17	3.5%
Others	11	21	23	29	84	17.2%
Total	80	146	118	144	488	100.0%

1: Based on the classifications determined by The Life Insurance Association of Japan

**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.

<p>Contact: Corporate Development Department, Investor Relations Tel: +81-3-5216-7900 e-mail: <a href="mailto:ir@lifenet-seimei.co.jp">ir@lifenet-seimei.co.jp</a></p>
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