

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

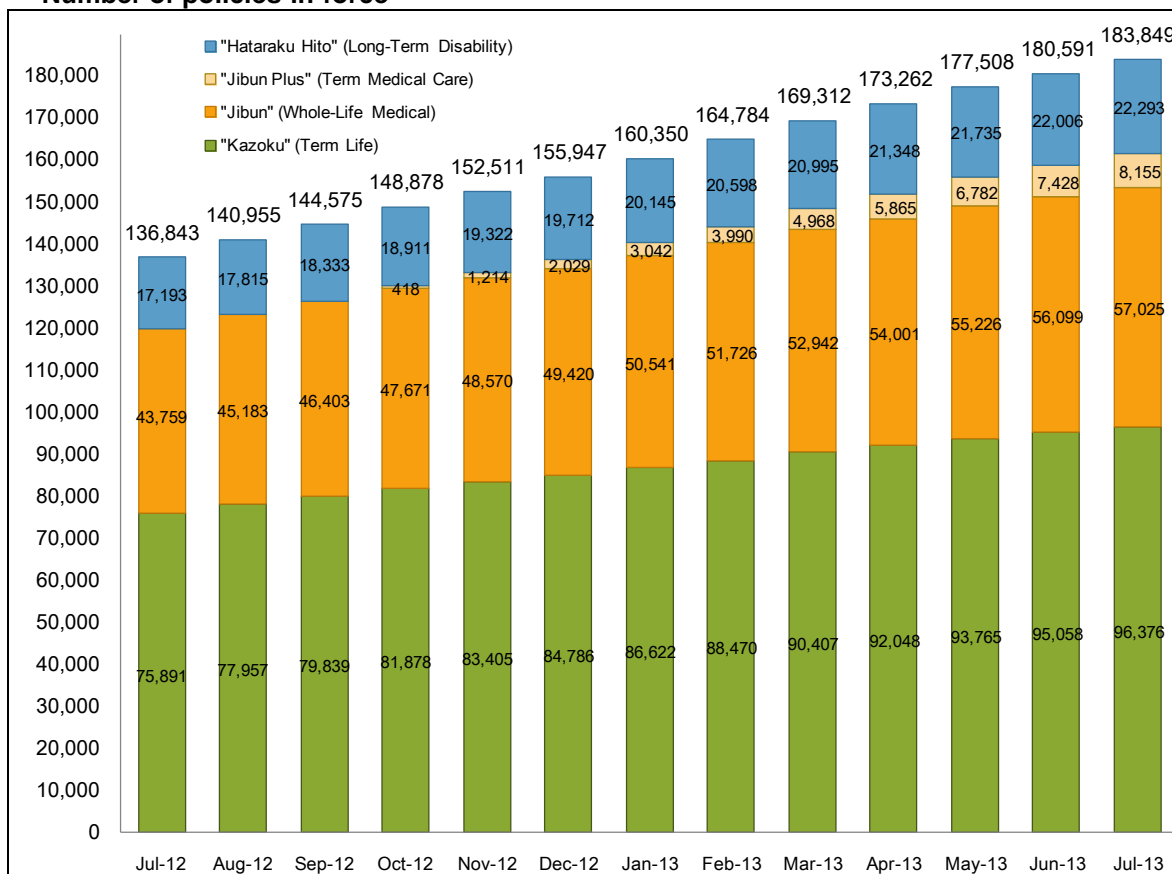
July 2013: MONTHLY DISCLOSURE
Monthly insurance premiums recorded 132% of July 2012,
exceeding 600 million yen

TOKYO, August 7, 2013 – LIFENET INSURANCE COMPANY (TSE Mothers 7157, President & COO Daisuke Iwase, URL: <http://ir.lifenet-seimei.co.jp/en/>) announces the monthly business performance for July 2013.

The number of applications in the month of July was 5,603 (78% of July 2012), with the number of new business at 4,330 (86% of July 2012). Accordingly, the number of policies-in-force as of the end of July 2013 resulted in a total of 183,849; annualized premium*1 of policies-in-force was 7,381 million yen; and sum insured of policies-in-force stands at 1,572,389 million yen.

In July 2013, insurance premiums and claims and benefits recorded 607 million yen (132% of July 2012) and 35 million yen (117% of July 2012), respectively.

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 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>)

LIFENET INSURANCE COMPANY

Number of new business, policies-in-force and premiums and claims (preliminary report)^{*2}

Number of new business (month)	Jul. 2013	Jul. 2012
Number of applications	5,603	7,225
Number of new business	4,330	5,025
Sum insured of new business ^{*3} (million yen)	28,473	39,625
Annualized premium ^{*1} (million yen)	156	205
- excl. death coverage (million yen)	83	101

Number of new business (accumulated total)	Apr. 2013 - Jul. 2013	May 2008 - Jul. 2013 ^{*4}
Number of applications	25,141	304,598
Number of new business	18,609	206,768
Sum insured of new business ^{*3} (million yen)	122,232	1,763,784
Annualized premium ^{*1} (million yen)	676	8,389
- excl. death coverage (million yen)	358	3,742

Number of policies-in-force	End of Jul. 2013	End of Jul. 2012
Number of policies-in-force	183,849	136,843
- "Kazoku": Term Life	96,376	75,891
- "Jibun": Whole-Life Medical	57,025	43,759
- "Jibun Plus": Term Medical Care	8,155	—
- "Hataraku Hito": Long-Term Disability	22,293	17,193
Sum insured of policies-in-force ^{*3} (million yen)	1,572,389	1,248,607
Annualized premium ^{*1} (million yen)	7,381	5,630
- excl. death coverage (million yen)	3,262	2,371

Insurance premiums and claims (million yen)	Jul. 2013	Jul. 2012
Insurance premiums	607	461
Insurance claims and benefits	35	30

*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: Accumulated since the commencement of business operations on May 18, 2008

Topics

- Jul. 16 Disclosed Customer Inquiry Report of FY2013 1Q
<http://pdf.irpocket.com/C7157/qnwX/n1dB/xcat.pdf>
- Jul. 16 Disclosed Insurance Payments Report of FY2013 1Q
<http://pdf.irpocket.com/C7157/qnwX/n1dB/OqSy.pdf>

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.

Contact:

Corporate Development Department, Investor Relations
Tel: +81-3-5216-7900
e-mail: ir@lifenet-seimei.co.jp

Disclaimer: This is a summarized translation of the original Japanese document, prepared and provided solely for readers' convenience. In case of any discrepancy or dispute, the Japanese document prevails.