

October 29, 2013
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 LIFENET INSURANCE COMPANY
 (Securities Code: 7157, TSE Mothers)

Lifenet Renews Smartphone Site

Smartphone procedures made more convenient for policy holders, and new customers with detailed medical declarations can now apply via smartphones

LIFENET INSURANCE COMPANY (TSE Mothers 7157, President & COO Daisuke Iwase, URL: <http://ir.lifenet-seimei.co.jp/en/>) announces that Lifenet has renewed its smartphone site on October 28, making various services such as applying for policies and services for policy holders more convenient via smartphones.

Following Lifenet's renewal of its smartphone site in April 2013 to increase visibility and usability, we have enhanced the smartphone life insurance application services for prospective customers. For our policy holders, we have expanded the services offered on the customer website "My Page" where customers can view the details of their policies and file for various administrative procedures more conveniently than ever before via various devices.

■ New customers with detailed medical declarations can now apply via the smartphone site

Customers with medical conditions or symptoms that required detailed declarations were previously able to apply for a policy only via computers and not the smartphone site. However, with this renewal, it is now possible for these customers to apply for policies via smartphones in addition to computers. In addition, customers are now able to bank transfer their insurance premium payments from the smartphone site, which instinctively gives customers necessary information through the compact and visually comprehensive design.

▼ Image of new application form (decreased scrolling and enhanced usability)



■ Seamless life insurance policy application from smartphones and computers

The previously separate smartphone and computer sites for policy applications now use the same system with this renewal, allowing for customers to switch between using their smartphones and computers throughout the entire application process. Customers can now more conveniently apply for policies than before, for example by starting the application process from their smartphones, and returning home to complete the application from their computers.

■ “My Page” functions expanded; various administrative processes more convenient for policy holders

Lifenet’s “My Page” offers policy holders additional support and information pertaining to their policies and Lifenet. There were some restrictions for the smartphone My Page site that were all removed with this renewal. Policy holders are now able to conveniently handle various aspects of their policies from smartphones and computers; applying for additional policies and applying to reduce coverage in addition to confirming the details of their policies, changing registered information such as payment methods and addresses, and changing the beneficiary of their policies.

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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