## **NEWS RELEASE**



October 29, 2013 Daisuke Iwase, President & COO 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: <u>http://ir.lifenet-seimei.co.jp/en/</u>) 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)

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情報の一時保存について		
入力した情報は所定のページに進むごとに自動的に一 時保存されます。保存期間は申じ込みを開始した月の 来日までです。 申し込みを途中でやめた場合、保存された情報が入力 された状態で、パソコンまたはスマートフォンからロ	<ul> <li>告知について</li> <li>1. 告知義務について</li> </ul>	(告知)、告知義義とは? 過去3ヶ月以内の健康状態について以下の質問にお答えください。
グイン後、申し込みを再開することができます。	ご契約者さまには、必ず、ご自身で健康状態 ()、職業、年収などについて告知をしていただ く義務があります(告知義務) 多数の人が保険料を出しあって相互に保障しあう保険	過去3ヶ月以内の健康状態についてお尋ねします すでにお答えいただいた病気やケガのほかに、過去3ヶ 月以内に医師の診察、検査(定期的な検査を含む)、治療
	■数00人が採練料を出しめって相互に満喫しめつ採練 契約では、保険料増担の公平性を保つという製造から 、ご契約者の方には健康状態などについて告知をして いただく義務があります。これを「告知義務」といい ます。	<ul> <li>、投薬、カウンセリングを受けたことがありますか。</li> <li>かぜ(感冒)、インフルエンザ、虫歯で、す</li> </ul>
X-17:27E	各知義務のあるご質問単項について 高面上に「各知」と表示されます	<ul> <li>でに完治しているものは除きます</li> <li>勤務先や自治体などが実施する健康診断、妊</li> <li>価中の定期検診、がん検診など特定疾患の早期発見のための検診は除きます</li> </ul>
お好みの端末で申し込みを再開できます	ても、告知したことになりません 当社の職員やコンタクトセンターの担当者、代理店の 職員は、直接、告知を受け付ける権限(告知受税権) がありません。ウェブサイトとの告知画面でお客さま	<ul> <li>市販薬の服用は除きます</li> </ul>
	ご自身が入力ください。 ちりょう しょう しょう しょう しょう しょう しょう しょう しょう しょう し	<ul> <li>はい</li> <li>いいえ</li> </ul>
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## **NEWS RELEASE**



### 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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