

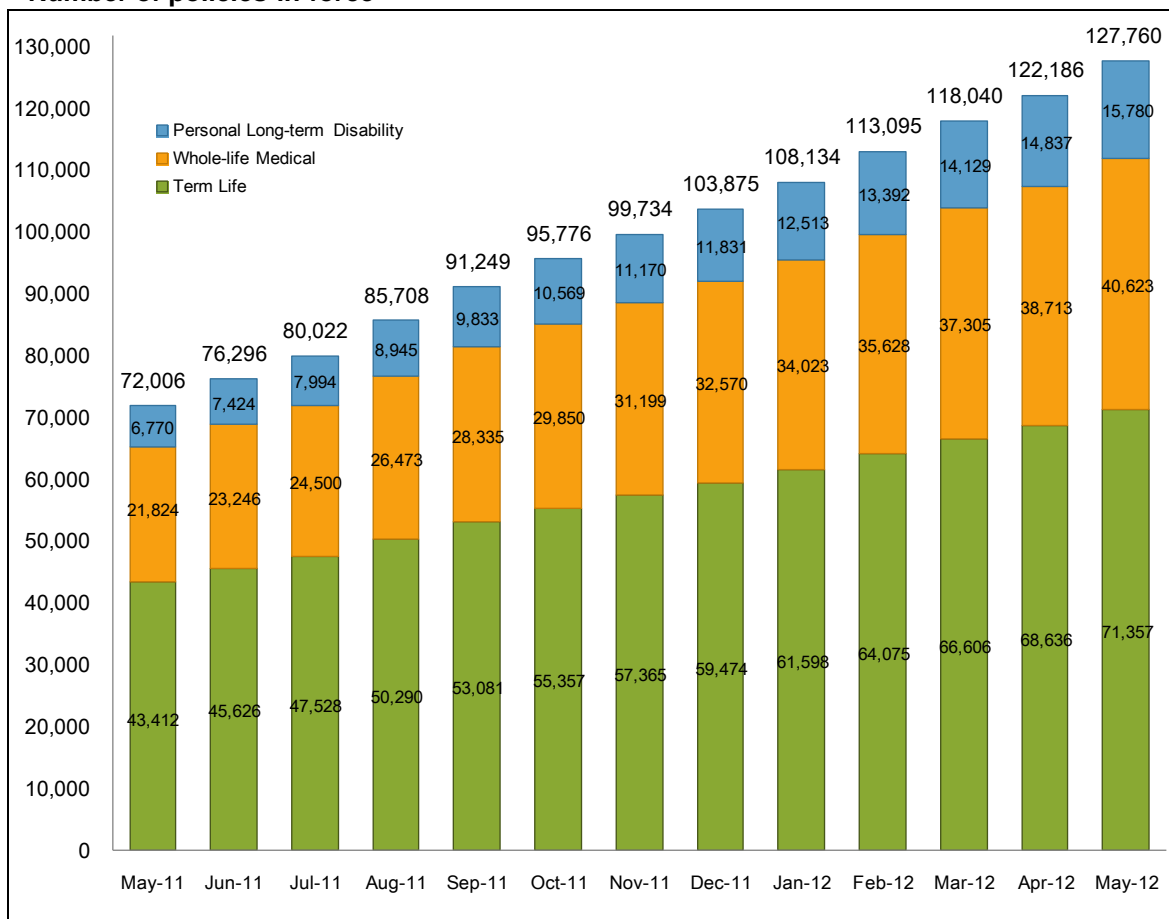
June 7, 2012
 Haruaki Deguchi, President/Founder
 LIFENET INSURANCE COMPANY
 (Code: 7157, TSE Mothers)

May 2012: MONTHLY DISCLOSURE
- Number of new business reached a new high -

TOKYO, June 7, 2012 - LIFENET INSURANCE COMPANY (TSE Mothers 7157, President/Founder: Haruaki Deguchi) announces May 2012 monthly sales performance.

The number of applications in the month of May was 9,152 (118% of May 2011), with the number of new business at a record high of 6,242 (128% of May 2011). The number of policies-in-force as of the end of May 2012 resulted in a total of 127,760; annualized premium*¹ at 5,262 million yen; and sum insured of policies-in-force stands at 1,178,301 million yen as of May 31st.

Number of policies-in-force



Our steady growth of policies-in-force has been driven by the public's increasing support and interest in our company's Manifesto; to offer simple, convenient and competitively priced products and services based on the highest levels of business integrity. We will continue to build our 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 and policies-in-force (preliminary report) ^{*2}

Number of new business (month)	May 2012	May 2011
Number of applications	9,152	7,735
Number of new business	6,242	4,867
Sum insured of new business ^{*3} (JPY million)	46,976	38,680
Annualized premium ^{*1} (JPY million)	253	194
- excl. death coverage (JPY million)	129	92

Number of new business (accumulated total)	Apr. 2012 - May 2012	May 2008 - May 2012 ^{*4}
Number of applications	16,813	208,020
Number of new business	11,014	138,488
Sum insured of new business ^{*3} (JPY million)	83,506	1,276,330
Annualized premium ^{*1} (JPY million)	449	5,753
- excl. death coverage (JPY million)	225	2,405

Number of policies-in-force	End of May 2012	End of May 2011
Number of policies-in-force	127,760	72,006
- "Kazoku": Term Life	71,357	43,412
- "Jibun": Whole-life Medical	40,623	21,824
- "Hataraku Hito": Personal Long-term Disability	15,780	6,770
Sum insured of policies-in-force ^{*3} (JPY million)	1,178,301	738,169
Annualized premium ^{*1} (JPY million)	5,262	3,008
- excl. death coverage (JPY million)	2,188	1,103

*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 Insurance Company 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

- May 15 Disclosed Financial Statements for fiscal 2011, ended March 31, 2012
- May 18 Fourth year anniversary since the commencement of business operations
- May 18 Disclosed European Embedded Value for fiscal 2011

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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