

May 9, 2013
 Haruaki Deguchi, President/Founder
 LIFENET INSURANCE COMPANY
 (Securities Code: 7157, TSE Mothers)

April 2013: MONTHLY DISCLOSURE

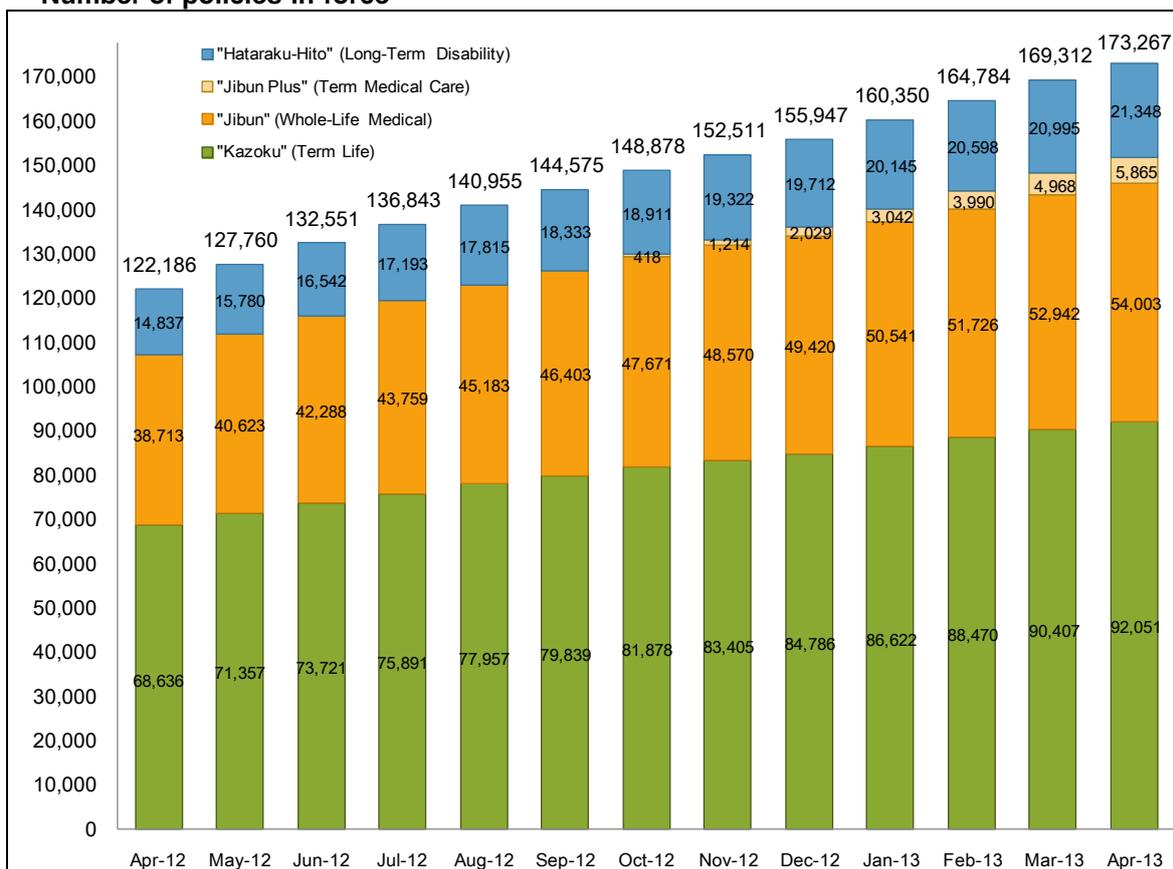
Policies-in-force exceeded 170,000

TOKYO, May 9, 2013 – LIFENET INSURANCE COMPANY (TSE Mothers 7157, President/Founder: Haruaki Deguchi, URL: <http://ir.lifenet-seimei.co.jp/en/>) announces the monthly business performance for April 2013.

The number of applications in the month of April was 6,451 (84% of April 2012), with the number of new business at 4,961 (104% of April 2012). Accordingly, the number of policies-in-force as of the end of April 2013 resulted in a total of 173,267, exceeding 170,000; annualized premium*1 of policies-in-force was 7,016 million yen; and sum insured of policies-in-force stands at 1,505,866 million yen.

In April 2013, insurance premiums and claims and benefits recorded 574 million yen (139% of April 2012) and 114 million yen (150% of April 2012), respectively.

Number of policies-in-force



Lifenet's steady growth of policies-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>)

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

Number of new business (month)	Apr. 2013	Apr. 2012
Number of applications	6,451	7,661
Number of new business	4,961	4,772
Sum insured of new business ^{*3} (million yen)	33,697	36,530
Annualized premium ^{*1} (million yen)	184	196
- excl. death coverage (million yen)	94	95

Number of new business (accumulated total)	Apr. 2013	May 2008 - Apr. 2013 ^{*4}
Number of applications	6,451	285,908
Number of new business	4,961	193,120
Sum insured of new business ^{*3} (million yen)	33,697	1,675,249
Annualized premium ^{*1} (million yen)	184	7,897
- excl. death coverage (million yen)	94	3,479

Number of policies-in-force	End of Apr. 2013	End of Apr. 2012
Number of policies-in-force	173,267	122,186
- "Kazoku": Term Life	92,051	68,636
- "Jibun": Whole-Life Medical	54,003	38,713
- "Jibun Plus": Term Medical Care	5,865	—
- "Hataraku-Hito": Long-Term Disability	21,348	14,837
Sum insured of policies-in-force ^{*3} (million yen)	1,505,866	1,136,769
Annualized premium ^{*1} (million yen)	7,016	5,039
- excl. death coverage (million yen)	3,066	2,074

Insurance premiums and claims (million yen)	Apr. 2013	Apr. 2012
Insurance premiums	574	411
Insurance claims and benefits	114	75

*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

- Apr. 8 Policies-in-force exceeded 170,000
<http://pdf.irpocket.com/C7157/qzIz/jVIP/tQhw.pdf>
- Apr. 25 Announced offering of shares and change in largest major shareholder
<http://pdf.irpocket.com/C7157/qzIz/uQK2/wzKj.pdf>
- Apr. 25 Announced Strategic Alliance Agreement between Lifenet and Swiss Re
<http://pdf.irpocket.com/C7157/qzIz/uQK2/oOdZ.pdf>
- Apr. 25 Renewed smartphone site
<http://pdf.irpocket.com/C7157/qzIz/M3cs/OPWa.pdf>
- Apr. 25 IR website ranked 1st in Activeness and Innovativeness of Disclosure
<http://pdf.irpocket.com/C7157/qzIz/uQK2/tcKd.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.

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