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

**Lifenet Awarded the 2013 Good Design Award**  
**Life Insurance Application Service Offered via Smartphones**  
**Consumers without computers at home can now apply for life insurance policies**  
**from the convenience of their smartphones**

LIFENET INSURANCE COMPANY (“Lifenet”, TSE Mothers 7157, President & COO Daisuke Iwase, URL: <http://ir.lifenet-seimei.co.jp/en/> ) announces that the company’s smartphone life insurance application service, the first in the industry<sup>\*1</sup>, has been awarded the “2013 Good Design Award”, hosted by the Japan Institute of Design Promotion.



■Details of the 2013 Good Design Award awarded to Lifenet



- **Category**  
Services and Systems for Individuals
- **Awarded for**  
Life insurance application service via smartphones  
URL: <http://www.lifenet-seimei.co.jp/sph/>
- **Reason for Award**  
In order to accommodate the diversification of the internet usage environment of consumers, Lifenet has added smartphones to the lineup as devices from which consumers may apply for life insurance policies. Lifenet is the first<sup>\*1</sup> life insurance company to offer this service, and through this has offered the world a new way to consider and apply for life insurance.

\*1 Lifenet (June 2012)

## ■Comments from the Judges

“It has become standard to be able to apply for life insurance policies online. However, most companies still only offer the service via their websites for computers.

Amidst these companies, Lifenet has released a website to allow applications from smartphones. This has allowed users who only possess smartphones to comfortably apply for life insurance policies. While the design of the interface is common for smartphones, it is pioneering for Lifenet to head this service in the industry.

Though it was common to access the internet from computers until a few years ago, the internet environment continues to evolve with the popularization of smartphones and tablet devices. As a result, the devices in which consumers are gathering information and considering the purchase of life insurance products are diversifying. In order to accommodate these changes, Lifenet became the first life insurance company to allow consumers to apply for life insurance policies via smartphones in June 2012. Consumers interested in Lifenet’s products can obtain estimates, request brochures, and apply for policies 24 hours a day, 365 days a week from the convenience of their computers, mobile phones, smartphones and iPads.

## About the Good Design Award URL: <http://www.g-mark.org/>

Good Design Award is a comprehensive program for the evaluation and encouragement of design organized by Japan Institute of Design Promotion (JDP). This award system was originally born in 1957, out of the belief that design was essential in breaking out of the cycle of poverty in Japan. Since then, the Good Design Award has been given to outstanding designs for more than 50 years in the pursuit of prosperous lives and industrial development. Approximately 37,000 Good Design Awards have been given in continuing these efforts. (From the Good Design Award webpage)

## 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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