

July 17, 2012

Haruaki Deguchi, President/Founder

LIFENET INSURANCE COMPANY

(Code: 7157, TSE Mothers)

## FY2012 Q1: CUSTOMER INQUIRY REPORT

18,882 inquiries in total (of which 0.7% complaints)

TOKYO, July 17, 2012 - LIFENET INSURANCE COMPANY (TSE Mothers 7157) announces the report on the number of inquiries from customers for the first quarter of fiscal year 2012, ending March 31, 2013.

### 1. Number of inquiries and complaints from customers

**FY 2012** (Fiscal Year ending March 2013)

Item	1Q (Apr.-Jun. 2012)	Accumulated total
Inquiries	18,882	18,882
Complaints	124	124
% of complaints	0.7%	0.7%

< Reference: FY 2011 (Fiscal Year ending March 2012)>

Item	1Q (Apr.-Jun. 2011)	2Q (Jul.-Sep. 2011)	3Q (Oct.-Dec. 2011)	4Q (Jan.-Mar. 2012)	Accumulated total
Inquiries	15,172	20,394	16,264	20,171	72,001
Complaints	80	146	118	144	488
% of complaints	0.5%	0.7%	0.7%	0.7%	0.7%

## 2. Breakdown of complaints\*

FY 2012 (Fiscal Year ending March 2013)

Item	1Q (Apr.-Jun. 2012)	Accumulated total	%
Acquisition	93	93	75.0%
Collection	7	7	5.6%
Maintenance	5	5	4.0%
Claims/ Benefits	10	10	8.1%
Others	9	9	7.3%
Total	124	124	100.0%

< Reference: FY 2011 (Fiscal Year ending March 2012) >

Item	1Q (Apr.-Jun. 2011)	2Q (Jul. -Sep. 2011)	3Q (Oct. -Dec. 2011)	4Q (Jan.-Mar. 2012)	Accumulated total	%
Acquisition	60	103	83	87	333	68.2%
Collection	2	11	6	11	30	6.1%
Maintenance	3	7	4	10	24	4.9%
Claims/ Benefits	4	4	2	7	17	3.5%
Others	11	21	23	29	84	17.2%
Total	80	146	118	144	488	100.0%

\* Based on the classifications determined by The Life Insurance Association of Japan

**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.

<p>Contact:                  Corporate Development Department, Investor Relations                  Tel: +81-3-5216-7900                  e-mail: <a href="mailto:ir@lifenet-seimei.co.jp">ir@lifenet-seimei.co.jp</a></p>
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