

October 15, 2013
 Daisuke Iwase, President & COO
 LIFENET INSURANCE COMPANY
 (Securities Code: 7157, TSE Mothers)

FY2013 2Q: CUSTOMER INQUIRY REPORT

16,509 inquiries in total

TOKYO, October 15, 2013 - LIFENET INSURANCE COMPANY (TSE Mothers 7157, President & COO Daisuke Iwase, URL:<http://ir.lifenet-seimei.co.jp/en/>) announces the report on the number of inquiries from customers for the second quarter of fiscal year 2013, ending March 31, 2014.

In the second quarter of FY2013, we received a total of 16,509 inquiries. This is 96.8% the number of inquiries of the previous quarter, and 103.0% compared to the same quarter of the previous fiscal year. The number of complaints was 331. Accordingly, the total number of inquiries received in the first six months of FY2013 (April through September) stands at 33,571 with a total of 621 complaints.

At Lifenet, we view customer inquiries as a valuable asset to continuously better our products and services. All inquiries received are compiled and analyzed, and are reflected directly in our daily operations by the company as a whole for the purpose of maximizing customer satisfaction.

1. Number of inquiries and complaints from customers

FY2013 (Fiscal Year ending March 2014)

Item	1Q (Apr.-Jun. 2013)	2Q (Jul.-Sep. 2013)	Accumulated total
Inquiries	17,062	16,509	33,571
Complaints	290	331	621

< Reference: FY2012 (Fiscal Year ended March 2013)>

Item	1Q (Apr.-Jun. 2012)	2Q (Jul.-Sep. 2012)	3Q (Oct.-Dec. 2012)	4Q (Jan.-Mar. 2013)	Accumulated total
Inquiries	18,882	16,026	15,933	18,920	69,761
Complaints	124	128	121	234	607

2. Breakdown of complaints^{*1}

FY2013 (Fiscal Year ending March 2014)

Item	1Q (Apr.-Jun. 2013)	2Q (Jul. -Sep. 2013)	Accumulated total	%
Acquisition	203	193	396	63.8%
Collection	15	27	42	6.8%
Maintenance	19	35	54	8.7%
Claims/ Benefits	14	21	35	5.6%
Others	39	55	94	15.1%
Total	290	331	621	100.0%

< Reference: FY2012 (Fiscal Year ended March 2013) >

Item	1Q (Apr.-Jun. 2012)	2Q (Jul. -Sep. 2012)	3Q (Oct.-Dec. 2012)	4Q (Jan.-Mar. 2013)	Accumulated total	%
Acquisition	93	98	68	150	409	67.4%
Collection	7	8	12	20	47	7.7%
Maintenance	5	7	9	9	30	4.9%
Claims/ Benefits	10	5	14	19	48	7.9%
Others	9	10	18	36	73	12.0%
Total	124	128	121	234	607	100.0%

*1 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: ir@lifenet-seimei.co.jp</p>

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