

April 25, 2013

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

Notice pertaining to Strategic Alliance Agreement between Lifenet and Swiss Re

TOKYO, April 25, 2013 - LIFENET INSURANCE COMPANY (TSE Mothers 7157, President/Founder: Haruaki Deguchi, [URL:http://ir.lifenet-seimei.co.jp/en/](http://ir.lifenet-seimei.co.jp/en/)) hereby announces that Lifenet and Swiss Reinsurance Company Ltd (“Swiss Re”) have decided to form a strategic alliance and enter into a corresponding Strategic Alliance Agreement. This strategic alliance is being formed in connection with an agreement between Swiss Re and Monex Group, Inc. (“Monex”) where Monex transfers its entire stake in Lifenet (13.50%) to Swiss Re.

1. Rationale for the Business Alliance

Lifenet 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. Since its business commencement in May 2008, Lifenet has steadily accumulated its policies in-force, and the number of its policyholders in-force and policies in-force exceeded 100,000 in February 2013 and 170,000 in April 2013, respectively. Also, Lifenet listed on the Mothers section of Tokyo Stock Exchange in March 2012.

Swiss Re is part of the Swiss Re Group and a subsidiary of the Swiss Re Group holding company Swiss Re Ltd. The Swiss Re Group is a leading wholesale provider of reinsurance, insurance and other insurance-based forms of risk transfer. From standard products to tailor-made coverage across all lines of business, Swiss Re Group deploys its capital strength, expertise and innovation power to enable the risk-taking upon which enterprise and progress in society depend. Founded in Zurich, Switzerland, in 1863, Swiss Re Group serves clients through a network of over 60 offices globally.

Lifenet and Swiss Re mutually understand Lifenet regards independency as one of its core values, and bring together complimentary skills in on-line customer focused distribution and the pricing, underwriting and management of biometric risk. As a result, Lifenet and Swiss Re have decided to enter into a strategic alliance to collaborate on business expansions focused on online distribution models.

2. Contents of the Alliance

Lifenet and Swiss Re will establish a joint committee to oversee the implementation of the alliance which will contribute to mutual business expansion through knowledge and personnel exchange in areas such as online distribution, product development and underwriting.

3. Others

Today, Swiss Re entered into an agreement for the acquisition of 5,683,900 shares of common stock, representing approximately 13.50% of the total number of issued shares of Lifenet, from Monex, currently the largest shareholder of Lifenet. As a result, it is expected that there will be a change pertaining to the largest major shareholder of Lifenet. With respect to the changes concerning the largest major shareholders, please refer to the “Notice of Offering of Shares and Change in the Largest Major Shareholder” separately released by Lifenet as of today.

LIFENET INSURANCE COMPANY

4. Summary of the Parties pertaining to the Alliance (as of December 31, 2012)

(1) Company Name	Swiss Reinsurance Company Ltd		
(2) Location	Mythenquai 60, 8002 Zurich, Switzerland		
(3) Representative	CEO Christian Mumenthaler		
(4) Business Description	Reinsurance		
(5) Capital	CHF 12,342 million		
(6) Establishment Date	December 19, 1863		
(7) Large Shareholders and Shareholding Ratios	Swiss Re Ltd 100%		
(8) Relationships	Capital Relationship	None	
	Personnel Relationship	None	
	Transactional Relationship	None	
(9) The Performance Results and Financial Positions of the Past Three Years (CHF in millions)			
Fiscal Year	FY12/2010	FY12/2011	FY12/2012
Total shareholder's equity	18,757	17,751	12,342
Total assets	95,187	83,921	80,742
Net income (loss)	380	(63)	3,600

5. Future Prospect

The effects this alliance will have on Lifenet's business performance are minor.

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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