

September 7, 2015  
Daisuke Iwase, President & COO  
LIFENET INSURANCE COMPANY  
(Securities Code: 7157, TSE Mothers)

## **August 2015: MONTHLY DISCLOSURE** **Annualized premium of policies-in-force was 8,996 million yen**

TOKYO, September 7, 2015 – LIFENET INSURANCE COMPANY (TSE Mothers 7157, President & COO Daisuke Iwase, URL: <http://ir.lifenet-seimei.co.jp/en/>) announces the monthly business performance for August 2015.

Annualized premium<sup>\*1</sup> of new business in the month of August 2015 was 88 million yen (85% of August 2014). The number of applications was 2,547 (84% of August 2014), with the number of new business at 1,858 (86% of August 2014). Accordingly, annualized premium<sup>\*1</sup> of policies-in-force as of the end of August 2015 was 8,996 million yen, the number of policies-in-force resulted in a total of 218,637, and sum insured of policies-in-force stands at 1,862,470 million yen.

In August 2015, insurance premiums and claims and benefits recorded 743 million yen (108% of August 2014) and 117 million yen (137% of August 2014), respectively.

### **Topics**

Aug. 11            Financial Results for 1Q of Fiscal 2015 ending March 31, 2016  
<http://pdf.irpocket.com/C7157/ZSDY/yrrS/zZuB.pdf>

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)<sup>\*2</sup>

Number of new business (month)	Aug. 2015	Aug. 2014
Number of applications	2,547	3,034
Number of new business	1,858	2,164
Sum insured of new business <sup>*3</sup> (million yen)	13,016	17,658
Annualized premium <sup>*1</sup> (million yen)	88	104
- excl. death coverage (million yen)	49	55

Number of new business (accumulated total)	Apr. 2015 - Aug. 2015	Apr. 2014 - Aug. 2014
Number of applications	12,807	17,110
Number of new business	9,492	12,624
Sum insured of new business <sup>*3</sup> (million yen)	73,563	99,606
Annualized premium <sup>*1</sup> (million yen)	459	579
- excl. death coverage (million yen)	242	304

Number of policies-in-force	End of Aug. 2015	End of Aug. 2014
Number of policies-in-force	218,637	208,636
- "Kazoku": Term Life	114,472	107,977
- "Jibun", New "Jibun" and New "Jibun" for Women: Whole-Life Medical <sup>*4</sup>	66,483	63,489
- "Jibun Plus": Term Medical Care	11,537	12,426
- "Hataraku Hito": Long-Term Disability	26,145	24,744
Sum insured of policies-in-force <sup>*3</sup> (million yen)	1,862,470	1,757,868
Annualized premium <sup>*1</sup> (million yen)	8,996	8,384
- excl. death coverage (million yen)	4,051	3,762

Insurance premiums and claims (million yen)	Aug. 2015	Aug. 2014
Insurance premiums	743	691
Insurance claims and benefits	117	85

\*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: As of the end of August 2015, the number of policies-in-force of Whole-life Medical "Jibun" is 55,005, New "Jibun" is 7,077, and New "Jibun" for Women is 4,401. As the end of August 2014, that of Whole-life Medical "Jibun" is 59,940, New "Jibun" is 2,162, and New "Jibun" for Women is 1,387.

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