

October 15, 2014
 Daisuke Iwase, President & COO
 LIFENET INSURANCE COMPANY
 (Securities Code: 7157, TSE Mothers)

FY2014 2Q: CUSTOMER INQUIRY REPORT

Launched “Lifenet Journal Online”, new web media about life, work and money

TOKYO, October 15, 2014 - 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 2014, ending March 31, 2015.

In the second quarter of FY2014, we received a total of 14,021 inquiries. This is 93.3% of the number of inquiries of the previous quarter, and 84.9% compared to the same quarter of the previous fiscal year. The number of complaints was 237. Accordingly, the total number of inquiries received in the first six months of FY2014 (April through September) stands at 29,041 with a total of 474 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.

On August 28, 2014, Lifenet launched new web media “Lifenet Journal Online” (URL: <http://media.lifenet-seimei.co.jp/>) to provide customers with contents about life, work and money, since our information magazine “Lifenet Journal” launched in 2011 received customers’ request to be provided via PC and smartphone and to be updated more frequently.

1. Number of inquiries and complaints from customers

FY2014 (Fiscal Year ending March 2015)

Item	1Q (Apr.-Jun. 2014)	2Q (Jul.-Sep. 2014)	Accumulated total
Inquiries	15,020	14,021	29,041
Complaints	237	237	474

< Reference: FY2013 (Fiscal Year ended March 2014)>

Item	1Q (Apr.-Jun. 2013)	2Q (Jul.-Sep. 2013)	3Q (Oct.-Dec. 2013)	4Q (Jan.-Mar. 2014)	Accumulated total
Inquiries	17,062	16,509	15,865	14,188	63,624
Complaints	290	331	290	243	1,154

2. Breakdown of complaints^{*1}

FY2014 (Fiscal Year ending March 2015)

Item	1Q (Apr.-Jun. 2014)	2Q (Jul.-Sep. 2014)	Accumulated total	%
Acquisition	149	139	288	60.8%
Collection	22	19	41	8.6%
Maintenance	24	31	55	11.6%
Claims/ Benefits	10	15	25	5.3%
Others	32	33	65	13.7%
Total	237	237	474	100.0%

< Reference: FY2013 (Fiscal Year ended March 2014) >

Item	1Q (Apr.-Jun. 2013)	2Q (Jul.-Sep. 2013)	3Q (Oct.-Dec. 2013)	4Q (Jan.-Mar. 2014)	Accumulated total	%
Acquisition	203	193	168	146	710	61.5%
Collection	15	27	27	30	99	8.6%
Maintenance	19	35	31	16	101	8.8%
Claims/ Benefits	14	21	21	20	76	6.6%
Others	39	55	43	31	168	14.6%
Total	290	331	290	243	1,154	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.

Contact:
Investor Relations, Corporate Development Department
Tel: +81-3-5216-7900
e-mail: ir@lifenet-seimei.co.jp

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