

January 15, 2013
 Haruaki Deguchi, President/Founder
 LIFENET INSURANCE COMPANY
 (Securities Code: 7157, TSE Mothers)

FY2012 3Q: CUSTOMER INQUIRY REPORT
Contact Center and Website Awarded Three Stars
in the 2012 HDI Contact Center Rankings

TOKYO, January 15, 2013 - LIFENET INSURANCE COMPANY (“Lifenet”; TSE Mothers 7157, President/Founder: Haruaki Deguchi, URL:<http://ir.lifenet-seimei.co.jp/en/>) announces the report on the number of inquiries from customers for the third quarter of fiscal year 2012, ending March 31, 2013.

In the third quarter of FY2012, we received a total of 15,933 inquiries. This is 99.4% the number of inquiries of the previous quarter, and 98.0% compared to the same quarter of the previous fiscal year. The number of complaints continued to remain low at 0.8% (121 of the 15,933 cases) as a result of the constant improvement in the quality of service provided by our contact center, and enhancement of our website aimed to improve comprehensibility. Accordingly, the total number of inquiries received in the first nine months of FY2012 (April through December) stands at 50,841 with a total of 373 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. Such unending efforts were acknowledged, and Lifenet had been given the highest rating of three stars in the 2012 HDI Contact Center Rankings (Life Insurance Industry) in two categories, “Contact Center” and “Support Portal (Website)”, hosted by HDI-Japan (Help Desk Institute/ThinkService Inc.) this past November.

1. Number of inquiries and complaints from customers

FY 2012 (Fiscal Year ending March 2013)

Item	1Q (Apr.-Jun. 2012)	2Q (Jul.-Sep. 2012)	3Q (Oct.-Dec. 2012)	Accumulated total
Inquiries	18,882	16,026	15,933	50,841
Complaints	124	128	121	373
% of complaints	0.7%	0.8%	0.8%	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%

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2. Breakdown of complaints*

FY 2012 (Fiscal Year ending March 2013)

Item	1Q (Apr.-Jun. 2012)	2Q (Jul. -Sep. 2012)	3Q (Oct.-Dec. 2012)	Accumulated total	%
Acquisition	93	98	68	259	69.4%
Collection	7	8	12	27	7.2%
Maintenance	5	7	9	21	5.6%
Claims/ Benefits	10	5	14	29	7.8%
Others	9	10	18	37	9.9%
Total	124	128	121	373	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.

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