

May 9, 2014  
 Daisuke Iwase, President & COO  
 LIFENET INSURANCE COMPANY  
 (Securities Code: 7157, TSE Mothers)

**April 2014: MONTHLY DISCLOSURE**  
**Started for the sale of the revised term life product and new whole-life medical products from May 2014 as announced on April 1, 2014**

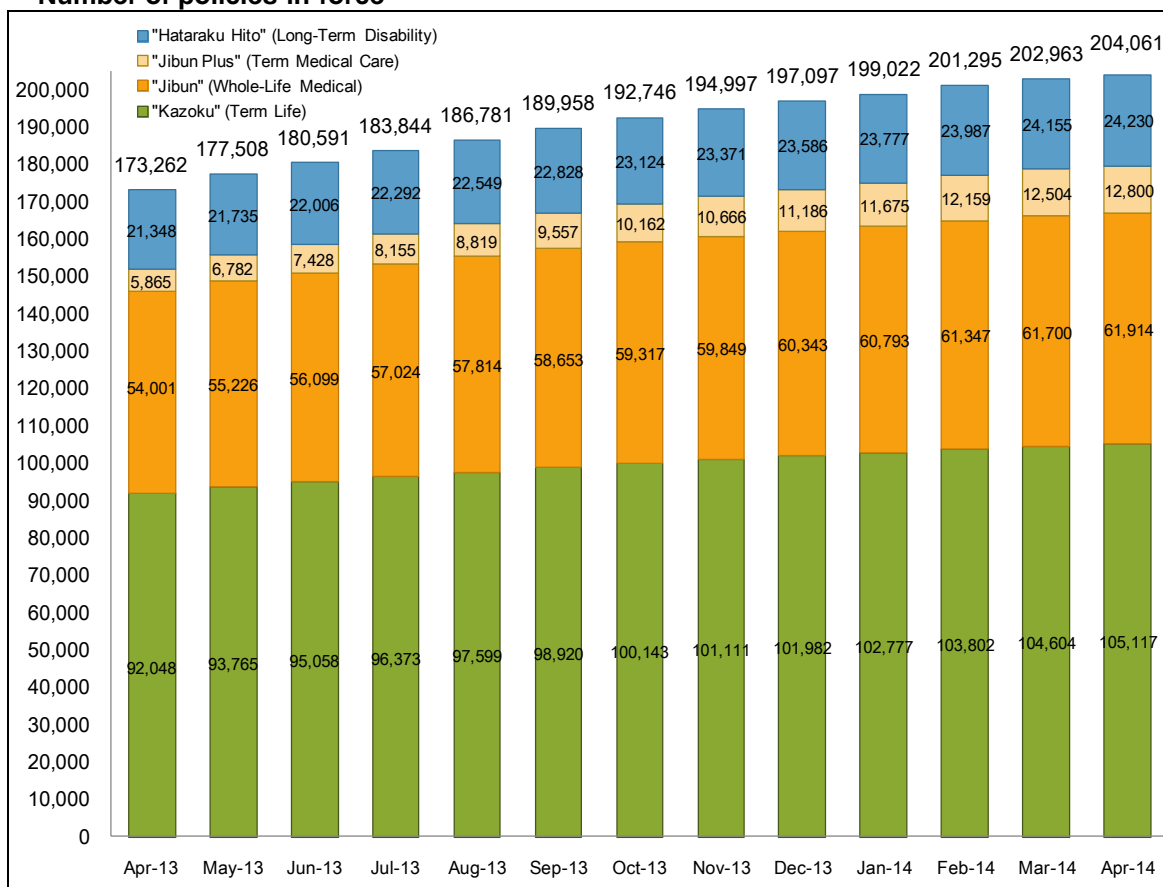
TOKYO, May 9, 2014 – LIFENET INSURANCE COMPANY (TSE Mothers 7157, President & COO Daisuke Iwase, URL: <http://ir.lifenet-seimei.co.jp/en/>) announces the monthly business performance for April 2014.

The number of applications in the month of April 2014 was 2,465 (38% of April 2013), with the number of new business at 2,301 (46% of April 2013). Accordingly, the number of policies-in-force as of the end of April 2014 resulted in a total of 204,061 and annualized premium<sup>\*1</sup> of policies-in-force was 8,118 million yen and sum insured of policies-in-force stands at 1,710,901 million yen.

In April 2014, insurance premiums and claims and benefits recorded 670 million yen (117% of April 2013) and 121 million yen (107% of April 2013), respectively.

As announced on April 1, 2014, Lifenet started for the sales of the revised term life product “Kazoku” and new whole-life medical products New “Jibun” and New “Jibun” for Women on May 2, 2014.

**Number of policies-in-force**



Lifenet’s steady growth of polices-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)	Apr. 2014	Apr. 2013
Number of applications	2,465	6,451
Number of new business	2,301	4,961
Sum insured of new business <sup>*3</sup> (million yen)	16,500	33,697
Annualized premium <sup>*1</sup> (million yen)	89	184
- excl. death coverage (million yen)	46	94

Number of new business (accumulated total)	Apr. 2014	May 2008 – Apr. 2014 <sup>*4</sup>
Number of applications	2,465	345,466
Number of new business	2,301	236,697
Sum insured of new business <sup>*3</sup> (million yen)	16,500	1,967,762
Annualized premium <sup>*1</sup> (million yen)	89	9,511
- excl. death coverage (million yen)	46	4,325

Number of policies-in-force	End of Apr. 2014	End of Apr. 2013
Number of policies-in-force	204,061	173,262
- “Kazoku”: Term Life	105,117	92,048
- “Jibun”: Whole-Life Medical	61,914	54,001
- “Jibun Plus”: Term Medical Care	12,800	5,865
- “Hataraku Hito”: Long-Term Disability	24,230	21,348
Sum insured of policies-in-force <sup>*3</sup> (million yen)	1,710,901	1,505,731
Annualized premium <sup>*1</sup> (million yen)	8,118	7,016
- excl. death coverage (million yen)	3,631	3,065

Insurance premiums and claims (million yen)	Apr. 2014	Apr. 2013
Insurance premiums	670	574
Insurance claims and benefits	121	114

\*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 as of April 2014 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: Accumulated since the commencement of business operations on May 18, 2008

LIFENET INSURANCE COMPANY

## Topics

- Apr. 1 To Make First-Ever Product Revisions to Core Products  
<http://pdf.irpocket.com/C7157/YWWN/sCj1/PV6O.pdf>
- Apr. 3 Main Product “Kazoku” Ranked 1<sup>st</sup> in Kakaku.com Insurance Award 2013  
Internet Category  
<http://pdf.irpocket.com/C7157/YWWN/Q9AI/CC9E.pdf>

**About Lifenet** URL: <http://ir.lifenet-seimei.co.jp/en/>

Returning to the original purpose of life insurance - mutual support - LIFENET INSURANCE COMPANY 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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