

April 15, 2015
 Daisuke Iwase, President & COO
 LIFENET INSURANCE COMPANY
 (Securities Code: 7157, TSE Mothers)

FY2014 4Q: CUSTOMER INQUIRY REPORT 14,613 inquiries in total

TOKYO, April 15, 2015 - 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 fourth quarter of fiscal 2014, ended March 31, 2015.

In the fourth quarter of FY2014, we received a total of 14,613 inquiries. This is 99.3% of the number of inquiries of the previous quarter, and 103.0% compared to the same quarter of the previous fiscal year. The number of complaints was 191. Accordingly, the total number of inquiries received in FY2014 (April 2014 through March 2015) stands at 58,373 with a total of 883 complaints.

At Lifenet, we view customer inquiries as a valuable asset to continuously improve 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.

1. Number of inquiries and complaints from customers

FY2014 (Fiscal Year ended March 2015)

Item	1Q (Apr.-Jun. 2014)	2Q (Jul.-Sep. 2014)	3Q (Oct.-Dec. 2014)	4Q (Jan.-Mar. 2015)	Accumulated total
Inquiries	15,020	14,021	14,719	14,613	58,373
Complaints	237	237	218	191	883

< 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 ended March 2015)

Item	1Q (Apr.-Jun. 2014)	2Q (Jul.-Sep. 2014)	3Q (Oct.-Dec. 2014)	4Q (Jan.-Mar. 2015)	Accumulated total	%
Acquisition	149	139	113	103	504	57.1%
Collection	22	19	21	28	90	10.2%
Maintenance	24	31	28	20	103	11.7%
Claims/ Benefits	10	15	27	18	70	7.9%
Others	32	33	29	22	116	13.1%
Total	237	237	218	191	883	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.

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