

July 7, 2014
 Daisuke Iwase, President & COO
 LIFENET INSURANCE COMPANY
 (Securities Code: 7157, TSE Mothers)

June 2014: MONTHLY DISCLOSURE

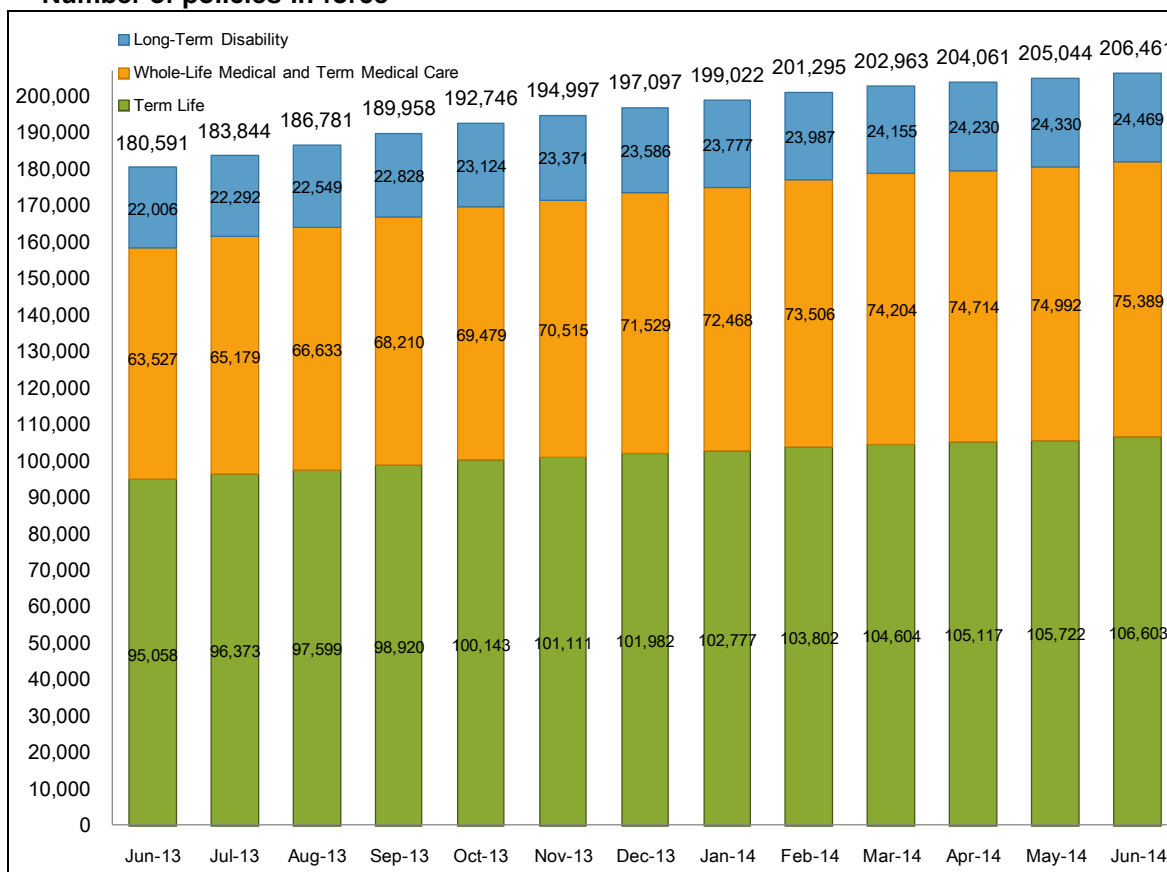
Increase of annualized premium per policy due to new products released in May 2014

TOKYO, July 7, 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 June 2014.

The number of applications in the month of June 2014 was 3,697 (61% of June 2013), with the number of new business at 2,973 (73% of June 2013). Annualized premium^{*1} of new business was 140 million yen (96% of June 2013) due to increase of annualized premium per policy by new products released in May 2014. Accordingly, the number of policies-in-force as of the end of June 2014 resulted in a total of 206,461 and annualized premium^{*1} of policies-in-force was 8,249 million yen and sum insured of policies-in-force stands at 1,734,670 million yen.

In June 2014, insurance premiums and claims and benefits recorded 676 million yen (113% of June 2013) and 191 million yen (170% of June 2013), respectively.

Number of policies-in-force



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)^{*2}

Number of new business (month)	Jun. 2014	Jun. 2013
Number of applications	3,697	6,071
Number of new business	2,973	4,097
Sum insured of new business ^{*3} (million yen)	23,846	26,614
Annualized premium ^{*1} (million yen)	140	145
- excl. death coverage (million yen)	75	77

Number of new business (accumulated total)	Apr. 2014 – Jun. 2014	Apr. 2013 – Jun. 2013
Number of applications	10,801	19,538
Number of new business	7,967	14,279
Sum insured of new business ^{*3} (million yen)	60,825	93,759
Annualized premium ^{*1} (million yen)	348	520
- excl. death coverage (million yen)	183	274

Number of policies-in-force	End of Jun. 2014	End of Jun. 2013
Number of policies-in-force	206,461	180,591
- “Kazoku”: Term Life	106,603	95,058
- “Jibun”, New “Jibun” and New “Jibun” for Women: Whole-Life Medical ^{*4}	62,766	56,099
- “Jibun Plus”: Term Medical Care	12,623	7,428
- “Hataraku Hito”: Long-Term Disability	24,469	22,006
Sum insured of policies-in-force ^{*3} (million yen)	1,734,670	1,552,029
Annualized premium ^{*1} (million yen)	8,249	7,271
- excl. death coverage (million yen)	3,696	3,202

Insurance premiums and claims (million yen)	Jun. 2014	Jun. 2013
Insurance premiums	676	596
Insurance claims and benefits	191	112

*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 June 2014, the number of policies-in-force of Whole-Life Medical “Jibun” is 60,895, New “Jibun” is 1,133, and New “Jibun” for Women is 738. The number of policies-in-force as of June 2013 was that of “Jibun” only.

Topics

- Jun. 10 IR Website Ranked 1st in Activeness and Innovativeness of Disclosure for 2nd Consecutive Year in Emerging Company Category
<http://pdf.irpocket.com/C7157/h8MH/JPx8/fn2x.pdf>
- Jun. 22 Held 8th Annual General Meeting of Shareholders
<http://ir.lifenet-seimei.co.jp/en/stock/meeting.html>
- Jun. 22 Changes in the Position of Executive Officer
<http://pdf.irpocket.com/C7157/h8MH/tr9x/GbK6.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.

Contact:

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

Disclaimer: This is a summarized translation of the original Japanese document, prepared and provided solely for readers' convenience. In case of any discrepancy or dispute, the Japanese document prevails.