

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

FY2013 4Q: CUSTOMER INQUIRY REPORT

Free life insurance consultation service started in February 2014

TOKYO, April 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 fourth quarter of fiscal year 2013, ended March 31, 2014.

In the fourth quarter of FY2013, we received a total of 14,188 inquiries. This is 89.4% the number of inquiries of the previous quarter, and 75.0% compared to the same quarter of the previous fiscal year. The number of complaints was 243. Accordingly, the total number of inquiries received in FY2013 (April 2013 through March 2014) stands at 63,624 with a total of 1,154 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.

Lifenet has started a series of free consultation services for customers who request consultation upon selecting an insurance policy in February 2014.

お客さまにご納得いただけるまで、ライフネット生命の
経験豊富な保険プランナーが、保険選びをお手伝いします

例えば、こんなことでお困りの方はお気軽に相談ください



- ・見積りはしたけど、このプランで良いのかしら
- ・保険って難しくてよくわからない
- ・将来のことも考えて相談したい



保険相談
ポイント



ご自宅で、
思い立ったら
すぐに相談



対応は保険の
専門家



保険のこと
なら何でも
お気軽に

1. Number of inquiries and complaints from customers

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

< Reference: FY2012 (Fiscal Year ended March 2013)>

Item	1Q (Apr.-Jun. 2012)	2Q (Jul.-Sep. 2012)	3Q (Oct.-Dec. 2012)	4Q (Jan.-Mar. 2013)	Accumulated total
Inquiries	18,882	16,026	15,933	18,920	69,761
Complaints	124	128	121	234	607

2. Breakdown of complaints^{*1}

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%

< Reference: FY2012 (Fiscal Year ended March 2013) >

Item	1Q (Apr.-Jun. 2012)	2Q (Jul.-Sep. 2012)	3Q (Oct.-Dec. 2012)	4Q (Jan.-Mar. 2013)	Accumulated total	%
Acquisition	93	98	68	150	409	67.4%
Collection	7	8	12	20	47	7.7%
Maintenance	5	7	9	9	30	4.9%
Claims/ Benefits	10	5	14	19	48	7.9%
Others	9	10	18	36	73	12.0%
Total	124	128	121	234	607	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

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.

LIFENET INSURANCE COMPANY