

June 7, 2013

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

May 2013: MONTHLY DISCLOSURE

New mid-term business plan disclosed

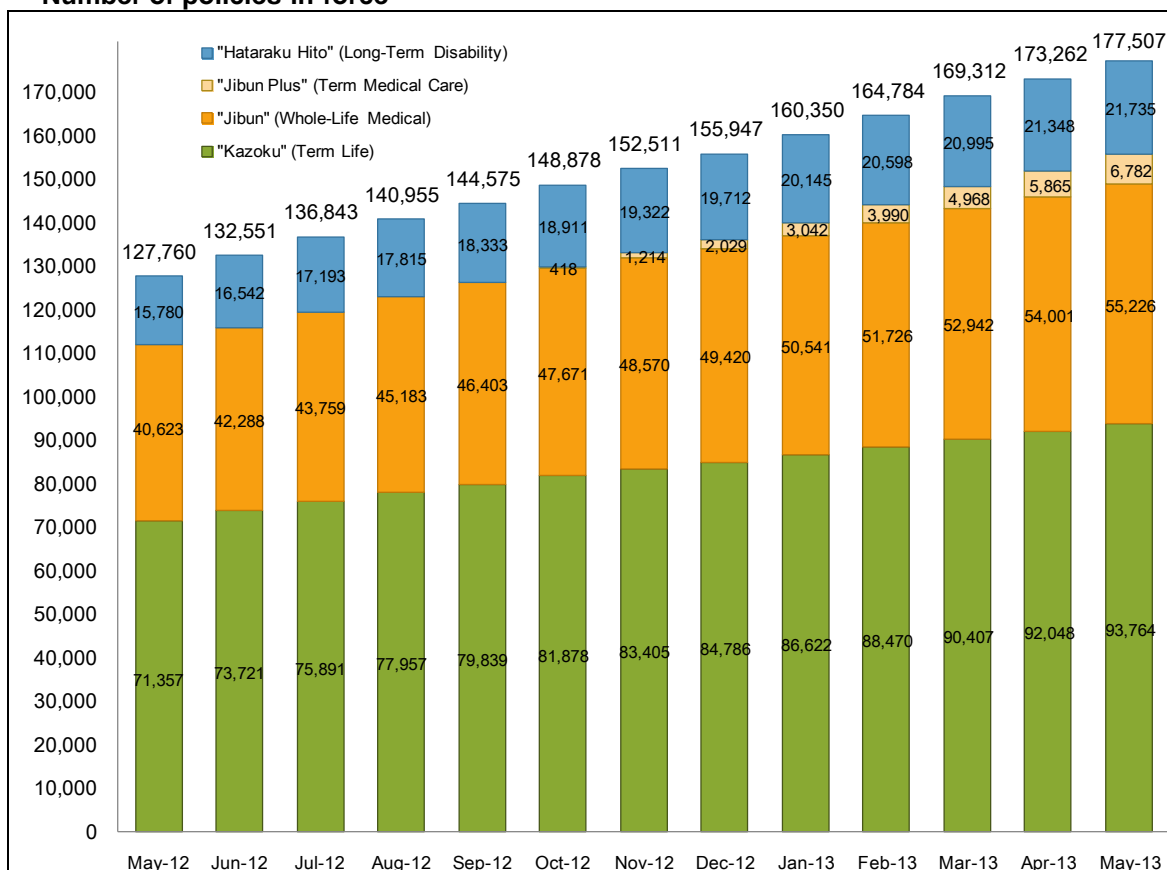
TOKYO, June 7, 2013 – LIFENET INSURANCE COMPANY (TSE Mothers 7157, President/Founder: Haruaki Deguchi, URL: <http://ir.lifenet-seimei.co.jp/en/>) announces the monthly business performance for May 2013.

The number of applications in the month of May was 7,016 (77% of May 2012), with the number of new business at 5,221 (84% of May 2012). Accordingly, the number of policies-in-force as of the end of May 2013 resulted in a total of 177,507; annualized premium^{*1} of policies-in-force was 7,166 million yen; and sum insured of policies-in-force stands at 1,532,469 million yen.

In May 2013, insurance premiums and claims and benefits recorded 587 million yen (138% of May 2012) and 116 million yen (690% of May 2012), respectively.

Lifenet achieved the initial management target to reach “150,000 policies-in-force within five years of commencing business operations” in November 2012, and thus has disclosed a new mid-term business plan on May 15, 2013. The next goal is to achieve 15 billion yen in ordinary income and push the company toward profitability^{*2} in fiscal 2015.

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>)

LIFENET INSURANCE COMPANY

Number of new business, policies-in-force and premiums and claims (preliminary report)^{*3}

Number of new business (month)	May 2013	May 2012
Number of applications	7,016	9,152
Number of new business	5,221	6,242
Sum insured of new business ^{*4} (million yen)	33,448	46,976
Annualized premium ^{*1} (million yen)	190	253
- excl. death coverage (million yen)	102	129

Number of new business (accumulated total)	Apr. 2013 - May 2013	May 2008 - May 2013 ^{*5}
Number of applications	13,467	292,924
Number of new business	10,182	198,341
Sum insured of new business ^{*4} (million yen)	67,145	1,708,697
Annualized premium ^{*1} (million yen)	374	8,087
- excl. death coverage (million yen)	196	3,581

Number of policies-in-force	End of May 2013	End of May 2012
Number of policies-in-force	177,507	127,760
- "Kazoku": Term Life	93,764	71,357
- "Jibun": Whole-Life Medical	55,226	40,623
- "Jibun Plus": Term Medical Care	6,782	—
- "Hataraku Hito": Long-Term Disability	21,735	15,780
Sum insured of policies-in-force ^{*4} (million yen)	1,532,469	1,178,301
Annualized premium ^{*1} (million yen)	7,166	5,262
- excl. death coverage (million yen)	3,146	2,188

Insurance premiums and claims (million yen)	May 2013	May 2012
Insurance premiums	587	425
Insurance claims and benefits	116	16

*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: Based on ordinary profit before amortization of deferred assets under Article 113 of the Insurance Business Act.

*3: This report is preliminary and may be different from the final settlement report.

*4: 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.

*5: Accumulated since the commencement of business operations on May 18, 2008

Topics

- May 15 Disclosed financial results for fiscal 2012
<http://pdf.irpocket.com/C7157/qzIz/q0CF/tQcc.pdf>
- May 15 Announced new mid-term business plan
<http://pdf.irpocket.com/C7157/qzIz/XNOI/Ywud.pdf>
- May 15 Announced changes in representative directors and executive officers
<http://pdf.irpocket.com/C7157/qzIz/q0CF/Fa5W.pdf>
- May 16 Disclosed European Embedded Value for fiscal 2012
<http://pdf.irpocket.com/C7157/qzIz/dvae/XmXi.pdf>
- May 18 5th anniversary since commencement of business

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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