

April 26, 2013  
 Haruaki Deguchi, President/Founder  
 LIFENET INSURANCE COMPANY  
 (Securities Code: 7157, TSE Mothers)

**Lifenet Renews Smartphone Site**  
**Improved usability and faster premium simulations. Plan suggestions for various milestones and a new feature to save policy plans under consideration.**


TOKYO, April 26, 2013 - LIFENET INSURANCE COMPANY (TSE Mothers 7157, President/Founder: Haruaki Deguchi, [URL:http://ir.lifenet-seimei.co.jp/en/](http://ir.lifenet-seimei.co.jp/en/)) announces that it has renewed its smartphone site on April 25th.

Lifenet was the first company\*<sup>1</sup> in the Japanese life insurance industry to introduce a service to allow potential customers to apply for life insurance policies via smartphones\*<sup>2</sup> in June 2012. Since then, with the drastic growth in smartphone popularity, the number of visitors to our website from smartphones has continued to increase. With the changes in the methods and processes consumers are taking to gather information and consider purchases, we at Lifenet decided that a large-scale renewal was necessary to continuously meet the expectations and needs of potential customers.

This renewal will allow for potential customers to simulate their life insurance policy premiums and apply for all life insurance products even more easily than previously from smartphones at all hours of the day.

Lifenet will continue to develop an honest, comprehensive, and convenient website that satisfies customer needs.

**Smartphone Site Details**

<b>URL</b>	URL: <a href="http://www.lifenet-seimei.co.jp/sph/">http://www.lifenet-seimei.co.jp/sph/</a> (Only Japanese)	
<b>Application Criteria</b>	Life insurance policy applications from individuals with some specific health conditions can be made only via the computer website.	

\*1. Source: Lifenet (June 2012)

\*2 Lifenet the First Company in Japan to Accept Applications for Life Insurance Policies from Smartphones.  
<http://pdf.irpocket.com/C7157/JA1b/DLx4/b9Ew.pdf>

**【Appendix】**

**Ratio of requests for brochures made from feature phones and smartphones**

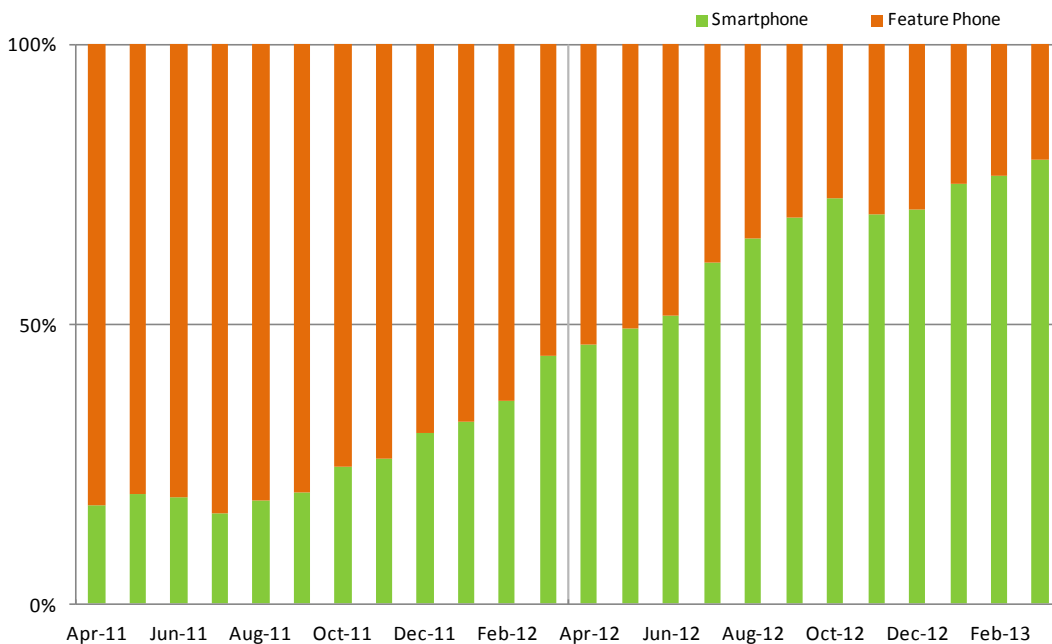
**■ Sharp increase in use of smartphones when considering life insurance. Ratio of feature phones and smartphones changes drastically in the past two years from 8:2 to 2:8**

Consumers are able to request for brochures on Lifenet products from not only the computer-based website but also feature phone site and smartphone site 24 hours a day, 365 days a week. Due to the increase in smartphone popularity over the last two years, there has also been a significant change in the ratio brochure requests from feature phone and smartphones.

In April 2011, 80% of brochure requests were from feature phones and 20% from smartphones. The majority of requests have been made by smartphones from June 2012, when the ratio flipped, and in March 2013, 80% of requests were from smartphones and the remainder from feature phones. It can be deduced from these numbers that consumers are changing their methods and processes to gather information and consider insurance purchases.

**Diagram : Ratio of requests for brochures made from feature phones and smartphones**

Source: Lifenet Insurance, Brochure request ratio of feature phones and smart phones data (April 2011 – March 2013)



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