

November 12, 2015
 Daisuke Iwase, President & COO
 LIFENET INSURANCE COMPANY
 (Securities Code: 7157, TSE Mothers)

Election of Executive Officers and Changes in Organization

TOKYO, November 12, 2015 – LIFENET INSURANCE COMPANY (TSE Mothers 7157, President & COO Daisuke Iwase, URL: <http://ir.lifenet-seimei.co.jp/en/>) announces that it resolved to elect new Executive Officers and the changes in the position at the Board of Directors meeting held today, effective on January 1, 2016.

Lifenet also decided that it will change its organization structure on January 1, 2016, and start the divisional organization which will appoint its Executive Officers including newly elected two persons as General Manager of each division, to enhance business execution. The details are as follows:

1. Election of Executive Officers (effective on January 1, 2016)

Name	New Position	Previous Position
Ryosuke Mori	Executive Officer, General Manager of Corporate Strategy Division	General Manager of Corporate Development Department
Takashi Yoshimi	Executive Officer, Assistant General Manager of Sales & Marketing Division	General Manager of Application Support Department

2. Changes in Position of Executive Officers (effective on January 1, 2016)

Name	New Position	Previous Position
Daisuke Iwase	Executive Officer	Executive Officer of Corporate Development Department
Masayuki Nishida	Executive Officer, General Manager of Sales & Marketing Division	Executive Officer of Application Support Department, Product Development Department and Marketing Department (Web Management Group and Advertisement Group)
Kazuko Nakada	Executive Officer of Project Management Office Chief Communications Officer	Executive Officer of Marketing Department (Agent Management Group and PR Group)
Yasuhiro Koba	Executive Officer, General Manager of Corporate Administration Division, Head of Legal Department Chief Compliance Officer	Executive Officer of Risk Management Department, Legal Department and Customer Affairs Department, General Manager of Legal Department, Chief Compliance Officer
Shuji Nariai	Executive Officer, General Manager of Information Systems Strategy Division	Executive Officer of Accounting Department, Actuarial Department, Finance Department and Information Technology Department, General Manager of Accounting Department
Takahiro Yamasaki	Executive Officer, General Manager of Customer Services Division, Head of Claims Department	Executive Officer of General Affairs Department, Customer Services Department and Claims Department, General Manager of Claims Department

LIFENET INSURANCE COMPANY

(Reference) Brief Career History of Newly Elected Executive Officer

Name (Date of Birth)	Brief career history	
Ryosuke Mori (March 10, 1984)	Apr. 2007	Joined Goldman Sachs Japan Co., Ltd.
	Sep. 2012	Joined Lifenet Insurance Company
	May 2013	General Manager of Corporate Development Department (incumbent)
Takashi Yoshimi (May 14, 1971)	Apr. 1995	Joined Meiji Life Insurance Company (Currently Meiji Yasuda Life Insurance Company)
	May 2011	Joined Lifenet Insurance Company, General Manager of Information Technology Department
	Apr. 2014	General Manager of Application Support Department (incumbent)

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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