

July 7, 2015

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

## **June 2015: MONTHLY DISCLOSURE** **Started airing new TV commercial featuring Lifenet's policy holders**

TOKYO, July 7, 2015 – 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 2015.

Annualized premium<sup>\*\*1</sup> of new business in the month of June 2015 was 99 million yen (70% of June 2014). The number of applications was 2,536 (69% of June 2014), with the number of new business at 2,029 (68% of June 2014). Accordingly, annualized premium<sup>\*\*1</sup> of policies-in-force as of the end of June 2015 was 8,917 million yen, the number of policies-in-force resulted in a total of 217,335, and sum insured of policies-in-force stands at 1,850,441 million yen.

In June 2015, insurance premiums and claims and benefits recorded 737 million yen (109% of June 2014) and 77 million yen (41% of June 2014), respectively.

Lifenet started airing new TV commercials from June 5, 2015, which introduce our policy holders' real voice about the procedures from application for policy to claim for their benefit.

### **Topics**

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| Jun. 5  | Started airing new TV commercial   |
| Jun. 16 | Changes in Executive Officers<br><a href="http://pdf.irpocket.com/C7157/ee2V/gmAL/M0Gz.pdf">http://pdf.irpocket.com/C7157/ee2V/gmAL/M0Gz.pdf</a>                           |
| Jun. 21 | Held 9th Annual General Meeting of Shareholders<br><a href="http://ir.lifenet-seimei.co.jp/en/stock/meeting.html">http://ir.lifenet-seimei.co.jp/en/stock/meeting.html</a> |

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)<sup>\*2</sup>

Number of new business (month)	Jun. 2015	Jun. 2014
Number of applications	2,536	3,697
Number of new business	2,029	2,973
Sum insured of new business <sup>*3</sup> (million yen)	15,286	23,846
Annualized premium <sup>*1</sup> (million yen)	99	140
- excl. death coverage (million yen)	52	75

Number of new business (accumulated total)	Apr. 2015 – Jun. 2015	Apr. 2014 – Jun. 2014
Number of applications	7,831	10,801
Number of new business	5,756	7,967
Sum insured of new business <sup>*3</sup> (million yen)	45,571	60,825
Annualized premium <sup>*1</sup> (million yen)	279	348
- excl. death coverage (million yen)	146	183

Number of policies-in-force	End of Jun. 2015	End of Jun. 2014
Number of policies-in-force	217,335	206,453
- “Kazoku”: Term Life	113,690	106,601
- “Jibun”, New “Jibun” and New “Jibun” for Women: Whole-Life Medical <sup>*4</sup>	66,185	62,763
- “Jibun Plus”: Term Medical Care	11,660	12,620
- “Hataraku Hito”: Long-Term Disability	25,800	24,469
Sum insured of policies-in-force <sup>*3</sup> (million yen)	1,850,441	1,734,640
Annualized premium <sup>*1</sup> (million yen)	8,917	8,249
- excl. death coverage (million yen)	4,011	3,696

Insurance premiums and claims (million yen)	Jun. 2015	Jun. 2014
Insurance premiums	737	677
Insurance claims and benefits	77	191

\*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 2015, the number of policies-in-force of Whole-life Medical “Jibun” is 55,806, New “Jibun” is 6,411, and New “Jibun” for Women is 3,968. As the end of June 2014, that of Whole-life Medical “Jibun” is 60,892, New “Jibun” is 1,133, and New “Jibun” for Women is 738.

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