

March 12, 2013  
 Haruaki Deguchi, President/Founder  
 LIFENET INSURANCE COMPANY  
 (Securities Code: 7157, TSE Mothers)

## Lifenet Given Perfect Score of 100 in Weekly Diamond's "Information Disclosure and Service System Rankings"

Efforts to disclose information to customers – such as policy provisions and average number of days from the time an insurance claim is made to payment – and system to prevent nonpayment of insurance claims were evaluated highly

Three products ranked in the top ten for "Disability Insurance and Income Insurance" and "Medical Insurance"

TOKYO, March 12, 2013 – LIFENET INSURANCE COMPANY (TSE Mothers 7157, President/Founder: Haruaki Deguchi, URL: <http://ir.lifenet-seimei.co.jp/en/>) announces that we have been given a perfect score of 100 in the "Information Disclosure and Service System Rankings" by Weekly Diamond magazine (Diamond Inc., March 9 2013 edition).

### ■ Results

#### ● "Information Disclosure and Service System Rankings"

Received 20 points in all 5 categories with a perfect total score of 100

#### ● "Disability Insurance and Income Insurance Rankings by Professionals"

Long-Term Disability product "Hataraku Hito" ranked 2nd

#### ● "Medical Insurance Rankings by Professionals"

Whole-Life Medical product "Jibun" and Term Medical Care product "Jibun Plus" both ranked 7th



### ■ Details of "Information Disclosure and Service System Rankings"

Diamond Inc. surveyed 25 life insurance companies on their levels of information disclosure and systems regarding customer service on five specific aspects, each worth 20 points for a total and perfect score of 100. Of the 25 companies, Lifenet was the only company to receive 20 points in all five aspects, receiving a perfect score of 100.

	Before policy (total 40 points)		During policy (total 40 points)		Surrendering policy (total 20 points)
	Disclosure of policy provisions on website	Estimates of insurance premiums available on website	Disclosure of average number of days from the time an insurance claim is made to payment	When system to double check after payments was implemented	Ease of surrendering policies
Lifenet	<b>20 points</b>	<b>20 points</b>	<b>20 points</b>	<b>20 points</b>	<b>20 points</b>

Lifenet was founded with the desire to halve insurance premiums to contribute to the creation of a society where individuals do not have to worry about having and raising children. This goal, alongside our Manifesto to offer simple, convenient and competitively priced products, are the pillars in our journey to continue to meet and exceed the expectations of our customers.

LIFENET INSURANCE COMPANY

**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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