

October 17, 2014
 Daisuke Iwase, President & COO
 LIFENET INSURANCE COMPANY
 (Securities Code: 7157, TSE Mothers)

Lifenet Starts Sales of Insurance Through Suruga Bank's D-Bank Branch

Enhancing customers convenience by selling via a regional bank

TOKYO, October 17, 2014 - LIFENET INSURANCE COMPANY (TSE Mothers 7157, President & COO Daisuke Iwase, URL: <http://ir.lifenet-seimei.co.jp/en/>) announces that it has concluded an agency agreement with SURUGA Bank Ltd. (TSE 1st 8358, President and CEO Mitsuyoshi Okano, URL: <http://www.surugabank.co.jp/surugabank/common/english/>), and will start selling insurance through SURUGA Bank's D-bank branch as its agent from October 20, 2014. Although Lifenet has been selling insurance through Internet agents and other agents in addition to via Lifenet's website, this will be Lifenet's first time since the start of its operations to sell insurance through a regional bank.



1. Outline

Through this partnership, customers will be able to apply for Lifenet's insurance from the website of Suruga Bank's D-Bank branch, which is planned to be newly established on October 20, 2014. Suruga Bank's D-Bank branch is operated under the concept, "giving customers the freedom to put together products they would like to match their aspirations and lifestyles, and offering the things they want to buy and the things they want to do." By enabling customers to apply through this branch for Lifenet's insurance, for which applications can be completed through the Internet, customers will be delivered peace of mind to customers in accordance with their aspirations through a highly convenient method.



Suruga Bank's D-Bank branch (Only Japanese)

2. Background

Lifenet is proceeding business alliance opportunities with regional banks which perform an essential role to vitalize local economy, people recognize that local revitalization is one of the important tasks in our country.

In accordance with these efforts, Lifenet has concluded an agency agreement with Suruga Bank. As the first step in this partnership, sales of Lifenet's insurance will be started through Suruga Bank's D-Bank branch, which is planned to be newly established on October 20, 2014.

Since Lifenet started operations in 2008 with the mission to provide the child-raising generations with life insurance products with reasonable premiums. Lifenet has used the Internet as its main sales channel and has built up a large customer base. In October 2014, the number of policies-in-force exceeded 210,000. In parallel, in order to meet diverse customer needs for life insurance, Lifenet is working to offer a variety of services that provide convenience to customers in its second stage as an online life insurer, including the start of insurance consultation services by insurance planners and the use of an agent providing customer consultations in person.

3. Others

Lifenet and Suruga Bank will take the opportunity provided by the start of sales of insurance at the D-Bank branch and continue to look into other forms of cooperation that would contribute to the business activities of both companies, such as implementing measures to strengthen insurance sales.

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.

<p>Contact: Investor Relations, Corporate Development Department Tel: +81-3-5216-7900 e-mail: ir@lifenet-seimei.co.jp</p>
--

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.