

February 14, 2014  
 Daisuke Iwase, President & COO  
 LIFENET INSURANCE COMPANY  
 (Securities Code: 7157, TSE Mothers)

**Policies-in-force exceeded 200,000 on February 12, 2014**  
**“Integrity, Comprehensiveness, Cost-Competitiveness, Convenience”**  
**Achieved in five years and nine months since commencing business operations**

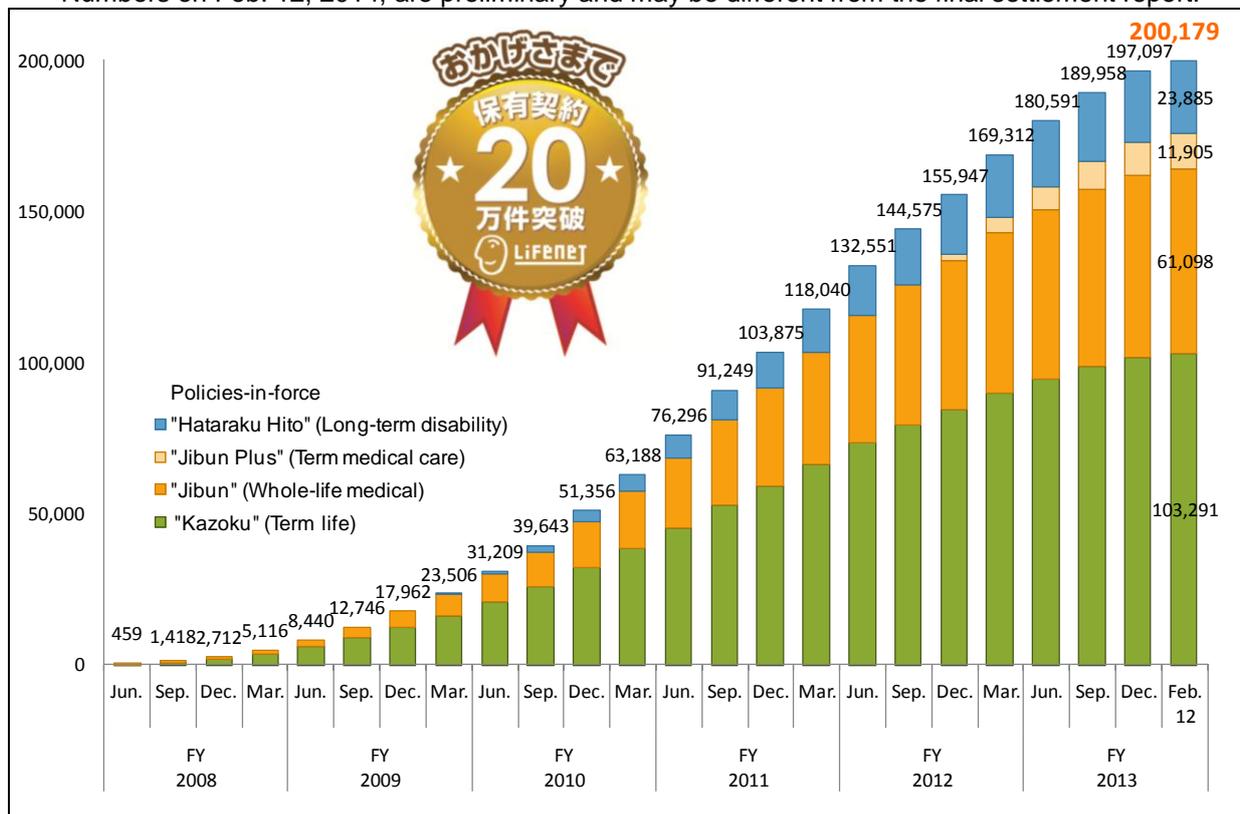
TOKYO, February 14, 2014 – LIFENET INSURANCE COMPANY (TSE Mothers 7157, President & COO Daisuke Iwase, URL: <http://ir.lifenet-seimei.co.jp/en/>) announces that its number of policies-in-force exceeded 200,000 on February 12, 2014.

Lifenet achieved 100,000 policies-in-force in three years and seven months after commencing business operations on May 18, 2008. Since then, the number of policies-in-force has continued to grow rapidly, and on February 12, 2014, five years and nine months after commencing business operations, has exceeded 200,000, doubling the number of policies-in-force in two years and two months. This achievement is a direct result of Lifenet gaining the support of mainly the younger generations – those in their 20s and 30s in the midst of parenthood – with whom our insurance products and services based on the Lifenet Manifesto, “Integrity, Comprehensiveness, Cost-Competitiveness, Convenience”, has resonated with. Additionally, this accomplishment would not have been possible without our stakeholders who have put faith in Lifenet, the first independent life insurance company in Japan in 74 years.

Lifenet will continue to endeavor to meet and exceed the expectations of our customers in this new stage.

**Numbers of policies-in-force**

Numbers on Feb. 12, 2014, are preliminary and may be different from the final settlement report.



## ■ Message from Haruaki Deguchi, Chairman & CEO

We at Lifenet have been able to achieve 200,000 policies-in-force five years and nine months after commencing business operations. I would like to thank each and every one of our policy holders and stakeholders who have supported us in achieving this.

Lifenet was founded with the hopes of creating a society which supports young families raising children. We believe that this goal and our Manifesto of offering simple, convenient and competitively-priced products and services based on the highest levels of business integrity have gained the support necessary to achieve the number of policies-in-force we have in such a short span of time.

We will continue to fulfill our most important responsibility as a life insurance company of making claims and benefit payments accurately and without delay to offer our customers security. Thank you again for your support, and we hope you will continue to join us on our journey.

Haruaki Deguchi, Chairman & CEO

## ■ Message from Daisuke Iwase, President & COO

I would like to express my appreciation to all those who have supported Lifenet during our journey in achieving 200,000 policies-in-force. With this big achievement comes much responsibility, and it is my duty to see that we continuously exceed the expectations of our customers.

I am currently the same age as the average age of our policy holders and the average age of Lifenet's employees. As stated in our Manifesto, at Lifenet we will only offer products we can recommend with confidence, and in order to do this, it is crucial that we put the customers' perspective first and continue our journey hand in hand with our supporters. Additionally, as a frontrunner of the online life insurance industry, we strive to continue to make our products and services more convenient for all of customers. Our new services launched this month – an online tool to assist with the selection of our insurance products, and the launch of a new service that offers free advice by insurance planners – are both examples of how we are constantly improving our services.

With the Chairman and CEO Deguchi, we will continue to endeavor to meet and exceed the expectations of our customers, and appreciate your continued support.

Daisuke Iwase, President & COO

## 【Appendix: 200,000 policies-in-force – Lifenet “Now”】

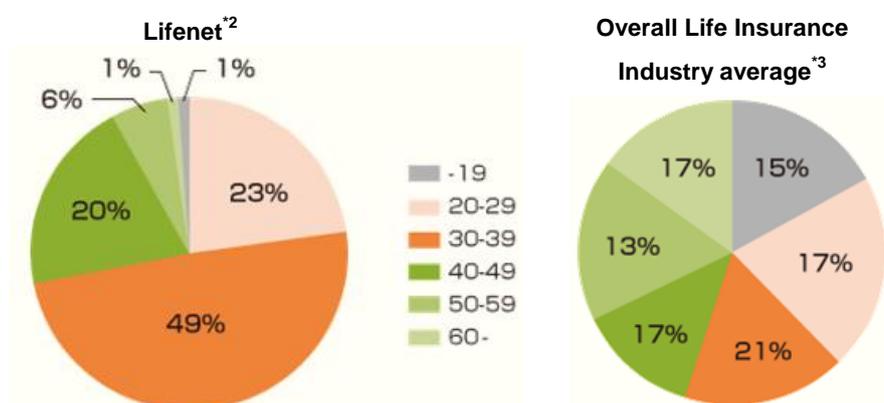
### ■ The overall number of people in their 20s taking out life insurance policies in Japan is decreasing, but 70% of Lifenet’s customers are in their 20s and 30s

According to research conducted by the Japan Institute of Life Insurance<sup>\*1</sup>, the buying rate of life insurance policies of the younger generations has been recently experiencing a decreasing trend, with the percentage of those in their 20s having an insurance policy being 52.4%.

At Lifenet, however, customers in their 20s and 30s in the midst of parenthood make up roughly 70% of our policyholder base. This reflects our hopes of creating a society which supports young families raising children.

#### Number of new policies by age group

- 20s and 30s: 72% (industry average of 47 insurance companies: 38%)



\*1 Japan Institute of Life Insurance (2013)

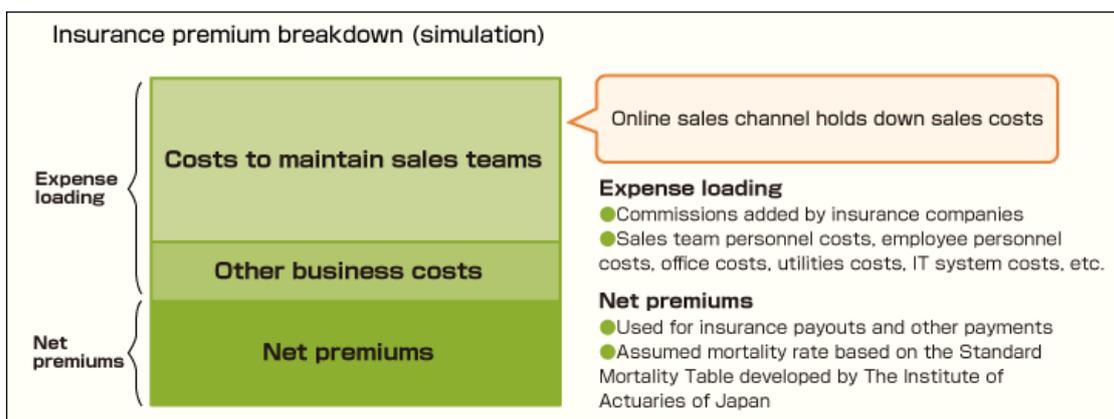
\*2 Lifenet customer survey (2012)

\*3 The Life Insurance Association of Japan (FY2012)

### “Integrity”

#### ■ Lifenet is the only life insurance company in Japan to disclose expense loading rates

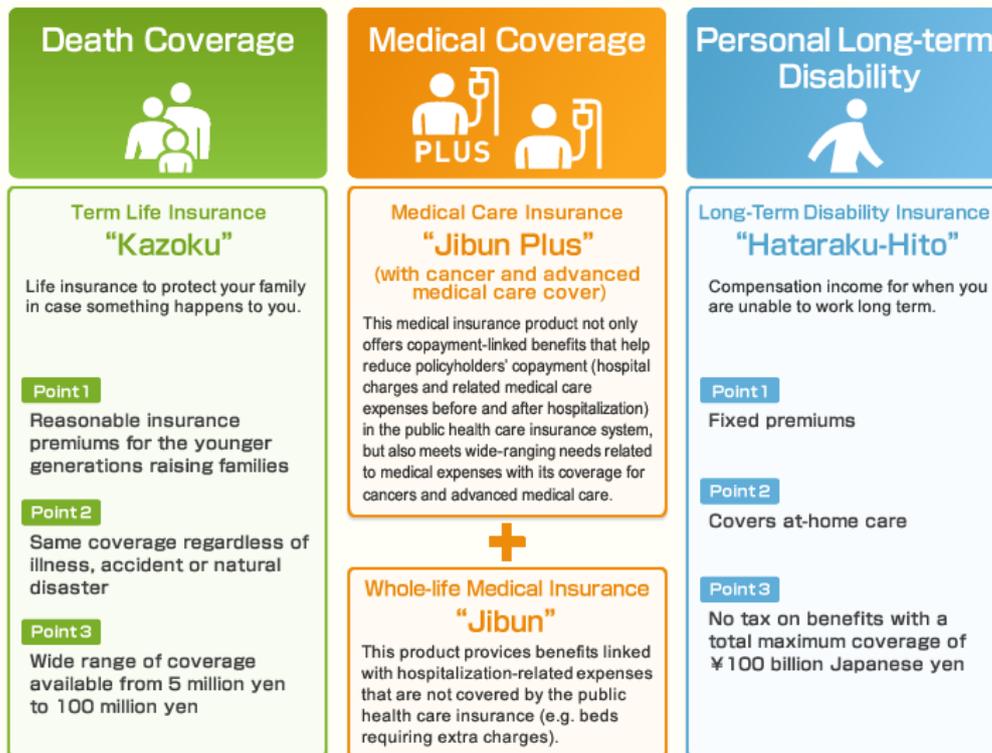
Lifenet discloses the insurance premium breakdown as well as expense loading.



## “Comprehensiveness”

### ■ Lifenet offers four simple and pure protection products

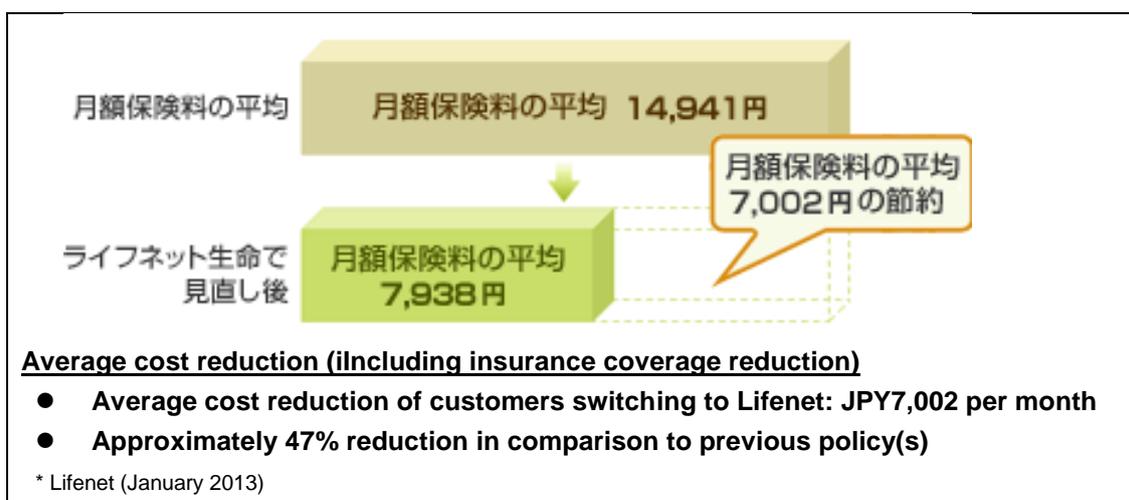
Lifenet offers term life, whole-life medical, medical care and disability income products. All products are very simple, ensuring that our customers are able to comprehend the products.



## “Cost-Competitiveness”

### ■ Reconsider insurance policies and choosing Lifenet may save an average of JPY7,002 per month, approximately JPY84,000 per year.

Internet-based low cost operations enable us to be price competitive.



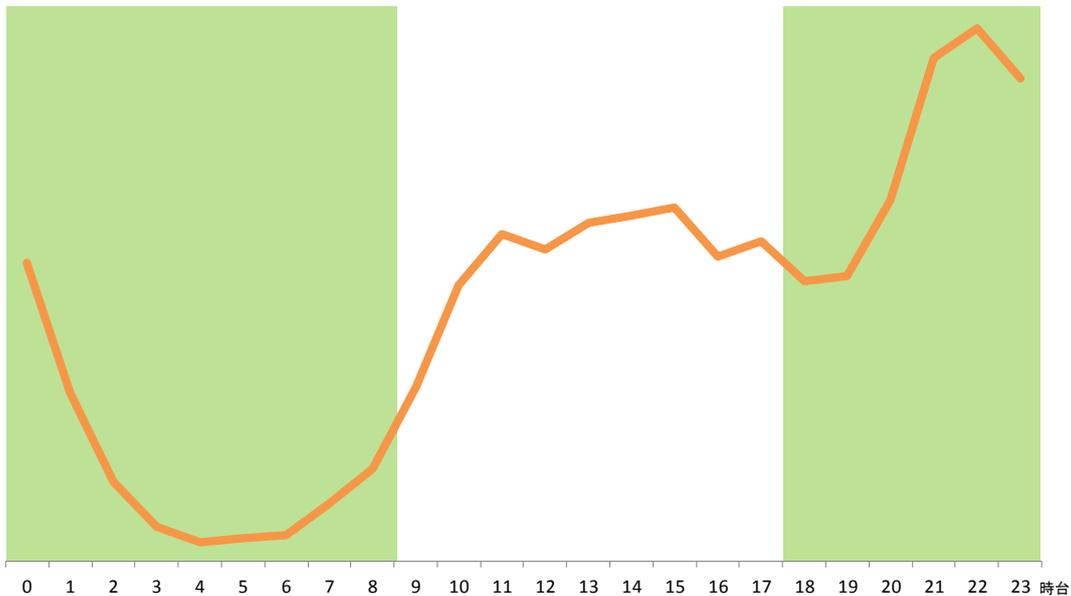
## “Convenience”

**■ Most popular time to apply for a life insurance policy is around 10pm with the majority applying at night or early morning. Services that meeting the lifestyle of the younger generations.**

A significant number of applications for Lifenet’s insurance products are made between 9pm and midnight, hours during which traditional sales staff and other sales channels are not operating, with the 10pm hour being the most popular.

### Time of application

- 10 pm hour being the most popular for application
- 56% of applications are made during the nighttime (6pm to 9am)



\* Lifenet (November 2013 – January 2014)

**■ Lifenet started free insurance consultation services from February 2014 by insurance planners.**

Lifenet started a series of free consultation services for customers who request consultation upon selecting an insurance policy.

例えば、こんなことでお困りの方はお気軽に相談ください

- ・見積りはしたけど、このプランで良いのかしら
- ・保険って難しくてよくわからない
- ・将来のことも考えて相談したい

保険相談  
ポイント

ご自宅で、  
思い立ったら  
すぐに相談

対応は保険の  
専門家

保険のこと  
なら何でも  
お気軽に

## ■ Lifenet's road to 200,000 policies-in-force

2008	May 18	Begins operations as the first independent life insurance company to be established after the war.
	Nov. 21	Load charge rates disclosed for the purpose of providing consumers with the information necessary to compare insurance products.
2009	Jun. 1	Japan's first mobile online life insurance application site launched.
2010	Feb. 26	"Hataraku Hito" (Personal long-term disability) product launched, the first comprehensive income protection insurance product for individuals in Japan's life insurance market.
	Dec. 21	Policies-in-force exceeded 50,000.
	Jul. 14	Haruaki Deguchi (President) and Daisuke Iwase (Representative Director) appear on TV Tokyo's "Cambrian Palace".
2012	Dec. 5	Policies-in-force exceeded 100,000.
	Jan. 12	Value of life insurance policies-in-force exceeds 1 trillion yen.
	Mar. 15	Initial public offering made on the Tokyo Stock Exchange's Mothers
	Jun. 28	Lifenet the first company in Japan to accept applications for life insurance policies from smartphones
	Oct. 2	Lifenet starts sales of the new copayment-linked medical insurance "Jibun Plus" (with cancer and advanced medical care coverage) today
	Oct. 3	Lifenet simplifies claims process – Medical certification submission no longer necessary for most medical policy claims –
	Nov. 12	Policies-in-force exceeded 150,000.
	2013	Feb. 13
Mar. 19		Achieved ISO27001 certification
Apr. 25		Disclosed offering of shares and changing in the largest major shareholder
Apr. 25		Renewed smartphone site
May 15		5th year anniversary since the commencement of business operations
Jun. 23		Haruaki Deguchi and Daisuke Iwase assumed the post of Representative Director, Chairman & CEO and Representative Director, President & COO
Oct. 28		Policies-in-force of Term Life "Kazoku" exceeded 100,000
Nov. 14		Lifenet's contact center and website awarded three stars in the 2013 HDI Contact Center Rankings for 2nd consecutive year
Dec. 2		Kyobo Lifeplanet, new joint venture in Korea to commence business operations
2014		Feb. 3
	Feb. 3	Lifenet allows insurance claims and benefits to be made in 2 days
	Feb. 12	Policies-in-force exceeded 200,000.

### About Lifenet URL: <http://ir.lifenet-seimei.co.jp/en/>

Returning to the original purpose of life insurance - mutual support - LIFENET INSURANCE COMPANY 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: <a href="mailto:ir@lifenet-seimei.co.jp">ir@lifenet-seimei.co.jp</a>
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LIFENET INSURANCE COMPANY

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