

March 7, 2016  
Daisuke Iwase, President & COO  
LIFENET INSURANCE COMPANY  
(Securities Code: 7157, TSE Mothers)

## **February 2016: MONTHLY DISCLOSURE** **Annualized premium of new business was 105 million yen, 102% of February 2015**

TOKYO, March 7, 2016 – LIFENET INSURANCE COMPANY (TSE Mothers 7157, President & COO Daisuke Iwase, URL: <http://ir.lifenet-seimei.co.jp/en/>) announces the monthly business performance for February 2016.

Annualized premium<sup>\*1</sup> of new business in the month of February 2016 was 105 million yen (102% of February 2015). The number of applications was 2,806 (93% of February 2015), with the number of new business at 2,252 (101% of February 2015). Accordingly, annualized premium<sup>\*1</sup> of policies-in-force was 9,320 million yen. The number of policies-in-force as of the end of February 2016 resulted in a total of 224,431, and sum insured of policies-in-force stands at 1,900,281 million yen.

In February 2016, insurance premiums and claims and benefits recorded 769 million yen (107% of February 2015) and 72 million yen (120% of February 2015), respectively.

### **Topics**

- Feb. 9 Financial Results for 3Q of Fiscal 2015 Ending March 31, 2016  
[http://file.swcms.net/file/lifenet-seimei/en/news/index/auto\\_20160209410153/pdfFile.pdf](http://file.swcms.net/file/lifenet-seimei/en/news/index/auto_20160209410153/pdfFile.pdf)
- Feb. 17 Commencement Insurance Sales through KDDI CORPORATION in April  
[http://file.swcms.net/file/lifenet-seimei/en/news/index/auto\\_20160217416505/pdfFile.pdf](http://file.swcms.net/file/lifenet-seimei/en/news/index/auto_20160217416505/pdfFile.pdf)

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)	Feb. 2016	Feb. 2015
Number of applications	2,806	3,019
Number of new business	2,252	2,226
Sum insured of new business <sup>*3</sup> (million yen)	14,140	18,315
Annualized premium <sup>*1</sup> (million yen)	105	103
- excl. death coverage (million yen)	62	53

Number of new business (accumulated total)	Apr. 2015 – Feb. 2016	Apr. 2014 – Feb. 2015
Number of applications	30,294	34,635
Number of new business	22,619	25,454
Sum insured of new business <sup>*3</sup> (million yen)	157,917	208,280
Annualized premium <sup>*1</sup> (million yen)	1,072	1,205
- excl. death coverage (million yen)	601	624

Number of policies-in-force	End of Feb. 2016	End of Feb. 2015
Number of policies-in-force	224,431	214,192
- “Kazoku”: Term Life	117,165	111,701
- “Jibun”, New “Jibun” and New “Jibun” for Women: Whole-Life Medical <sup>*4</sup>	67,785	65,294
- “Jibun Plus”: Term Medical Care	11,199	11,935
- “Hataraku Hito”: Long-Term Disability	28,282	25,262
Sum insured of policies-in-force <sup>*3</sup> (million yen)	1,900,281	1,818,905
Annualized premium <sup>*1</sup> (million yen)	9,320	8,722
- excl. death coverage (million yen)	4,241	3,918

Insurance premiums and claims (million yen)	Feb. 2016	Feb. 2015
Insurance premiums	769	722
Insurance claims and benefits	72	60

\*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 February 2016, the number of policies-in-force of Whole-life Medical “Jibun” is 52,485, New “Jibun” is 9,280, and New “Jibun” for Women is 6,020. As of the end of February 2015, that of Whole-life Medical “Jibun” is 57,439, New “Jibun” is 4,825, and New “Jibun” for Women is 3,030.

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