

April 4, 2016

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LIFENET INSURANCE COMPANY
(Securities Code: 7157, TSE Mothers)

Lifenet to Commence “au Life Insurance” Providing Life Insurance through KDDI under the “au Life Design” Concept

TOKYO, April 4, 2016 – LIFENET INSURANCE COMPANY (TSE Mothers 7157, President & COO Daisuke Iwase, URL: <http://ir.lifenet-seimei.co.jp/en/>) hereby announces that it will start “au Life Insurance” for au users through KDDI CORPORATION (“KDDI”) from April 5, 2016.

Lifenet will offer three types of “au Life Insurance” coverage: “au Term Insurance”, which provides coverage if the worst should happen at the lowest premium level in the industry^{*1}, “au Medical Insurance”, which provides coverage for cancer and access to advanced medical care in addition to hospitalization and surgery coverage, and “au Medical Insurance for Women”, which provides exclusive coverage to women for illnesses which affect them. “au Life Insurance” service can be sought advice via the website, through selected au shops, and by calling the au Financial Support Center, a dedicated telephone assistance service. Also as one of the “au Life Design” services provided by KDDI, policyholders of “au Life Insurance” who are users of mobile phones, such as au smartphones, are able to select services to be billed with telecommunication charges as a discounted set. An outline of the key points of “au Life Insurance” is provided below:

Four Points of “au Life Insurance”

1. Commencement of the three types of “au Life Insurance” coverage (“au Term Insurance”, “au Medical Insurance”, and “au Medical Insurance for Women”) on April 5, 2016
2. Provision of extra value by the “three advantages” of (1) affordable premium, (2) ability to simply apply at any time, and (3) receipt of WALLET points.
3. Establishment of a support system comprised of the website, selected au shops, and the au Financial Support Center.
4. Provision of an “au Life Insurance” app for smartphones that allows customers to consider to apply for life insurance.

Also, as one of the communication services provided by KDDI, policyholders of “au Life Insurance” who are users of mobile phones, such as au smartphones, are able to select services to be billed together with telecommunication charges as a discounted set. And additional WALLET points can be received when combining with other au financial services.

In April 2015, Lifenet and KDDI entered into a capital and business alliance, with both companies conducting continuous considerations with the aim of creating financial services that customers would find convenient and affordable. This commencement is just the first step of this alliance, and we will continue to further raise customer satisfaction in the future by providing other new financial services.

The business forecasts for fiscal 2016, ending March 31, 2017 that take into account this effect will be disclosed in May, 2016.

*1. Comparison of Lifenet's and 5 other online life insurance companies' term life insurance products as of April 1, 2016 (excluding risk sub-divided insurance products) under the following conditions: Insurance coverage amount 5,000 thousand yen, 10,000 thousand yen / Insurance term 10 years / monthly payment, Age at issue 30, 40 and 50 years old of each sex.

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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