

April 7, 2016

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

**March 2016: MONTHLY DISCLOSURE**  
**Number of applications and new business exceeded those in March 2015**

TOKYO, April 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 March 2016.

Annualized premium<sup>\*1</sup> of new business in the month of March 2016 was 116 million yen (95% of March 2015). The number of applications was 3,062 (106% of March 2015), with the number of new business at 2,531 (100% of March 2015). Accordingly, annualized premium<sup>\*1</sup> of policies-in-force was 9,377 million yen. The number of policies-in-force as of the end of March 2016 resulted in a total of 225,534, and sum insured of policies-in-force stands at 1,906,269 million yen.

In March 2016, insurance premiums and claims and benefits recorded 772 million yen (107% of March 2015) and 121 million yen (159% of March 2015), respectively.

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)	Mar. 2016	Mar. 2015
Number of applications	3,062	2,884
Number of new business	2,531	2,528
Sum insured of new business <sup>*3</sup> (million yen)	15,552	20,671
Annualized premium <sup>*1</sup> (million yen)	116	122
- excl. death coverage (million yen)	69	63

Number of new business (accumulated total)	Apr. 2015 – Mar. 2016	Apr. 2014 – Mar. 2015
Number of applications	33,356	37,519
Number of new business	25,150	27,982
Sum insured of new business <sup>*3</sup> (million yen)	173,469	228,951
Annualized premium <sup>*1</sup> (million yen)	1,189	1,327
- excl. death coverage (million yen)	671	688

Number of policies-in-force	End of Mar. 2016	End of Mar. 2015
Number of policies-in-force	225,534	215,403
- “Kazoku”: Term Life	117,626	112,420
- “Jibun”, New “Jibun” and New “Jibun” for Women: Whole-Life Medical <sup>*4</sup>	67,999	65,666
- “Jibun Plus”: Term Medical Care	11,132	11,870
- “Hataraku Hito”: Long-Term Disability	28,777	25,447
Sum insured of policies-in-force <sup>*3</sup> (million yen)	1,906,269	1,831,081
Annualized premium <sup>*1</sup> (million yen)	9,377	8,793
- excl. death coverage (million yen)	4,277	3,952

Insurance premiums and claims (million yen)	Mar. 2016	Mar. 2015
Insurance premiums	772	723
Insurance claims and benefits	121	76

\*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 March 2016, the number of policies-in-force of Whole-life Medical “Jibun” is 52,023, New “Jibun” is 9,696, and New “Jibun” for Women is 6,280. As of the end of March 2015, that of Whole-life Medical “Jibun” is 57,004, New “Jibun” is 5,354, and New “Jibun” for Women is 3,308.

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