

May 11, 2016

Daisuke Iwase, President & COO

LIFENET INSURANCE COMPANY

(Securities Code: 7157, TSE Mothers)

## April 2016: MONTHLY DISCLOSURE Commencement of “au Life Insurance”

TOKYO, May 11, 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 April 2016.

Annualized premium<sup>\*1</sup> of new business in the month of April 2016 was 102 million yen (116% of April 2015). The number of applications was 3,488 (130% of April 2015), with the number of new business at 2,180 (121% of April 2015). Accordingly, annualized premium<sup>\*1</sup> of policies-in-force was 9,428 million yen. The number of policies-in-force as of the end of April 2016 resulted in a total of 226,458, and sum insured of policies-in-force stands at 1,910,750 million yen.

In April 2016, insurance premiums and claims and benefits recorded 776 million yen (107% of April 2015) and 154 million yen (193% of April 2015), respectively.

Lifenet started providing “au Life Insurance” to au users through KDDI CORPORATION from April 5, 2016.

### Topics

- Apr. 4 Commencement of “au Life Insurance”  
[http://file.swcms.net/file/lifenet-seimei/en/news/index/auto\\_20160404450479/pdfFile.pdf](http://file.swcms.net/file/lifenet-seimei/en/news/index/auto_20160404450479/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)	Apr. 2016	Apr. 2015
Number of applications	3,488	2,691
Number of new business	2,180	1,795
Sum insured of new business <sup>*3</sup> (million yen)	13,097	14,273
Annualized premium <sup>*1</sup> (million yen)	102	88
- excl. death coverage (million yen)	61	47

Number of new business (accumulated total)	Apr. 2016	Apr. 2015
Number of applications	3,488	2,691
Number of new business	2,180	1,795
Sum insured of new business <sup>*3</sup> (million yen)	13,097	14,273
Annualized premium <sup>*1</sup> (million yen)	102	88
- excl. death coverage (million yen)	61	47

Number of policies-in-force	End of Apr. 2016	End of Apr. 2015
Number of policies-in-force	226,458	215,933
- Term Life <sup>*4</sup>	118,022	112,781
- Whole-Life Medical <sup>*4</sup>	68,262	65,825
- Term Medical Care <sup>*4</sup>	11,076	11,802
- Long-Term Disability <sup>*4</sup>	29,098	25,525
Sum insured of policies-in-force <sup>*3</sup> (million yen)	1,910,750	1,836,212
Annualized premium <sup>*1</sup> (million yen)	9,428	8,828
- excl. death coverage (million yen)	4,309	3,971

Insurance premiums and claims (million yen)	Apr. 2016	Apr. 2015
Insurance premiums	776	728
Insurance claims and benefits	154	80

\*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: Term Life insurance: "Kazoku" and au Term Insurance, Whole-Life Medical insurance: "Jibun", New "Jibun", New "Jibun" for Women, au Medical Insurance and au Medical Insurance for Women, Term Medical Care insurance: "Jibun Plus", Long-Term Disability insurance: "Hataraku Hito".

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