

May 12, 2016

Daisuke Iwase, President & COO

LIFENET INSURANCE COMPANY

(Securities Code: 7157, TSE Mothers)

Lifenet Starts Sales of New Long-term Disability Product

Insurance that supports “living expenses during the long-term period of disability related absence from work”, which cannot sufficiently be covered by medical insurance
New product that matches various needs including self-employed and home buyers having mortgage to be launched in early June

TOKYO, May 12, 2016 - LIFENET INSURANCE COMPANY (TSE Mothers 7157, President & COO Daisuke Iwase, URL: <http://ir.lifenet-seimei.co.jp/en/>) announces the starting of sales of a new product of Long-term Disability, “Hataraku-Hito2” in early June 2016 (planned). The new product “Hataraku-Hito2” allows customers to choose benefit commencement dates and insurance terms and meets a variety of needs of customers, such as self-employed, home buyers having mortgage and those who wish to save their insurance premiums.

■ **A new Long-term Disability that covers “living expenses when one is not able to work due to disease or injury”, revised drastically in response to the customer’s requests!**



■ Main Points of Long-term Disability “Hataraku-Hito2”

- 1. Newly added 60 days of initial exclusion period, shorter than the existing 180 days. Supports self-employed who have fewer benefits from social security, including injury and disease allowance**
- 2. A range of insurance terms to choose from, in response to customer’s needs seeking coverage by the time of their mortgage repayment or coming of age of their children**
- 3. Newly added “Half-type”, by half of amount of benefits for a certain term, for customers who wish to lower their premiums**

Long-term Disability, unlike conventional medical insurances that provide coverage for hospitalization or surgery, is an insurance product that covers living expenses when one is not able to work due to disease or injury for a long period of time. This product is designed to provide benefits monthly in the same way as salaries, so that the policyholders and their families can live every day in a positive way during the long-term period of disability, maintaining their current living standards.

In February 2010, Lifenet started sales of long-term disability, which was then unfamiliar to the Japanese insurance market, for individuals ahead of the life insurance industry. With six years from the launch of the product, the recognition of long-term disability itself is growing in Japan. In line with this situation, “Hataraku-Hito”, gained high reputation among insurance professionals, being ranked 1st in the Insurance for Long-term Disability and Income Compensation Category of the Insurance Ranking Recommended by Professionals of Weekly Diamond magazine, April 23, 2016, issued by DIAMOND, Inc.

In the meantime, more detailed requests and proposals have been made to Lifenet by customers with a variety of lifestyles and at every stage of life, as well as by insurance professionals. Lifenet has reviewed its long-term disability products and will launch the new product “Hataraku-Hito2” in early June 2016, which reflects the requests and proposals.

The sales of existing “Hataraku-Hito” will be terminated upon the starting of sales of “Hataraku-Hito2”.

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.

<p>Contact: Investor Relations, Corporate Planning Department Tel: +81-3-5216-7900 e-mail: ir@lifenet-seimei.co.jp</p>

Disclaimer: This is a summarized translation of the original Japanese document, prepared and provided solely for readers' convenience. In case of any discrepancy or dispute, the Japanese document prevails.