

August 5, 2016

Daisuke Iwase, President

LIFENET INSURANCE COMPANY

(Securities Code: 7157, TSE Mothers)

July 2016: MONTHLY DISCLOSURE

**Started insurance consultation service with insurance planners on LINE,
utilizing LINE Business Connect for the first time in Life insurance industry**

TOKYO, August 5, 2016 – LIFENET INSURANCE COMPANY (TSE Mothers 7157, President Daisuke Iwase, URL: <http://ir.lifenet-seimei.co.jp/en/>) announces the monthly business performance for July 2016.

Annualized premium^{*1} of new business in the month of July 2016 was 101 million yen (112% of July 2015). The number of applications was 2,824 (116% of July 2015), with the number of new business at 2,150 (114% of July 2015). Accordingly, annualized premium^{*1} of policies-in-force was 9,603 million yen. The number of policies-in-force as of the end of July 2016 resulted in a total of 229,792, and sum insured of policies-in-force stands at 1,929,161 million yen.

In July 2016, insurance premiums and claims and benefits recorded 790 million yen (107% of July 2015) and 81 million yen (79% of July 2015), respectively.

Lifenet started insurance consultation service from July 11 with insurance planners on LINE, utilizing LINE Business Connect for the first time in Life insurance industry.^{*2} That enables our customers to consult the insurance planners with more convenience by choosing from three ways; call, email and LINE.

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)^{*3}

Number of new business (month)	Jul. 2016	Jul. 2015
Number of applications	2,824	2,429
Number of new business	2,150	1,878
Sum insured of new business ^{*4} (million yen)	12,806	14,976
Annualized premium ^{*1} (million yen)	101	90
- excl. death coverage (million yen)	62	46

Number of new business (accumulated total)	Apr. 2016 - Jul. 2016	Apr. 2015 - Jul. 2015
Number of applications	12,953	10,260
Number of new business	9,457	7,634
Sum insured of new business ^{*4} (million yen)	56,174	60,547
Annualized premium ^{*1} (million yen)	443	370
- excl. death coverage (million yen)	271	193

Number of policies-in-force	End of Jul. 2016	End of Jul. 2015
Number of policies-in-force	229,792	217,979
- Term Life ^{*5}	119,474	114,105
- Whole-Life Medical ^{*5}	69,165	66,328
- Term Medical Care ^{*5}	10,902	11,602
- Long-Term Disability ^{*5}	30,251	25,944
Sum insured of policies-in-force ^{*4} (million yen)	1,929,161	1,857,420
Annualized premium ^{*1} (million yen)	9,603	8,957
- excl. death coverage (million yen)	4,420	4,030

Insurance premiums and claims (million yen)	Jul. 2016	Jul. 2015
Insurance premiums	790	740
Insurance claims and benefits	81	102

*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: Lifenet research as of July 2016.

*3: This report is preliminary and may be different from the final settlement report.

*4: 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.

*5: 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" and "Hataraku-Hito 2".

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