

November 7, 2018  
Ryosuke Mori, President  
LIFENET INSURANCE COMPANY  
(Securities Code: 7157, TSE Mothers)

## October 2018: MONTHLY DISCLOSURE

### New business performance is a record high result

TOKYO, November 7, 2018 – LIFENET INSURANCE COMPANY (TSE Mothers 7157, President Ryosuke Mori, URL: <https://ir.lifenet-seimei.co.jp/en/>) announces the monthly business performance for October 2018.

New business performance in the month of October 2018 recorded the historical high for the first time in 6 years which was achieved in May 2012. Annualized premium\*1 of new business was 278 million yen (178% of October 2017), and the number of new business was 6,389 (179% of October 2017).

Accordingly, annualized premium\*1 of policies-in-force was 12,188 million yen. The number of policies-in-force as of the end of October 2018 resulted in a total of 287,954, and sum insured of policies-in-force stands at 2,183,345 million yen.

In October 2018, insurance premiums and claims and benefits recorded 989 million yen (114% of October 2017) and 147 million yen (97% of October 2017), respectively.

#### Topics

- Oct.19 Received Gold Rating in the PRIDE Index for LGBT Initiatives for 3rd Consecutive Year  
[https://file.swcms.net/file/lifenet-seimei/en/news/index/auto\\_20181019420009/pdfFile.pdf](https://file.swcms.net/file/lifenet-seimei/en/news/index/auto_20181019420009/pdfFile.pdf)
- Oct.23 Began Joint Research with AOYAMA GAKUIN UNIVERSITY through Industrial-Academic Partnership  
[https://file.swcms.net/file/lifenet-seimei/en/news/index/auto\\_20181023421057/pdfFile.pdf](https://file.swcms.net/file/lifenet-seimei/en/news/index/auto_20181023421057/pdfFile.pdf)
- Oct.29 Cancer Insurance *Double Yell* Ranked 1st in *MONOQLO the MONEY* Magazine  
[https://file.swcms.net/file/lifenet-seimei/en/news/index/auto\\_20181029424547/pdfFile.pdf](https://file.swcms.net/file/lifenet-seimei/en/news/index/auto_20181029424547/pdfFile.pdf)
- Oct.29 Long-term Disability *Hataraku-Hito 2* Ranked 1st for 2nd Consecutive Year and Enshrined in the Hall of Fame in *MONOQLO the MONEY* Magazine  
[https://file.swcms.net/file/lifenet-seimei/en/news/index/auto\\_20181029424556/pdfFile.pdf](https://file.swcms.net/file/lifenet-seimei/en/news/index/auto_20181029424556/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 <https://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)	Oct. 2018	Oct. 2017
Number of new business	6,389	3,563
Sum insured of new business <sup>*3</sup> (million yen)	32,189	16,205
Annualized premium <sup>*1</sup> (million yen)	278	156
- excl. death coverage (million yen)	165	103

Number of new business (accumulated total)	Apr. 2018 - Oct. 2018	Apr. 2017 - Oct. 2017
Number of new business	34,437	20,005
Sum insured of new business <sup>*3</sup> (million yen)	185,688	98,017
Annualized premium <sup>*1</sup> (million yen)	1,488	887
- excl. death coverage (million yen)	875	571

Number of policies-in-force	End of Oct. 2018	End of Oct. 2017
Number of policies-in-force	287,954	251,000
- Term Life <sup>*4</sup>	141,522	126,881
- Whole-life Medical <sup>*4</sup>	81,344	73,642
- Term Medical Care <sup>*4</sup>	9,680	10,139
- Long-term Disability <sup>*4</sup>	46,755	39,209
- Cancer <sup>*4</sup>	8,653	1,129
Sum insured of policies-in-force <sup>*3</sup> (million yen)	2,183,345	2,010,267
Annualized premium <sup>*1</sup> (million yen)	12,188	10,596
- excl. death coverage (million yen)	6,086	5,102

Insurance premiums and claims (million yen)	Oct. 2018	Oct. 2017
Insurance premiums	989	870
Insurance claims and benefits	147	152

- \*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*, *Hataraku-Hito 2* and *au Long-term Disability Insurance*, Cancer insurance: *Double Yell* and *au Cancer insurance*.

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