

February 9, 2017  
 Daisuke Iwase, President  
 LIFENET INSURANCE COMPANY  
 (Securities Code: 7157, TSE Mothers)

## Election of Executive Officer

TOKYO, February 9, 2017 – LIFENET INSURANCE COMPANY (TSE Mothers 7157, President Daisuke Iwase, URL: <http://ir.lifenet-seimei.co.jp/en/>) announces that it decided to elect a new Executive Officer and the changes in the position, effective on April 1, 2017. The details are as follows:

### 1. Election of Executive Officer (effective on April 1, 2017)

Name	New Position	Previous Position
Koji Baba	Executive Officer, General Manager of Information Systems Strategy Division	Head of Customer Services Department

### 2. Changes in Position of Executive Officers (effective on April 1, 2017)

Name	New Position	Previous Position
Masayuki Nishida	Director, Executive Vice President Executive Officer, General Manager of Corporate Administration Division	Director, Executive Vice President Executive Officer, General Manager of Sales & Marketing Division
Yasuhiro Koba	Executive Officer, General Manager of Corporate Strategy Division	Executive Officer, General Manager of Corporate Administration Division
Shuji Nariai	Executive Officer of Project Management Office	Executive Officer of Project Management Office General Manager of Information Systems Strategy Division
Ryosuke Mori	Executive Officer of KDDI Business Department General Manager of Sales & Marketing Division	Executive Officer of KDDI Business Department General Manager of Corporate Strategy Division

(Reference) Brief Career History of Newly Elected Executive Officer

Name (Date of Birth)	Brief career history
Koji Baba (May 16, 1970)	<p>Apr. 1994    Joined Daiwa Securities Co. Ltd.</p> <p>Jul. 1999    Joined Monex, Inc.</p> <p>Nov. 2006    Joined ING LIFE INSURANCE COMPANY, LTD. (currently NN LIFE INSURANCE COMPANY, LTD.)</p> <p>Apr. 2007    Joined Lifenet Insurance Company</p> <p>Jan. 2009    Deputy Head of Customer Services Department</p> <p>Oct. 2009    Head of Customer Services Department (incumbent)</p>

**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.

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