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Daisuke Iwase, President & COO

LIFENET INSURANCE COMPANY

(Securities Code: 7157, TSE Mothers)

Lifenet's Contact Center and Website Awarded Three Stars in the 2013 HDI Contact Center Rankings for 2nd consecutive year

"Contact Center staff were all very helpful. The level of service and interactions are very high."

"The website is very easy to understand and is made from the customers' perspective.

It is evaluated as a very helpful site."

TOKYO, November 14, 2013 - LIFENET INSURANCE COMPANY (TSE Mothers 7157, President & COO Daisuke Iwase, URL: <http://ir.lifenet-seimei.co.jp/en/>) announces that the company has been rated as three stars in the 2013 HDI Contact Center Rankings (Life Insurance Industry) in two categories, "Contact Center" and "Support Portal (Website)", making this the second consecutive year to be awarded for both categories. The HDI Contact Center Rankings is hosted by HDI-Japan (Help Desk Institute/Think Service Inc.)

■ Received Three Stars in two categories in the 2013 Contact Center Rankings (Life Insurance Industry) for second consecutive year

Contact Center



Support Portal (Website)



The HDI Contact Center Rankings judges are made up of professional evaluators and consumer volunteers. The judges call the contact centers, rating each contact center from a customer perspective on a 4 point scale (no stars to three stars) set internationally by HDI.

The contact center and website are critical aspects of an Internet-based sales model, being the important points of contact between the company and the customer. We at Lifenet feel that our stable support services in applying for life insurance have been recognized, and have lead to these meaningful awards for two consecutive years.

■ The Contact Center allows for customers to receive individual support, even from an Internet-based insurance company

Many customers feel uneasy when their interactions with their insurance company do not include a representative they can talk to. We at Lifenet understand this, and though we are an Internet-based insurance company, take extra precaution to make sure we offer plenty of individual support and communication with our customers.



Our Contact Center

- ✓ **Open until 10 pm in order for customers to call us after work**
Taking into consideration the lifestyle of the younger generations, Lifenet's Contact Center is open until 10 pm on weekdays. This allows for our customers to call us after work, or after they have put their children to bed.
- ✓ **No limit on the length of time we spend on each phone call, offering customers the appropriate length of time they need to have all their questions and concerns answered**
We at Lifenet want each customer to be fully satisfied with our products and services. This is why we do not put a limit on the length of each phone call, and always strive to better understand each customer.
- ✓ **One operator answers all questions the customer has, from basic questions about life insurance, changing their registered information, and making insurance claims**
Lifenet's operators spend their time in training, ensuring that they will be able to answer all questions about our products and services before answering the phone. Because of this, each customer can have all of their questions about all aspects of our products and services smoothly answered by one operator.

■ Our only “store” is designed to make insurance more comprehensible

At Lifenet, our only “store” is our website, and thus we feel that it is crucial that customers are able to easily locate the information that would typically be explained by an insurance sales representative.

Our Website

✓ **Customers can get a quote and apply for insurance policies 24 hours a day, 365 days a year**

Customers can get quotes and apply for insurance policies from not only the convenience of their computers but also mobile phones, smartphones and iPads.

✓ **Providing customers with the information they really require, such as information on public health care**

As stated in our Manifesto, “our website will promote the understanding of not only our company’s products, but of life insurance in general.” We provide customers with the information they need to understand life insurance to make the best choice for them.

✓ **Our website is handmade**

Every aspect of our website from planning, research, design, and writing, is done by Lifenet’s Marketing staff. It is important to understand customers’ perspective, such as the feelings of those who are uneasy about applying for life insurance online, and we continuously strive to make a website that is transparent and reassuring.

About HDI (URL: http://www.hdi-japan.com/hdi/english/En_index.asp#OVERVIEW)

HDI is the world's largest membership association for the service and support industry. Founded in 1989, HDI's mission is to lead and promote the customer service and technical support industry by empowering its members through access to timely and valuable industry information, including reports and publications; encouraging member collaboration through events and forums; and establishing internationally recognized, standards-based industry certification and training programs.

About Lifenet URL: <http://ir.lifenet-seimei.co.jp/en/>

Returning to the original purpose of life insurance - mutual support - LIFENET INSURANCE COMPANY 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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