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Daisuke Iwase, President

LIFENET INSURANCE COMPANY

(Securities Code: 7157, TSE Mothers)

## Lifenet's Contact Center and Website Awarded 3 Stars in the 2016 HDI Benchmarking for 5th Consecutive Year

TOKYO, October 7, 2016 - LIFENET INSURANCE COMPANY (TSE Mothers 7157, President Daisuke Iwase, URL: <http://ir.lifenet-seimei.co.jp/en/>) announces that the company has been rated as 3 stars in the 2016 HDI Benchmarking (Life Insurance Industry) in two categories, "Phone Support (Contact Center)" and "Web Support (Website)", making this the 5th consecutive year to be awarded for both categories. The HDI Benchmarking is hosted by HDI-Japan (Operated by ThinkService K.K.)

The contact center and website are critical aspects of an Internet-based sales business model, being the important points of contact between the company and the customers. 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 5th consecutive year.

### ■ Received 3 Stars in two categories in the 2016 HDI Benchmarking (Life Insurance Industry) for 5th consecutive year

#### Phone Support (Contact Center)



#### Web Support (Website)



The HDI Benchmarking 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 3 stars) set internationally by HDI.

**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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