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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 2017 HDI Benchmarking for 6th Consecutive Year

TOKYO, November 22, 2017 - 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 2017 HDI Benchmarking (Life Insurance Industry) in two categories, "Phone Support (Contact Center)" and "Web Support (Website)", making this the 6th consecutive year to be awarded for both categories. The HDI Benchmarking is hosted by HDI-Japan (operated by ThinkService K.K.).

Lifenet is the second company in the life insurance industry to be awarded 3 stars in both categories for 6th consecutive year.

Contact center and website which support customers to apply for insurance are critical aspects of an Internet-based sales model. Lifenet believes that it is meaningful to receive the award for 6th consecutive year as longest record in the life insurance industry.

■ Received 3 stars in the 2017 HDI Benchmarking for 6th consecutive year (longest record in the life insurance industry)

Phone Support (Contact Center)



Web Support (Website)



The HDI Benchmarking judges are made up of professional evaluators and consumer volunteers. The judges rate each contact center from a customer perspective on a 4-point scale (no star to 3 stars) set internationally by HDI, by calling the contact centers by themselves.

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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