

November 11, 2020

Ryosuke Mori, President

LIFENET INSURANCE COMPANY

(Securities Code: 7157, TSE Mothers)

## **Lifenet's Contact Center and Website Awarded 3 Stars in the HDI Benchmarking for the 8th Time, the Industry Record**

**Website received 3 stars for the 10th consecutive year**

TOKYO, November 11, 2020 - LIFENET INSURANCE COMPANY (TSE Mothers 7157, President Ryosuke Mori, URL: <https://ir.lifenet-seimei.co.jp/en/>) announces that the company has been awarded top ratings in the 2020 HDI Benchmarking (Life Insurance Industry) in two categories: "Phone Support (Contact Center)" and "Web Support (Website)". This is the eighth time Lifenet has been awarded a three-star rating in two categories, the highest number of times\*1 a company has received three star ratings in the life insurance industry. This is also the tenth consecutive year for our website to be awarded three stars, also an industry record\*2. As Lifenet focuses on the sales of life insurance products mainly online, this achievement is of significance being that the quality of our contact center and website are critical in offering customers support.

### **■ Awarded Top Ratings of Three Stars in Two Categories for the 8th Time Highest 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 call and rate each contact center from a customer perspective on a 4-point scale (no star to three stars) set internationally by HDI.

\*1. \*2. Based on data collected by Lifenet.

**About LIFENET URL:** <https://ir.lifenet-seimei.co.jp/en/>

Remembering 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. We aim to be the leading company driving the growth of the online life insurance market.

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