

November 10, 2021  
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 9th Time, the Industry Record

Website received 3 stars for the 11th consecutive year

TOKYO, November 10, 2021 - 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 2021 HDI Benchmarking (Life Insurance Industry) in two categories: "Phone Support (Contact Center)" and "Web Support (Website)". This is the ninth 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 eleventh consecutive year for our website to be awarded three stars, also an industry record\*2. 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 9th 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.

Contact: Investor Relations, Corporate Planning Department  
Tel: +81-3-5216-7900  
e-mail: [ir@lifenet-seimei.co.jp](mailto:ir@lifenet-seimei.co.jp)

*Disclaimer: This is a summarized translation of the original Japanese document, prepared and provided solely for readers' convenience. In case of any discrepancy or dispute, the Japanese document prevails.*