

November 28, 2024

Ryosuke Mori, President

LIFENET INSURANCE COMPANY

(Securities Code: 7157, TSE Growth)

## **Lifenet's Contact Center and Website Awarded 3 Stars in the HDI Benchmarking for the 12th Time, the Industry Record**

**Website received 3 stars for the 14th consecutive year**

TOKYO, November 28, 2024 - LIFENET INSURANCE COMPANY (TSE Growth 7157, President Ryosuke Mori, URL: <https://ir.lifenet-seimei.co.jp/en/>) announces that the company has been awarded top ratings in the 2024 HDI Benchmarking (Life Insurance Industry) in two categories: "Phone Support (Contact Center)" and "Web Support (Website)".

This is the 12th time Lifenet has been awarded a three-star rating in two categories, the highest number of times<sup>\*1</sup> a company has received three-star ratings in the life insurance industry. This is also the 14th consecutive year for our website to be awarded three stars, also an industry record<sup>\*2</sup>. 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 12th 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/>

LIFENET INSURANCE COMPANY has developed the LIFENET Manifesto that embodies our mission of "Help our customers embrace life more fully by offering comprehensible, cost-competitive and convenient products and services". We have consistently delivered customer-oriented products and services since our business commencement. As the leading online life insurer, we aim to realize "a society where next generation can be nurtured with confidence in the future".

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