

July 28, 2025

Junpei Yokozawa, President
LIFENET INSURANCE COMPANY
(Securities Code: 7157, TSE Prime)

**Lifenet's Contact Center and Website Awarded 3 Stars
in the HDI Benchmarking for the 13th Time, the Industry Record**
Website received 3 stars for the 15th consecutive year

TOKYO, July 28, 2025 - LIFENET INSURANCE COMPANY (TSE Prime 7157, President Junpei Yokozawa, URL: <https://ir.lifenet-seimei.co.jp/en/>) announces that the company has been awarded top ratings in the 2025 HDI Benchmarking (Life Insurance Industry) in two categories: "Phone Support (Contact Center)" and "Web Support (Website)".

This is the 13th 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 15th 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 is critical in delivering the best insurance experience.

■ **Awarded Top Ratings of Three Stars in Two Categories for the 13th 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 through management with integrity, and offering easy-to-understand, affordable, 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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