

August 6, 2026

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 14th Time, the Industry Record**
Website received 3 stars for the 16th consecutive year

TOKYO, August 6, 2026 - 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 2026 HDI Benchmarking (Life Insurance Industry) in two categories: "Phone Support (Contact Center)" and "Web Support (Website)".

This is the 14th 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 16th 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 14th 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 "Helping 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 leverage digital technology to fulfill our commitment to "delivering the Ultimate Insurance Experience."

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