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Daisuke Iwase, President & COO
LIFENET INSURANCE COMPANY
(Securities Code: 7157, TSE Mothers)

Lifenet's Contact Center and Website Awarded Three Stars in the 2014 HDI Contact Center Rankings for 3rd consecutive year

"Contact Center staffs are professional to provide the information about insurance products, public assistance and annuity."

"The website is very easy to understand and is also made for novice in insurance."

TOKYO, October 7, 2014 - LIFENET INSURANCE COMPANY (TSE Mothers 7157, President & COO Daisuke Iwase, URL: <http://ir.lifenet-seimei.co.jp/en/>) announces that the company has been rated as three stars in the 2014 HDI Contact Center Rankings (Life Insurance Industry) in two categories, "Contact Center" and "Support Portal (Website)", making this the third consecutive year to be awarded for both categories. The HDI Contact Center Rankings is hosted by HDI-Japan (Help Desk Institute/Think Service Inc.)

■ Received Three Stars in two categories in the 2014 Contact Center Rankings (Life Insurance Industry) for third consecutive year

Contact Center



Support Portal (Website)



The HDI Contact Center Rankings judges are made up of professional evaluators and consumer volunteers. The judges call the contact centers, rating each contact center from a customer perspective on a 4 point scale (no stars to three stars) set internationally by HDI.

The contact center and website are critical aspects of an Internet-based sales business model, being the important points of contact between the company and the customers. We at Lifenet feel that our stable support services in applying for life insurance have been recognized, and have lead to these meaningful awards for three consecutive years.

■ **Our Contact Center allows customers to receive individual support, even from an Internet-based insurance company**



Many customers feel uneasy when their interactions with their insurance company do not include a representative they can talk to. We at Lifenet understand this, and though we are an Internet-based insurance company, take extra precaution to make sure we offer plenty of individual support and communication with our customers.

- ✓ **Free life insurance consultation services by our insurance planners**
Customers can call or ask questions for answers and advice from our experienced insurance planners. This is why we do not put a limit on the length of each phone call, and always strive to better understand customers.
- ✓ **Open until 10 pm in order for customers to call us after work**
Considering the lifestyle of the younger generations, Lifenet’s Contact Center is open until 10 pm on weekdays. This allows for our customers to call us after work, or after they have put their children to bed.

■ **Get a quote and apply for insurance policies 24 hours a day, 365 days a year via our only “store” – website**



- ✓ **Customers can get a quote and apply for insurance policies 24 hours a day, 365 days a year**
Customers can acquire quotes and apply for insurance policies from not only the convenience of their computers but also tablets and smartphones.
- ✓ **Providing customers with the information they really need, such as information on public protection**
As stated in our Manifesto, “our website will promote the understanding of not only our company’s products, but life insurance in general.” We provide customers with the information they need to understand life insurance to make the best choice for them.

About HDI URL: http://www.hdi-japan.com/hdi/english/En_index.asp#OVERVIEW

HDI is the world's largest membership association for the service and support industry. Founded in 1989, HDI's mission is to lead and promote the customer service and technical support industry by empowering its members through access to timely and valuable industry information, including reports and publications; encouraging member collaboration through events and forums; and establishing internationally recognized, standards-based industry certification and training programs.

About Lifenet URL: <http://ir.lifenet-seimei.co.jp/en/>

Returning to 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. By using the Internet, we are able to offer highly cost-competitive products and accept applications from customers at any given time.

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