

December 1, 2014  
Daisuke Iwase, President & COO  
LIFENET INSURANCE COMPANY  
(Securities Code: 7157, TSE Mothers)

## **Lifenet Number 1 in Oricon Client Satisfaction Rankings 2015** **Ranked 1st in the Overall Life Insurance Category by Policyholders**

TOKYO, December 1, 2014 – LIFENET INSURANCE COMPANY (TSE Mothers 7157, President & COO Daisuke Iwase, URL: <http://ir.lifenet-seimei.co.jp/en/>) announces that it has been ranked 1st in the Oricon Client Satisfaction Rankings 2015 in the Overall Life Insurance Category hosted by Oricon Inc.

### ■ **Oricon Client Satisfaction Rankings 2015: 1st Place in the Overall Life Insurance Category**



The Oricon Client Satisfaction Rankings is based upon the satisfaction of 7,694 customers who have purchased a life insurance policy for themselves within the past three years. Lifenet was ranked 1st in the Overall Life Insurance Category, a new category which has been conducted from the 2015 rankings, and has also been ranked number one in four of eight subcategories listed below.

- **1st in Easy-to-Understand Insurance Products Satisfaction Ranking**
- **1st in Insurance Premium Satisfaction Ranking**
- **1st in Easy & Fast Procedure Satisfaction Ranking**
- **1st in Multiple Application Devices Satisfaction Ranking**
- 2nd in Company Credibility Satisfaction Ranking
- 4th in Aftercare Satisfaction Ranking
- 4th in Insurance Product Coverage Satisfaction Ranking
- 8th in Stability of Service Satisfaction Ranking

**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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LIFENET INSURANCE COMPANY