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(Securities Code: 7157, TSE Mothers)

## Lifenet's Contact Center and Website Awarded Three Stars in the 2015 HDI Contact Center Rankings for 4th Consecutive Year

TOKYO, October 8, 2015 - 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 2015 HDI Contact Center Rankings (Life Insurance Industry) in two categories, "Contact Center" and "Support Portal (Website)", making this the fourth 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 2015 Contact Center Rankings (Life Insurance Industry) for fourth 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 four consecutive years.

**About HDI** URL: [http://www.hdi-japan.com/hdi/english/En\\_index.asp#OVERVIEW](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. In addition to membership, certification, and training, HDI produces the highest-rated industry event, the HDI Annual Conference and Expo, for customer service and technical support professionals. HDI is member-focused, and remains vendor-neutral in its efforts to facilitate open, independent networking and information sharing within the association network. HDI has more than 50,000 members worldwide (including 90% of the Fortune 500).

**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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