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

**Lifenet Receives Encouragement Award
 in the Best Customer Support of the Year Program,
 in Recognition of Its Customer Services via LINE**
 Evaluated for taking a lead in creating new touch points via smartphones

TOKYO, September 4, 2017 - LIFENET INSURANCE COMPANY (TSE Mothers 7157, President Daisuke Iwase, URL: <http://ir.lifenet-seimei.co.jp/en/>) announces the company has received the Encouragement Award in the Best Customer Support of the Year program for fiscal 2017 hosted by Japan Institute of Information Technology.



■ Lifenet has received the Encouragement Award in the Best Customer Support of the Year program for fiscal 2017, in recognition of services that provide consultation with insurance planners and chatbot with auto-reply via LINE

Now in its 18th year of operation, the Best Customer Support of the Year program was preceded by the Best Contact Center of the Year program which conferred awards to companies, institutions and organizations recognized for carrying out notable initiatives with respect to setting up and operating contact centers and call centers and having achieved outstanding results. In fiscal 2014, the Best Customer Support of the Year program was relaunched as an awards program geared to further strengthen and expand customer touch points in Japan.

Under the Best Customer Support of the Year program, Lifenet received the Encouragement Award in recognition of its efforts as an industry leader in launching services that involve creating new touch points with customers via use of LINE. The services include insurance planner consultations via LINE which was launched in July 2016 and 24-hour insurance consultation and premium quotation making use of chatbot with auto-reply which was launched in January 2017.



■ Key advantages of Lifenet's LINE-based services

- **For customers prefer online communication**

Customers are able to post insurance-related questions and receive responses from insurance planners via LINE Talk, instant messaging application. The services make customers feel free to ask questions that might be hesitated over the telephone.

- **Consultation at customers' convenience and their own pace**

Customers don't need a block of time since they can check answers whenever they want at their own pace, such as while they are commuting and during lunch breaks.

- **Auto-reply insurance consultation and insurance premium quotation services**

Customers are able to gain 24-hour auto-reply access to proposals detailing insurance products and insurance premiums tailored to their concerns. Customers can switch over to insurance planners support when needed.

Lifenet thrives to offer products and services which can contribute to customers' benefit and convenience based on its principle, offering simple, convenient and competitively priced products and services.

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

Returning to the original purpose of life insurance - mutual support - LIFENET INSURANCE 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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