

April 26, 2019

Ryosuke Mori, President

LIFENET INSURANCE COMPANY

(Securities Code: 7157, TSE Mothers)

Lifenet's Contact Center and Website Awarded Top Ratings in 3 Categories in the HDI Benchmarking Chat Services Awarded Top Ratings for First Time

Tokyo, April 26, 2019 – LIFENET INSURANCE COMPANY (TSE Mothers 7157, President Ryosuke Mori, URL: <https://ir.lifenet-seimei.co.jp/en>) announces that the company has been awarded top ratings of three stars in the 2018/2019 HDI Benchmarking (Life Insurance Industry) in three different categories: “Phone Support (New Customers and Chat Services)”, “Web Support (Website)” and “Monitoring (Customer Phone Support)”. Lifenet has additionally received top ratings in the “Chat Services” subcategory of “Phone Support” for the first time.

Lifenet has received top ratings in the “Phone Support” and “Web Support” annually from 2012 to 2017, making this the seventh time to be awarded three-star ratings. As the contact center and website are critical aspects of the internet-based sales model, Lifenet will continue to strive for excellence in these areas of services.

■ Awarded Top Ratings of Three Stars in Three Categories

Phone Support
(New Customers & Chat Services)



Web Support
(Website)



Monitoring
(Customer Phone Support)



The HDI Benchmarking 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 3 stars) set internationally by HDI.

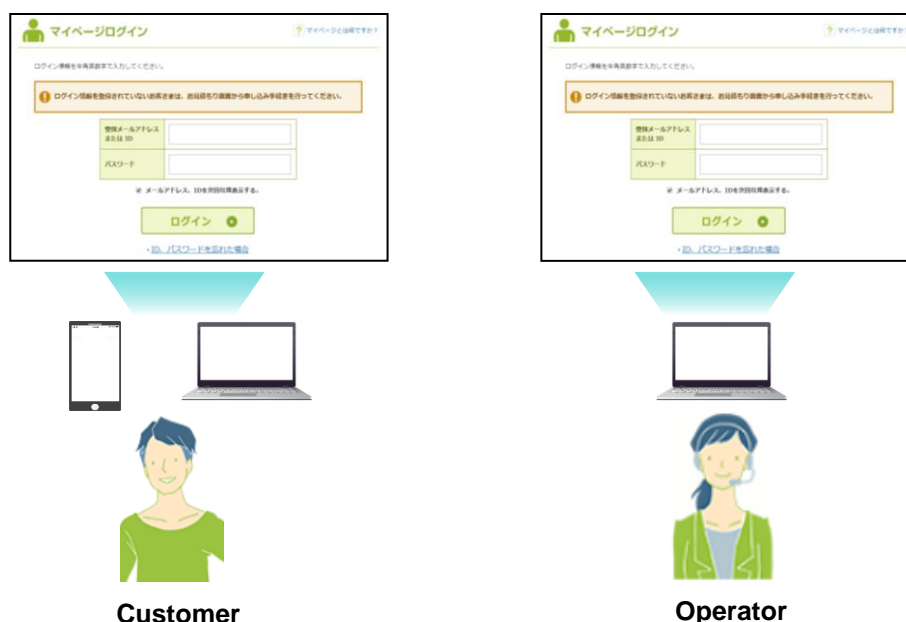
~Introducing New Screen Sharing Service~

Lifenet believes that enhancing the customer experience is an essential part of our business. Our new Screen Sharing Service implemented in April 2019 allows for our customers to share their computer, smartphone or tablet screens with our operators in our Contact Center, making it easier for the operators to provide customers with assistance and detailed navigation. Screen Sharing Service not only grants operators the ability to “see” what the customer is seeing, but also lets the operators to “draw” on the shared screens, providing visual cues.

Lifenet understands that some customers are not comfortable using devices such as computers and smartphones, and we hope that this service will offer not only the convenience but also the support our customers require.

■ Screen Sharing Service Illustration

Operator provides customer with connection code to share screen



Note: Screen sharing app required. Operator can view screen but cannot remotely manipulate the device

About Lifenet (<https://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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