

**Sony Life's Supplementary Data for the Six Months Ended September 30, 2008**  
**at Press Conference**

(1) Sales Results

|   |               | Six months ended<br>September 30,<br>2008 |   | Year ended March<br>31, 2008 | Six months ended<br>September 30,<br>2007 |
|---|---------------|---|---|------------------------------|---|
|   |               |   | % Change from fiscal year<br>ended March 31, 2008 |                              |   |
| Annualized premiums of new policies     | (million yen) | 30,940                                    | —   | 63,475                       | 31,225                                    |
| Of which third-sector products          | (million yen) | 6,513                                     | —   | 13,358                       | 6,593                                     |
| Annualized premiums of total policies   | (million yen) | 540,948                                   | 2.1%  | 530,011                      | 517,490                                   |
| Of which third-sector products          | (million yen) | 124,595                                   | 1.4%  | 122,854                      | 120,530                                   |
| Income from insurance premiums          | (million yen) | 327,085                                   | —   | 648,406                      | 318,541                                   |
| Individual life insurance and annuities | (million yen) | 323,315                                   | —   | 639,794                      | 314,575                                   |
| Group insurance and annuities           | (million yen) | 3,510                                     | —   | 7,126                        | 3,538                                     |
| New policy amount                       | (million yen) | 1,894,777                                 | —   | 3,802,588                    | 1,879,368                                 |
| Policy amount in force                  | (million yen) | 32,065,432                                | 1.8%  | 31,497,346                   | 30,878,727                                |
| Surrender and lapse Amount              | (million yen) | 979,318                                   | —   | 1,849,909                    | 910,689                                   |
| Surrender and lapse rate                | (%)           | 3.11                                      | —   | 6.12                         | 3.01                                      |
|   |               |   |   | up 0.10 point                |   |

Notes:

1. The above figures excluding income from insurance premiums represent total amounts of individual life insurance and individual annuities.
2. Lapse and surrender amount as well as lapse and surrender rate do not include reinstatement.
3. Annualized premiums are for individual life insurance and individual annuities. Annualized premiums refer to an amount that is calculated by multiplying individual premium amounts by a coefficient that differs depending on the premium payment methods, thereby converting the figure to a per-year premium. (For single-payment policies, premiums are divided by the coverage period.)

(2) Assets

|  |                   | As of September<br>30, 2008 |                                 | As of March 31,<br>2008 | As of September<br>30, 2007 |
|--|-------------------|-----------------------------|---------------------------------|-------------------------|-----------------------------|
|  |                   |                             | % change from March 31,<br>2008 |                         |                             |
| Total assets                                     | (million yen)     | 3,785,372                   | 3.4%                            | 3,659,786               | 3,607,135                   |
| Adjusted net asset                               | (100 million yen) | 5,446                       | -11.0%                          | 6,120                   | 6,750                       |
| Adjusted net asset /<br>General account<br>asset | (%)               | 15.7                        | down 2.6 points                 | 18.3                    | 20.7                        |
| Solvency margin ratio                            | (%)               | 1,665.4                     | down 82.5 points                | 1,747.9                 | 1,870.0                     |
|  |                   |                             | down 204.6 points               |                         |                             |

Note: Adjusted net asset is calculated base on the regulatory standard.

(3) Core Profit / Negative Spread

|             |               | Six months ended<br>September 30,<br>2008 |   | Year ended March<br>31, 2008 | Six months ended<br>September 30,<br>2007 |
|-------------|---------------|---|---|------------------------------|---|
|             |               |   | % Change from fiscal year<br>ended March 31, 2008 |                              |   |
| Core profit | (million yen) | 16,538                                    | —   | 23,571                       | 13,962                                    |

|                 |                   | Fiscal year ending March 31, 2009<br>(Forecast) | Fiscal year ended March 31, 2008 |
|-----------------|-------------------|---|----------------------------------|
| Negative spread | (100 million yen) | Decrease  | 267                              |

## (4) Policy and Other Reserves

|  |               | As of September 30, 2008 | % change from March 31, 2008 | % change from September 30, 2007 | As of March 31, 2008 | As of September 30, 2007 |
|--|---------------|--------------------------|------------------------------|----------------------------------|----------------------|--------------------------|
| Policy reserve (excluding contingency reserve)   | (million yen) | 3,451,573                | 138,289                      | 258,439                          | 3,313,283            | 3,193,133                |
| General account (excluding contingency reserve)  | (million yen) | 3,157,361                | 141,671                      | 287,253                          | 3,015,689            | 2,870,107                |
| Separate account (excluding contingency reserve) | (million yen) | 294,212                  | -3,381                       | -28,814                          | 297,593              | 323,026                  |
| Reserve for price fluctuations                   | (million yen) | 24,668                   | 568                          | 2,250                            | 24,099               | 22,418                   |
| Contingency reserve                              | (million yen) | 63,291                   | 1,483                        | 2,876                            | 61,807               | 60,414                   |
| Contingency reserve 1                            | (million yen) | 16,908                   | 334                          | 694                              | 16,573               | 16,213                   |
| Contingency reserve 2                            | (million yen) | 33,959                   | 125                          | 236                              | 33,833               | 33,722                   |
| Contingency reserve 3                            | (million yen) | 7,610                    | 881                          | 1,684                            | 6,729                | 5,925                    |
| Contingency reserve 4                            | (million yen) | 4,812                    | 141                          | 260                              | 4,671                | 4,551                    |
| Contingency reserve fund                         | (million yen) | -                        | -                            | -                                | -                    | -                        |
| Price fluctuations reserve fund                  | (million yen) | -                        | -                            | -                                | -                    | -                        |

## (5) Unrealized Gains/Losses

|                    |               | As of September 30, 2008 | % change from March 31, 2008 | % change from September 30, 2007 | As of March 31, 2008 | As of September 30, 2007 |
|--------------------|---------------|--------------------------|------------------------------|----------------------------------|----------------------|--------------------------|
| Securities         | (million yen) | 35,935                   | -91,922                      | -170,538                         | 127,858              | 206,474                  |
| Domestic stocks    | (million yen) | 24,198                   | -26,676                      | -103,559                         | 50,874               | 127,757                  |
| Domestic bonds     | (million yen) | 21,937                   | -61,558                      | -46,269                          | 83,495               | 68,206                   |
| Foreign securities | (million yen) | -12,175                  | -2,637                       | -16,306                          | -9,538               | 4,131                    |
| Real estate        | (million yen) | 28,473                   | 1,280                        | 5,510                            | 27,193               | 22,963                   |

Note: Real estate is for domestic real estate, including land lease right, and the amount is the level after revaluation.

## (6) Investment results and plans

|                 |               | Net increase (decrease) for the six months ended September 30, 2007 | Plans for the second half of the fiscal year ending March 31, 2008 |
|-----------------|---------------|---|--|
| Domestic stocks | (million yen) | 179,063   | Decrease   |
| Domestic bonds  | (million yen) | 2,555,662   | Increase   |
| Foreign stocks  | (million yen) | 25,098  | Flat   |
| Foreign bonds   | (million yen) | 171,190   | Decrease   |
| Real estate     | (million yen) | 79,906  | Flat   |

## (7) Level of Indices where Unrealized Gains/Losses on Assets are Break-even

|                                  |          | As of September 30, 2008 |
|----------------------------------|----------|--------------------------|
| Domestic stocks (NIKKEI Average) | (Yen)    | 9,688.00                 |
| Domestic stocks (TOPIX)          | (points) | 935.69                   |
| Domestic bonds                   | (%)      | 1.5                      |
| Foreign securities               | (Yen)    | 101.82                   |

## (8) Forecast for the Fiscal Year Ending March 31, 2009

|   |               | Forecast |
|---|---------------|----------|
| Income from insurance premiums            | (million yen) | Increase |
| Core profit                               | (million yen) | Increase |
| Policy amount in force                    | (million yen) | Increase |
| Annualized premiums for policies in force | (million yen) | Increase |

(9) Cross Holdings with Domestic Banks

i) Contributions from Domestic Banks

|                                   |               | As of September 30, 2008 |
|-----------------------------------|---------------|--------------------------|
| Funds                             | (million yen) | None                     |
| Subordinated Loans and Debentures | (million yen) | None                     |

ii) Contributions to Domestic Banks

|                                   |               | As of September 30, 2008 |
|-----------------------------------|---------------|--------------------------|
| Bank Stocks                       | (million yen) | None                     |
| Subordinated Loans and Debentures | (million yen) | None                     |

(10) Number of Employees

|                          |         | As of September 30, 2008 |                              |                                  | As of March 31, 2008 | As of September 30, 2007 |
|--------------------------|---------|--------------------------|------------------------------|----------------------------------|----------------------|--------------------------|
|                          |         |                          | % change from March 31, 2008 | % change from September 30, 2007 |                      |                          |
| Sales employees          | persons | 4,300                    | 1.2%                         | 2.4%                             | 4,248                | 4,200                    |
| Administrative personnel | persons | 1,175                    | 4.5%                         | 8.1%                             | 1,124                | 1,087                    |

(11) Over-the-Counter Sales through Banks (Sony Life's sales of OTC through banks are only for individual annuities products)

|                    |                        |             | For six months ended September 30, 2008 | % Change from six months ended September 30, 2007 | Year ended March 31, 2008 | Six months ended September 30, 2007 | Sales since start of OTC sales through banks<br>From October 2002 to September 2008 |
|--------------------|------------------------|-------------|---|---|---------------------------|-------------------------------------|---|
| Variable annuities | Number of new policies | Number      | 5                                       | -78.3%  | 34                        | 23                                  | 85  |
|                    | Insurance premiums     | Million Yen | 1                                       | -94.2%  | 44                        | 23                                  | 138   |
| Fixed annuities    | Number of new policies | Number      | 20                                      | 11.1%   | 50                        | 18                                  | 161   |
|                    | Insurance premiums     | Million Yen | 31                                      | 12.3%   | 52                        | 28                                  | 171   |

### Measures against reoccurrence of Non-payment issues

Of measures enacted to prevent recurrence, major measures introduced during the current fiscal year include the following.

1. From October 2008, in the event that a decision is made not to pay requested insurance claim or benefit payments, Sony Life has started to pay customers part of the costs that they incur to acquire medical certificates.
2. In July 2008, Sony Life introduced a Claim and Benefit Request Interview Sheet and began operating a system (approximately ¥0.1 billion) using this sheet.
3. Sony Life plans to change the timing of sending customers a Notice Concerning Protection. From April 2009, the company plans to begin sending this notice several months prior to the policyholder's birthday, providing an opportunity to enhance its after-sale service process.
4. Sony Life has developed an extensive system to improve drastically the flow of operations when assessing payments.
  - In April 2008, the company completed extensive system developments, such as major revisions to its process flow and substantial upgrades to the precision of inputting information involving requested documents (approximately ¥1.0 billion).
  - Sony Life is currently undertaking large-scale system developments to enhance the information provided at the time of payment and to raise operational efficiency.

### Holdings of Securitized Papers and Other Sub-prime Related Investments

|                                  |                   | As of September 30, 2008 |                      |                         |                                 |
|----------------------------------|-------------------|--------------------------|----------------------|-------------------------|---------------------------------|
|                                  |                   | Fair Value               |                      | Unrealized gains/losses | Gains/Losses recorded in income |
|                                  |                   |                          | As of March 31, 2008 |                         |                                 |
| Total securitized papers         | (100 million yen) | 629                      | 634                  | -129                    | 12                              |
| Of which, sub-prime linked       | (100 million yen) | ( — )                    | ( — )                | ( — )                   | ( — )                           |
| SPEs                             | (100 million yen) | —                        | —                    | —                       | —                               |
| CDO                              | (100 million yen) | —                        | —                    | —                       | —                               |
| Other Subprime or Alt-A exposure | (100 million yen) | —                        | —                    | —                       | —                               |
| CMBSs                            | (100 million yen) | —                        | —                    | —                       | —                               |
| Leveraged Finance                | (100 million yen) | —                        | —                    | —                       | —                               |
| RMBS                             | (100 million yen) | —                        | —                    | —                       | —                               |
| Credit Link Note/Loan            | (100 million yen) | —                        | —                    | —                       | —                               |
| Others                           | (100 million yen) | 629                      | 634                  | -129                    | 12                              |

#### <Reference>

Sony Life holds convertible bond repackaged notes (September 30, 2008 market value of 20.2 billion yen, unrealized losses of 0.6 billion yen) and principal protected 30 year bonds with Nikkei 225 index linked coupon (September 30, 2008 market value of 42.7 billion yen, unrealized losses of 12.2 billion yen.)

These amounts are included in "Net unrealized gains on other securities, (before taxes)" of Sony Life as of September 30, 2008.