

Sony Life's Supplementary Data for the Six Months Ended September 30, 2009
at Press Conference

(1) Sales Results

		Six months ended			Year ended March 31, 2009	Six months ended September 30, 2008
		September 30, 2009	% Change from March 31, 2009	% YoY Change		
Annualized premiums of new policies	(million yen)	32,029	—	3.5%	61,693	30,940
Of which third-sector products	(million yen)	7,715	—	18.5%	13,443	6,513
Annualized premiums of total policies	(million yen)	558,470	1.9%	3.2%	547,898	540,948
Of which third-sector products	(million yen)	129,658	2.4%	4.1%	126,662	124,595
Income from insurance premiums	(million yen)	339,359	—	3.8%	662,011	327,085
Individual life insurance and annuities	(million yen)	334,942	—	3.6%	653,538	323,315
Group insurance and annuities	(million yen)	3,537	—	0.8%	7,104	3,510
New policy amount	(million yen)	1,818,481	—	(4.0%)	3,873,710	1,894,777
Policy amount in force	(million yen)	32,897,543	1.2%	2.6%	32,517,660	32,065,432
Surrender and lapse Amount	(million yen)	1,060,584	—	8.3%	2,135,179	979,318
Surrender and lapse rate	(%)	3.27	—	up 0.16 ppt	6.79	3.11

Notes:

1. The above figures excluding income from insurance premiums represent total amounts of individual life insurance and individual
2. Lapse and surrender amount as well as lapse and surrender rate do not include reinstatement.
3. Income from insurance premiums represents total amounts of individual life insurance and individual annuities for the individual life insurance and annuities,
4. 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 30, 2009			As of March 31, 2009	As of September 30, 2008
			% Change from March 31, 2009	% Change from September 30, 2008		
Total assets	(million yen)	4,042,028	6.1%	6.8%	3,810,929	3,785,372
Adjusted net asset	(100 million yen)	5,635	5.8%	3.5%	5,326	5,446
Adjusted net asset / General account asset	(%)	15.2	up 0.1 ppt	down 0.5 ppt	15.1	15.7
Solvency margin ratio	(%)	2,433.8	up 373.3 ppt	up 768.4 ppt	2,060.5	1,665.4

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

(3) Core Profit / Negative Spread

		Six months ended			Year ended March 31, 2009	Six months ended September 30, 2008
		September 30, 2009	% Change from March 31, 2009	% YoY Change		
Core profit	(million yen)	28,597	—	72.9%	38,005	16,538

		Fiscal year ending March 31, 2010 (Forecast)	Fiscal year ended March 31, 2009
Negative spread	(100 million yen)	Decrease	213

(4) Policy and Other Reserves

		As of September 30, 2009	% Change from March 31, 2009	% Change from September 30, 2008	As of March 31, 2009	As of September 30, 2008
Policy reserve (excluding contingency reserve)	(million yen)	3,740,344	193,460	288,771	3,546,884	3,451,573
General account assets (excluding contingency reserve)	(million yen)	3,416,439	137,933	259,078	3,278,505	3,157,361
Separate account assets (excluding contingency reserve)	(million yen)	323,905	55,526	29,693	268,378	294,212
Reserve for price fluctuations	(million yen)	6,379	2,725	(18,289)	3,653	24,668
Contingency reserve	(million yen)	46,951	1,460	(16,339)	45,491	63,291
Contingency reserve 1	(million yen)	17,497	279	588	17,217	16,908
Contingency reserve 2	(million yen)	15,031	50	(18,927)	14,980	33,959
Contingency reserve 3	(million yen)	9,471	1,000	1,861	8,471	7,610
Contingency reserve 4	(million yen)	4,951	128	138	4,822	4,812
Contingency reserve fund	(million yen)	-	-	-	-	-
Price fluctuations reserve fund	(million yen)	-	-	-	-	-

(5) Unrealized Gains/Losses

		As of September 30, 2009	% Change from March 31, 2009	% Change from September 30, 2008	As of March 31, 2009	As of September 30, 2008
Securities	(million yen)	56,813	5,907	20,877	50,905	35,935
Domestic stocks	(million yen)	7,795	6,374	(16,402)	1,421	24,198
Domestic bonds	(million yen)	47,273	(6,586)	25,336	53,860	21,937
Foreign securities	(million yen)	797	4,602	12,972	(3,805)	(12,175)
Real estate	(million yen)	28,092	1,053	(381)	27,038	28,473

Notes:

1. Net unrealized gains on securities are calculated as the difference between the carrying value before mark-to-market and the fair market value for securities with market value, other than trading-purpose securities. (The amount includes "monetary trusts," but excludes trading-purpose securities.)
2. 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, 2009	Plans for the second half of the fiscal year ending March 31, 2009
Domestic stocks	(million yen)	54,639	Flat
Domestic bonds	(million yen)	3,108,506	Increase
Foreign stocks	(million yen)	18,425	Flat
Foreign bonds	(million yen)	89,949	Decrease
Real estate	(million yen)	78,057	Flat

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

		As of September 30, 2009
Domestic stocks (NIKKEI Average)	(Yen)	8,505
Domestic stocks (TOPIX)	(points)	764
Domestic bonds	(%)	1.7
Foreign securities	(Yen)	104

(8) Forecast for the Fiscal Year Ending March 31, 2010

		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, 2009
Funds	(million yen)	None
Subordinated Loans and Debentures	(million yen)	None

ii) Contributions to Domestic Banks

		As of September 30, 2009
Bank Stocks	(million yen)	None
Subordinated Loans and Debentures	(million yen)	None

(10) Number of Employees

		As of September 30, 2009	% Change from March 31, 2009	% Change from September 30, 2008	As of March 31, 2009	As of September 30, 2008
Sales employees	persons	4,441	1.8%	3.3%	4,362	4,300
Administrative personnel	persons	1,302	5.3%	10.8%	1,237	1,175

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

			For the six months ended September 30, 2009	% YoY Change	Year ended March 31, 2009	Six months ended September 30, 2008	Sales since start of OTC sales through banks From October 2007 to September 2009
Variable annuities	Number of new policies	Number	2	(60.0%)	9	5	91
	Insurance premiums	Million Yen	6	376.9%	4	1	147
Fixed annuities	Number of new policies	Number	11	(45.0%)	42	20	194
	Insurance premiums	Million Yen	6	(78.1%)	59	31	206

Note: Insurance premiums refer to single premium amount for single-payment policies, and a figure converted to a per-year premium for other policies.

			For the six months ended September 30, 2009	% YoY Change	Year ended March 31, 2009	Six months ended September 30, 2008	Sales since start of OTC sales through banks From December 2002 to September 2009
Products completely cleared							
Single premium life insurance	Number of new policies	Number	21	-	-	-	21
	Insurance premiums	Million Yen	85	-	-	-	85
Level premium plan term life insurance	Number of new policies	Number	185	-	4	-	189
	Insurance premiums	Million Yen	45	-	19	-	65

Notes:

- Insurance premiums refer to single premium amount for single-payment policies, and a figure converted to a per-year premium for other policies.
- Number of new policies for the six months ended September 30, 2009 included Interest rate-sensitive whole life insurance, Family income insurance, Family income insurance (non-smoker preferred risk), Long-term level premium plan term life insurance (with disability benefit), Level premium plan term life insurance (without surrender value), Semi-participating whole life nursing-care insurance, Cancer hospitalization insurance, Comprehensive medical insurance and Semi-participating educational endowment insurance

Other (for the six months ended September 30, 2009)

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. Sony Life changed the timing of sending customers a Notice Concerning Protection. From April 2009, the company began sending this notice several months prior to the policyholder's birthday, providing an opportunity to enhance its after-sale service process.
2. 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 which is scheduled to be completed in this fiscal year 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, 2009			
		Fair Value	As of March 31, 2009	Unrealized gains/losses	Gains/Losses recorded in income
Total securitized papers	(100 million yen)	613	604	18	(2)
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)	613	604	18	(2)

<Reference>

Sony Life holds convertible bond repackage notes (September 30, 2009 market value of ¥17.4 billion, unrealized losses of ¥0.3 billion) and principal protected 30 year bonds with Nikkei 225 index linked coupon (September 30, 2009 market value of ¥43.8 billion, unrealized gains of ¥2.2 billion.)

These amounts are included in "Net unrealized gains on other securities, (before taxes)" of Sony Life as of September 30, 2009.

Provision (reversal) of policy reserve of the general account assets for minimum guarantee for variable annuities and others

		Six months ended September 30, 2009	Year ended March 31, 2009	Six months ended September 30, 2008
Provision (reversal) of policy reserve of the general account assets for minimum guarantee for variable annuities and others	(100 million yen)	(5)	80	40