

Sony Life's Supplementary Data for the Year Ended March 31, 2010
at Press Conference

(1) Sales Results

(Millions of yen)

	For the year ended March 31, 2009		For the six months ended September 30, 2009		For the year ended March 31, 2010	
New policy amount	3,873,710	1.9%	1,818,481	-4.0%	4,049,237	4.5%
Policy amount in force	32,517,660	3.2%	32,897,543	2.6%	33,470,762	2.9%
Lapse and surrender amount	2,135,179	15.4%	1,060,584	8.3%	2,342,465	9.7%
Lapse and surrender rate	6.79%	+0.67 ppt	3.27%	+0.16 ppt	7.21%	+0.42 ppt
Income from insurance premiums	662,011	2.1%	339,359	3.8%	700,101	5.8%
Individual life insurance and	653,538	2.1%	334,942	3.6%	691,083	5.7%
Group insurance and annuities	7,104	-0.3%	3,537	0.8%	7,084	-0.3%
Annualized premiums of new policies	61,693	-2.8%	32,029	3.5%	68,780	11.5%
Of which third-sector products	13,443	0.6%	7,715	18.5%	16,264	21.0%
Annualized premiums of policies in	547,898	3.4%	558,470	3.2%	573,331	4.6%
Of which third-sector products	126,662	3.1%	129,658	4.1%	133,023	5.0%

- Notes:
- The above figures excluding income from insurance premiums represent total amounts of individual life insurance and individual annuities.
 - Lapse and surrender amount as well as lapse and surrender rate do not include reinstatement.
 - 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 March 31, 2009		As of September 30, 2009		As of March 31, 2010	
Total assets (millions of yen)	3,810,929	4.1%	4,042,028	6.8%	4,286,540	12.5%
Adjusted net asset (100 millions of yen)	5,326	-13.0%	5,635	3.5%	5,634	5.8%
Adjusted net asset / General account asset	15.1%	-3.2 ppt	15.2%	-0.5 ppt	14.4%	-0.7 ppt
Solvency margin ratio	2,060.5%	+312.6 ppt	2,433.8%	+768.4 ppt	2,637.3%	+576.8 ppt

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

(3) Core Profit / Negative Spread / Investment yield

(Millions of yen)

	For the year ended March 31, 2009		For the year ended March 31, 2010		Forecast for the year ending March 31, 2011
Core profit	38,005	61.2%	64,517	69.8%	Decrease a little

(100 millions of yen)

	For the year ended March 31, 2009		For the year ended March 31, 2010		Forecast for the year ending March 31, 2011
Negative spread	213	(54)	115	(98)	Decrease

	For the year ended March 31, 2009		For the year ended March 31, 2010		Forecast for the year ending March 31, 2011
Investment yield for core profit		1.90%		2.17%	Up
Investment yield - General account		1.11%		2.54%	Down
Assumed interest rate		2.59%		2.51%	Down

(4) Policy and Other Reserves

(Millions of yen)

	As of March 31, 2009		As of September 30, 2009		As of March 31, 2010	
Policy reserve (excluding contingency reserve)	3,546,884	233,601	3,740,344	288,771	3,937,113	390,228
General account (excluding contingency reserve)	3,278,505	262,816	3,416,439	259,078	3,573,675	295,170
Separate account (excluding contingency reserve)	268,378	(29,214)	323,905	29,693	363,437	95,058
Reserve for price fluctuations	3,653	(20,446)	6,379	(18,289)	9,637	5,984
Contingency reserve	45,491	(16,315)	46,951	(16,339)	48,497	3,005
Contingency reserve 1	17,217	644	17,497	588	17,869	652
Contingency reserve 2	14,980	(18,853)	15,031	(18,927)	15,133	153
Contingency reserve 3	8,471	1,741	9,471	1,861	10,489	2,018
Contingency reserve 4	4,822	151	4,951	138	5,004	181
Contingency reserve fund	-	(-)	-	(-)	-	(-)
Price fluctuations reserve fund	-	(-)	-	(-)	-	(-)

(5) Unrealized Gains/Losses

(Millions of yen)

	As of March 31, 2009		As of September 30, 2009		As of March 31, 2010	
Securities	50,905	(76,952)	56,813	20,877	19,947	(30,957)
Domestic stocks	1,421	(49,453)	7,795	(16,402)	10,459	9,037
Domestic bonds	53,860	(29,635)	47,273	25,336	37	(53,822)
Foreign securities	△ 3,805	5,732	797	12,972	7,853	11,658
Real estate	27,038	(154)	28,092	(381)	11,072	(15,965)

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

(6) Investment Results and Plans

(Millions of yen)

	For the year ended March 31, 2010	Plan for the year ending March 31, 2011
Domestic stocks	68,964 3708	Flat
Domestic bonds	3,295,356 336992	Increase
Foreign stocks	21,151 992	Flat
Foreign bonds	57,843 (43,988)	Flat
Real estate	87,840 (18,310)	Flat

Note: () indicates the amount of increase / decrease compared to the previous fiscal year.

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

	As of March 31, 2011
Domestic stocks (NIKKEI Average)	9,167 yen
Domestic stocks (TOPIX)	809 points
Domestic bonds	1.7 %
Foreign securities	-

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

(Millions of yen)

	Forecast
Income from insurance premiums	Increase
Annualized premiums for policies in force	Increase
Policy amount in force	Increase

(9) Cross Holdings with Domestic Banks

i) Contributions from Domestic Banks (Millions of yen)

	Amount
Funds	None
Subordinated Loans and Debentures	None

ii) Contributions to Domestic Banks (Millions of yen)

	Amount
Bank Stocks	None
Subordinated Loans and Debentures	None

(10) Number of Employees

	As of March 31, 2009		As of September 30, 2009		As of March 31, 2010	
Sales employees	4,362	2.7%	4,441	3.3%	4,517	3.6%
Administrative personnel	1,237	10.1%	1,302	10.8%	1,354	9.5%

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

		For the year ended March 31, 2009		For the year ended March 31, 2010		Sales since start of OTC sales through banks From October 2002 to March 2010
Variable annuities	Number of new policies (Number)	9	-73.5%	7	-22.2%	96
	Insurance premiums (Millions of yen)	4	-90.5%	7	74.1%	148
Fixed annuities	Number of new policies (Number)	42	-16.0%	29	-31.0%	212
	Insurance premiums (Millions of yen)	59	13.0%	31	-46.4%	230

Notes: Figures on the above table excludes operating performance of AEGON Sony Life Insurance Co., Ltd.

		For the year ended March 31, 2009		For the year ended March 31, 2010		Sales since start of OTC sales through banks From December 2005 to March 2010
Single premium whole life insurance	Number of new policies (Number)	-	(-)	-	(-)	-
	Insurance premiums (Millions of yen)	-	(-)	-	(-)	-
Single premium endowment insurance	Number of new policies (Number)	-	(-)	4	(-)	4
	Insurance premiums (Millions of yen)	-	(-)	15	(-)	15

Products completely cleared		For the year ended March 31, 2009		For the year ended March 31, 2010		Sales since start of OTC sales through banks From December 2007 to March 2010
Single premium life insurance	Number of new policies (Number)	-	(-)	57	(-)	57
	Insurance premiums (Million Yen)	-	(-)	169	(-)	169
Level premium plan term life insurance	Number of new policies (Number)	4	(-)	936	23300.0%	940
	Insurance premiums (Million Yen)	19	(-)	146	633.5%	166

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 year ended March 31, 2010 includes Interest rate-sensitive whole life insurance, Semi-participating whole life nursing-care insurance, Comprehensive medical insurance and Semi-participating educational endowment insurance.

Other (for the Year Ended March 31, 2010)

Measures against Reoccurrence of Non-payment Issues

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

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

(100 millions of yen)

	As of March 31, 2010			
	Fair Value	As of March 31, 2009	Unrealized gains/losses	Gains/Losses recorded in income
Total securitized papers	498	604	79	(8)
Of which, sub-prime linked	(—)	(—)	(—)	(—)
SPEs	—	—	—	—
CDO	—	—	—	—
Other Subprime or Alt-A exposure	—	—	—	—
CMBSs	—	—	—	—
Leveraged Finance	—	—	—	—
RMBS	—	—	—	—
Credit Link Note/Loans	—	—	—	—
Others	498	604	79	(8)

<Reference>

The above "Others" consists of principal protected 30 year notes with NIKKEI 225 index linked coupon (fair market value of ¥49.8 billion and unrealized gains of ¥7.9 billion as of March 31, 2010), principal protected 30 year notes with NIKKEI 225 index linked coupon (fair market value of ¥41.2 billion as of March 31, 2009) and convertible bond repackaged notes (fair market value of ¥19.1 billion as of March 31, 2009).

* These amounts are included in "Net unrealized gains/losses on other securities, (before taxes)" of Sony Life as of March 31, 2010.

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

(100 millions of yen)

	For the year ended March 31, 2009	For the six months ended September 30, 2009	For the year ended March 31, 2010
Provision for (Reversal of) policy reserve of the general account assets for minimum guarantee for variable annuities and others	80	(5)	7