

Sony Life's Supplementary Data for the Six Months Ended September 30, 2010
at Press Conference

(1) Sales Results

		Six months ended September 30, 2010			Year ended March 31, 2010	Six months ended September 30, 2009
			% Change from March 31, 2010	% YoY Change		
Annualized premiums from new policies	(Millions of yen)	34,958	-	9.1%	68,780	32,029
Of which third-sector products	(Millions of yen)	7,970	-	3.3%	16,264	7,715
Annualized premiums from insurance in force	(Millions of yen)	589,653	2.8%	5.6%	573,331	558,470
Of which third-sector products	(Millions of yen)	136,668	2.7%	5.4%	133,023	129,658
Income from insurance premiums	(Millions of yen)	371,040	—	9.3%	700,101	339,359
Individual life insurance and annuities	(Millions of yen)	366,449	-	9.4%	691,083	334,942
Group life insurance and annuities	(Millions of yen)	3,569	-	0.9%	7,084	3,537
New policy amount	(Millions of yen)	2,068,484	-	13.7%	4,049,237	1,818,481
Policy amount in force	(Millions of yen)	34,118,527	1.9%	3.7%	33,470,762	32,897,543
Surrender and lapse amount	(Millions of yen)	1,039,201	-	(2.0%)	2,342,465	1,060,584
Surrender and lapse rate	(%)	3.11	-	down 0.16 ppt	7.21	3.27

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. Income from insurance premiums for the individual life insurance and annuities represents a total amount of those of individual life insurance and individual annuities. Income from insurance premiums for the group life insurance and annuities represents a total amount of those of group life insurance, group annuities and group medical insurance.
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 lump-sum payment policies, premiums are divided by the number of coverage years.)

(2) Assets

		As of September 30, 2010			As of March 31, 2010	As of September 30, 2009
			% Change from March 31, 2010	% Change from September 30, 2009		
Total assets	(Millions of yen)	4,487,870	4.7%	11.0%	4,286,540	4,042,028
Real net assets	(100 millions of yen)	8,544	51.6%	51.6%	5,634	5,635
Real net assets / General account assets	(%)	20.7	up 6.3 ppt	up 5.5 ppt	14.4	15.2
Solvency margin ratio	(%)	2,992.8	up 355.5 ppt	up 559.0 ppt	2,637.3	2,433.8

(3) Core Profit / Negative Spread

		Six months ended September 30, 2010			Year ended March 31, 2010	Six months ended September 30, 2009
			% Change from March 31, 2010	% YoY Change		
Core profit	(Millions of yen)	26,846	—	(6.1%)	64,517	28,597

		Year ending March 31, 2011	Year ended March 31, 2010
Negative spread	(100 millions of yen)	Decrease	115

(4) Policy Reserves and Others

		As of			As of	As of
		September 30, 2010	% Change from March 31, 2010	% Change from September 30, 2009	March 31, 2010	September 30, 2009
Policy reserves (excluding contingency reserve)	(Millions of yen)	4,113,398	176,284	373,053	3,937,113	3,740,344
General account assets (excluding contingency reserve)	(Millions of yen)	3,753,982	180,306	337,542	3,573,675	3,416,439
Separate account assets (excluding contingency reserve)	(Millions of yen)	359,415	(4,021)	35,510	363,437	323,905
Reserve for price fluctuations	(Millions of yen)	13,068	3,430	6,688	9,637	6,379
Contingency reserve	(Millions of yen)	50,162	1,665	3,210	48,497	46,951
Contingency reserve I	(Millions of yen)	18,311	441	814	17,869	17,497
Contingency reserve II	(Millions of yen)	15,230	96	199	15,133	15,031
Contingency reserve III	(Millions of yen)	11,480	991	2,008	10,489	9,471
Contingency reserve IV	(Millions of yen)	5,139	135	188	5,004	4,951
Contingency reserve fund	(Millions of yen)	—	—	—	—	—
Price fluctuations reserve fund	(Millions of yen)	—	—	—	—	—

(5) Unrealized Gains (Losses)

		As of			As of	As of
		September 30, 2010	% Change from March 31, 2010	% Change from September 30, 2009	March 31, 2010	September 30, 2009
Securities	(Millions of yen)	276,665	256,717	219,851	19,947	56,813
Domestic stocks	(Millions of yen)	1,142	(9,316)	(6,653)	10,459	7,795
Domestic bonds	(Millions of yen)	269,266	269,229	221,993	37	47,273
Foreign securities	(Millions of yen)	6,083	(1,770)	5,285	7,853	797
Real estate	(Millions of yen)	11,812	739	(16,280)	11,072	28,092

Notes:

- Net unrealized gains on securities are calculated as the difference between the carrying amount and the fair market value for securities with market value, other than trading-purpose securities. (The total amount of securities includes those invested in "monetary trusts.")
- Real estate is for domestic real estate, including land lease right, and the amount is the level after revaluation.

(6) Investment results and plans

		Results for the six months ended September 30, 2010	Plans for the second half of the fiscal year ending March 31, 2011
Domestic stocks	(Millions of yen)	65,326	Flat
Domestic bonds	(Millions of yen)	3,840,632	Increase
Foreign stocks	(Millions of yen)	22,077	Flat
Foreign bonds	(Millions of yen)	48,227	Flat
Real estate	(Millions of yen)	87,840	Flat

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

		As of September 30, 2010
Domestic stocks (NIKKEI Average)	(Yen)	9,185
Domestic stocks (TOPIX)	(Points)	813
Domestic bonds	(%)	1.4
Foreign securities	(Yen)	107

Notes:

- Domestic stocks are fully linked to the Nikkei Average and TOPIX, and valuations are calculated accordingly.
- Domestic bond calculations employ yields on newly issued 10-year JGBs, to one decimal place.
- Calculations of foreign securities employ US dollar/yen conversions.

(8) Forecast for the Fiscal Year Ending March 31, 2011

	Forecast
Income from insurance premiums	Increase
Core profit	Slightly decrease
Policy amount in force	Increase
Annualized premiums from insurance in force	Increase

(9) Cross Holdings with Domestic Banks

i) Contributions from Domestic Banks

		As of September 30, 2010
Funds	(Millions of yen)	None
Subordinated Loans and Debentures	(Millions of yen)	None

ii) Contributions to Domestic Banks

		As of September 30, 2010
Bank Stocks	(Millions of yen)	None
Subordinated Loans and Debentures	(Millions of yen)	None

(10) Number of Employees

		As of			As of	As of
		September 30, 2010	% Change from March 31, 2010	% Change from September 30, 2009	March 31, 2010	September 30, 2009
Sales employees	(Persons)	4,510	(0.2%)	1.6%	4,517	4,441
Office employees	(Persons)	1,359	3.1%	4.4%	1,318	1,302

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

			Six months ended September 30, 2010	% YoY Change	Year ended March 31, 2010	Six months ended September 30, 2009
Variable annuities	Number of new policies	(Number)	1	(50.0%)	7	2
	Insurance premiums	(Millions of yen)	0	(97.9%)	7	6
Fixed annuities	Number of new policies	(Number)	16	45.5%	29	11
	Insurance premiums	(Millions of yen)	69	899.7%	31	6

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

			Sx months ended September 30, 2010	% YoY Change	Year ended March 31, 2010	Six months ended September 30, 2009
Lump-sum premium whole life insurance	Number of new policies	(Number)	—	—	—	—
	Insurance premiums	(Millions of yen)	—	—	—	—
Lump-sum premium endowment	Number of new policies	(Number)	6	—	4	—
	Insurance premiums	(Millions of yen)	36	—	15	—

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

			Six months ended September 30, 2010	% YoY Change	Year ended March 31, 2010	Six months ended September 30, 2009
Products completely cleared						
Lump-sum premium life insurance	Number of new policies	(Number)	71	238.1%	57	21
	Insurance premiums	(Millions of yen)	190	122.9%	169	85
Level premium plan life insurance	Number of new policies	(Number)	911	392.4%	936	185
	Insurance premiums	(Millions of yen)	166	262.1%	146	45

Notes:

- Insurance premiums refer to lump-sum premium amount for lump-sum 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, 2010 included interest rate-sensitive whole life insurance, semi-participating whole life nursing-care insurance, and semi-participating educational endowment insurance.

Other Supplementary Data (For the Six Months Ended September 30, 2010)

Measures against reoccurrence of Non-payment issues

From April 2010, Sony Life began receiving claims documents via mail from customers to enhance the convenience and promptness in addition to receiving claims documents through Lifeplaner sales employees or sales agencies.

Provision (reversal) of policy reserves of general accounts related to policies with minimum guarantees for variable annuities and others

		Six months ended September 30, 2010	Year ended March 31, 2009	Six months ended September 30, 2009
Provision (reversal) of policy reserves of general accounts related to policies with minimum guarantees for variable annuities and others	(100 millions of yen)	41	7	(5)