

Sony Life's Supplementary Data for the Year Ended March 31, 2011 at Press Conference

(1) Status of Insurance Policies

(Millions of yen except %)

	Year ended March 31, 2010		Six months ended September 30, 2010		Year ended March 31, 2011		
		% YoY change		% YoY change		% YoY change	
Annualized premiums from new policies	68,780	11.5%	34,958	9.1%	71,230	3.6%	
Of which third-sector products	16,264	21.0%	7,970	3.3%	16,679	2.6%	
Annualized premiums of insurance in force	573,331	4.6%	589,653	5.6%	604,793	5.5%	
Of which third-sector products	133,023	5.0%	136,668	5.4%	140,776	5.8%	
Income from insurance premiums	700,101	5.8%	371,040	9.3%	770,330	10.0%	
Individual life insurance and annuities	691,083	5.7%	366,449	9.4%	761,420	10.2%	
Group insurance and annuities	7,084	(0.3%)	3,569	0.9%	6,838	(3.5%)	
New policy amount	4,049,237	4.5%	2,068,484	13.7%	4,199,024	3.7%	
Policy amount in force	33,470,762	2.9%	34,118,527	3.7%	34,748,531	3.8%	
Lapse and surrender amount	2,342,465	9.7%	1,039,201	(2.0%)	2,143,629	(8.5%)	
Lapse and surrender rate	%	7.21	up 0.42ppt	3.11	down 0.16ppt	6.41	down 0.8ppt

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.
- 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.
- Annualized premiums, which include individual life insurance and individual annuities, are converted to a per-year premium amount by multiplying individual premiums by a coefficient corresponding to the premium payment method. (For lump-sum payment policies, premiums are divided by the number of coverage years.)

(2) Status of Assets

	As of March 31, 2010		As of September 30, 2010		As of March 31, 2011		
		% YoY change		% YoY change		% YoY change	
Total assets (Millions of yen)	4,286,540	12.5%	4,487,870	11.0%	4,723,332	10.2%	
Real net asset (100 millions of yen)	5,634	5.8%	8,544	51.6%	6,069	7.7%	
Real net asset / General account asset	%	14.4	down 0.7ppt	20.7	up 5.5ppt	14.0	down 0.4ppt
Solvency margin ratio	%	2,637.3	up 576.8ppt	2,992.8	up 559.0ppt	2,900.1	up 262.8ppt
Solvency margin ratio based on new standard	%	-	-	-	-	1,720.0	-

(3) Core Profit / Negative Spread / Investment yield

(Millions of yen except %)

	Year ended March 31, 2010		Year ended March 31, 2011		Forecast for the year ending March 31, 2012
		% YoY change		% YoY change	
Core profit	64,517	69.8%	56,295	(12.7%)	Slightly increase

(100 millions of yen)

	Year ended March 31, 2010		Year ended March 31, 2011		Forecast for the year ending March 31, 2012
		YoY amount change		YoY amount change	
Negative spread	115	(98)	63	0	Decrease

	Year ended March 31, 2010		Year ended March 31, 2011		Forecast for the year ending March 31, 2012
		(%)		(%)	
Investment yield for core profit		2.17		2.26	Flat
Investment yield (General account)		2.54		2.68	Down
Average assumed interest rate		2.51		2.43	Down

(4) Policy and Other Reserves

(Millions of yen)

	As of March 31, 2010		As of September 30, 2010		As of March 31, 2011	
		YoY amount change		YoY amount change		YoY amount change
Policy reserves (excluding contingency reserve)	3,937,113	390,228	4,113,398	373,053	4,319,924	382,811
General accounts (excluding contingency reserve)	3,573,675	295,170	3,753,982	337,542	3,932,486	358,810
Separate accounts (excluding contingency reserve)	363,437	95,058	359,415	35,510	387,438	24,000
Reserve for price fluctuations	9,637	5,984	13,068	6,688	16,768	7,131
Contingency reserve	48,497	3,005	50,162	3,210	51,559	3,062
Contingency reserve I	17,869	652	18,311	814	18,754	884
Contingency reserve II	15,133	153	15,230	199	15,311	177
Contingency reserve III	10,489	2,018	11,480	2,008	12,235	1,745
Contingency reserve IV	5,004	181	5,139	188	5,258	254
Contingency reserve fund	-	-	-	-	-	-
Price fluctuations reserve fund	-	-	-	-	-	-

(5) Unrealized Gains (Losses)

(Millions of yen)

	As of March 31, 2010		As of September 30, 2010		As of March 31, 2011	
		YoY amount change		YoY amount change		YoY amount change
Securities	19,947	(30,957)	276,665	219,851	2,077	(17,870)
Japanese stocks	10,459	9,037	1,142	(6,653)	3,849	(6,609)
JGBs, other bonds	37	(53,822)	269,266	221,993	(6,505)	(6,542)
Foreign securities	7,853	11,658	6,083	5,285	3,957	(3,895)
Real estate	11,072	(15,965)	11,812	(16,280)	9,392	(1,679)

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)

	Year ended	Amount change from	Plan for the
	March 31, 2011	March 31, 2010	
Japanese stocks	58,355	(10,608)	Flat
JGBs, other bonds	3,749,943	454,587	Increase
Foreign stocks	26,450	5,299	Flat
Foreign bonds	48,260	(9,582)	Flat
Real estate	81,430	(6,410)	Flat

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

		As of
		March 31, 2011
Japanese stocks (NIKKEI Average)	(yen)	8,988
Japanese stocks (TOPIX)	(ppt)	801
Japanese bonds	(%)	1.4
Foreign securities	(yen)	101

Notes:

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

(8) Forecast for the Year Ending March 31, 2012

	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

	Amount
Stocks (Foundation) funds	Not applicable
Subordinated loans and bonds	Not applicable

Note: Stocks on contributions from domestic banks are at market value as of March 31, 2011.

ii) Contributions to Domestic Banks

	Amount
Bank Stocks (market value basis)	Not applicable
Subordinated loans, bonds and preferred securities	Not applicable

Notes:

1. Contributions extended to banks other than those who held the company's foundation funds are included.
2. Stocks includes preferred stocks. (Investment in foreign subsidiaries are not included.)

(10) Number of Employees

	As of		As of		As of	
	March 31, 2010	% YoY change	September 30, 2010	% YoY change	March 31, 2011	% YoY change
Sales employees	4,517	3.6%	4,510	1.6%	4,523	0.1%
Office employees	1,318	6.5%	1,359	4.4%	1,398	6.1%

(11) Over-the-counter Sales through Banks

(Millions of yen)

		Year ended	% YoY change	Year ended	% YoY change
		March 31, 2010		March 31, 2011	
Variable annuities	Number of new policies	7	(22.2%)	1	(85.7%)
	Insurance premiums	7	74.1%	0	(98.1%)
Fixed annuities	Number of new policies	29	(31.0%)	34	17.2%
	Insurance premiums	31	(46.4%)	87	177.0%

Notes:

1. Figures on the above table excludes operating performance of AEGON Sony Life Insurance Co., Ltd.
2. 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.

(Millions of yen)

		Year ended	% YoY change	Year ended	% YoY change
		March 31, 2010		March 31, 2011	
Lump-sum premium whole life insurance	Number of new policies	-	-	-	-
	Insurance premiums	-	-	-	-
Lump-sum premium endowment insurance	Number of new policies	4	-	24	500.0%
	Insurance premiums	15	-	66	329.6%

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.

(Millions of yen)

		Year ended	% YoY change	Year ended	% YoY change
		March 31, 2010		March 31, 2011	
Lump-sum premium life insurance	Number of new policies	57	-	165	189.5%
	Insurance premiums	169	-	455	169.8%
Level premium plan life insurance	Number of new policies	936	23,300.0%	2,103	124.7%
	Insurance premiums	146	633.5%	387	164.7%

Notes:

1. 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.
2. Number of new policies for the year ended March 31, 2011 includes comprehensive medical insurance, interest rate-sensitive whole life insurance, semi-participating educational endowment insurance and semi-participating whole life nursing-care insurance.

Other Supplementary Data (for the Year Ended March 31, 2011)

Expected Amount of Payments for Claims and Other Benefits Related to the Great East Japan Earthquake

Expected amount of payments for claims and other benefits	Approximately ¥5.9 billion
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Responses Related to the Great East Japan Earthquake

<Principal Efforts Targeting to Customers in the Affected Region>

- (1) Paid full amount of claims on insurance for death due to disaster
- (2) Extending grace periods for the customers affected by the Earthquake to defer their premium payment until December 31, 2011
- (3) Simplified and expedited payment of claims, benefits and policy loans
- (4) Applied preferential interest rate to new policy loans (concessionary interest rates)
- (5) Introduced special handling for hospital treatment, others (handling of non-hospitalization cases as if hospitalized)
- (6) Sent letter to customers in the affected region confirming the status of their policies
- (7) Donated ¥100 million via the Japanese Red Cross Society
- (8) Plan to conduct employee volunteer activities to help people in the affected region, as soon as the area is opened to access
- (9) Ran newspaper advertisements and television and radio commercials expressing our condolences and publicizing our contact information
- (10) Created Notice Board Confirming Customer Safety and created a database on the safety of customers in the affected region
- (11) Matched information on customers residing in the affected region with web search information
- (12) Matched list of deceased against list of all policyholders
- (13) Made calls to confirm the safety of customers in the affected region

Principal Measures to Prevent Recurrence of Non-Payment Issues (Amounts in Parentheses)

Major initiatives designed to prevent recurrence are outlined below.

- Commenced large-scale system development to dramatically improve the flow of operations when making payment assessments
- Completed process of introducing substantial revisions to operational flow and raising operational precision by significantly improving inputting precision on claims and other documents; changes in effect since April 2008 (approximately ¥1.0 billion)
- In January 2009, completed large-scale system development as part of efforts to further enhance provision of information at time of payment, further increase operational efficiency, and began making insurance claims and other payments using this system (approximately ¥1.7 billion)
- Enhanced training for new employees who are recent graduates (from May 2010)
- Provided training at claims and benefits division for new graduate employees on payment business routine to raise their awareness of the importance to insurance companies of paying claims and other benefits
- Strengthened our foundation for payment operations by training and securing personnel for future payment assessments

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

(100 millions of yen)

	Year ended March 31, 2010	Six months ended September 30, 2010	Year ended March 31, 2011
Provision for (Reversal of) policy reserve of the general account assets for minimum guarantee for variable annuities and others	7	41	50