

Sony Life's Supplementary Data for the Six Months Ended September 30, 2011 at Press Conference

(1) Status of Insurance Policies

(Millions of yen)

	For the six months ended September 30, 2011			For the year ended March 31, 2011	For the six months ended September 30, 2010
		% change from March 31, 2011	% YoY change		
Annualized premiums from new policies	33,281	—	(4.8%)	71,230	34,958
Of which third-sector products	8,130	—	2.0%	16,679	7,970
Annualized premiums of insurance in force	618,004	2.2%	4.8%	604,793	589,653
Of which third-sector products	144,793	2.9%	5.9%	140,776	136,668
Income from insurance premiums	395,732	—	6.7%	770,330	371,040
Individual life insurance and annuities	392,141	—	7.0%	761,420	366,449
Group insurance and annuities	3,329	—	(6.7%)	6,838	3,569
New policy amount	2,051,764	—	(0.8%)	4,199,024	2,068,484
Policy amount in force	35,371,171	1.8%	3.7%	34,748,531	34,118,527
Lapse and surrender amount	1,022,437	—	(1.6%)	2,143,629	1,039,201
Lapse and surrender rate (%)	2.95	—	0.16 ppt down	6.41	3.11

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 September 30, 2011			As of March 31, 2011	As of September 30, 2010
		% change from March 31, 2011	% change from September 30, 2010		
Total assets (Millions of yen)	4,922,545	4.2%	9.7%	4,723,332	4,487,870
Real net asset (100 millions of yen)	8,299	36.7%	(2.9%)	6,069	8,544
Real net asset / General account asset	18.3	4.3 ppt up	2.4 ppt down	14.0	20.7
Solvency margin ratio	3,148.0	247.9 ppt up	155.2 ppt up	2,900.1	2,992.8
Solvency margin ratio based on new standard	1,940.6	220.6 ppt up	—	1,720.0	—

(3) Core Profit / Negative Spread

(Millions of yen)

	For the six months ended September 30, 2011			For the year ended March 31, 2011	For the six months ended September 30, 2010
		% change from March 31, 2011	% YoY change		
Core profit	31,685	—	18.0%	56,295	26,846

(100 millions of yen)

	Forecast for the year ending March 31, 2012	For the year ended March 31, 2011
Negative spread	Decrease	63

(4) Policy and Other Reserves

(Millions of yen)

	As of September 30, 2011			As of March 31, 2011	As of September 30, 2010
		Amount change from March 31, 2011	Amount change from September 30, 2010		
Policy reserves (excluding contingency reserve)	4,519,014	199,089	405,615	4,319,924	4,113,398
General accounts (excluding contingency reserve)	4,138,712	206,225	384,729	3,932,486	3,753,982
Separate accounts (excluding contingency reserve)	380,301	(7,136)	20,885	387,438	359,415
Reserve for price fluctuations	20,644	3,875	7,576	16,768	13,068
Contingency reserve	53,328	1,769	3,166	51,559	50,162
Contingency reserve I	19,182	427	870	18,754	18,311
Contingency reserve II	15,461	150	231	15,311	15,230
Contingency reserve III	13,266	1,031	1,785	12,235	11,480
Contingency reserve IV	5,418	160	279	5,258	5,139
Contingency reserve fund	—	—	—	—	—
Price fluctuations reserve fund	—	—	—	—	—

(5) Unrealized Gains (Losses)

(Millions of yen)

	As of September 30, 2011			As of March 31, 2011	As of September 30, 2010
		Amount change from March 31, 2011	Amount change from September 30, 2010		
Securities	204,897	202,820	(71,767)	2,077	276,665
Japanese stocks	1,278	(2,571)	135	3,849	1,142
JGBs, other bonds	207,558	214,063	(61,708)	(6,505)	269,266
Foreign securities	(4,104)	(8,062)	(10,188)	3,957	6,083
Real estate	10,383	990	(1,429)	9,392	11,812

Notes:

- Net unrealized gains (losses) 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)

	Result for the Six months ended September 30, 2011	Plan for the six months ending March 31, 2012
Japanese stocks	39,356	Flat
JGBs, other bonds	4,174,889	Increase
Foreign stocks	26,076	Flat
Foreign bonds	55,476	Flat
Real estate	81,430	Flat

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

		As of September 30, 2011
Japanese stocks (NIKKEI Average)	(yen)	8,315
Japanese stocks (TOPIX)	(ppt)	727
Japanese bonds	(%)	1.5
Foreign securities	(yen)	93

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
Core profit	Slightly increase
Policy amount in force	Increase
Annualized premiums for policies in force	Increase

(9) Cross Holdings with Domestic Banks

i) Contributions from Domestic Banks

	As of September 30, 2011
Stocks (Foundation) funds	Not applicable
Subordinated loans and bonds	Not applicable

Note: Stocks on contributions from domestic banks are at market value as of September 30, 2011.

ii) Contributions to Domestic Banks

	As of September 30, 2011
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 September 30, 2011		As of March 31, 2011	As of September 30, 2010
		% change from March 31, 2011		
Sales employees	4,501	(0.5%)	4,523	4,510
Office employees	1,491	3.8%	1,398	1,359

(11) Over-the-counter Sales through Banks

(Millions of yen)

		For the six months ended September 30, 2011		For the year ended March 31, 2011	For the six months ended September 30, 2010
			% YoY change		
Variable annuities	Number of new policies	2	100.0%	1	1
	Insurance premiums	8	5986.8%	0	0
Fixed annuities	Number of new policies	6	(62.5%)	34	16
	Insurance premiums	2	(96.7%)	87	69

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)

		For the six months ended September 30, 2011		For the year ended March 31, 2011	For the six months ended September 30, 2010
			% YoY change		
Lump-sum premium whole life insurance	Number of new policies	—	—	—	—
	Insurance premiums	—	—	—	—
Lump-sum premium endowment insurance	Number of new policies	—	(100.0%)	24	6
	Insurance premiums	—	(100.0%)	66	36

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)

		For the six months ended September 30, 2011		For the year ended March 31, 2011	For the six months ended September 30, 2010
			% YoY change		
Lump-sum premium life insurance	Number of new policies	119	67.6%	165	71
	Insurance premiums	490	158.2%	455	190
Level premium plan life insurance	Number of new policies	1,185	30.1%	2,103	911
	Insurance premiums	276	66.0%	387	166

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 six months ended September 30, 2011 includes interest rate-sensitive whole life insurance, comprehensive medical insurance and semi-participating whole life nursing-care insurance

Other Supplementary Data (for the Six Months Ended September 30, 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 ¥1.8 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) Provided material support, such as water, foods and clothes
- (7) Conducted employee volunteer activities to help people in the affected region
- (8) Donated ¥100 million via the Japanese Red Cross Society
- (9) Ran newspaper advertisements and television and radio commercials expressing our condolences and publicizing our contact information
- (10) Sent a Notice Concerning Protection and a Notice of Special Handling to customers living in coastal areas in the disaster-affected region, and consulted with and responded to requests from those who returned these notices.
- (11) Dispatched salespeople on condolence visits to customers affected by the disaster.
- (12) Configured a database to allow centralized management of the status of customers in the disaster-affected region.
- (13) Incorporated public information into a database and informed customers of necessary procedures.
- (14) Made calls to confirm the safety of customers in the affected region

Exposure to Five European Countries*

(100 millions of yen)

		As of September 30, 2011
	Government bonds	—
	Exposure other than government bonds	—
	Total	—

* Total general account investment (balance sheet amounts) in Ireland, Italy, Greece, Spain and Portugal (including investments in loans and securities, and excluding funds and securitized products)

* The ultimate incidence of risk is recorded as investment in the five countries mentioned above.

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

Major initiatives designed to prevent recurrence are outlined below.

To increase convenience to customers when making insurance claims, in May 2011 we introduced a system whereby the handling of claim request documents on individual policies in principle does not require seal impressions.

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 six months ended September 30, 2011	For the year ended March 31, 2011	For the six months ended September 30, 2010
Provision for (Reversal of) policy reserve of the general account assets for minimum guarantee for variable annuities and others	48	50	41