Presentation Materials

Consolidated Financial Results for Year Ended March 31, 2009

Sony Financial Holdings Inc.
May 14, 2009

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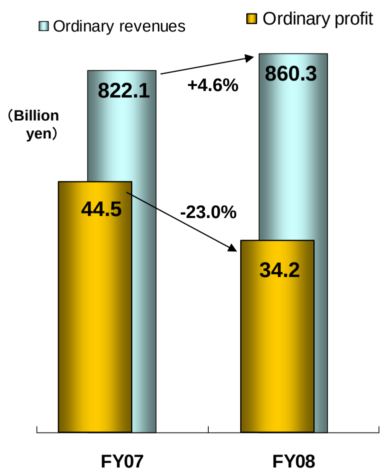
Highlights of Consolidated Operating Performance for Year Ended March 31, 2009

Sony Financial Holdings



	(Billion yen)	FY07	FY08	vs PY	
Life insurance business	Ordinary revenues	741.3	**766.2**	+24.9	+3.4%
	Ordinary profit	39.0	**32.5**	-6.5	-16.7%
Non-life insurance business	Ordinary revenues	55.6	**61.8**	+6.2	+11.2%
	Ordinary profit	2.8	**2.1**	-0.6	-22.7%
Banking business	Ordinary revenues	25.9	**33.3**	+7.3	+28.5%
	Ordinary profit	2.4	**-0.5**	-2.9	–
Corporate and elimination	Ordinary revenues	-0.8	**-1.1**	-0.3	–
	Ordinary profit	0.2	**0.1**	-0.0	-48.0%
Consolidated	Ordinary revenues	822.1	**860.3**	+38.1	+4.6%
	Ordinary profit	44.5	**34.2**	-10.2	-23.0%
	Net income	24.2	**30.7**	+6.4	+26.7%

	(Billion yen)	08.3.31	09.3.31	vs PY	
Consolidated	Total assets	4,977.4	**5,313.6**	+336.2	+6.8%
	Net assets	261.6	**204.8**	-56.7	-21.7%

Line item amounts are truncated below ¥100 million; percentage change figures are rounded.

During the year ended March 31, 2009, consolidated ordinary revenues grew 4.6% compared with the previous fiscal year, to ¥860.3 billion, owing to increases in ordinary revenues from all the businesses: life insurance, non-life insurance and banking.Consolidated ordinary profit declined ¥10.2 billion year on year to ¥34.2 billion, due to decreases in all the businesses.Consolidated net income increased ¥6.4 billion year on year, to ¥30.7 billion, as a reversal of reserve for price fluctuations of ¥20.4 billion was recorded.

We summarize our financial results for the year ended March 31, 2009, as follows.

In the life insurance business, sales of mainstay death-protection-type insurance was mostly strong, although cancellations increased in some product categories. In investment activities, we endeavored to reduce equity assets, while proactively purchasing ultra long-term bonds from the viewpoint of asset liability management. We believe our level of net assets and solvency margin ratio are sufficient enough.

In the non-life insurance business, net premiums written grew by a double-digit percentage year on year, driven by strong sales of new policies.

In the banking business, despite business expansion, ordinary profit decreased year on year, due mainly to impairment losses on securities, caused by the financial market turmoil in and after the second half of the fiscal year ended March 31, 2009.

Highlights of Consolidated Operating Performance for Year Ended March 31, 2009

Sony Financial Holdings

- In the life insurance business, both new policy amount and policy amount in force (for individual life insurance and individual annuities) increased. Income from insurance premiums also grew steadily. However, ordinary profit decreased owing mainly to deteriorations in gains and losses from investments.

- In the non-life insurance business, ordinary revenues increased resulting from strong sales of automobile insurance policies. Ordinary profit declined, owing mainly to an increase in the amount of claims paid. The number of automobile insurance policies in force reached 1 million at the end of December 2008.

- In the banking business, ordinary revenues expanded as the balance of investment assets rose in line with business expansion. However, ordinary profit decreased, primarily due to impairment losses on available-for-sale securities.

- Consolidated ordinary revenues increased 4.6%, year on year to ¥860.3 billion. Consolidated ordinary profit decreased ¥10.2 billion, or 23.0%, year on year, to ¥34.2 billion, as net valuation losses on available-for-sale securities (or impairment losses) of ¥47.4 billion were recorded. Net income increased ¥6.4 billion, or 26.7%, year on year, to ¥30.7 billion, due to a reversal of reserve for price fluctuations.

- Consolidated net assets decreased ¥56.7 billion year on year, to ¥204.8 billion. Consolidated total assets increased ¥336.2 billion year on year, to ¥5,313.6 billion. Affected by falling share prices, consolidated net assets fell, as the decrease in net unrealized gains/losses on other securities, net of taxes, (down by ¥79.7 billion year on year to a negative ¥4.8 billion as of March 31, 2009) exceeded the increase in retained earnings.

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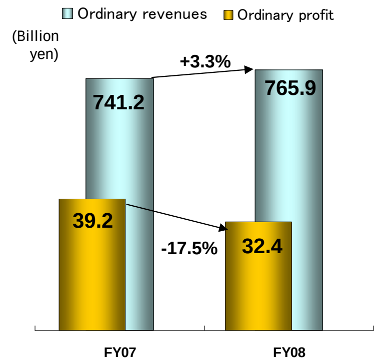
Highlights of each business segment are summarized here.

Highlights of Operating Performance: Sony Life (Non-Consolidated)

Sony Financial Holdings



Sony Life
- ◆Ordinary revenues up but ordinary profit down year on year.
- ◆New policy amount up 1.9% year on year.
- ◆Income from insurance premiums increased owing to steady growth of policy amount in force.
- ◆Core profit amounted to ¥38.0 billion
- ◆Lapse & surrender rate was 6.79%, up 0.67pt.
- ◆Solvency margin ratio as of Mar. 31, 2009 was 2,060.5%, up 312.6 percentage points from that of Mar. 31, 2008.

Notes:
1. Figures for new policy amount, policy amount in force, lapse & surrender rate are the total of individual life insurance and individual annuities.
2. The lapse and surrender rate is calculated without offsetting policies that are reinstated.

Line item amounts are truncated below ¥0.1 billion; percentage change figures are rounded.

(Billion yen)	FY07	FY08	vs PY	
Ordinary revenues	741.2	**765.9**	+24.6	+3.3%
Income from insurance premiums	648.4	**662.0**	+13.6	+2.1%
Investment income	87.4	**98.7**	+11.2	+12.9%
Interest income and dividends	47.9	**55.8**	+7.8	+16.5%
Income from monetary trusts	14.7	**–**	−14.7	−100.0%
Gains on sale of securities	24.0	**32.1**	+8.0	+33.7%
Ordinary expenses	701.9	**733.5**	+31.5	+4.5%
Insurance claims and other payments	241.1	**274.7**	+33.6	+14.0%
Provision for policy reserve and others	286.2	**219.0**	−67.1	−23.5%
Investment expenses	69.8	**133.7**	+63.8	+91.4%
Losses on sale of securities	1.5	**16.1**	+14.5	+933.5%
Devaluation losses on securities	6.6	**31.8**	+25.2	+376.3%
Losses on separate accounts	48.3	**72.2**	+23.8	+49.5%
Operating expenses	94.3	**93.9**	−0.4	−0.5%
Ordinary profit	39.2	**32.4**	−6.8	−17.5%
Net income	18.5	**33.7**	+15.2	+82.5%

(Billion yen)	08.3.31	09.3.31	Change from 08.3.31	
Securities	2,388.9	**2,819.6**	+430.7	+18.0%
Policy reserve	3,375.0	**3,592.3**	+217.2	+6.4%
Total net assets	182.6	**140.7**	−41.9	−23.0%
Net unrealized gains/ losses on other securities	82.7	**4.0**	−78.7	−95.1%
Total assets	3,659.7	**3,810.9**	+151.1	+4.1%
Separate account assets	321.7	**275.1**	−46.6	−14.5%

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Highlights of Sony Life's operating performance (non-consolidated basis) are shown here.

Sony Life's ordinary revenues increased 3.3% year on year, to ¥765.9 billion, owing to a higher income from insurance premiums associated with a steady increase in policy amount in force.

Ordinary profit decreased 17.5% year on year, to ¥32.4 billion, due to increased investment expenses, associated with a significant fall in Japanese stock market prices. The contingency reserve was partially reversed in response to lower investment yields associated with financial market deterioration.

Net income increased 82.5% year on year, to ¥33.7 billion, as the reserve for price fluctuations was partially reversed in response to losses resulting from trading or reevaluation of stocks and other securities.

Overview of Performance: Sony Life (Non-Consolidated)

Sony Financial Holdings

(Billion yen)

		FY07	FY08	Change
New policy amount*1		3,802.5	**3,873.7**	+1.9%
Annualized premiums from new policies*1		63.4	**61.6**	-2.8%
	Of which, third sector products	13.3	**13.4**	+0.6%
Income from insurance premiums		648.4	**662.0**	+2.1%
Investment income (loss), net		17.5	**-34.9**	-
Core profit		23.5	**38.0**	+61.2%
Negative spread		26.7	**21.3**	-20.2%
Average assumed interest rate		2.68%	**2.59%**	-0.09pt
Lapse & surrender rate*1,*2		6.12%	**6.79%**	+0.67pt

		08.3.31	09.3.31	Change from 08.3.31
Policy amount in force*1		31,497.3	**32,517.6**	+3.2%
Annualized premiums from insurance in force*1		530.0	**547.8**	+3.4%
	Of which, third sector products	122.8	**126.6**	+3.1%
Solvency margin ratio		1,747.9%	**2,060.5%**	+312.6pt
Adjusted net assets		612.0	**532.6**	-13.0%

Notes:

Line item amounts are truncated below ¥100 million; percentage change figures are rounded.

*1 Each figure of new policy amount, annualized premiums from new policies, lapse and surrender rate, policy amount in force and annualized premiums from insurance in force is calculated as the total of individual life insurance and individual annuities.

*2 The lapse and surrender rate is calculated without offsetting policies that are reinstated.

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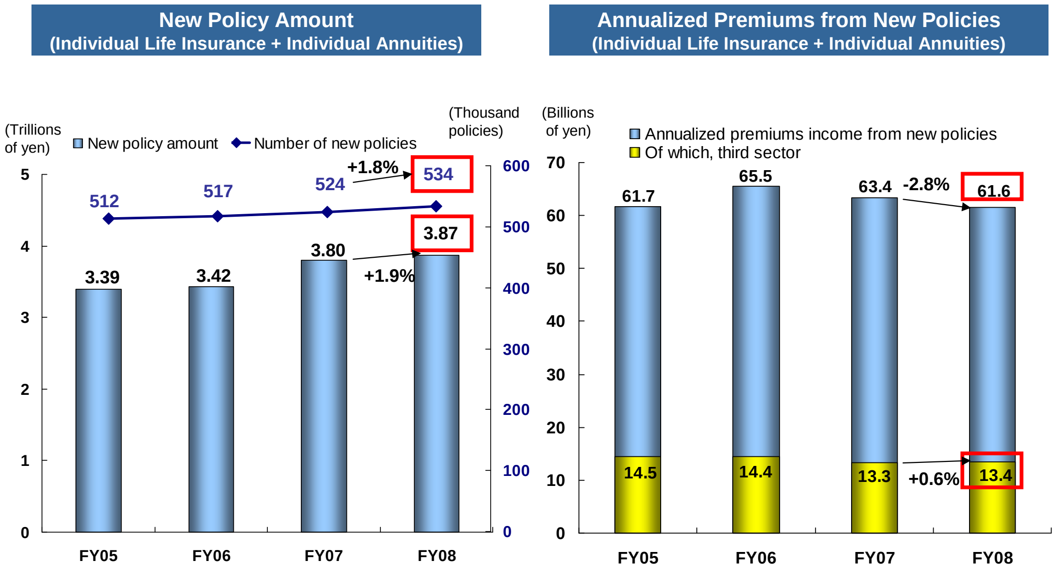
Overview of Sony Life’s performance is shown here.

Sony Life Operating Performance (1)

Sony Financial Holdings



Line item amounts are truncated below ¥10 billion; numbers of policies are truncated below 1,000 policies; percentage change figures are rounded.

Line item amounts are truncated below ¥100 million. Percentage figures are rounded.

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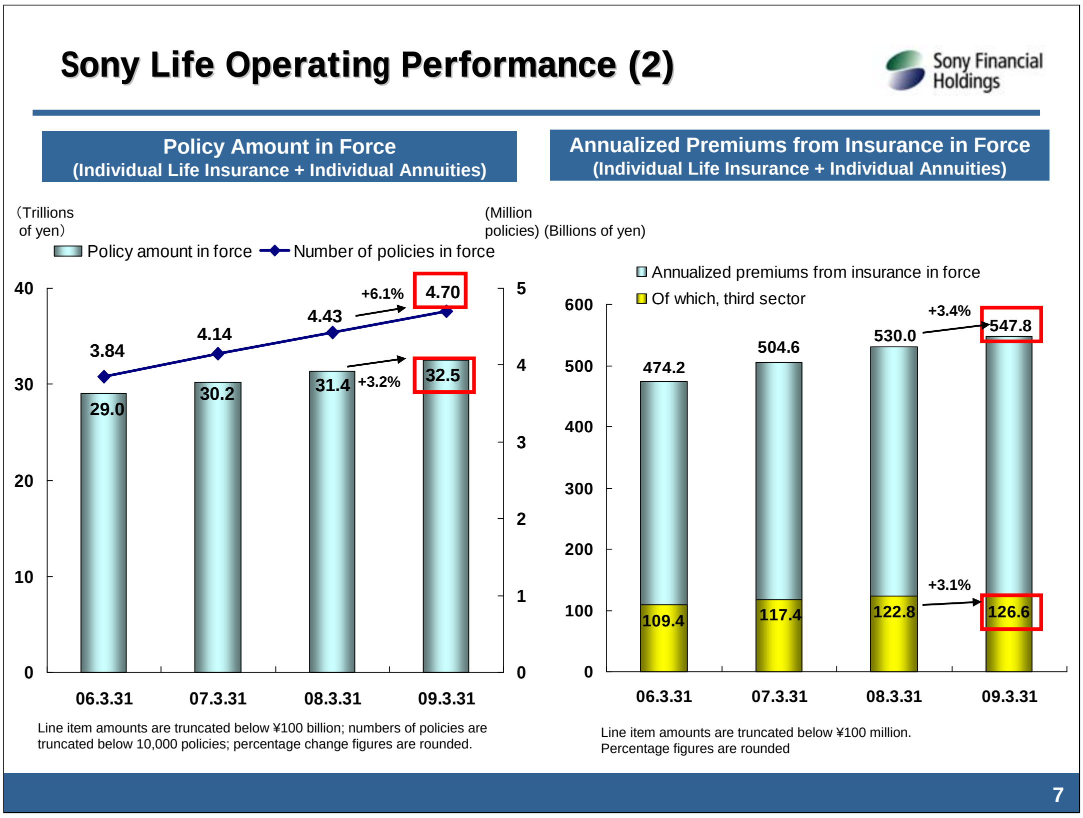
(Left-hand graph)

New policy amount for the total of individual life insurance and individual annuities increased 1.9% from the previous fiscal year, to ¥3,873.7 billion. The number of new policies rose 1.8% year on year to 0.53 million policies.

(Right-hand graph)

Annualized premiums from new policies decreased 2.8% year on year, to ¥61.6 billion. Of this amount, the figure for third-sector products was ¥13.4 billion, up 0.6% year on year.

The primary reason of decline in annualized premiums from new policies, despite a growth in new policy amount, was a decline in annualized premiums from variable life insurance policies.



(Left-hand graph)

Policy amount in force for the total of individual life insurance and individual annuities grew steadily, to ¥32,517.6 billion as of March 31, 2009, up 3.2% from March 31, 2008. The number of total policies grew 6.1% year on year to 4.7 million policies.

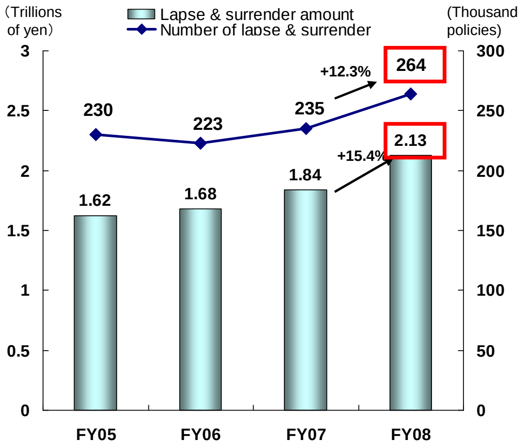
(Right-hand graph)

Annualized premiums from total policies as of March 31, 2009, were up 3.4% from March 31, 2008, totaling ¥547.8 billion. Of this amount, the figure for third-sector products was up 3.1% from March 31, 2008, to ¥126.6 billion.

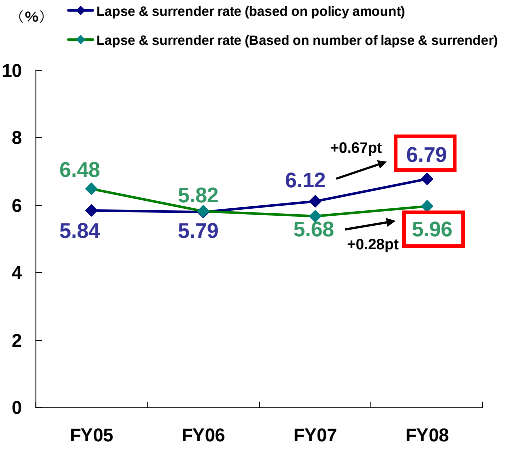
Sony Life Operating Performance (3)

Sony Financial Holdings

Lapse and Surrender Amount*
(Individual Life Insurance + Individual Annuities)



Lapse and Surrender Rate*
(Individual Life Insurance + Individual Annuities)



Line item amounts are truncated below ¥10 billion; numbers of policies are truncated below 1,000 policies; percentage change figures are rounded.
*Each of lapse and surrender amount, number of lapse and surrender, and lapse and surrender rate is calculated without offsetting policies that are reinstated.

The left-hand graph shows the lapse and surrender amount and the number of lapse and surrender policies while the right-hand graph shows the lapse and surrender rate.

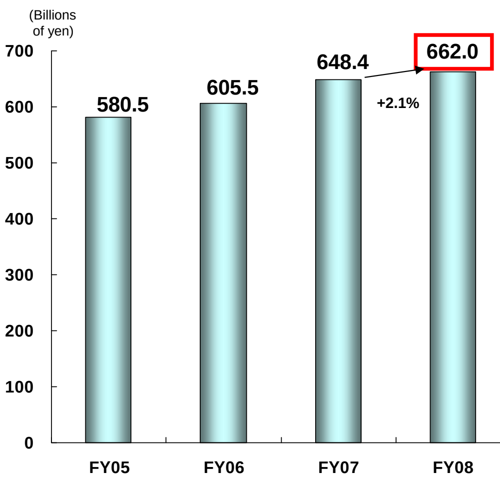
The lapse and surrender rate rose 0.67 percentage point from the previous fiscal year, to 6.79%.

The main reasons for the rise were an increase in cancellations of term life insurance by corporate customers, as well as cancellations of variable life insurance policies by individual customers. We believe that these cancellations stemmed from the economic downturn and deterioration in the investment environment.

Sony Life Operating Performance (4)

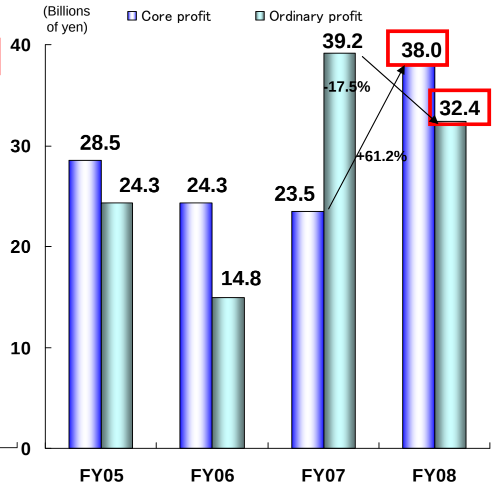
Sony Financial Holdings

Income from Insurance Premiums



Line item amounts are truncated below ¥100 million.
Percentage figures are rounded

Ordinary Profit & Core Profit (Non-Consolidated)



Line item amounts are truncated below ¥100 million.
Percentage figures are rounded

(Left-hand graph)

Income from insurance premiums grew 2.1% from the previous fiscal year, to ¥662.0 billion, associated with a higher policy amount in force.

(Right-hand graph)

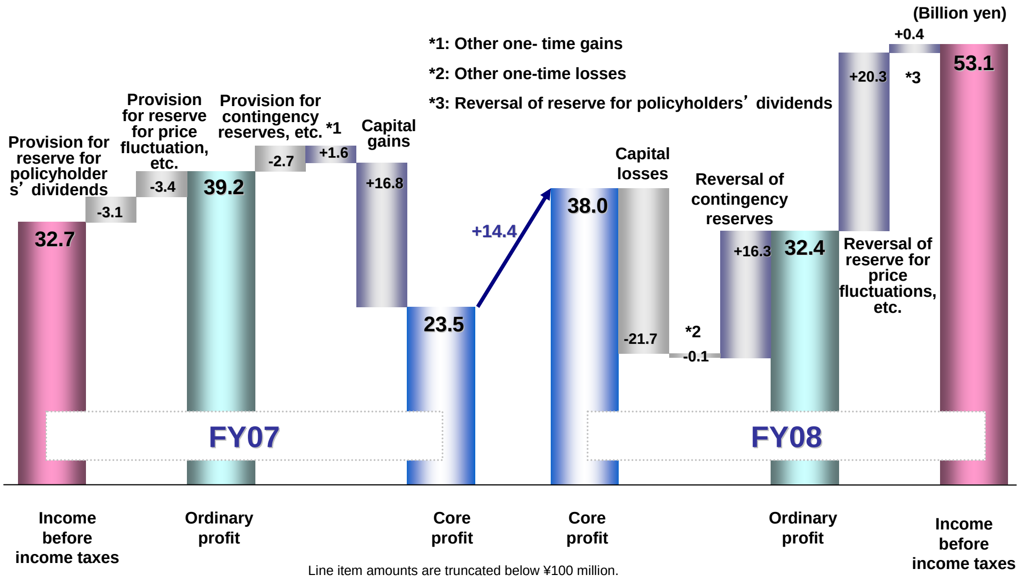
Compared to the previous fiscal year, core profit rose while ordinary profit declined.

Core profit rose 61.2% year on year, to ¥38.0 billion, mainly as a result of an increase in income from insurance premiums associated with a higher policy amount in force and higher interest income and dividends due to investment in ultra long-term bonds.

Ordinary profit, on the other hand, decreased 17.5% year on year, to ¥32.4 billion.

Sony Life Operating Performance (5)

Changes in Ordinary Profit and Core Profit (FY07 vs FY08)



Line item amounts are truncated below ¥100 million.

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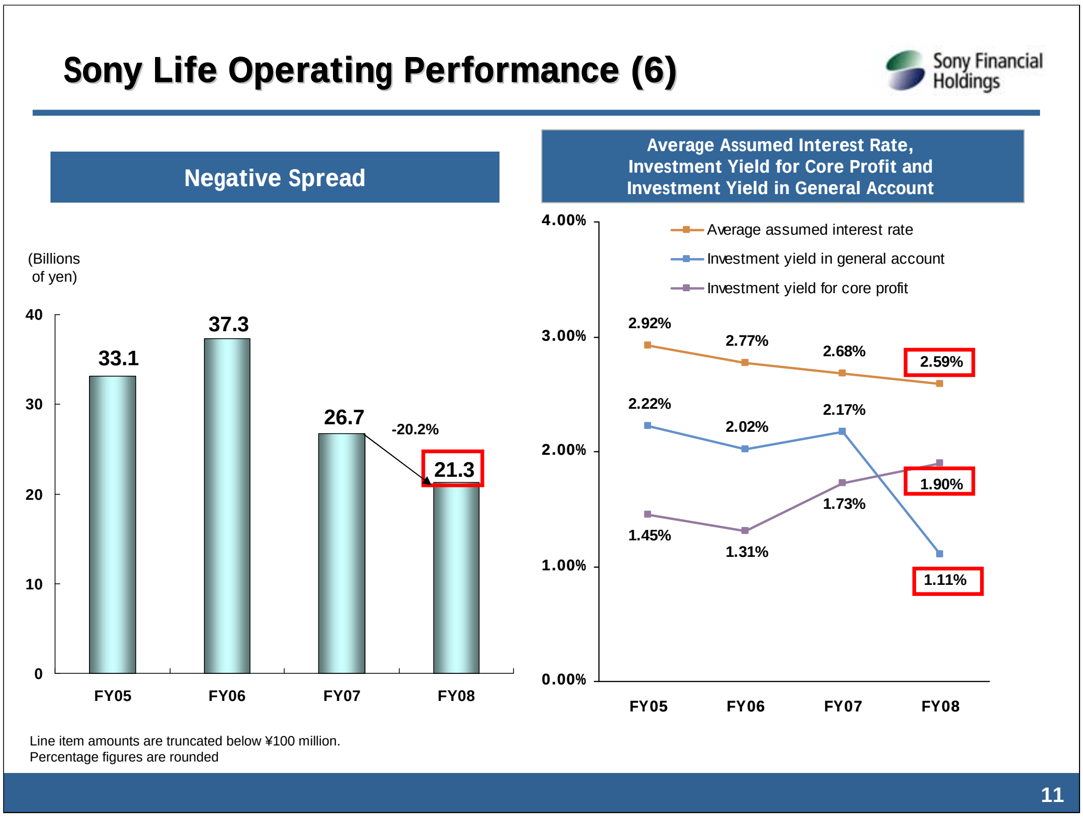
Changes in ordinary profit and core profit from the previous fiscal year are shown in the graph here.

For the year ended March 31, 2009, although core profit increased, losses from investments in the general account had a negative effect, and the contingency reserve was partially reversed.

As a result ordinary profit for the year ended March 31, 2009, dropped ¥6.8 billion year on year.



(Left-hand graph)

In line with an increase in interest and dividend income, negative spread narrowed 20.2% year on year to ¥21.3 billion.

(Right-hand graph)

Investment yield for core profit was 1.90%,

Investment yield in the general account was 1.11%, and

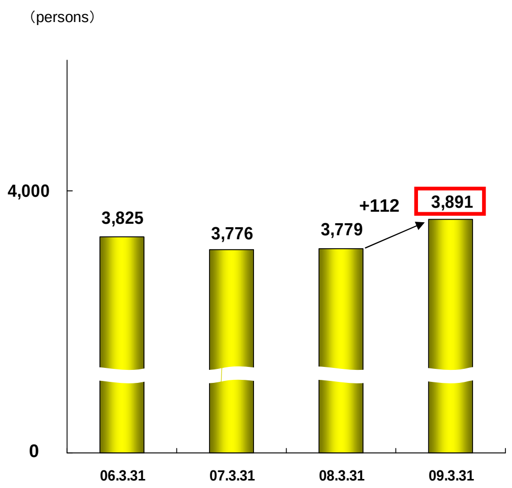
the average assumed interest rate was 2.59%

The significant decline in investment yield in the general account, which was 1.11% for the year ended March 31, 2009, was due to impairment losses on securities held.

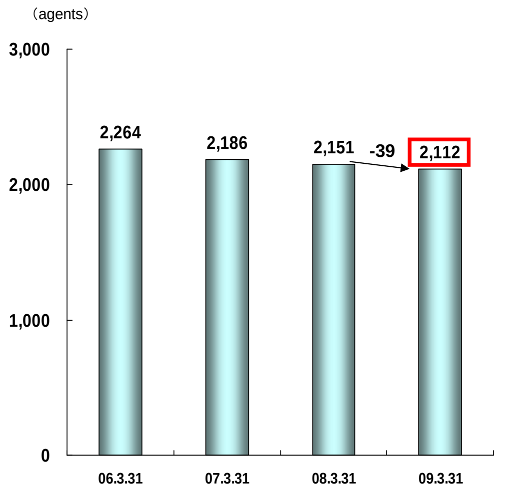
Sony Life Operating Performance (7)

Sony Financial Holdings

Number of Lifeplanner Sales Employees



Number of Independent Agents



12

(Left-hand graph)

The number of Lifeplanner sales employees as of March 31, 2009, was 3,891, up 112 persons year on year.

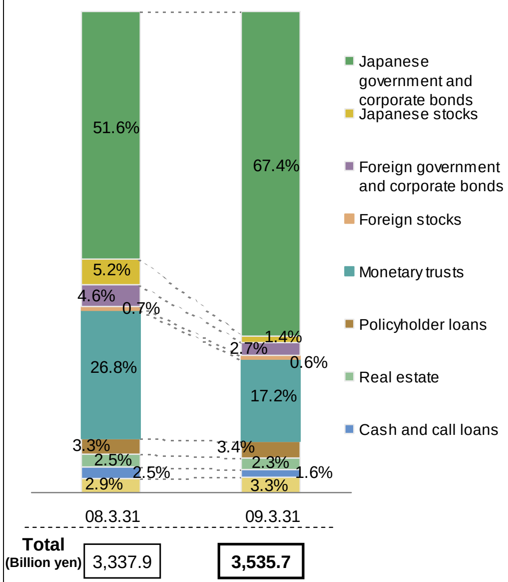
(Right-hand graph)

The number of independent agents decreased 39 year on year to 2,112.

Sony Life Operating Performance (8)

Sony Financial Holdings

Breakdown of General Account Assets



Fiscal 2008 Asset Management Review

Asset

•Japanese government and corporate bonds: Accumulated ultralong-term bonds to be held to maturity. Decreased remainder of convertible bonds through sale and redemption.

•Stocks: Decreased through stock price declines and sales.

•Foreign securities: Decreased through sales of U.S. and other securities. All foreign stocks were sold.

•Alternative investments: Real estate and private equity fund investment was nearly flat.

Profit/Loss

•Interest and dividend income (PL): Interest and dividend income increased as a result of the accumulation of ultralong-term bonds.

•Capital gains/losses (PL): Worsened by further devaluation losses on securities.

•Gains/losses on other securities (BS): Worsened by further decline in stock prices.

Notes:

Japanese stocks and convertible bonds (CBs) in general account assets as of March 31, 2009 were as follows:

*Figures in brackets, ( ), are as of March 31, 2008

Japanese stocks: ¥61.3 billion (¥206.2 billion)
Of which, Japanese stocks in monetary trusts: ¥10.4 billion (¥33.3 billion)
Accounting for 1.7% (6.2%) of the total general account assets.

CBs: ¥298.1 billion (¥427.0 billion)
Of which, CBs in monetary trusts: ¥96.8 billion (¥139.4 billion)
Accounting for 8.4% (12.8%) of the total general account assets.

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A breakdown of Sony Life's general account assets as of March 31, 2009, compared with that of March 31, 2008, is shown here.

Japanese stocks, including those in category of "monetary trusts," accounted for 1.7% of general account assets as of March 31, 2009, down 6.2% as of March 31, 2008. Convertible bonds, which are included both in the category "Japanese government and corporate bonds" and in the category "monetary trusts," also declined, accounting for 8.4% of general account assets as of March 31, 2009, down from 12.8% as of March 31, 2008.

During the year ended March 31, 2009, Sony Life increased its investment in ultra long-term bonds for held-to-maturity purpose, while the balance of equity assets, such as Japanese stocks and convertible bonds, were reduced.

In the current fiscal year, which commenced on April 1, 2009, we will maintain the policy of increasing our investment in ultra long-term bonds.

Please refer to the appendix for changes in Sony Life's portfolio.

Sony Life Operating Performance (9)

Sony Financial Holdings

Net Unrealized Gains/Losses on Available-for-sale Securities with Market Value

(Billion yen)		08.3.31	08.6.30	08.9.30	08.12.31	**09.3.31**
Japanese government and corporate bonds		83.4	28.6	19.0	58.8	**26.9**
	CBs	9.2	8.4	-19.5	-22.6	**-21.2**
Japanese stocks		50.8	63.2	24.1	3.3	**1.4**
Foreign securities		-9.5	-5.8	-12.1	-6.1	**-3.6**
Other securities		3.0	3.8	1.9	-0.0	**-0.5**
Total		127.8	89.8	33.0	56.0	**24.2**

Notes:
1) Line item amounts are truncated below ¥100 million.
2) Amounts above include those categorized in "monetary trusts".
3) Japanese government and corporate bonds of ¥26.9 billion as of March 31, 2009, do not include unrealized gains on held-to-maturity securities of ¥26.8 billion. Foreign securities of -¥3.6 billion do not include unrealized losses on held-to-maturity securities of -¥0.1 billion.
4) As of March 31, 2009, the weighted-average fair value of convertible bonds held by Sony Life was ¥84.9. The average remaining period was 3.6 years (in case Sony Life executes put options, the average remaining period was 2.5 years.)

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We have disclosed net unrealized gains/losses on available-for-sale securities with market value on a quarterly basis, starting from March 31, 2008. As of March 31, 2009, net unrealized gains on available-for-sale securities amounted to ¥24.2 billion, down ¥103.6 billion year on year, due mainly to decline in Japanese stock market prices.

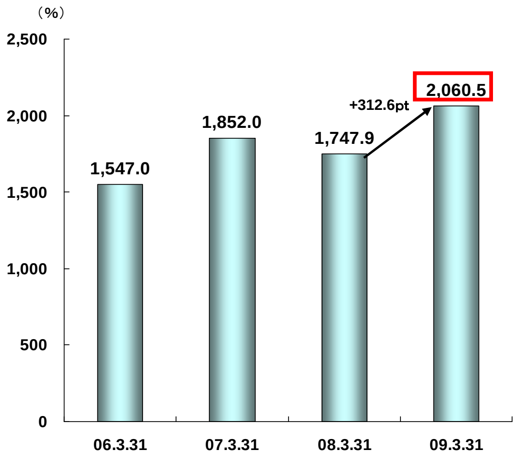
With respect to equity assets, such as Japanese stocks, Sony Life cancelled its stock-related derivative transactions for hedging purposes as of March 31, 2009, while closely monitoring market conditions.

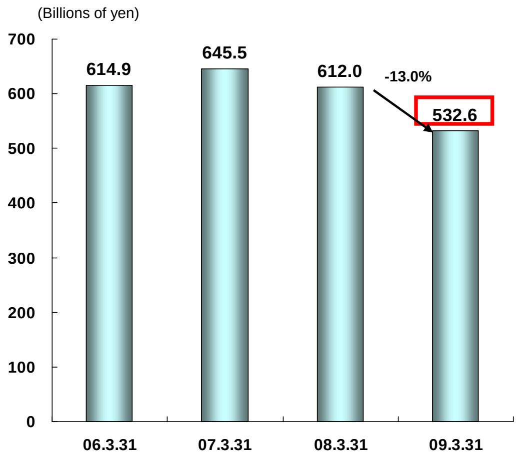
In the statements of income, gains of ¥8.9 billion were recorded from the stock-related derivative transactions which Sony Life started during the three months ended December 31, 2008.

Impairment losses for the year March 31, 2009, totaled to ¥44.9 billion.

Sony Life Operating Performance (10)

Sony Financial Holdings





Line item amounts are truncated below ¥100 million.
Percentage figures are rounded.

15

(Left-hand graph)

The solvency margin ratio is one index of a life insurance company's financial soundness. As of March 31, 2009, Sony Life's solvency margin ratio was 2,060.5%, up 312.6 percentage points from March 31, 2008.

Net unrealized gains on other securities, an item included in the solvency margin calculation, decreased owing to a decline in stock market prices. However, Sony Life's reduction of equity assets and investment in ultra long-term bonds substantially reduced investment risk. As a result, the solvency margin ratio rose year on year.

For more details, please refer to the material in appendix.

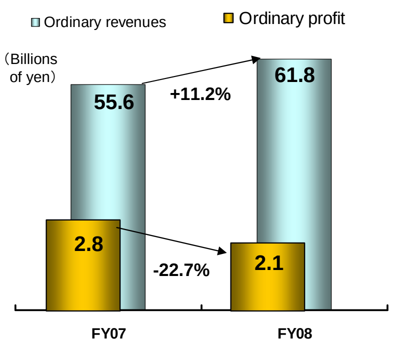
(Right-hand graph)

Right-hand graph shows adjusted net assets.

Sony Life will continue to work on maintaining its sound financial base.

Lastly, Sony Life plans to announce its MCEV as of March 31, 2009 on June 1, 2009.

Highlights of Operating Performance: Sony Assurance



(Billion yen)	FY07	FY08	vs PY	
Ordinary revenues	55.6	**61.8**	+6.2	+11.2%
Underwriting income	55.0	**61.1**	+6.1	+11.1%
Investment income	0.5	**0.7**	+0.1	+26.5%
Ordinary expenses	52.8	**59.7**	+6.8	+13.0%
Underwriting expenses	38.9	**44.2**	+5.2	+13.4%
Investment expenses	0.0	**0.1**	+0.1	+2,958.1%
Operating, general and administrative expenses	13.8	**15.3**	+1.4	+10.6%
Ordinary profit	2.8	**2.1**	-0.6	-22.7%
Net income (loss)	2.1	**-1.5**	-3.7	–

(Billion yen)	08.3.31	09.3.31	vs PY	
Underwriting reserves	42.7	**50.7**	+8.0	+18.9%
Total net assets	15.3	**13.6**	-1.7	-11.1%
Net unrealized gains/losses on other securities (net of taxes)	-0.0	**-0.1**	-0.1	–
Total assets	78.6	**86.6**	+8.0	+10.2%

Line item amounts are truncated below ¥100 million; percentage change figures are rounded.

Sony Assurance

- ◆Ordinary revenues up, but ordinary profit down year on year
- ◆Sales of automobile insurance policies were strong, resulting in ordinary revenues up 11.2% to ¥61.8 billion
- ◆Ordinary profit down 22.7% to ¥2.1 billion owing mainly to higher claims paid
- ◆Net loss of ¥1.5 billion was recorded as a result of extraordinary loss*

*Disposal of intangible fixed assets (software in progress)

Highlights of Sony Assurance's operating performance are shown here.

Ordinary revenues increased 11.2%, compared with the previous fiscal year, to ¥61.8 billion, primarily due to strong sales of its automobile insurance.

Ordinary profit decreased 22.7% year on year, to ¥2.1 billion, owing mainly to an increased amount of claims paid, led by those resulting from natural disasters.

Losses on disposal of software in progress were recorded as extraordinary losses, resulting in net loss of ¥1.5 billion, compared to net income of ¥2.1 billion in the previous fiscal year.

For the purpose of enhancing system and operational efficiency, Sony Assurance began developing new systems in the fiscal year ended March 31, 2007. However, during the year ended March 31, 2009, Sony Assurance decided to suspend this development and to overhaul its development policy. Accordingly, some software assets that were previously recorded as intangible fixed assets (software in progress) and for which future use is uncertain were disposed of, resulting in losses on disposal of fixed assets of ¥3.7 billion, which were recorded as extraordinary losses.

Although Sony Assurance has suspended new system development, Sony Assurance has upgraded current systems as is necessary for products, services and other strategic purposes. Therefore, the suspension of new system development has no impact on the company from an operational standpoint.

Overview of Performance: Sony Assurance

Sony Financial Holdings

(Billion yen)

	FY07	FY08	Change
Direct premiums written	54.6	**60.8**	+11.4%
Net premiums written	55.0	**61.1**	+11.1%
Net losses paid	26.2	**29.9**	+14.2%
Underwriting profit	2.2	**1.6**	-26.9%
Net loss ratio	53.5%	**55.0%**	+1.5pt
Net expense ratio	26.7%	**26.7%**	±0.0pt
Combined ratio	80.3%	**81.7%**	+1.4pt

	08.3.31	09.3.31	Change	
Number of policies in force	1.02 million policies	**1.15 million policies**	+0.12 million policies	+12.6%
Solvency margin ratio	1,073.9%	**993.0%**	-80.9pt	

Net expense ratio is equal to the ratio of total underwriting costs to net premiums written

Net loss ratio is equal to the ratio of net losses paid and loss adjustment expenses to net premiums written.

The number of policies in force is the total of automobile insurance and medical and cancer insurance, which accounts for more than 99% of net premiums written. These numbers are truncated below 10,000 policies.

Line item amounts are truncated below ¥100 million. Percentage figures are rounded.

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Overview of Sony Assurance's performance is shown here.

Please see the next slide which shows direct premiums written, net premiums writtenand net claims paid by type.

Sony Assurance's Performance of Underwriting by type of policy

Sony Financial Holdings

Direct premiums written (Million Yen)

	FY07	FY08	Change
Fire	273	**379**	+38.6%
Marine	–	–	–
Personal accident	6,315	**6,653**	+5.4%
Voluntary automobile	48,053	**53,835**	+12.0%
Compulsory automobile liability	–	–	–
Total	54,642	**60,868**	+11.4%

Net premiums written (Million Yen)

	FY07	FY08	Change
Fire	16	**18**	+15.7%
Marine	52	**41**	-21.6%
Personal accident	6,501	**6,932**	+6.6%
Voluntary automobile	47,845	**53,619**	+12.1%
Compulsory automobile liability	585	**493**	-15.7%
Total	55,001	**61,106**	+11.1%

Net losses paid (Million Yen)

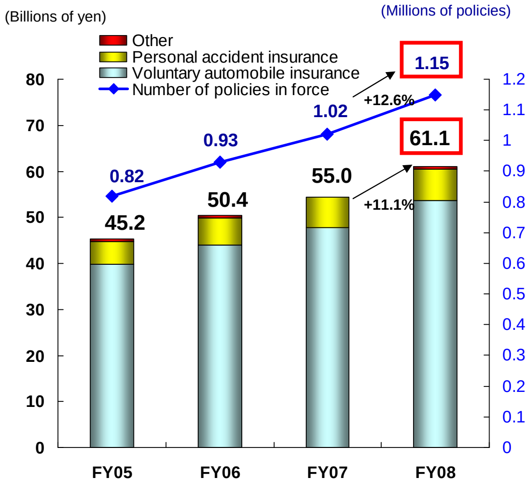
	FY07	FY08	Change
Fire	0	**0**	-34.6%
Marine	25	**12**	-49.7%
Personal accident	1,205	**1,368**	+13.5%
Voluntary automobile	24,546	**28,088**	+14.4%
Compulsory automobile liability	447	**484**	+8.1%
Total	26,225	**29,952**	+14.2%

Line item amounts are truncated below ¥1 million. Percentage figures are rounded.

Sony Assurance Operating Performance (1)

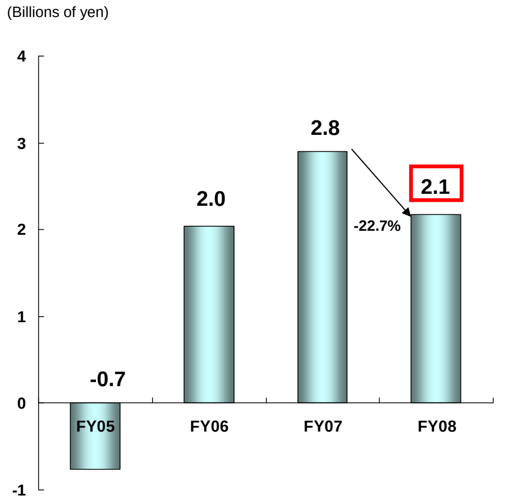
Sony Financial Holdings

Net Premiums Written and Number of Policies in Force



The number of policies in force is the total of automobile insurance and medical and cancer insurance, which accounts for more than 99% of net premiums written.
Most personal accident insurance is medical and cancer insurance.
Line item amounts are truncated below ¥100 million for net premiums written and truncated below 10,000 for the number of policies in force.

Ordinary Profit (losses)



Line item amounts are truncated below ¥1 million. Percentage figures are rounded.

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(Left-hand graph)

Number of policies in force for the total of automobile insurance and medical and cancer insurance increased 12.6% year on year, to 1.15 million policies.

Net premiums written posted 11.1% year-on-year increase to ¥61.1 billion.

The number of automobile insurance policies in force reached 1 million, as of December 31, 2008, which was nine years and three months after the sales of automobile insurance commenced.

(Right-hand graph)

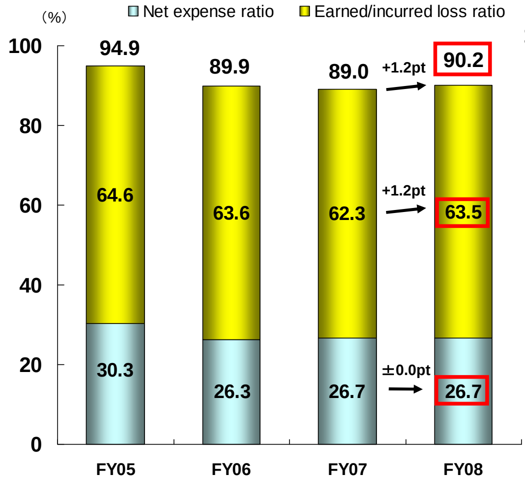
Ordinary profit declined 22.7% year on year to ¥2.1 billion, as explained before.

Sony Assurance Operating Performance (2)

Sony Financial Holdings

< Reference>

Net expense ratio + Earned/Incurred loss ratio

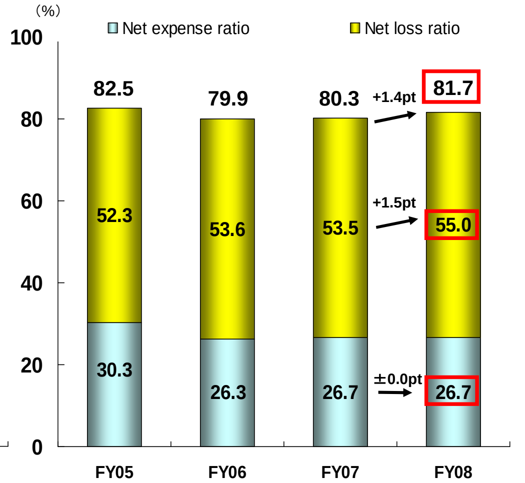


Net expense ratio is equal to the ratio of total underwriting costs to net premiums written.

Earned/Incurred loss ratio is equal to the ratio of the sum of net losses paid, loss adjustment expenses and accumulation in provision for reserve for outstanding losses to earned premium.

*Note that earthquake insurance and compulsory automobile liability insurance are excluded from the above calculation.

Combined Ratio (Net expense ratio + Net loss ratio)



Net expense ratio is equal to the ratio of total underwriting costs to net premiums written.

Net loss ratio is equal to the ratio of net losses paid and loss adjustment expenses to net premiums written.

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(Left-hand graph)

To help you understand the actual condition of Sony Assurance, which is in a growth phase, we show the combined ratio calculated using the earned/incurred loss ratio rather than the net loss ratio. For the year ended March 31, 2009, the earned/incurred loss ratio rose 1.2 percentage points from the previous fiscal year. Excluding the 0.7-percentage-point impact of natural disasters in the year ended March 31, 2009, the earned/incurred loss ratio for the year ended March 31, 2009, was 62.8%. Furthermore, excluding the 0.7-percentage-point impact of changes in the calculation of reserves for outstanding claims relating to personal accident insurance during the previous fiscal year, the earned/incurred loss ratio in the year ended March 31, 2009, was down approximately 0.1% year on year.

Therefore, there was no upward trend in the earned/incurred loss ratio during the fiscal years ended March 31, 2007, 2008, and 2009, if the impact of natural disasters is excluded.

The net expense ratio remained flat year on year, at 26.7%.

(Right-hand graph)

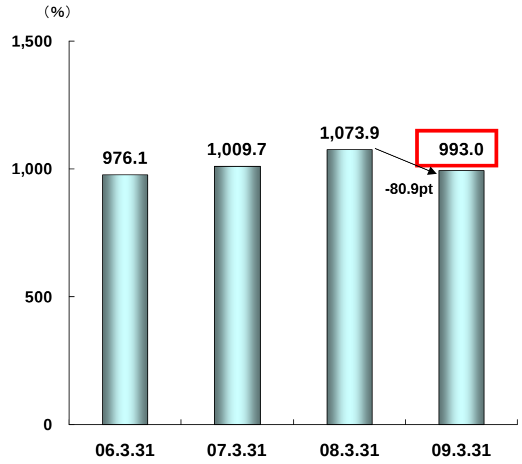
The net loss ratio rose 1.5 percentage points, compared with the previous fiscal year, to 55.0%, as influenced mainly by natural disasters.

As a result, the combined ratio (the sum of the net loss ratio and the net expense ratio) rose 1.4 percentage points year on year, to 81.7%.

Sony Assurance Operating Performance (3)

Sony Financial Holdings

Solvency margin ratio



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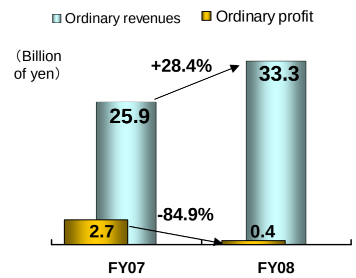
As of March 31, 2009, Sony Assurance's solvency margin ratio was 993.0%, down 80.9 percentage points from March 31, 2008. Sony Assurance has maintained a sound financial base.

Highlights of Operating Performance: Sony Bank (Non-Consolidated)



(Billion yen)	FY07	FY08	vs PY	
Ordinary revenues	25.9	**33.3**	+7.3	+28.4%
Gross operating profit	10.9	**10.8**	-0.0	-0.8%
Net interest income	5.1	**6.6**	+1.5	+30.2%
Net fees and commissions	0.3	**0.3**	-0.0	-21.3%
Net other operating income	5.4	**3.9**	-1.5	-28.3%
General and administrative expenses	8.1	**10.3**	+2.1	+26.6%
Ordinary profit	2.7	**0.4**	-2.3	-84.9%
Net income (loss)	4.4	**-0.7**	-5.2	–

(Billion yen)	08.3.31	09.3.31	vs PY	
Securities	488.7	**823.1**	+334.3	+68.4%
Loans	347.0	**477.0**	+130.0	+37.5%
Deposits	1,144.3	**1,326.3**	+181.9	+15.9%
Net assets	35.7	**46.2**	+10.5	+29.5%
Net unrealized gains/losses on other securities (net of taxes)	-9.0	**-9.6**	-0.6	-
Total assets	1,211.0	**1,411.9**	+200.9	+16.6%

Line item amounts are truncated below ¥100 million. Percentage figures are rounded.

Sony Bank

- ◆Ordinary revenues up but ordinary profit down year on year
- ◆Ordinary revenues up due to higher interest income as investment assets increased in line with business expansion
- ◆Ordinary profit decreased as impairment losses on available-for-sale securities was recorded due to decline in the fiscal year-end market value of securities
- ◆Net loss was recorded caused by an increased income taxes (deferred) by applying to the tax effect accounting
- ◆Customer assets increased ¥156.2 billion year on year to ¥1,403.6 billion.

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Highlights of Sony Bank's operating performance (non-consolidated basis) are shown here.

Sony Bank's ordinary revenues increased 28.4% compared with the previous fiscal year, to ¥33.3 billion, as a higher balance of investment assets in line with the bank's business expansion led to an increase mainly in interest income.

Ordinary profit decreased 84.9% compared with the previous fiscal year, to ¥0.4 billion, primarily due to impairment losses on securities, caused by deteriorated market environment.

A net loss of ¥0.7 billion was recorded due to the decrease in ordinary profit as well as an increase in income taxes (deferred).

Overview of Performance: Sony Bank (Non-Consolidated)

Sony Financial Holdings

(Billion yen)	FY07	FY08	vs PY	
Gross operating profit	10.9	**10.8**	-0.0	-0.8%
Net interest income	5.1	**6.6**	+1.5	+30.2%
Net fees and commissions	0.3	**0.3**	-0.0	-21.3%
Net other operating income	5.4	**3.9**	-1.5	-28.3%
Net operating profit	2.8	**0.5**	-2.2	-81.3%

	08.3.31	09.3.31	Change from 08.3.31	
			Amount/Number	%
Customer assets (Billion yen)	1,247.3	**1,403.6**	+156.2	+12.5%
Deposits	1,144.3	**1,326.3**	+181.9	+15.9%
Yen	892.6	**1,044.2**	+151.5	+17.0%
Foreign currency	251.7	**282.1**	+30.3	+12.1%
Investment trusts	102.9	**77.2**	-25.6	-24.9%
Loans	347.0	**477.0**	+130.0	+37.5%
Mortgage loans	338.8	**468.3**	+129.4	+38.2%
Other	8.1	**8.7**	+0.5	+7.3%
Number of accounts (thousand)	610	**723**	+113	+18.6%
Capital adequacy ratio* (domestic criteria)	9.15%	**13.37%**	+ 4.22pt	

* Sony Bank's non-consolidated capital adequacy ratio was calculated based on the standard stipulated by Article 14-2 of the Banking Law of Japan, in accordance with the Financial Services Agency of Japan ("FSA") public ministerial announcement No. 19 of 2006. The capital adequacy ratio as of March 31, 2009, newly adopted the special exception of the standard mentioned above, in accordance with the FSA public ministerial announcement No. 79 of 2008.

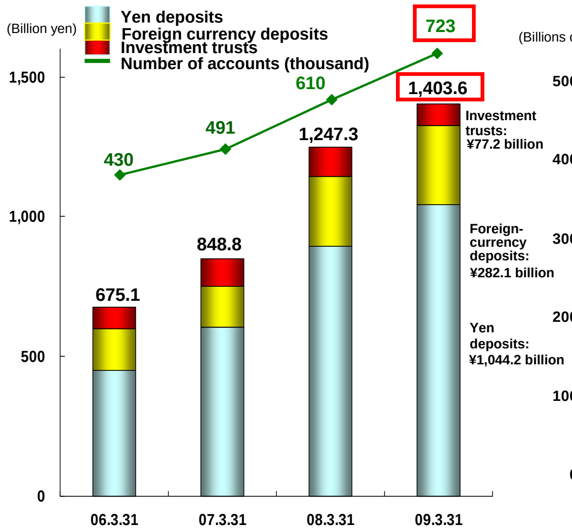
Line item amounts are truncated below ¥100 million. Percentage figures are rounded.

Overview of Sony Bank's performance is shown here.

Sony Bank Operating Performance (1)

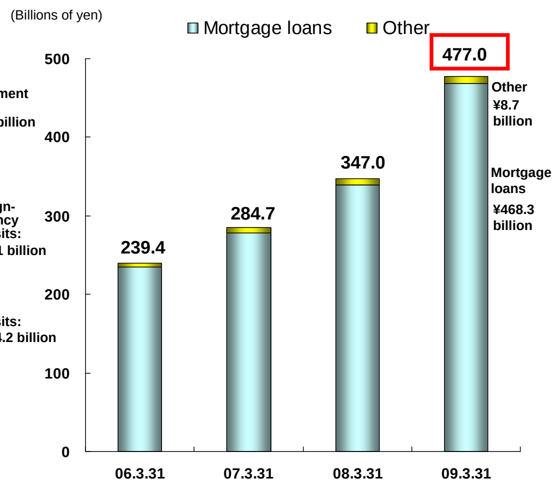
Sony Financial Holdings

Customer Assets (Deposits + Investment Trusts) and Number of Accounts



Amounts are truncated below ¥100 million; numbers of accounts are truncated below 1 thousand.

Loans



Amounts are truncated below ¥100 million.

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(Left-hand graph)

As of March 31, 2009, customer assets (the sum of deposits and investment trusts) grew 12.5%, from March 31, 2008, to ¥1,403.6 billion, primarily due to an increase in yen deposits. As for the breakdown of customer assets as of March 31, 2009, deposits amounted to ¥1,326.3 billion, up 15.9% year on year. Investment trusts were ¥77.2 billion, down 24.9% from March 31, 2008. As of March 31, 2009, the number of accounts was up 113 thousand from March 31, 2008, to 723 thousand accounts.

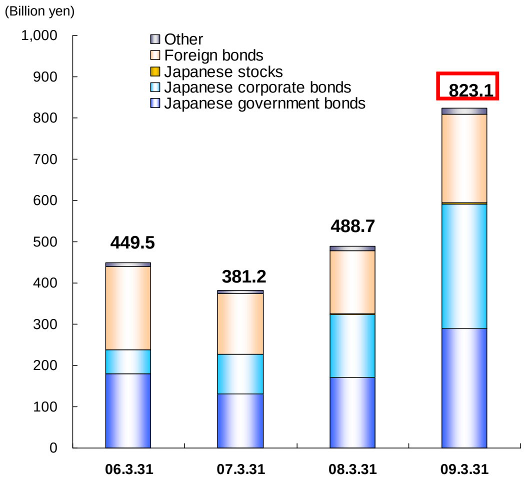
(Right-hand graph)

Loans expanded steadily to ¥477.0 billion, up 37.5%, from March 31, 2008. The majority of loans accounted for mortgage loans, which grew steadily as the graph shows, totaling ¥468.3 billion, up 38.2%.

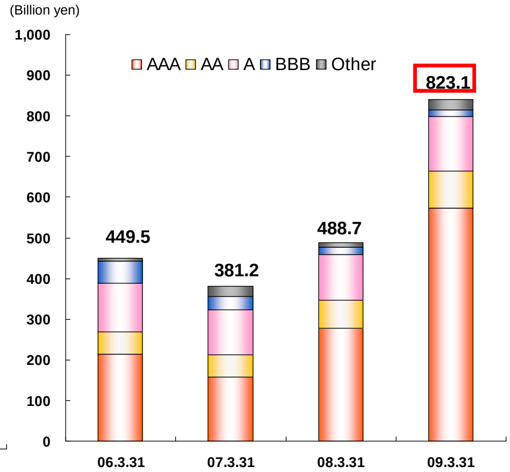
Sony Bank Operating Performance (2)

Sony Financial Holdings

Balance of Securities



Balance of Securities by Credit Ratings



Amounts are truncated below ¥100 million.

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(Left-hand graph)

Investments in marketable securities include investments that are subject to interest rate risk, chiefly Japanese government bonds, and investments that are subject to credit risk, mainly investment-grade corporate bonds. As of March 31, 2009, the balance of securities increased 68.4% year on year to ¥823.1 billion.

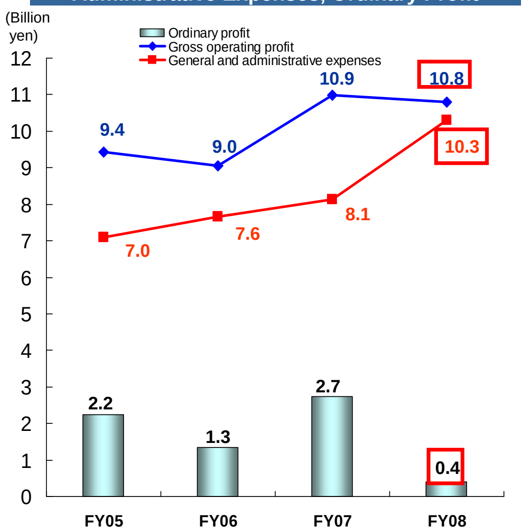
(Right-hand graph)

The right-hand graph shows the breakdown of securities by credit ratings. Sony Bank invests in highly rated bonds, mainly those rated AAA

Sony Bank Operating Performance (3)

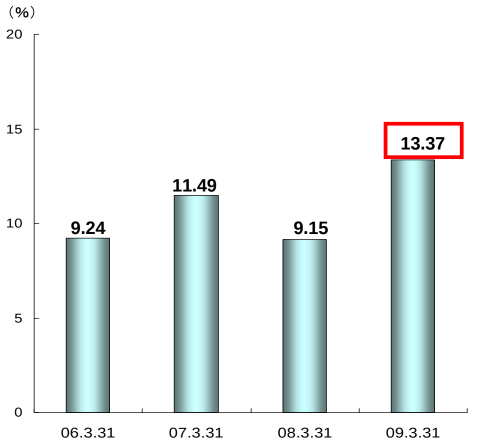
Sony Financial Holdings

Gross Operating Profit, General and Administrative Expenses, Ordinary Profit



Amounts are truncated below ¥100 million.

Non-consolidated Capital Adequacy Ratio (Domestic Criteria)



※During the year ended March 31, 2009, Sony Bank raised its capital by ¥120.0 billion by allocating its shares to Sony Financial Holdings.

* Sony Bank's non-consolidated capital adequacy ratio was calculated based on the standard stipulated by Article 14-2 of the Banking Law of Japan, in accordance with the Financial Services Agency of Japan ("FSA") public ministerial announcement No. 19 of 2006. The capital adequacy ratio as of March 31, 2009, newly adopted the special exception of the standard mentioned above, in accordance with the FSA public ministerial announcement No. 79 of 2008.

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(Left-hand graph)

Looking at profitability, gross operating profit dropped ¥0.09 billion from the previous fiscal year, to ¥10.8 billion, led by a decrease in net other operating income, although interest income increased. The increase in interest income was led by an increase in interest and dividends on securities and an increase in interest on loans as a result of a higher balance of investment assets in line with the bank's business expansion. The decrease in other operating income was due to impairment losses of ¥2.4 billion, caused by decline in market values of securities at fiscal year end.

(Right-hand graph)

As of March 31, 2009, Sony Bank's non-consolidated capital adequacy ratio* (domestic criteria) was 13.37%, up 4.22 percentage points from March 31, 2008. Sony Bank has maintained sound financial base.

The primary reason for the rise was a ¥12.0 billion increase in capital through the allocation of shares to Sony Financial Holdings, and the exclusion of unrealized losses on available-for-sale securities, net of taxes, in calculating the capital adequacy ratio, employing a special exception to the standard stipulated by FSA.

Consolidated Financial Forecast for the Year Ending March 31, 2010

Sony Financial Holdings

(Billions of yen; line item amounts are truncated below ¥100 million; changes are rounded)

	FY08	FY09.1H (Forecast)	FY09 (Forecast)	Change FY09 forecast vs FY08 actual
Consolidated ordinary revenues	860.3	437.0	900.0	+4.6%
Life insurance business	766.2	392.1	808.7	+5.5%
Non-life insurance business	61.8	32.9	65.3	+5.5%
Banking business	33.3	12.7	26.1	- 21.8%
Consolidated ordinary profit	34.2	20.0	46.0	+34.3%
Life insurance business	32.5	19.8	43.5	+33.7%
Non-life insurance business	2.1	0.4	1.2	- 44.9%
Banking business	-0.5	0.3	1.3	—
Consolidated net income	30.7	10.0	24.0	- 21.9%

■**Life insurance business**

Higher ordinary revenues are expected due to an increase of income from insurance premiums, in line with the steady growth of policy amount in force. Higher ordinary profit is expected owing to an improvement in gains and losses from investment.

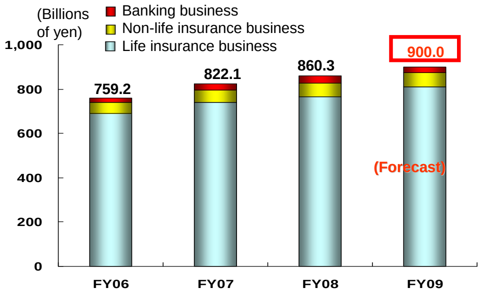
■**Non-life insurance business**

Higher ordinary revenues are expected caused by steady business expansion, mainly in its mainstay automobile insurance. Lower ordinary profit is expected due to a rise in the loss ratio and in the expense ratio resulting from higher system-related expenses.

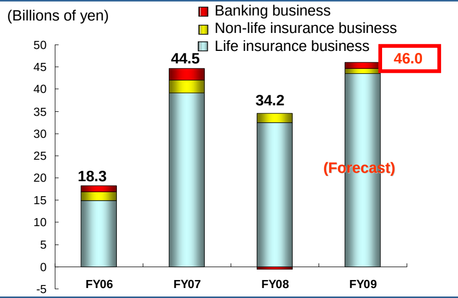
■**Banking business**

Lower ordinary revenues are expected, as interest income is expected to decrease, affected by worldwide reductions in interest rates, although the business is expected to expand in line with a growing balance of deposits and loans. Higher ordinary profit is expected resulting from a growth in gross operating profit due to a decrease in interest expenses.

Consolidated Ordinary Revenues



Consolidated Ordinary Profit



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Here is the consolidated financial forecast for the fiscal year ending March 31, 2010.

For the year ending March 31, 2010, we expect consolidated ordinary revenues to grow, backed by the steady business expansion in all the businesses.

We expect consolidated ordinary profit to grow stably.

However, net income is expected to decline due to an expected absence of the reversal of the reserve for price fluctuations in the life insurance business, which we experienced in the year ended March 31, 2009.

Appendix

Appendix

Sony Life's Breakdown of Net Assets

Sony Financial Holdings

Net Assets on BS, Adjusted Net Assets and Solvency Margin

(Billion yen)	1. Net Assets on BS		2. Adjusted Net Assets		3. Solvency Margin		Reference
	08.3.31	**09.3.31**	08.3.31	**09.3.31**	08.3.31	**09.3.31**	
Total stockholders' equity	101.4	138.1	101.4	138.1	94.4	131.1	3. After estimated distributed income deducted
Net unrealized gains on other securities, net of taxes	82.7	4.0	82.7	4.0	-	-	
Net unrealized gains/ losses on available-for-sale securities	-	-	-	-	116.7	17.6	3. Amount before tax X 90%
Land revaluation, net of taxes	-1.4	-1.4	-1.4	-1.4	-	-	
Reserve for price fluctuations	-	-	24.0	3.6	24.0	3.6	
Contingency reserve	-	-	61.8	45.4	61.8	45.4	
Reserve for possible loan losses	-	-	-	-	0.0	0.0	
Net unrealized gains on real estate	-	-	6.8	6.5	5.1	4.8	2. Before tax (After revaluation) 3. Amount before tax (Before revaluation) X 85%
Excess of the amount equivalent to policy reserve under Zillmer method	-	-	287.3	302.2	287.3	302.2	
Unalloted portion of reserve for policyholders' dividends	-	-	2.3	0.3	2.3	0.3	
Future profit	-	-	-	-	0.7		
Deferred tax assets	-	-	-	-	11.3	25.7	
Net unrealized gains/ losses on held-to-maturity bonds	-	-	-	26.7	-		2. Before tax
Deferred tax liabilities for available-for-sale securities	-	-	46.9	6.9	-	-	
Total	**182.6**	**140.7**	**612.0**	**532.6**	**604.0**	**531.3**	

Line item amounts are truncated below ¥100 million.

Sony Life's Breakdown of Net Assets

Sony Life's Breakdown of Impairment Losses

Sony Financial Holdings

Breakdown of Impairment Losses on Securities

(Billion yen)

	FY07 (full year)	FY08.1Q	FY08.2Q	FY08.3Q	FY08.4Q	FY08 (full year)
Japanese government and corporate bonds	0.1	0.3	0.2	5.0	20.1	25.7
(CBs)	0.1	0.3	0.2	5.0	20.1	25.7
Japanese Stocks	9.7	0.4	2.7	13.7	0.6	17.5
Foreign securities	–	–	0.3	0.5	0.2	1.1
(Foreign government and corporate bonds)	–	–	0.3	0.5	0.2	1.1
(Foreign stocks)	–	–	–	–	–	–
Other securities	–	–	–	–	0.3	0.3
Total	**9.8**	**0.7**	**3.3**	**19.3**	**21.4**	**44.9**

Note: Sony Life Insurance Co., Ltd. principally records impairment losses on available-for-sale securities when their fair market values as of the end of the accounting period are down by 30% or more from their acquisition cost.

Line item amounts are truncated below ¥100 million.

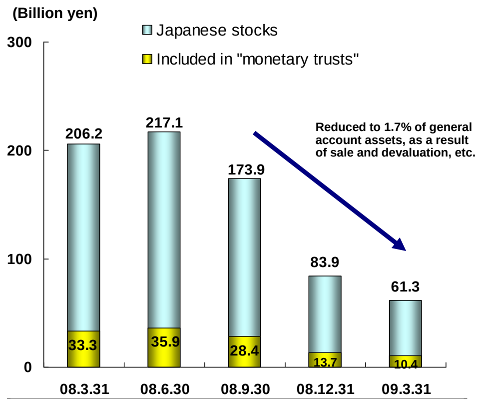
Sony Life's Breakdown of Impairment Losses

Sony Life's Portfolio Changes in General Account Assets (1)

Sony Financial Holdings

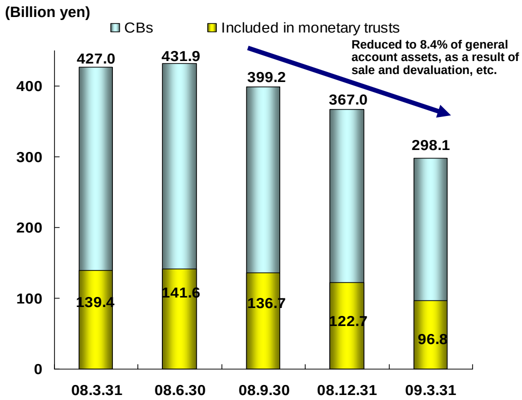
■Reduced equity assets, including Japanese stocks & CBs for FY08

Japanese Stocks in General Account



FY08	1Q	2Q	3Q	4Q
Impairment losses	0.4	2.7	13.7	0.6
Included in monetary trusts	0.0	0.8	3.3	0.1

CBs in General Account



FY08	1Q	2Q	3Q	4Q
Impairment losses	0.3	0.2	5.0	20.1
Included in monetary trusts	0.1	—	1.6	6.3

Line item amounts are truncated below ¥100 million. Each of impairment losses is on quarterly basis.

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Sony Life's Portfolio Changes in General Account Assets(1)

Sony Life's Portfolio Changes in General Account Assets (2)

Sony Financial Holdings

Market Value Information on Securities

- Reduced equity assets (stocks and convertible bonds) within other securities over the past year. Accumulated ultralong-term bonds to be held to maturity
- Lengthened average bond duration from 8.7 years to 13.6 years
- Decreased trading-purpose securities

●**Fair value information on securities with market value (except trading-purpose securities)*** **(Billion yen)**

Category	08.3.31			08.6.30			08.9.30			08.12.31			09.3.31		
	Carrying value before mark-to-market	Fair Value	Net unrealized gains/losses	Carrying value before mark-to-market	Fair Value	Net unrealized gains/losses	Carrying value before mark-to-market	Fair Value	Net unrealized gains/losses	Carrying value before mark-to-market	Fair Value	Net unrealized gains/losses	Carrying value before mark-to-market	Fair Value	Net unrealized gains/losses
Held-to-maturity securities	-	-	-	13.7	14.0	0.2	265.1	268.0	2.9	762.0	831.6	69.5	1,399.0	1,425.7	26.7
Available-for-sale securities	2,724.9	2,852.8	127.8	2,806.0	2,895.9	89.8	2,605.1	2,638.1	33.0	2,042.7	2,098.7	56.0	1,675.5	1,699.7	24.2
Domestic bonds	2,379.9	2,463.4	83.4	2,462.5	2,491.2	28.6	2,268.5	2,287.5	19.0	1,867.1	1,925.9	58.8	1,546.9	1,573.9	26.9
(CBs)	380.9	390.2	9.2	387.3	395.8	8.4	382.2	362.7	-19.5	359.6	336.9	-22.6	297.7	276.5	-21.2
Domestic stocks	152.9	203.8	50.8	149.9	213.1	63.2	145.4	169.6	24.1	76.6	80.0	3.3	56.9	58.3	1.4
Foreign securities	184.9	175.4	-9.5	186.3	180.5	-5.8	183.7	171.5	-12.1	91.5	85.3	-6.1	64.2	60.5	-3.6
Other securities	7.1	10.1	3.0	7.1	10.9	3.8	7.4	9.3	1.9	7.4	7.4	-0.0	7.4	6.8	-0.5
Total	2,724.9	2,852.8	127.8	2,819.7	2,909.9	90.1	2,870.3	2,906.2	35.9	2,804.8	2,930.4	125.5	3,074.5	3,125.4	50.9

*Amounts above include those categorized in "monetary trusts".

●**Valuation gains/losses of trading-purpose securities**

08.3.31		08.6.30		08.9.31		08.12.31		09.3.31	
BS amount	Net valuation gains/losses	BS amount	Net valuation gains/losses	BS amount	Net valuation gains/losses	BS amount	Net valuation gains/losses	BS amount	Net valuation gains/losses
43.8	-3.0	48.4	−0.0	44.8	-2.4	33.7	-3.1	22.8	-4.3

Line item amounts are truncated below ¥100 million.

Sony Life's Portfolio Changes in General Account Assets(2)

Sony Life's Changes in Solvency Margin Ratio

Sony Financial Holdings

- Decreased asset management risk by reducing equity assets and purchasing ultralong-term bonds to be held to maturity
- Lower net unrealized gains on other securities within total solvency margin resulted from falling stock prices
- Reversed provision for reserves in fiscal 2008

(Billion yen)

Category	08.3.31	08.6.30	08.9.30	08.12.31	09.3.31
Total solvency margin (A)	604.0	597.6	556.4	567.3	531.3
Net assets (less certain items)	94.4	110.9	115.2	126.5	131.1
Reserve for price fluctuaions	24.0	24.5	24.6	16.0	3.6
Contingency reserve	61.8	62.5	63.2	45.0	45.4
Reserve for possible loan losses	0.0	0.0	0.0	0.0	0.0
Net unrealized gains on other securities (before taxes) multiplied by 90% if gains or 100% if losses	116.7	83.0	30.4	47.0	17.6
Net unrealized gains on real estate multiplied by 85% if gains or 100% if losses	5.1	5.1	5.1	5.2	4.8
Excess of the amount equivalent to policy reserve under Zillmer method	287.3	291.9	296.3	299.4	302.2
Unalloted portion of reserve for policyholders' dividends	2.3	3.2	2.9	3.2	0.3
Future profits	0.7	0.7	0.7	0.7	-
Deferred tax assets	11.3	15.3	17.5	23.9	25.7
Subordinated debt	-	-	-	-	-
Deductible items	-	-	-	-	-
Total risk $\sqrt{(R_1+R_8)^2+(R_2+R_3+R_7)^2}+R_4$ (B)	69.1	70.9	66.8	56.8	51.5
Insurance risk R1	17.9	18.1	18.2	18.5	18.5
Third-sector insurance risk R8	6.9	7.0	7.0	7.1	7.0
Assumed interest rate risk R2	11.0	11.1	11.2	11.2	11.2
Asset management risk R3	45.3	46.8	42.0	30.8	24.6
Business management risk R4	1.7	1.7	1.7	1.4	1.3
Minimum guarantee risk R7	6.1	6.3	6.7	7.0	7.2
Solvency margin ratio (A)/(1/2×(B))×100	1,747.9%	1,685.6%	1,665.4%	1,995.0%	2,060.5%

Line item amounts are truncated below ¥100 million.

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Sony Life's Changes in Solvency Margin Ratio

Sony Life's Fundamental Investment Policies for FY09

Sony Financial Holdings

- Responding to the conversion to solvency margin standards based on MCEV and economic value, continue to invest in ultralong-term bonds from an ALM perspective.
- Invest prudently in equity and alternative assets.

Japanese government and corporate bonds	● Continue purchasing primarily ultralong-term bonds ●Reduce remaining convertible bonds through redemption and sales
Stocks	● No change from the end of fiscal 2008 (reduction of remaining balance completed in fiscal 2008) ● Improve portfolio quality by replacing existing holdings for other issues
Foreign securities	● Foreign bonds to remain unchanged ● No plans to purchase foreign stocks
Alternative investments	● Real estate investment to remain unchanged ● Private equity fund investments to remain unchanged

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Sony Life's Fundamental Investment Policies for FY09

Recent Topics

Sony Financial Holdings

Sony Bank's Mortgage Loans through Sony Life

Approx. 30% of the amount of new mortgage loans accounts for the sales through Sony Life

Sony Life ⇔ Sony Bank

•Sony Life started handling banking agency business in Jan. 2008.

Sony Assurance's Auto Insurance Sold by Sony Life

Approx. 6% of the new automobile policies accounts for the sales through Sony Life

Sony Life ⇔ Sony Assurance

*Sony Life started handling automobile insurance in May 2001.

Recent topics

2008-4-23	SFH injected ¥6.0 billion of capital to Sony Bank
2008-5-12	Sony Bank started foreign exchange margin transactions
2008-5-23	SFH accepted allocation of shares of Sony Life
2008-8-1	Seven Bank started conducting banking agency business for Sony Bank
2008-10-1	SFH announce to obtain AA- issuer ratings from Rating & Investment Information, Inc. (R&I)
	Sony Life opened Beijing representative office
2008-10-2	Sony Life started selling a level premium term life insurance plan and rider with no surrender value
2008-10-14	Sony Bank obtained AA- long-term senior debt rating from Japan Credit Rating Agency, Ltd.
2008-10-29	Sony Bank started handling credit cards with dual-currency settlement function
2008-11-12	SFH injected ¥6.0 billion of capital to Sony Bank
2008-11-28	Sony Life disclosed Market Consistent Embedded Value (MCEV) as of March 31, 2008
2008-12-end	Sony Assurance's number of automobile insurance policies in force surpassed 1 million
2009-1-19	Sony Assurance started offering pet insurance
2009-4-2	Sony Life commenced sales of cancer hospitalization insurance, advanced medical treatment rider and hospitalization surgical benefits rider
2009-4-10	SFH announced a shelf registration arrangement for corporate bond issues

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Recent topics

Sony Financial Holdings

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