

## **Presentation Materials**

# **Consolidated Financial Results for the Three Months Ended June 30, 2009**

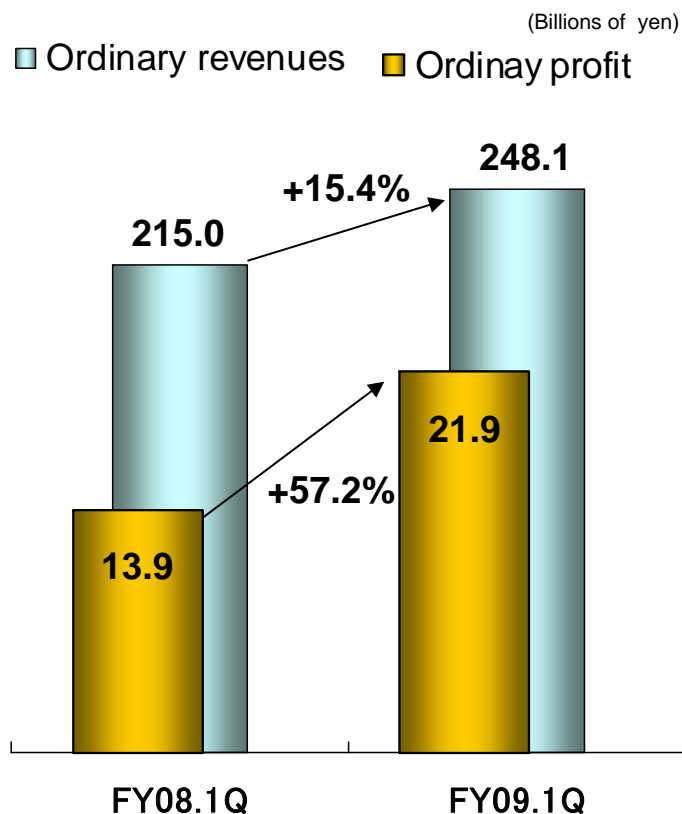
**Sony Financial Holdings Inc.  
August 11, 2009**



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# Highlights of Consolidated Operating Performance for the Three Months Ended June 30, 2009



		FY08.1Q	FY09.1Q	Change	
		(Billions of yen)			
Life insurance business	Ordinary revenues	190.9	223.2	+32.3	+16.9%
	Ordinary profit	12.3	20.7	+8.3	+67.5%
Non-life insurance business	Ordinary revenues	15.7	17.4	+1.7	+11.3%
	Ordinary profit	0.4	0.9	+0.4	+91.5%
Banking business	Ordinary revenues	8.6	7.6	-0.9	-11.0%
	Ordinary profit	10	0.2	-0.7	-75.7%
Corporate and elimination	Ordinary revenues	-0.2	-0.3	-0.0	—
	Ordinary profit	0.0	0.0	-0.0	-50.7%
Consolidated	Ordinary Revenues	215.0	248.1	+330	+15.4%
	Ordinary profit	13.9	21.9	+7.9	+57.2%
	Net income	7.8	12.5	+4.6	+59.7%

		08.6.30	09.3.31	09.6.30	Change from 09.3.31	
		(Billions of yen)				
Consolidated	Total assets	5,130.8	5,313.6	5,452.7	+139.0	+2.6%
	Net assets	237.4	204.8	231.1	+26.2	+12.8%

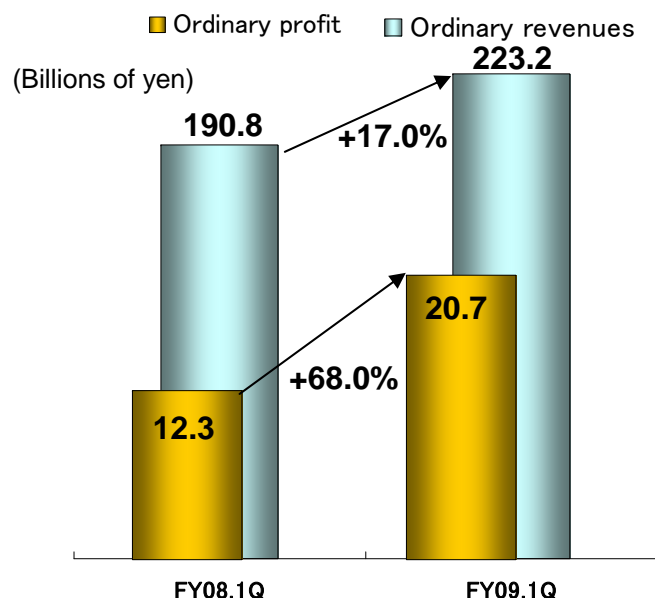
Line item amounts are truncated below ¥100 million; percentage change figures are rounded.

# Highlights of Consolidated Operating Performance for the Three Months Ended June 30, 2009



- **Life insurance:** Ordinary revenues increased year on year, due to higher income from insurance premiums associated with an increased policy amount in force, as well as increases in investment income boosted by a relatively favorable financial market environment. Ordinary profit rose due to increased insurance premiums, reversal of the policy reserve for minimum guarantee for variable life insurance and higher gains from investment, net, on general account assets.
- **Non-life insurance:** Ordinary revenues and ordinary profit increased year on year, owing mainly to increases in net premiums written, reflecting a growing number of its mainstay automobile insurance policies and a decline in the net expense ratio.
- **Banking business:** Ordinary revenues and ordinary profit decreased year on year, owing mainly to decreases in net other operating income, a part of which offset increases in net interest income, bolstered primarily by the growing loan business.
- **Consolidated ordinary revenues, ordinary profit, and net income** grew year on year, amounted to ¥248.1 billion, up 15.4%; ¥21.9 billion, up 57.2%; and ¥12.5 billion, up 59.7%, respectively.

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



## Sony Life PL

- ◆ Ordinary revenues and ordinary profit increased year on year.
- ◆ Income from insurance premiums Increased due to an increased policy amount in force.
- ◆ Gains from investment, net, rose in a relatively favorable financial market environment.

## BS

- ◆ Total net assets grew, owing to increases in net income and improved net unrealized gains on other securities, boosted by a relatively favorable financial market environment.
- ◆ Securities increased primarily in ultralong-term bonds.

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

(Billions of yen)	FY08.1Q	FY09.1Q	Change	
<b>Ordinary revenues</b>	190.8	223.2	+32.3	+17.0%
Income from insurance premiums	162.5	165.9	+3.3	+2.1%
Investment income	27.5	56.5	+28.9	+105.3%
Interest income and dividends	12.7	15.7	+2.9	+23.3%
Gains on sale of securities	2.9	6.6	+3.6	+121.1%
Gains on separate accounts, net	7.2	28.8	+21.5	+296.4%
<b>Ordinary expenses</b>	178.5	202.4	+239	+13.4%
Insurance claims and other payments	60.9	66.8	+5.9	+9.7%
Provision for policy reserve and others	89.4	103.2	+13.7	+15.4%
Investment expenses	2.6	6.2	+3.5	+133.7%
Losses on sale of securities	0.0	3.6	+3.5	+8,463.0%
Devaluation losses on securities	0.4	—	-0.4	-100.0%
Operating expenses	22.7	23.1	+0.3	+1.5%
<b>Ordinary profit</b>	12.3	20.7	+8.3	+68.0%
<b>Net income</b>	7.0	11.8	+4.7	+68.3%

(Billions of yen)	08.6.30	09.3.31	09.6.30	Change from 09.3.31	
<b>Securities</b>	2,428.3	2,819.6	2,958.4	+138.7	+4.9%
<b>Policy reserve</b>	3,462.6	3,592.3	3,694.8	+102.4	+2.9%
<b>Total net assets</b>	168.7	140.7	158.8	+18.0	+12.8%
Net unrealized gains/losses on other securities	58.8	4.0	17.2	+13.2	+330.3%
<b>Total assets</b>	3,724.5	3,810.9	3,918.9	+108.0	+2.8%
Separate account assets	336.8	275.1	312.9	+37.8	+13.7%

# Overview of Performance: Sony Life (Non-Consolidated)



(Billions of yen)	FY08.1Q	FY09.1Q	Change	(Reasons for changes)
New policy amount*1	1,004.2	932.2	-7.2%	◆ Declined due mainly to a decline in sales of variable life insurance
Annualized premiums from new policies*1	16.2	16.0	-1.2%	◆ Decreased slightly due to a decline in sales of variable life insurance, partially offset by increases in the third sector, including favorable sales of cancer hospitalization insurance, launched in April 2009
Of which, third-sector products	3.5	3.9	+13.3%	
Lapse and surrender amount*1,*2	499.7	543.2	+8.7%	◆ Increased for higher lapses in variable life insurance and its term riders
Lapse and surrender rate*1,*2	1.59%	1.67%	+0.08pt	◆ Increased owing to higher gains on sale of securities in line with a shift to investing in ultralong-term bonds from bonds with a short term to maturity, boosted by a relatively favorable financial market environment, as well as increased interest income and dividends
Gains from investment, net (General account)	17.5	21.4	+21.8%	
Core profit	9.3	16.5	+76.8%	◆ Increased by increased interest income and dividends in line with a shift to investing ultralong-term bonds and higher income from insurance premiums
Negative spread	6.1	4.5	-26.2%	

	08.6.30	09.3.31	09.6.30	Change from 08.6.30		(Reasons for changes)
				Amount	%	
Policy amount in force*1	31,832.2	32,517.6	32,720.8	+888.6	+2.8%	◆ Decreased due to increased interest income and dividends
Annualized premiums from insurance in force*1	536.0	547.8	552.8	+16.7	+3.1%	
Of which, third-sector products	123.6	126.6	128.3	+4.7	+3.8%	
Solvency margin ratio	1,685.6%	2,060.5%	2,264.3%	Change from 09.3.31 up 203.8pts		◆ Rose owing to increased net unrealized gains on other securities

Notes:

\*1 Figures for new policy amount, annualized premiums from new policies, lapse and surrender rate, policy amount in force and annualized premiums from insurance in force are calculated as the total of individual life insurance and individual annuities.

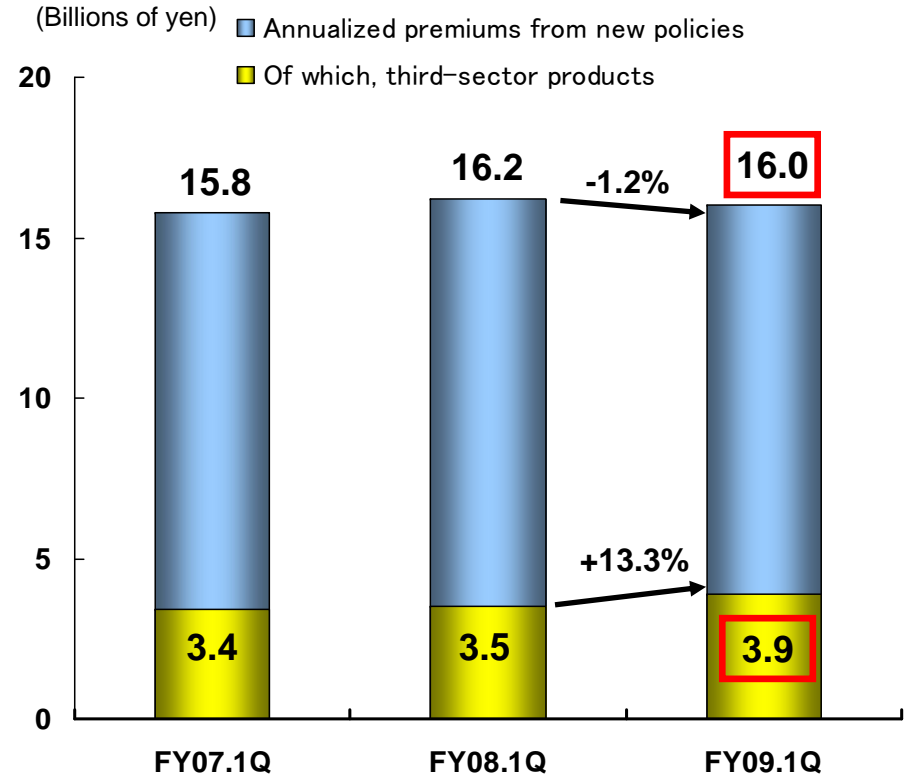
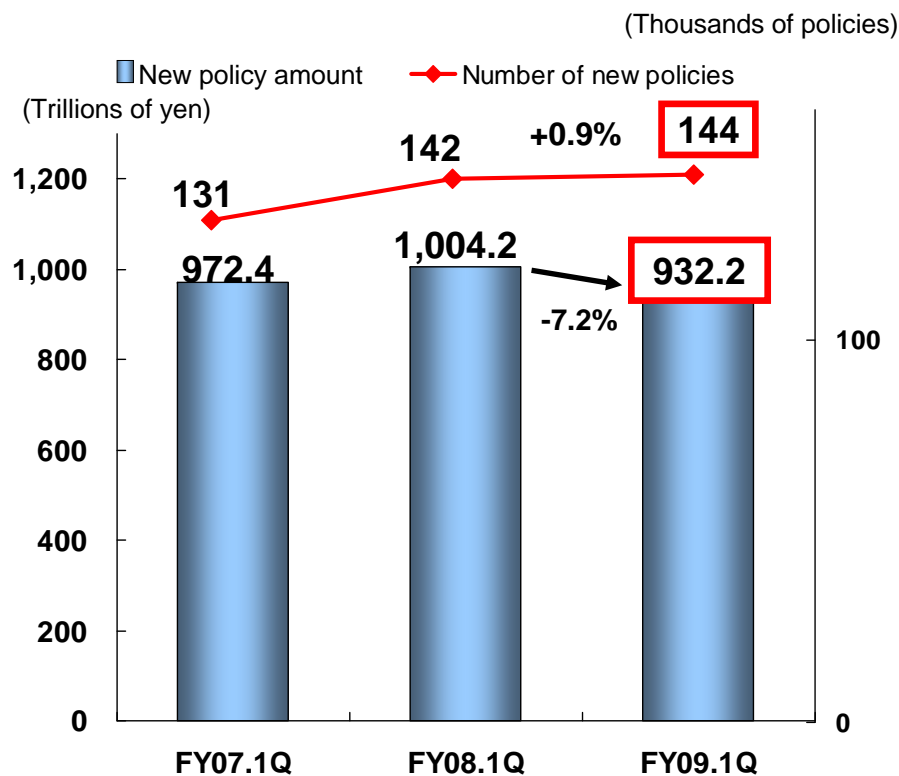
\*2 The lapse and surrender rate is calculated without offsetting policies that are reinstated.

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

# Sony Life Operating Performance (1)

## New Policy Amount (Individual Life Insurance + Individual Annuities)

## Annualized Premiums from New Policies (Individual Life Insurance + Individual Annuities)



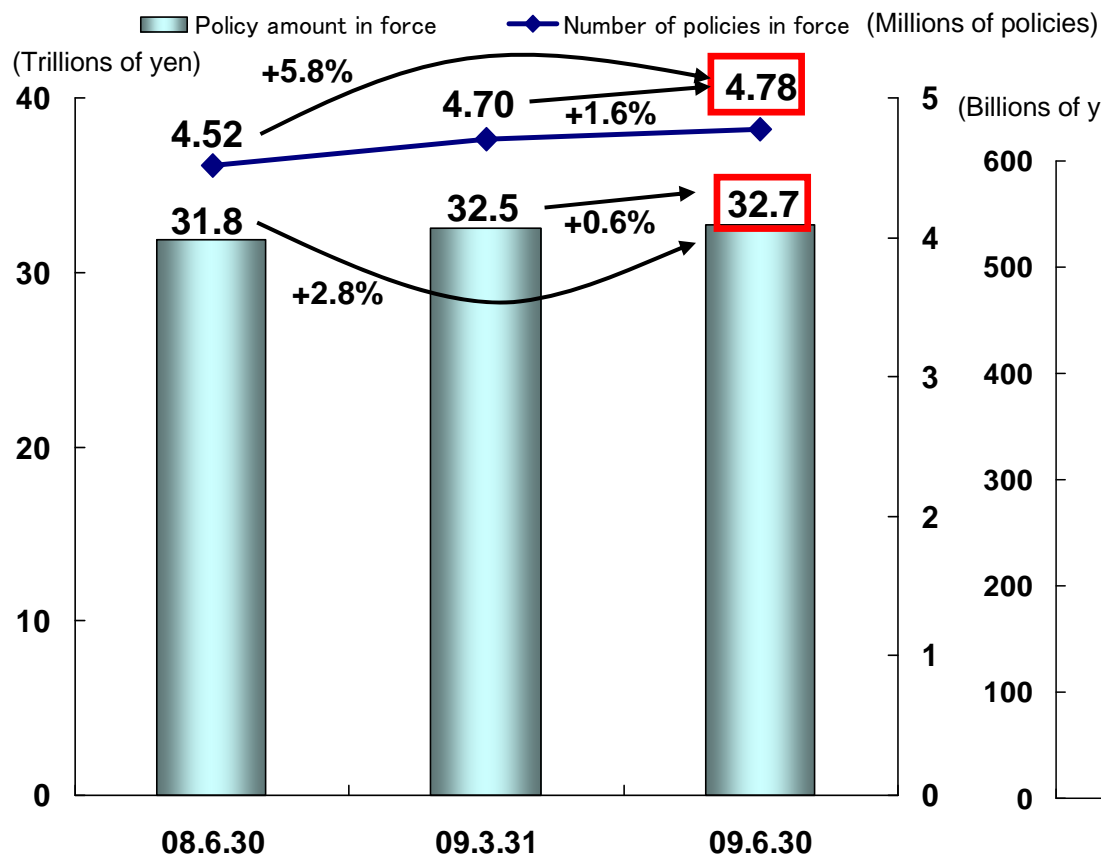
Line item amounts are truncated below ¥100 million; numbers of policies are truncated below 1,000 policies; percentage change figures are rounded.

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

# Sony Life Operating Performance (2)

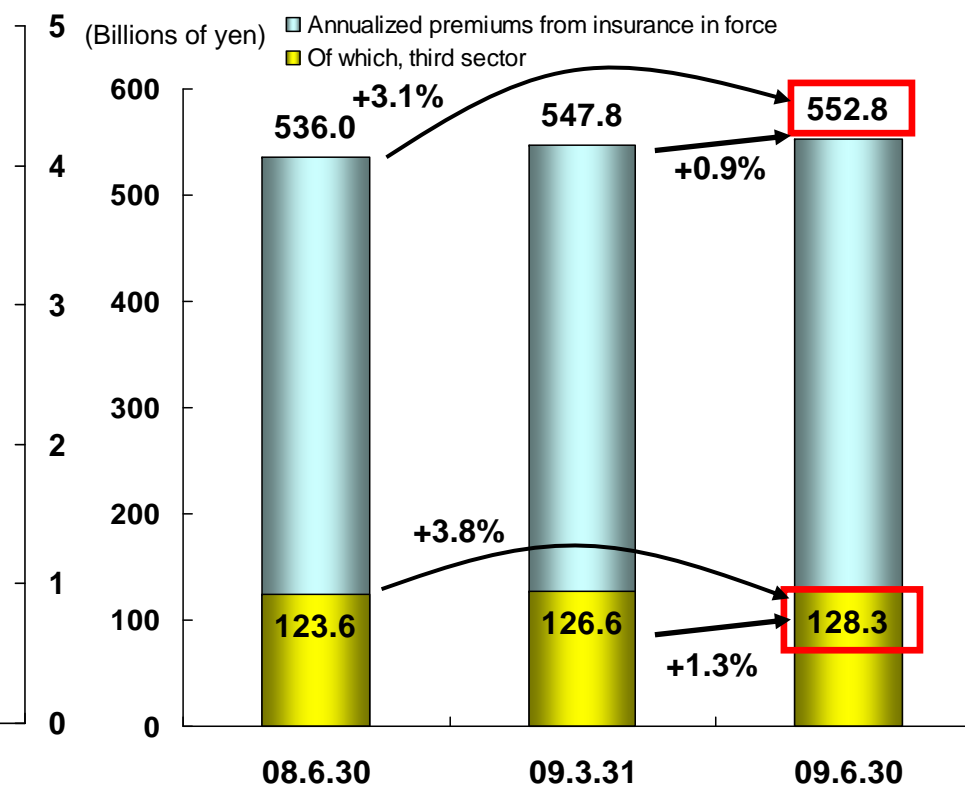


## Policy Amount in Force (Individual Life Insurance + Individual Annuities)



Line item amounts are truncated below ¥100 billion; numbers of policies are truncated below 10,000 policies; percentage change figures are rounded.

## Annualized Premiums from Insurance in Force (Individual Life Insurance + Individual Annuities)

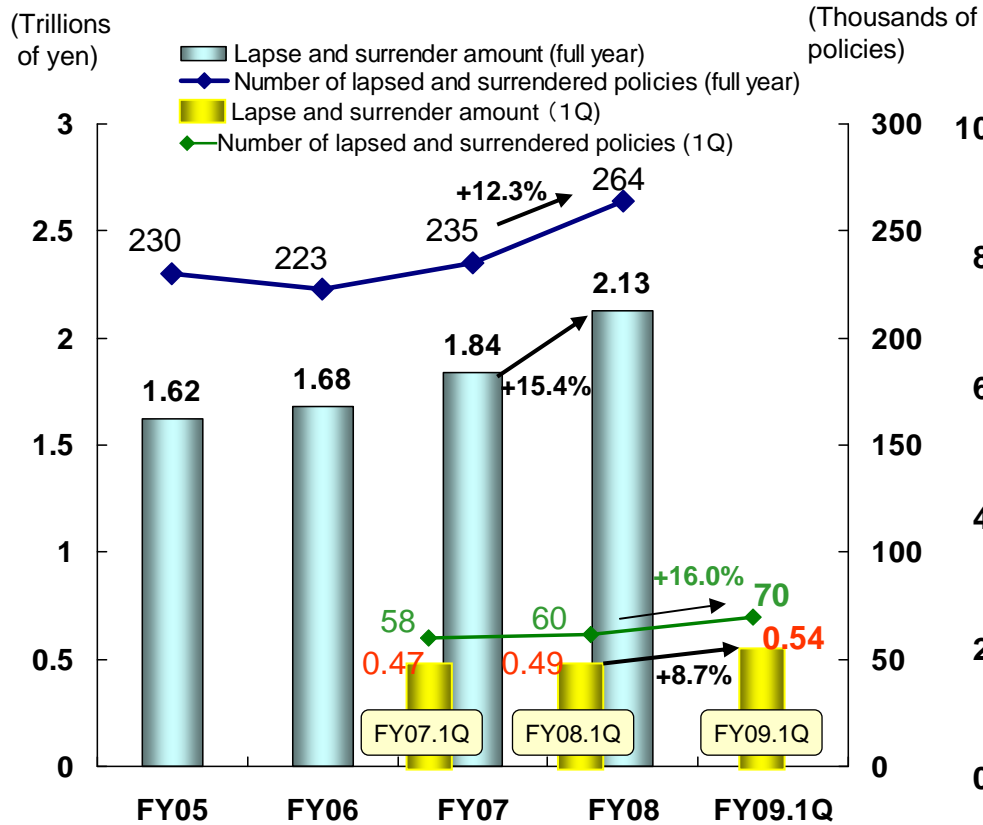


Line item amounts are truncated below ¥100 million; percentage figures are rounded

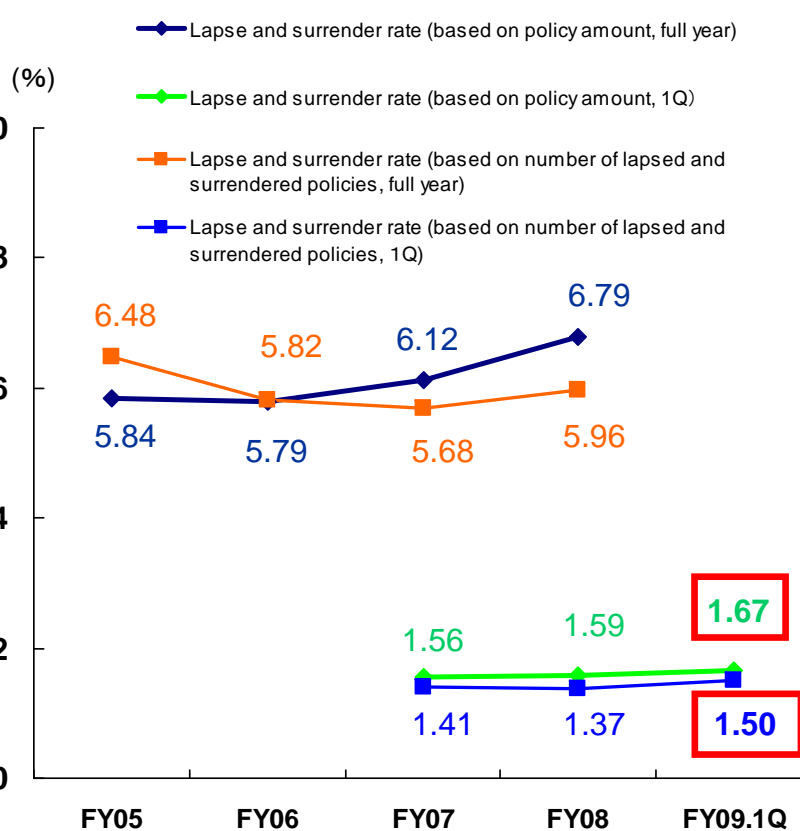


# Sony Life Operating Performance (3)

## Lapse and Surrender Amount\* Number of Lapsed and Surrendered Policies (Individual Life Insurance + Individual Annuities) <Full Year and 1Q>



## Lapse and Surrender Rate\* (Individual Life Insurance + Individual Annuities) <Full Year and 1Q>



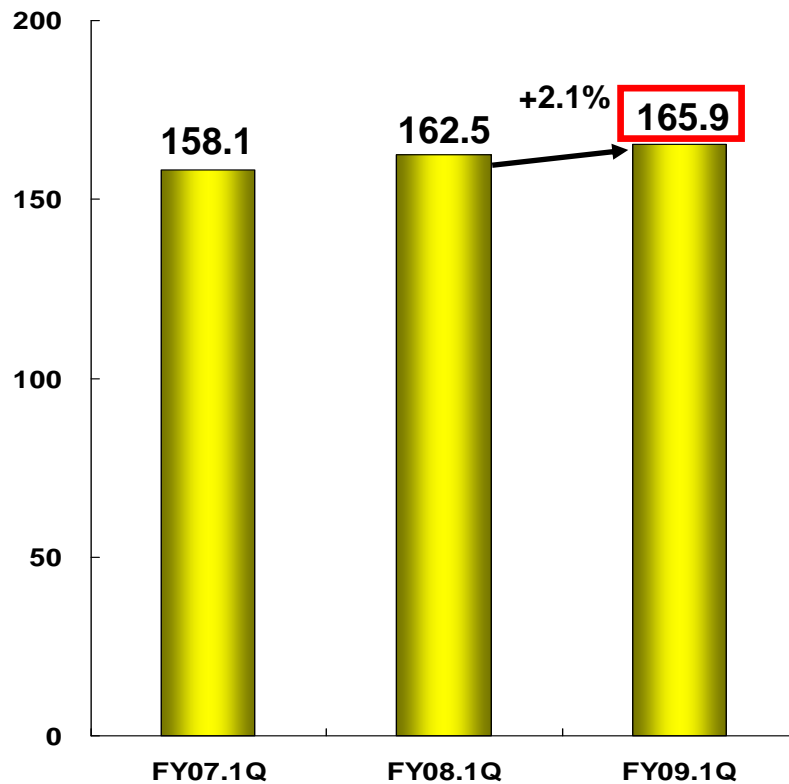
Line item amounts are truncated below ¥10 billion; numbers of policies are truncated below 1,000 policies; percentage change figures are rounded.

\*Figures for lapse and surrender amounts, numbers of lapsed and surrendered policies, and lapse and surrender rates are calculated without offsetting policies that are reinstated.

# Sony Life Operating Performance (4)

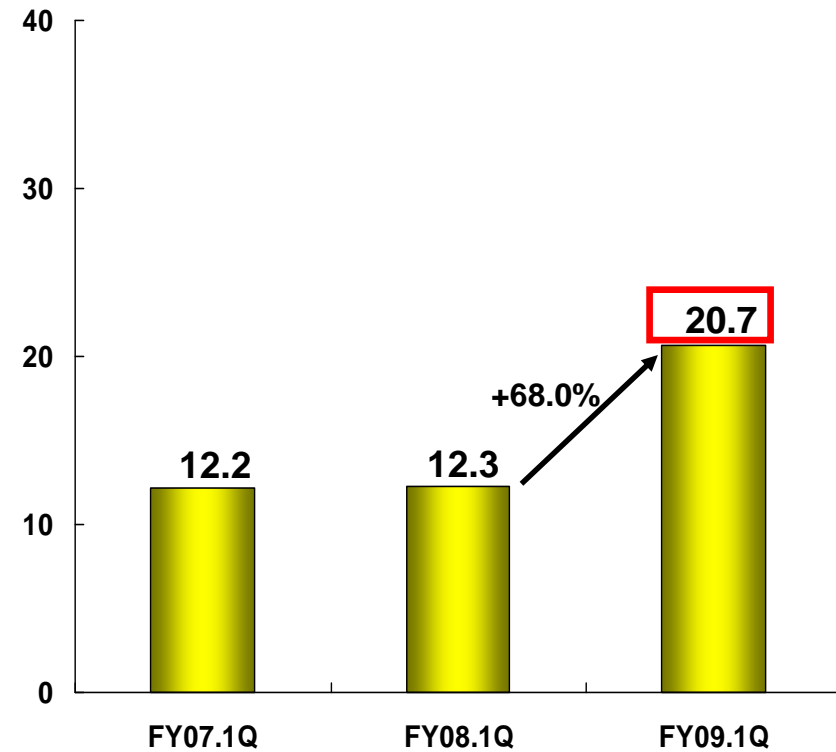
## Income from Insurance Premiums

(Billions of yen)



## Ordinary Profit

(Billions of yen)



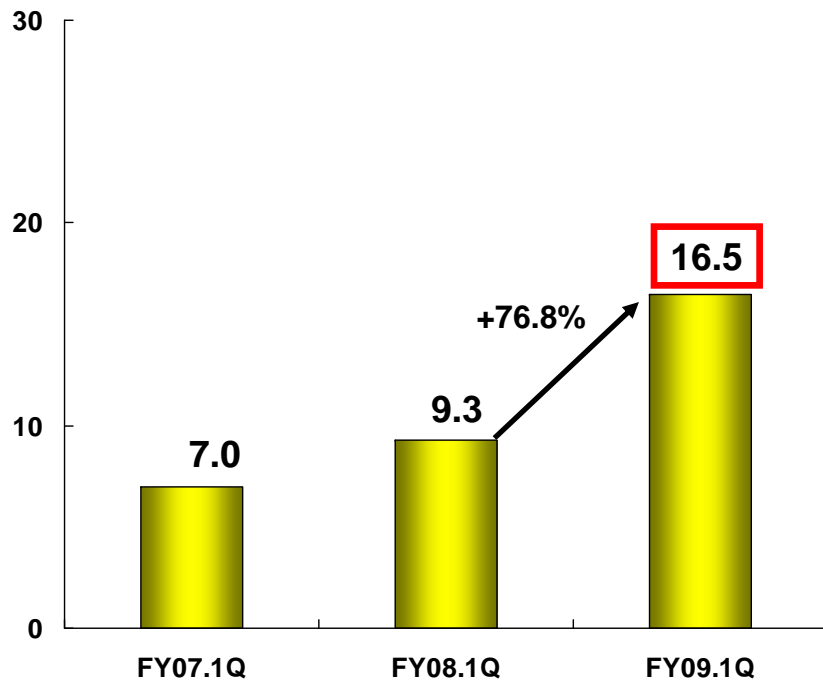
Line item amounts are truncated below ¥100 million; percentage change figures are rounded.

# Sony Life Operating Performance (5)

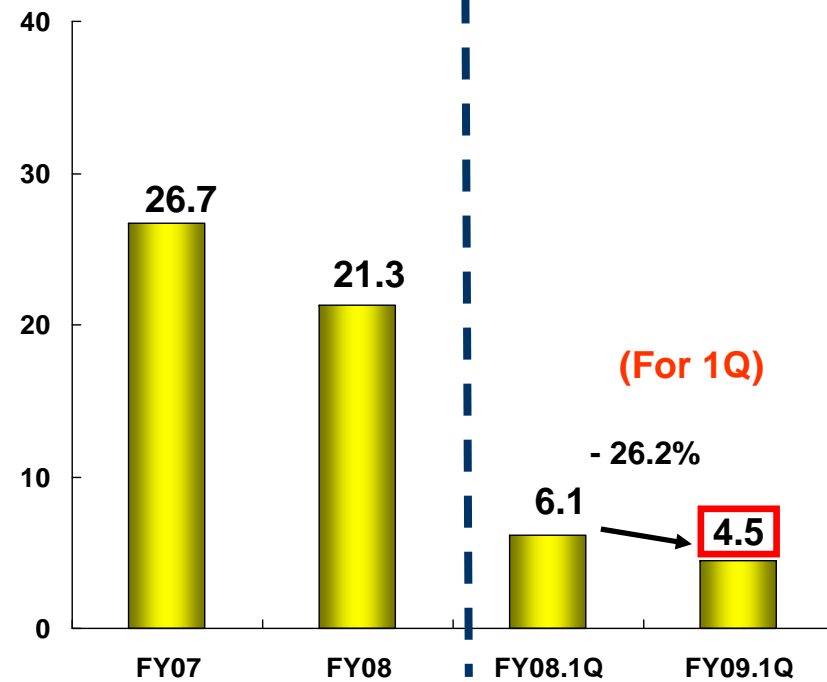
## Core Profit

## Negative Spread

(Billions of yen)



(Billions of yen)



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

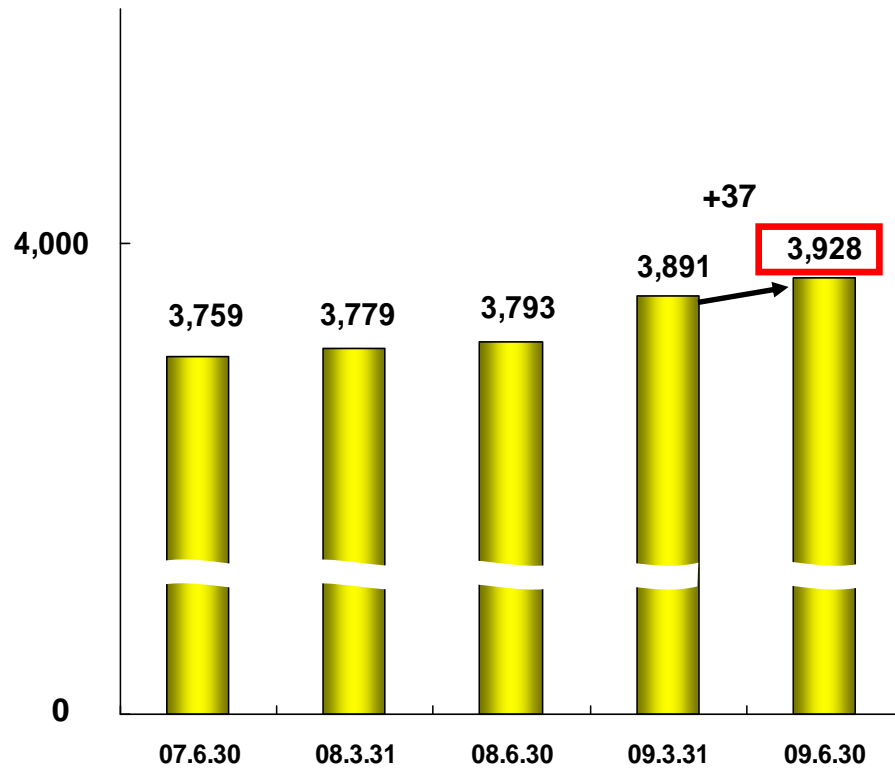
# Sony Life Operating Performance (6)



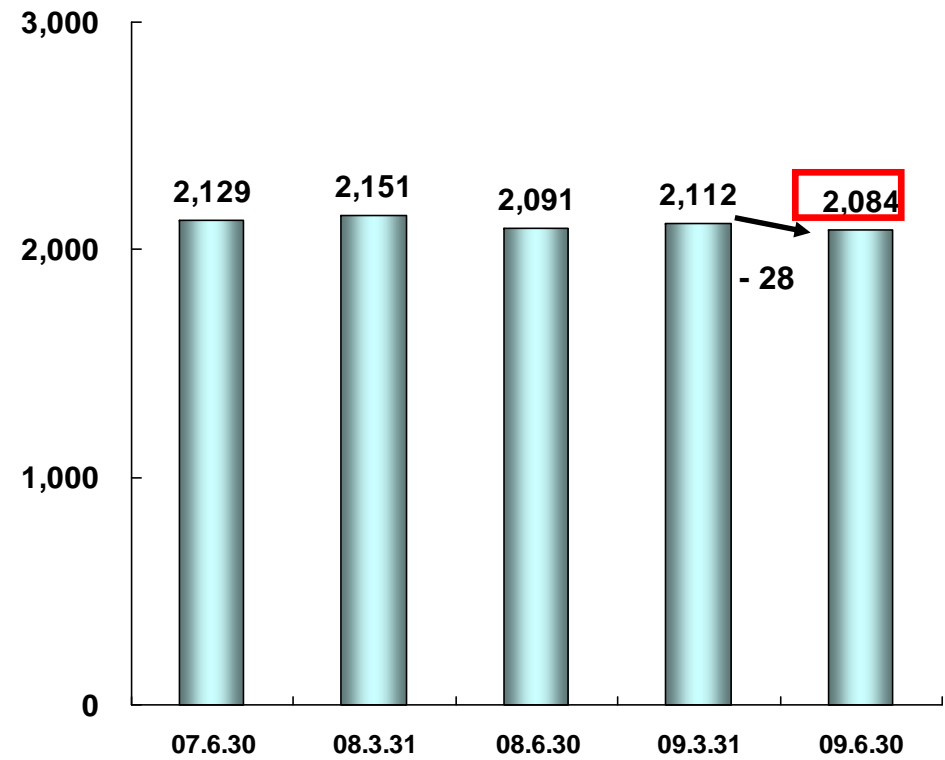
## Number of Lifeplanner Sales Employees

## Number of Independent Agents

(Employees)

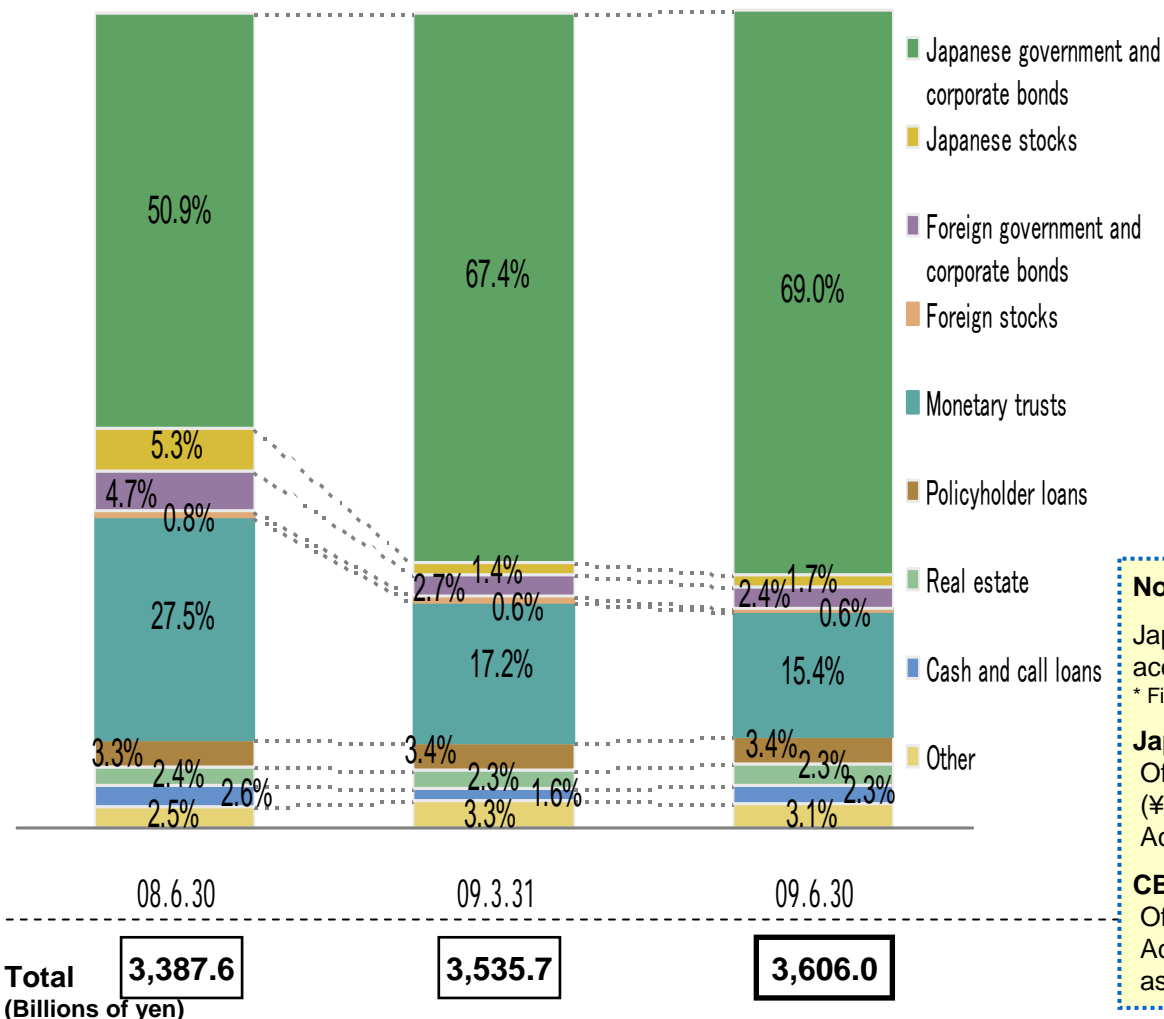


(Agents)



# Sony Life Operating Performance (7)

## Breakdown of General Account Assets



### Fiscal 2009 1Q Asset Management Review

#### Assets

- **Japanese government and corporate bonds:** Accumulated ultralong-term bonds to be held to maturity. Decreased remainder of convertible bonds through sale and redemption.
- **Japanese stocks:** Balance essentially unchanged.

#### Income and Gains/Losses on BS/PL

- **Interest income and dividends (PL):** Increased as a result of the accumulation of ultralong-term bonds.
- **Unrealized gains/losses on other securities (BS):** Improved through increases in stock prices.

#### Notes:

Japanese stocks and convertible bonds (CBs) in general account assets as of June 30, 2009 were as follows:

\* Figures in parentheses, ( ), are as of June 30, 2008.

#### Japanese stocks: ¥72.4 billion (¥217.1 billion)

Of which, Japanese stocks in monetary trusts: ¥12.5 billion (¥35.9 billion)  
Accounting for 2.0% (6.4%) of total general account assets.

#### CBs: ¥206.8 billion (¥431.9 billion)

Of which, CBs in monetary trusts: ¥58.7 billion (¥141.6 billion)  
Accounting for 5.7% (12.8%) of total general account assets.

# Sony Life Operating Performance (8)

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

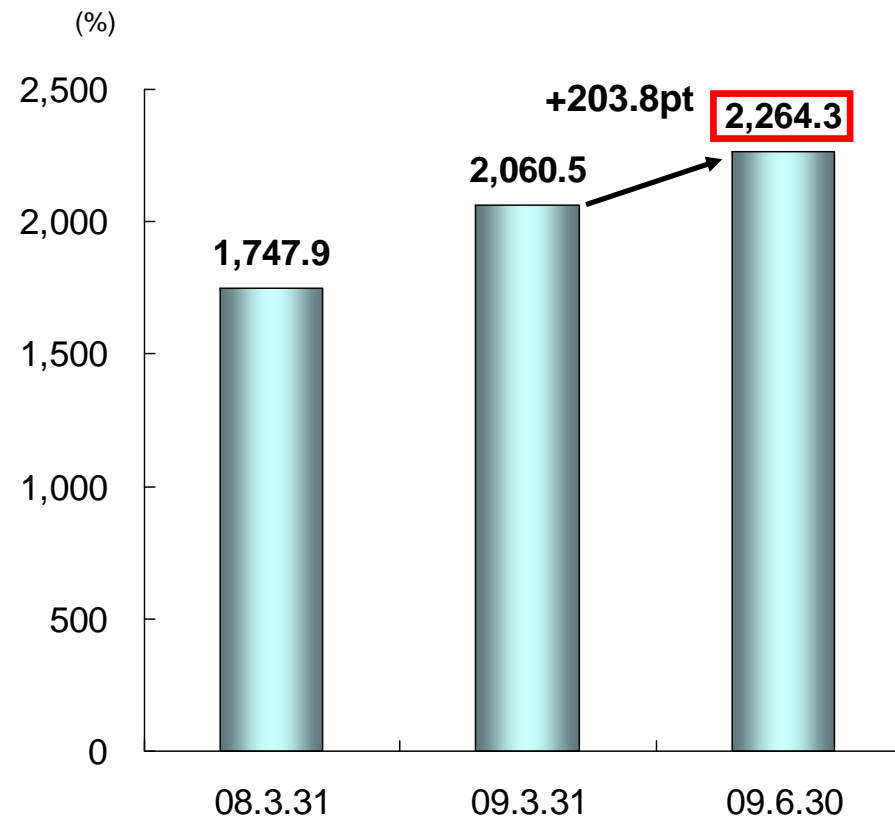
(Billions of yen)	08.3.31	08.6.30	08.9.30	08.12.31	09.3.31	09.6.30	Change from 09.3.31
<b>Japanese government and corporate bonds</b>	83.4	28.6	19.0	58.8	26.9	<b>34.2</b>	<b>+7.2</b>
<b>CBs</b>	9.2	8.4	-19.5	-22.6	-21.2	<b>-8.0</b>	<b>+13.1</b>
<b>Japanese stocks</b>	50.8	63.2	24.1	3.3	1.4	<b>11.5</b>	<b>+10.1</b>
<b>Foreign securities</b>	-9.5	-5.8	-12.1	-6.1	-3.6	<b>-2.0</b>	<b>+1.5</b>
<b>Other securities</b>	3.0	3.8	1.9	-0.0	-0.5	<b>0.9</b>	<b>+1.4</b>
<b>Total</b>	<b>127.8</b>	<b>89.8</b>	<b>33.0</b>	<b>56.0</b>	<b>24.2</b>	<b>44.5</b>	<b>+20.3</b>

Notes:

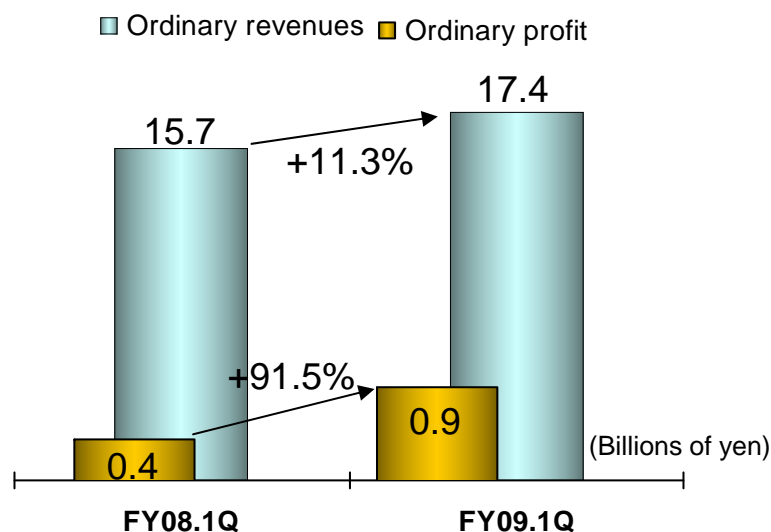
- 1) Line item amounts are truncated below ¥100 million.
- 2) Amounts above include those categorized as "monetary trusts."
- 3) Japanese government and corporate bonds of ¥34.2 billion as of June 30, 2009, do not include unrealized loss on held-to-maturity securities of ¥0.2 billion. Foreign securities of -¥2.0 billion do not include unrealized gains on held-to-maturity securities of ¥2.6 billion.
- 4) As of June 30, 2009, the weighted-average fair value of convertible bonds held by Sony Life was ¥92.6. The average remaining period was 4.0 years (In the event that Sony Life executes put options, the average remaining period would be 2.5 years.)

# Sony Life Operating Performance (9)

## Solvency Margin Ratio



# Highlights of Operating Performance: Sony Assurance



## Sony Assurance

- ◆ Ordinary revenues and ordinary profit increased, year on year.
- ◆ Ordinary revenues amounted to ¥17.4 billion, up 11.3% year on year. Net premiums written amounted to ¥17.3 billion, up 11.4% year on year, owing to an increase in the number of policies in force for mainstay automobile insurance.
- ◆ Ordinary profit amounted to ¥0.9 billion, up 91.5% year on year, due mainly to an increase in ordinary revenues and a decline in the net expense ratio.

(Billions of yen)	FY2008 1Q	FY2009 1Q	Change	
			Change	%
<b>Ordinary revenues</b>	15.7	17.4	+1.7	+11.3%
Underwriting income	15.5	17.3	+1.7	+11.4%
Investment income	0.1	0.1	+0.0	+10.0%
<b>Ordinary expenses</b>	15.2	16.5	+1.3	+8.9%
Underwriting expenses	11.4	12.6	+1.1	+10.2%
Investment expenses	—	0.0	+0.0	—
Operating, general and administrative expenses	3.7	3.9	+0.1	+4.3%
<b>Ordinary profit</b>	0.4	0.9	+0.4	+91.5%
Underwriting profit	0.3	0.7	+0.4	+142.2%
<b>Net income</b>	0.2	0.6	+0.3	+111.9%

(Billions of yen)	08.6.30	09.3.31	<b>09.6.30</b>	Change from 09.3.31	
Underwriting reserves	45.5	50.7	<b>53.8</b>	+3.0	+6.0%
Total net assets	15.6	13.6	<b>14.4</b>	+0.7	+5.5%
Net unrealized gains/losses on other securities (net of taxes)	-0.1	-0.1	<b>-0.0</b>	+0.1	—
Total assets	81.4	86.6	<b>90.1</b>	+3.4	+4.0%

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



# Overview of Performance: Sony Assurance



(Billions of yen)

	FY2008 1Q	FY2009 1Q	Change
Direct premiums written	15.4	17.2	+11.7%
Net premiums written	15.5	17.3	+11.4%
Net losses paid	6.8	8.0	+16.8%
Net loss ratio	49.8%	52.0%	Up 2.2pt
Net expense ratio	26.1%	24.6%	Down 1.5pt
Combined ratio	75.9%	76.5%	Up 0.6pt
Underwriting profits	0.3	0.7	+142.2%

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.

	08.6.30	09.3.31	09.6.30	Change from 08.6.30	
Number of policies in force	1.06 million	1.15 million	<b>1.19 million</b>	+0.13 million	+12.8%

The number of policies in force is the total of automobile insurance and medical and cancer insurance, which accounts for 99% of net premiums written.

Line item amounts are truncated below ¥ 100 million; numbers of policies are truncated below 10,000 policies; percentage change figures are rounded.

# Sony Assurance's Underwriting Performance by Type of Policy



## Direct Premiums Written

(Millions of yen)	FY08 1Q	FY09.1Q	Change
Fire	68	71	+5.0%
Marine	—	—	—
Personal accident	1,630	1,708	+4.8%
Voluntary automobile	13,742	15,473	+12.6%
Compulsory automobile liability	—	—	—
<b>Total</b>	<b>15,441</b>	<b>17,253</b>	<b>+11.7%</b>

## Net Premiums Written

(Millions of yen)	FY08 1Q	FY09 1Q	Change
Fire	3	3	-8.0%
Marine	9	2	-70.4%
Personal accident	1,720	1,780	+3.5%
Voluntary automobile	13,690	15,415	+12.6%
Compulsory automobile liability	105	99	-5.9%
<b>Total</b>	<b>15,529</b>	<b>17,301</b>	<b>+11.4%</b>

## Net losses paid

(Millions of yen)	FY08 1Q	FY09 1Q	Change
Fire	0	0	-9.0%
Marine	3	0	-76.8%
Personal accident	303	348	+15.0%
Voluntary automobile	6,436	7,538	+17.1%
Compulsory automobile liability	116	126	+8.6%
<b>Total</b>	<b>6,859</b>	<b>8,014</b>	<b>+16.8%</b>

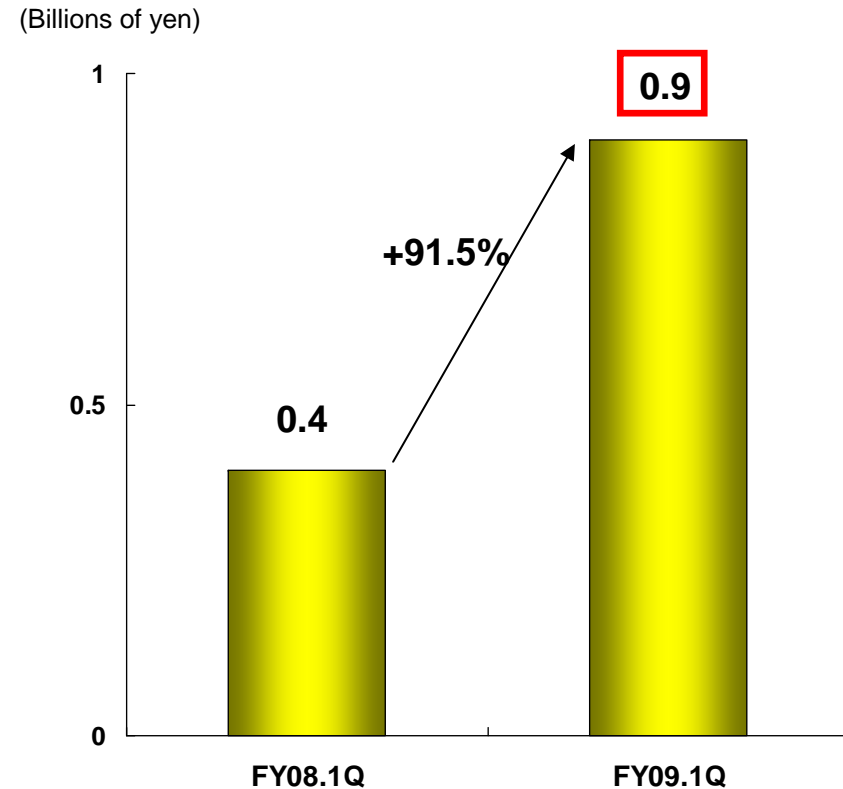
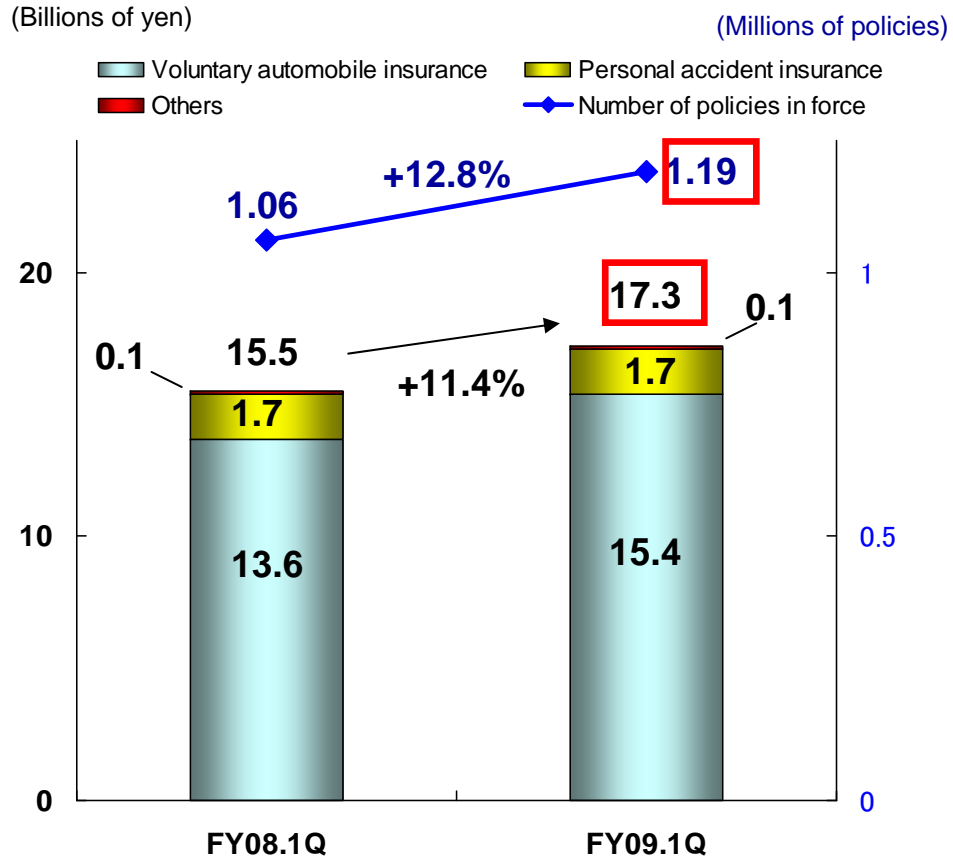
Percentage change figures are rounded.

# Sony Assurance Operating Performance (1)



## Net Premiums Written and Number of Policies in Force

## Ordinary Profit



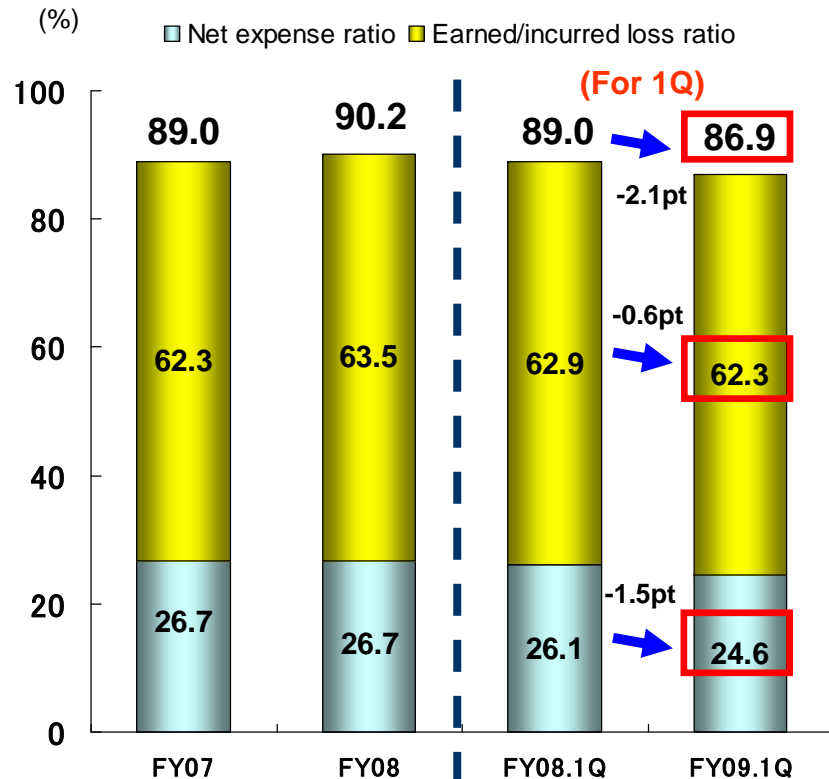
The number of policies in force is the total of automobile insurance and medical and cancer insurance policies, which account for 99% of net premiums written. More than 90% of personal accident insurance is medical and cancer insurance. Line item amounts are truncated below ¥100 million; numbers of policies are truncated below 10,000 policies; percentage change figures are rounded.

Line item amounts are truncated below ¥100 million.

# Sony Assurance Operating Performance (2)



## Net Expense Ratio + Earned/Incurred Loss Ratio

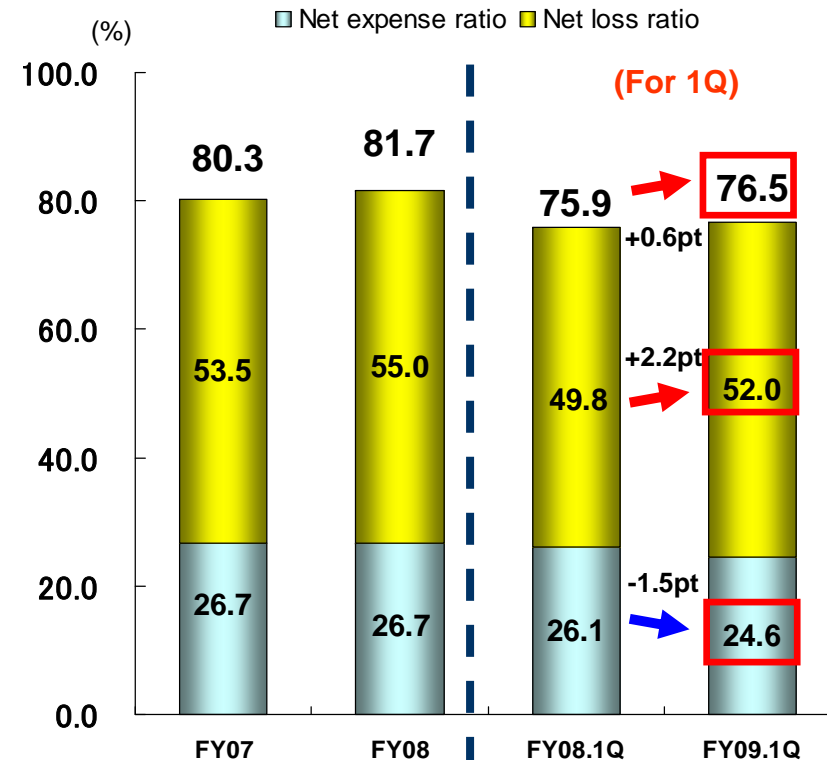


Earned/incurred loss ratio is equal to the ratio of the sum of net losses paid, loss adjustment expenses and accumulation in provision for reserve for outstanding losses to earned premiums.

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

## Reference

## Combined Ratio (Net Expense Ratio + Net Loss Ratio)

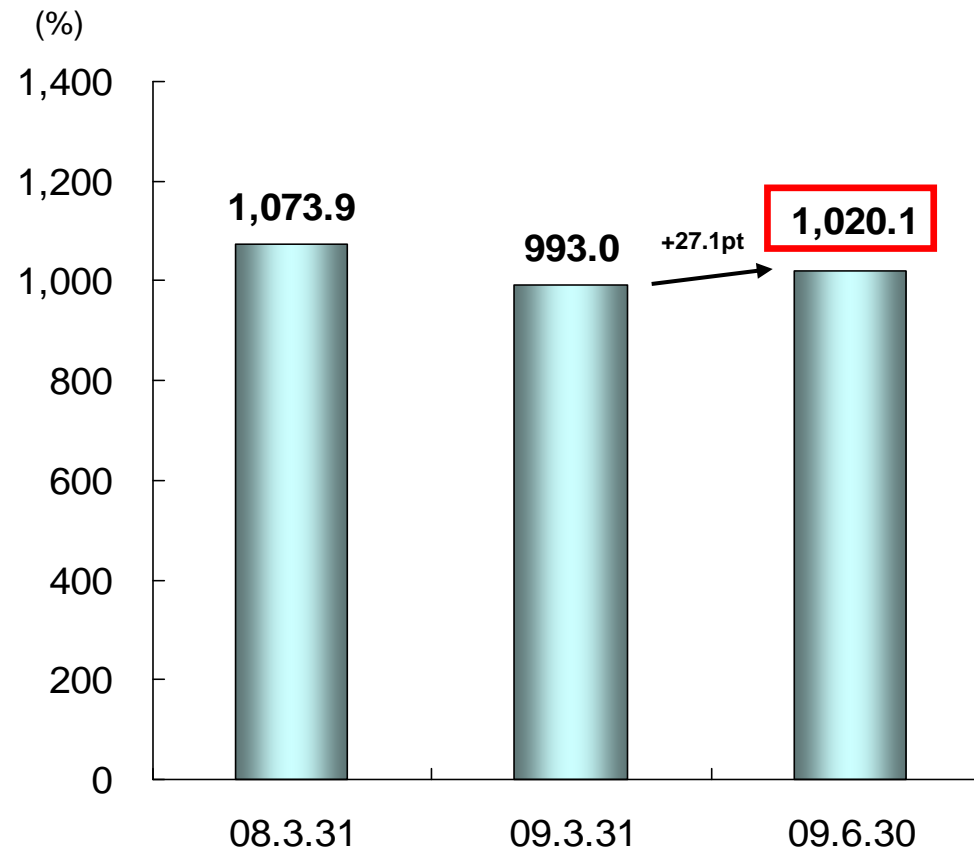


Net expense ratio is equal to the ratio of total underwriting costs to net premiums written  
 Net loss ratio is equal to the ratio of net losses paid and loss adjustment expenses to net premiums written.

# Sony Assurance Operating Performance (3)

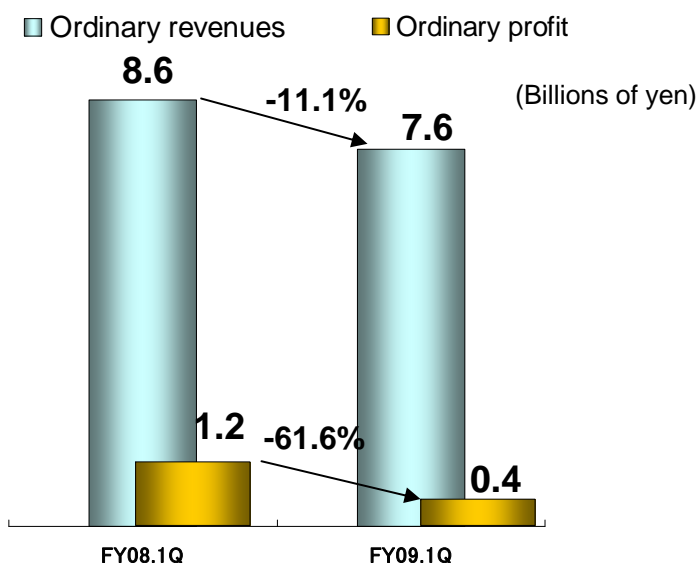


## Solvency Margin Ratio



Note: Figures as of March 31, 2008, and March 31, 2009, are calculated based on the Insurance Business Law of Japan Enforcement Regulations and Ministry of Finance ordinances. A portion of the figures as of June 30, 2009, are calculated according to methods judged rational by Sony Assurance.

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



(Billions of yen)	FY2008 1Q	FY2009 1Q	Change	
<b>Ordinary revenues</b>	8.6	<b>7.6</b>	-0.9	-11.1%
<b>Gross operating profit</b>	3.6	<b>3.2</b>	-0.3	-8.8%
Net interest income	1.0	<b>3.2</b>	+2.1	+197.6%
Net fees and commissions	0.0	<b>0.03</b>	+0.03	+468.4%
Net other operating income	2.5	<b>-0.01</b>	-2.5	-100.7%
<b>General and administrative expenses</b>	2.3	<b>2.7</b>	+0.4	+17.2%
<b>Ordinary profit</b>	1.2	<b>0.4</b>	-0.7	-61.6%
<b>Net income</b>	0.7	<b>0.2</b>	-0.4	-62.7%
<b>Net operating profit</b>	1.2	<b>0.5</b>	-0.7	-56.5%

## Sony Bank

- ◆ Ordinary revenues and ordinary profit decreased year on year.
- ◆ Gross operating profit decreased ¥0.3 billion year on year due to a decrease in net other operating profit, a part of which offset net interest income.
  - Net interest income increased ¥2.1 billion due to higher interest on loans and a decline in interest on deposits in the lowering of interest rates.
  - Net fees and commissions increased ¥0.3 billion owing to increased fees and commissions from foreign exchange margin transactions
  - Net other operating income decreased ¥2.5 billion due to reduced gains from derivatives, net.
- ◆ Net income decreased ¥0.4 billion year on year.
- ◆ Customer assets were up ¥20.0 billion from March 31, 2009.

(Billions of yen)	08.6.30	09.3.31	<b>09.6.30</b>	Change from 09.3.31	
<b>Securities</b>	613.8	823.1	<b>8,07.8</b>	-15.3	-1.9%
<b>Loans</b>	372.6	477.0	<b>510.8</b>	+33.8	+7.1%
<b>Deposits</b>	1,241.2	1,326.3	<b>1,330.9</b>	+4.5	+0.3%
<b>Total net assets</b>	1,346.7	1,403.6	<b>1,423.7</b>	+20.0	+1.4%
<b>Net assets</b>	41.3	46.2	<b>53.2</b>	+7.0	+15.2%
Net unrealized gains/losses on other securities (net of taxes)	-11.2	-9.6	<b>-3.1</b>	+6.4	—
<b>Total assets</b>	1,312.4	14,119	<b>1,438.6</b>	+26.7	+1.9%

Line item amounts are truncated below ¥100 million, excluding net fees and commissions and net other operating income; percentage change figures are rounded.

# Overview of Performance: Sony Bank (Non-Consolidated) (1)



(Billions of yen)	08.6.30	09.3.31	09.6.30	Change from 09.3.31	
				Amount/Number	%
<b>Customer assets</b>	1,346.7	1,403.6	<b>1,423.7</b>	+20.0	+1.4%
<b>Deposits</b>	1,241.2	1,326.3	<b>1,330.9</b>	+4.5	+0.3%
<b>Yen</b>	988.6	1,044.2	<b>1,032.7</b>	-11.5	-1.1%
<b>Foreign currency</b>	252.5	282.1	<b>298.2</b>	+16.0	+5.7%
<b>Investment trusts</b>	105.4	77.2	<b>92.7</b>	+15.5	+20.1%
<b>Loans</b>	372.6	477.0	<b>510.8</b>	+33.8	+7.1%
<b>Mortgage loans</b>	364.4	468.3	<b>502.3</b>	+34.0	+7.3%
<b>Other</b>	8.1	8.7	<b>8.5</b>	-0.2	-2.9%
<b>Number of accounts (thousands)</b>	640	723	<b>736</b>	+12	+1.8%
<b>Capital adequacy ratio* (domestic criteria)</b>	10.20%	13.37%	<b>13.41%</b>	+ 0.04pt	

• Please refer to the graph of the non-consolidated capital adequacy ratio (domestic criteria) on P26.

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

# Overview of Performance: Sony Bank (Non-Consolidated) (2)



## ■ On a Financial Accounting Basis

	FY08. 1Q	FY09. 1Q	Change	
<b>Gross operating profit (A)</b>	3.6	3.2	-0.3	-8.8%
<b>Net interest income</b>	1.0	3.2	+2.1	+197.6%
<b>Net fees and commissions</b>	0.0	0.03	+0.03	+468.4%
<b>Net other operating income</b>	2.5	-0.01	-2.5	-100.7%
<b>General and administrative expenses</b>	2.3	2.7	+0.4	+17.2%
<b>Ordinary profit</b>	1.2	0.4	-0.7	-61.6%
<b>Net income</b>	0.7	0.2	-0.4	-62.7%
<b>Net operating profit (B)</b>	1.2	0.5	-0.7	-56.5%

## ■ Reference: On an Internal Control Basis (Billions of yen)

	FY08. 1Q	FY09. 1Q	Change	
<b>Gross operating profit</b>	3.6	3.2	-0.3	-8.8%
<b>Net interest income *1</b>	2.7	3.3	+0.5	+21.3%
<b>Net fees and commissions *2</b>	0.2	0.3	+0.1	+46.3%
<b>Net other operating income *3 (C)</b>	0.5	-0.4	-1.0	-180.4%
<b>Gross operating profit (core profit) *4 (A)-(C)</b>	3.0	3.7	+0.7	+23.4%
<b>Net operating profit (core profit) *5 (B)-(C)</b>	0.7	1.0	+0.3	+43.6%

### ● On an Internal Control Basis

The following adjustments are made to the figures on a financial accounting basis to account for profits and losses more appropriately.

\*1: Net interest income: Includes profits and losses associated with fund investment recorded in net other operating income, including gains or losses from currency swap transactions.

\*2: Net fees and commissions: Includes profits and losses for customer dealings in foreign currency transactions recorded in net other operating income.

\*3: Net other operating income: After the above adjustment (\*1 and \*2), consists of profits and losses for bond and derivative dealing transactions.

### ● Core profit

Profits and losses exclude net other operating income, including those for bond and derivative dealing transactions, and stands for Sony Bank's basic profits.

\*4: Gross operating profit (core profit): Gross operating profit — Net other operating income

\*5: Net operating profit (core profit): Net operating profit — Net other operating income

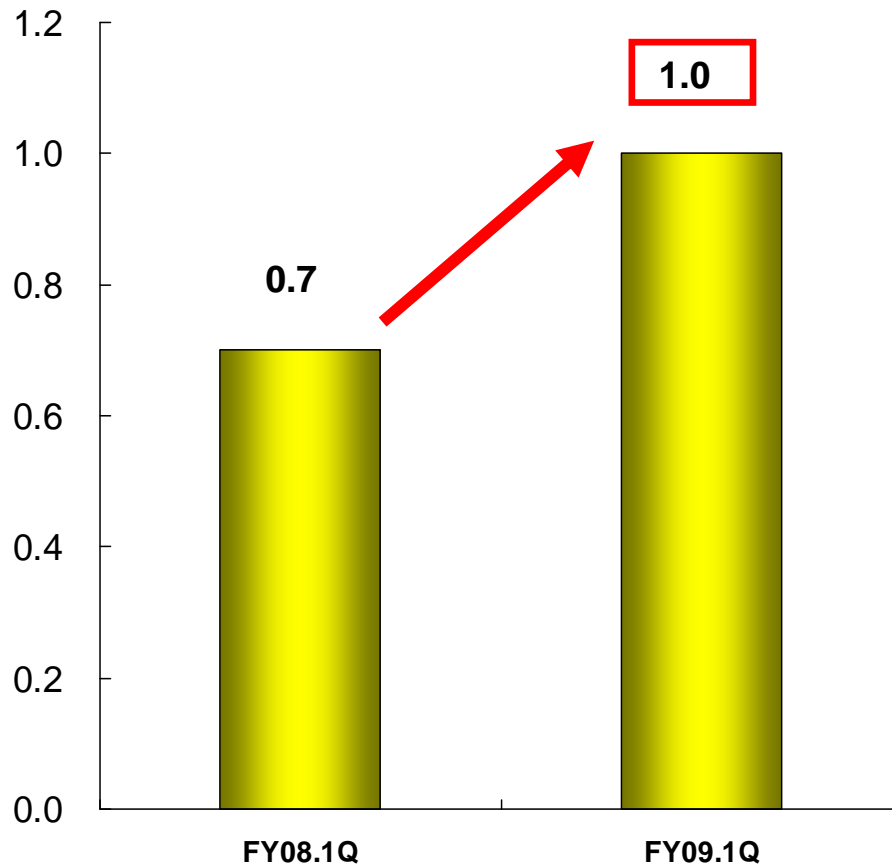
Line item amounts are truncated below ¥100 million; percentage change figures are rounded.



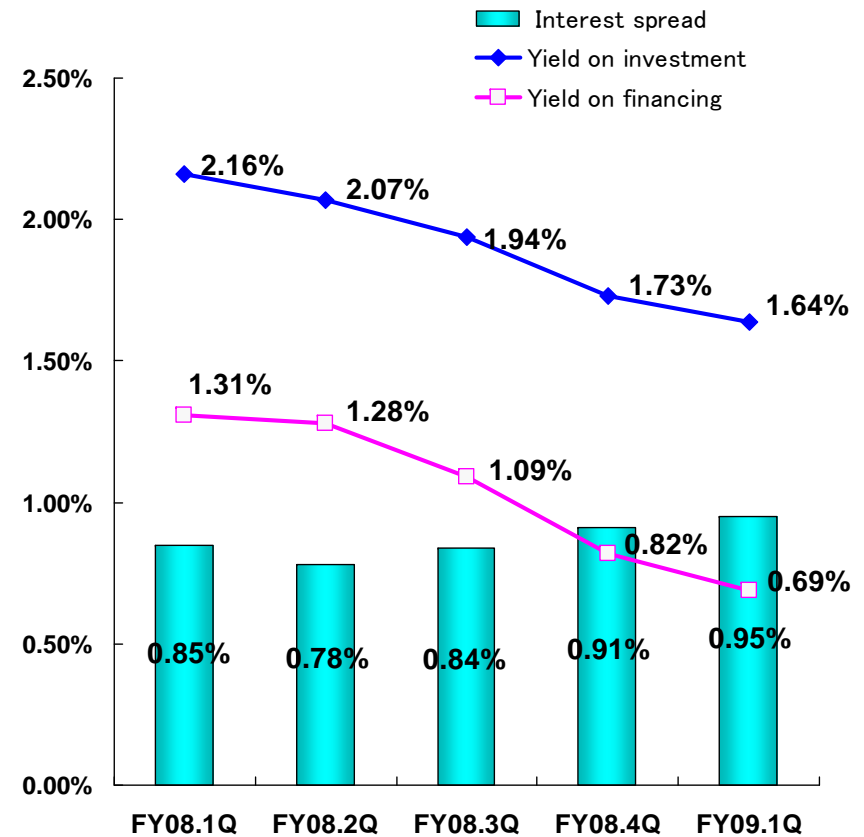
# Sony Bank Operating Performance (1)

## <Reference> Net Operating Profit (Core Profits)

(Billions of yen)



## <Reference> Interest Spread (Internal Control Basis)



Notes: Interest spread = Yield on investment – Yield on financing

Yield on investment includes primarily gains or losses from currency swap transactions in net other operating income.

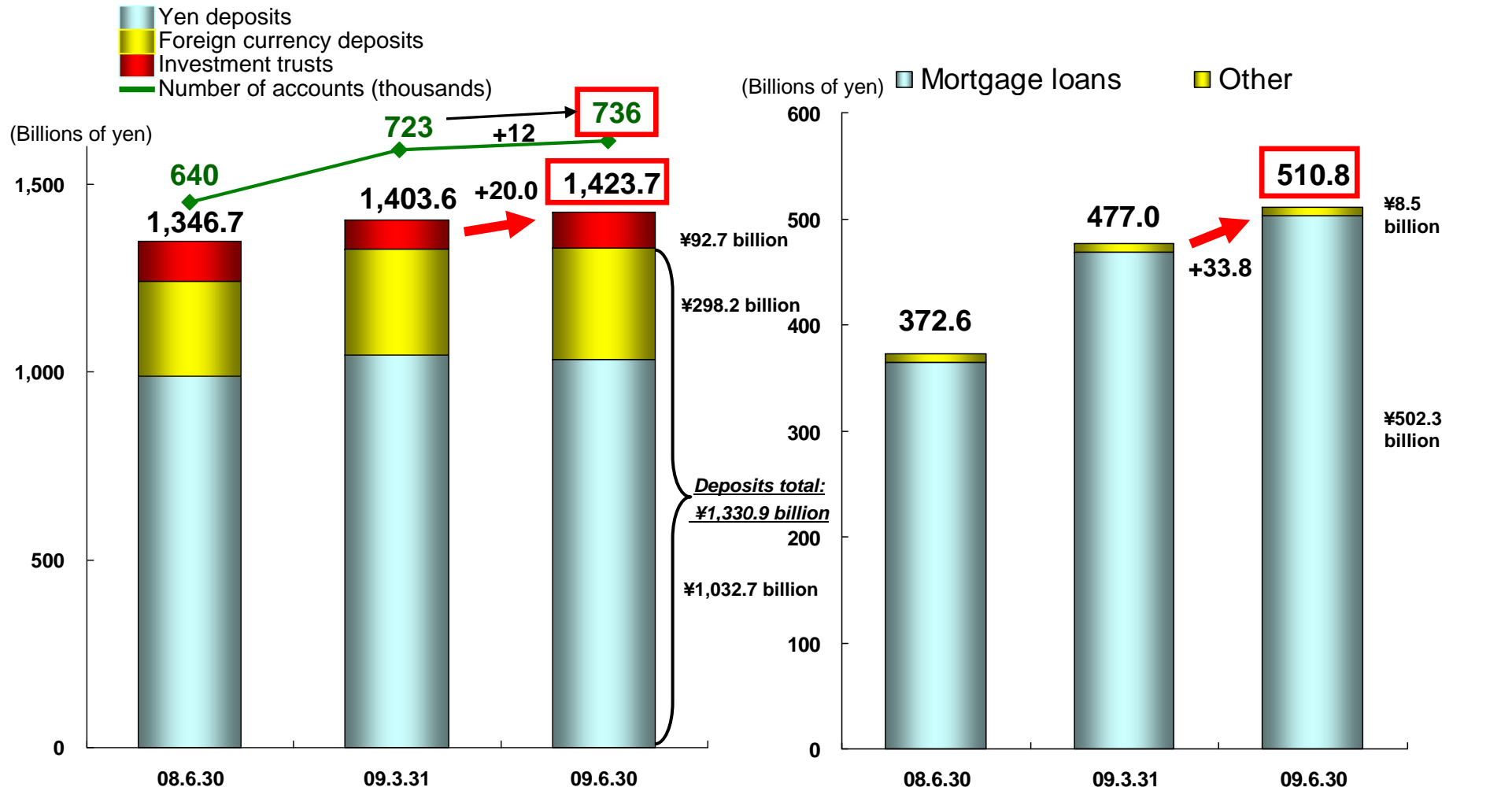
Line item amounts are truncated below ¥100 million; percentage change figures are rounded.

# Sony Bank Operating Performance (2)



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

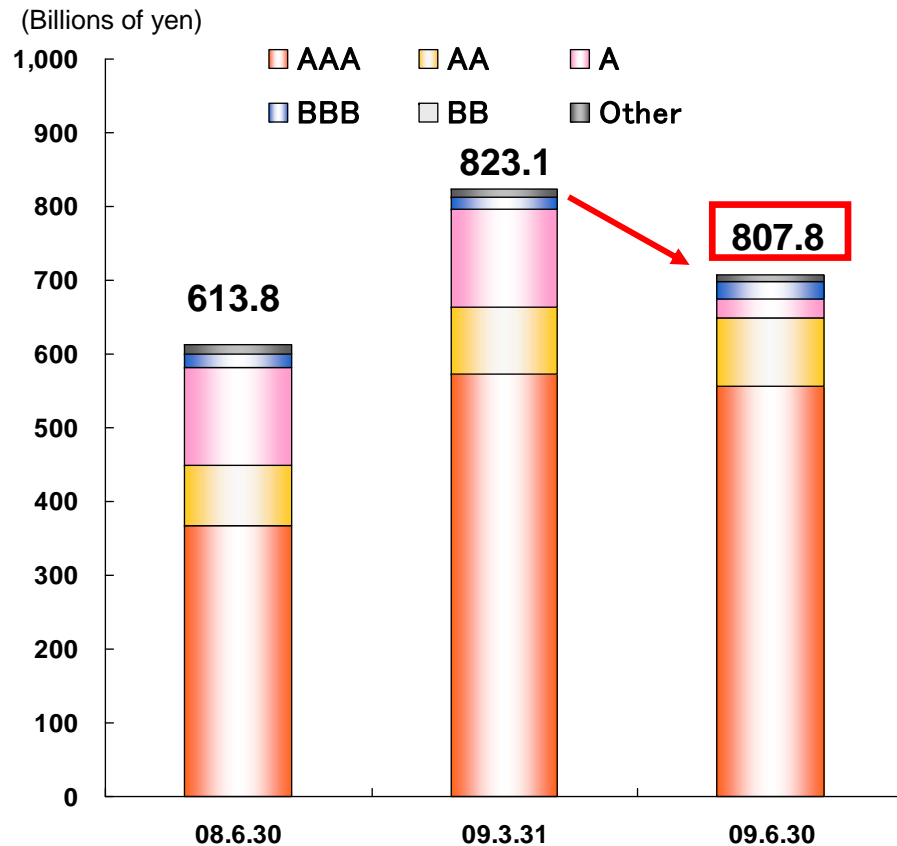
## Loans



# Sony Bank Operating Performance (3)

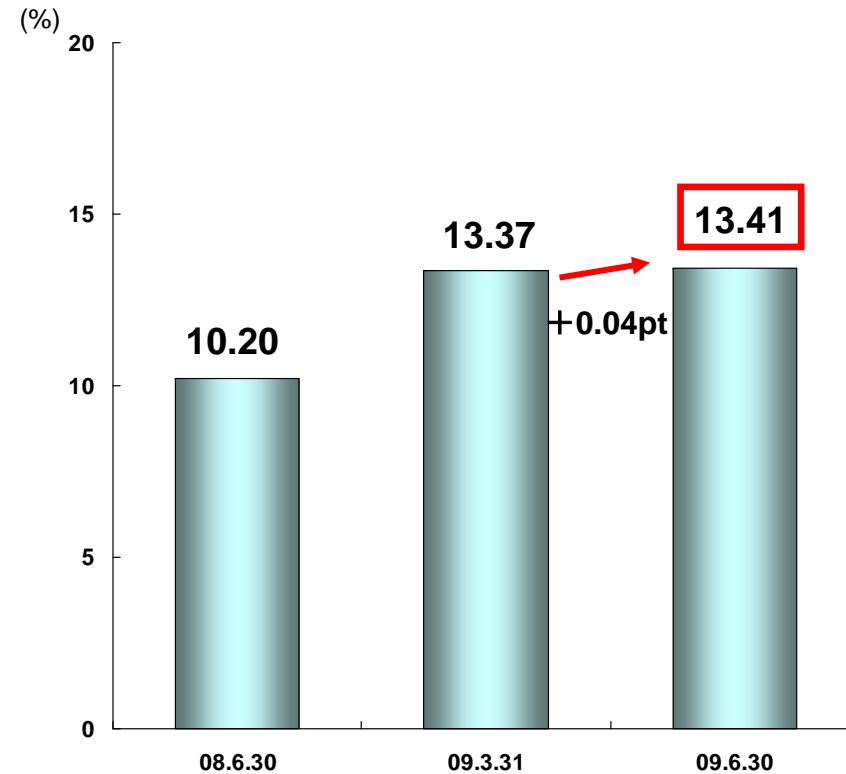


## Balance of Securities by Credit Ratings



Amounts are truncated below ¥100 million.

## Non-Consolidated Capital Adequacy Ratio (Domestic Criteria)



Note: 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 Financial Services Agency of Japan ("FSA") public ministerial announcement No. 19 of 2006. The capital adequacy ratio as of and after December 31, 2008, newly adopted the special exception of the standard mentioned above, in accordance with the FSA public ministerial announcement No. 79 of 2008.

# Consolidated Financial Forecast for the Year Ending March 31, 2010



(Billions of yen; amounts are truncated below ¥100 million; percentage changes are rounded.)

	FY09.1H (Forecast)	FY09.1H (Updated Forecast)	FY09 (Forecast)	FY08 (Actual)	Change FY09 forecast vs FY08 actual
<b>Consolidated ordinary revenues</b>	437.0	456.0	900.0	860.3	+4.6%
<u>Life insurance business</u>	392.1	410.8	808.7	766.2	+5.5%
<u>Non-life insurance business</u>	32.9	32.9	65.3	61.8	+5.5%
<u>Banking business</u>	12.7	12.7	26.1	33.3	-21.8%
<b>Consolidated ordinary profit</b>	20.0	27.0	46.0	34.2	+34.3%
<u>Life insurance business</u>	19.8	26.6	43.5	32.5	+33.7%
<u>Non-life insurance business</u>	0.4	0.4	1.2	2.1	-44.9%
<u>Banking business</u>	0.3	0.3	1.3	-0.5	—
<b>Consolidated net income</b>	10.0	14.0	24.0	30.7	-21.9%

## Life insurance business

During the first quarter, ordinary revenues and ordinary profit exceeded our forecast, due to higher interest income and dividends, resulting from the consistent purchase of ultra long-term bonds. This is also because of more gains on sale of securities in line with a shift to investing in ultralong-term bonds from bonds with a short term to maturity, boosted by a relatively favorable financial market environment, as well as the lower insurance claims and other payments. Accordingly, SFH revised its first half forecast but did not change its annual forecast, owing to uncertainty in the financial market environment.

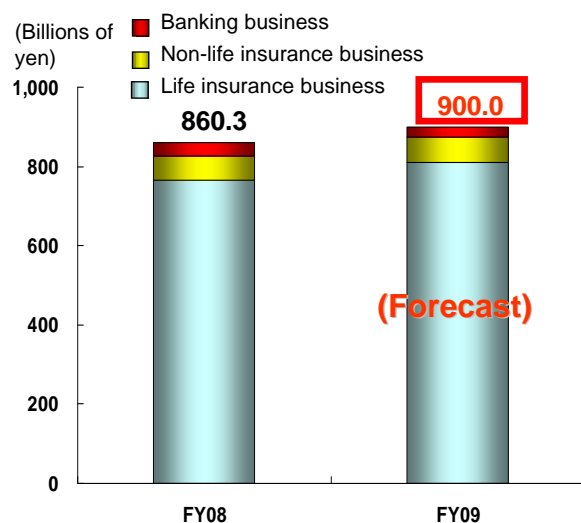
## Non-life insurance business

The financial forecast remains unchanged because SFH has adopted a cautious approach in estimating growth in the new policy amount and net loss ratio, and owing to a higher net expense ratio, despite the favorable results in the first quarter.

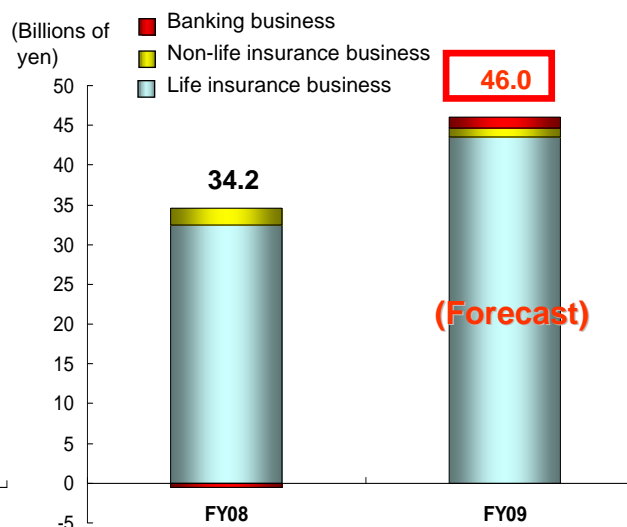
## Banking Business

The financial forecast remains unchanged because of the present financial market environment, despite higher results than forecast in the first quarter.

## Consolidated Ordinary Revenues



## Consolidated Ordinary Profit



# Appendix

# Sony Life's Breakdown of Net Assets



## Net Assets on BS, Adjusted Net Assets and Solvency Margin

(Billions of yen)	1. Net Assets on BS		2. Adjusted Net Assets		3. Solvency Margin		Reference
	09.3.31	09.6.30	09.3.31	09.6.30	09.3.31	09.6.30	
Total stockholders' equity	138.1	143.0	1,381	143.0	131.1	143.0	
Net unrealized gains on other securities, net of taxes	4.0	17.2	4.0	17.2	—	—	
Net unrealized gains/losses on available-for-sale securities	—	—	—	—	17.6	34.7	3. Amount before tax x 90%
Land revaluation, net of taxes	-1.4	-1.4	-1.4	-1.4	—	—	
Reserve for price fluctuations	—	—	3.6	5.0	3.6	5.0	
Contingency reserve	—	—	45.4	46.2	45.4	46.2	
Reserve for possible loan losses	—	—	—	—	0	0	
Net unrealized gains on real estate	—	—	6.5	6.5	4.8	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	—	—	302.2	305.5	302.2	305.5	
Unallocated portion of reserve for policyholders' dividends	—	—	0.3	0.3	0.3	0.3	
Future profit	—	—	—	—	—	—	
Deferred tax assets	—	—	—	—	25.7	32.5	
Net unrealized gains/losses on held-to-maturity bonds	—	—	26.7	2.4	—	—	2. Before tax
Deferred tax liabilities for available-for-sale securities	—	—	6.9	12.7	—	—	
<b>Total</b>	140.7	<b>158.8</b>	532.6	<b>537.7</b>	531.3	<b>572.4</b>	

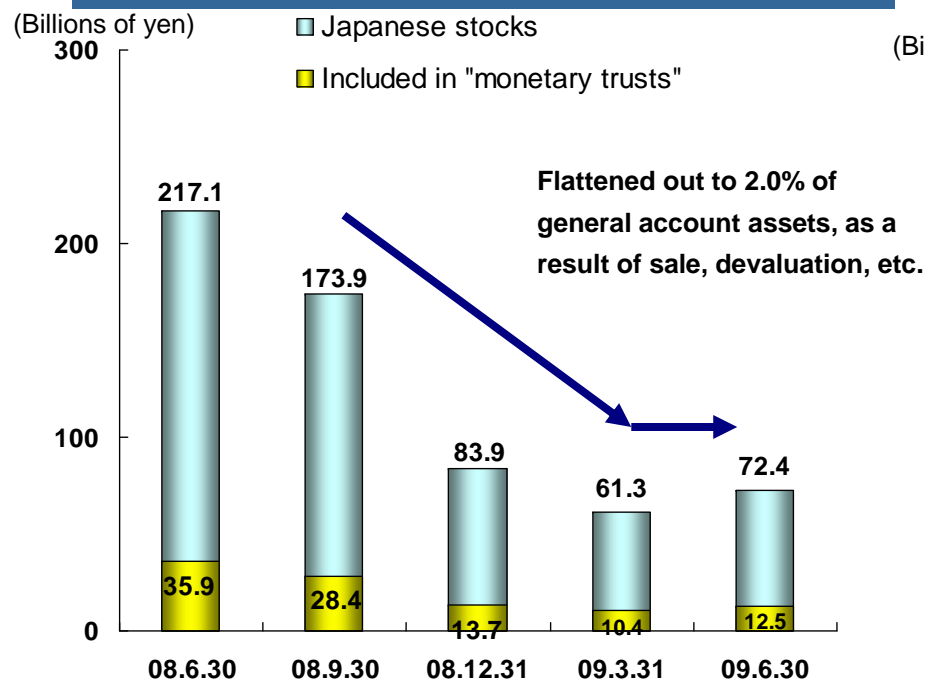
Line item amounts are truncated below ¥100 million.

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

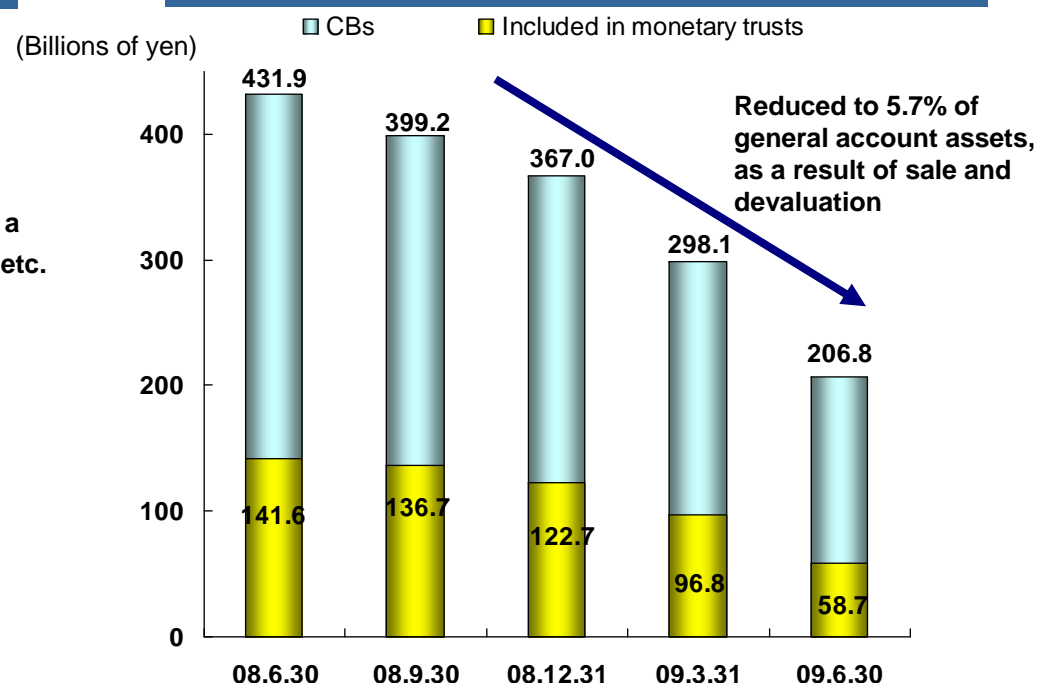


■ Reduced equity assets, including Japanese stocks and CBs, from the second half of FY08

## Japanese Stocks in General Account



## CBs in General Account



	FY08.1Q	FY08.2Q	FY08.3Q	FY08.4Q	FY09.1Q
Impairment losses	0.4	2.7	13.7	0.6	—
Included in monetary trusts	0.0	0.8	3.3	0.1	—

	FY08.1Q	FY08.2Q	FY08.3Q	FY08.4Q	FY09.1Q
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.

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



## Market Value Information on Securities (General Account)

- Reduced equity assets (stocks and convertible bonds) within available-for-sale securities over the past year. Accumulated ultralong-term bonds to be held to maturity.
- Lengthened average bond duration: 8.7 years (08.3.31) =>13.6 years (09.3.31) =>14.7 years (09.6.30)
- Decreased trading-purpose securities

### ● Fair value information on securities with market value (except trading-purpose securities)\*

(Billions of yen)

Category	08.3.31			08.6.30			09.3.31			09.6.30		
	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	1,399.0	1,425.7	26.7	1,641.3	1,643.7	2.4
Available-for-sale securities	2,724.9	2,852.8	127.8	2,806.0	2,895.9	89.8	1,675.5	1,699.7	24.2	1,472.2	1,516.8	44.5
Domestic bonds	2,379.9	2,463.4	83.4	2,462.5	2,491.2	28.6	1,546.9	1,573.9	26.9	1,352.9	1,387.2	34.2
(CBs)	380.9	390.2	9.2	387.3	395.8	8.4	297.7	276.5	-21.2	210.4	202.3	-8.0
Domestic stocks	152.9	203.8	50.8	149.9	213.1	63.2	56.9	58.3	1.4	56.9	68.4	11.5
Foreign securities	184.9	175.4	-9.5	186.3	180.5	-5.8	64.2	60.5	-3.6	54.9	52.8	-2.0
Other securities	7.1	10.1	3.0	7.1	10.9	3.8	7.4	6.8	-0.5	7.4	8.3	0.9
Total	2,724.9	2,852.8	127.8	2,819.7	2,909.9	90.1	3,074.5	3,125.4	50.9	3,113.5	3,160.5	47.0

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

Line item amounts are truncated below ¥100 million.

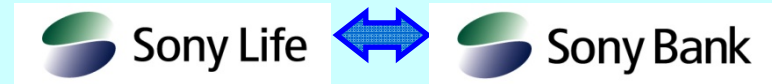


# Recent Topics

## Sony Bank's Mortgage Loans through Sony Life

Sony Life accounts for approx. 34% of the amount of new mortgage loans.

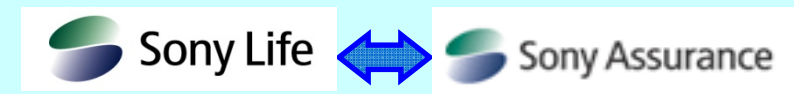
\* Sony Life started handling banking agency business in Jan. 2008.



## Sony Assurance's Auto Insurance Sold by Sony Life

Sony Life accounts for approx. 5% of new automobile policies.

\* Sony Life started handling automobile insurance in May 2001.



### Recent topics

- 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
- 2009-4-20 Sony Bank entered tie-up with PanaHome in mortgage loans
- 2009-5-11 Sony Assurance launched an overseas travel insurance policy on its websites
- 2009-6-1 Sony Bank started a special program for the summer 2009 bonus season
- 2009-6-1 Sony Assurance launched an additional cancer treatment insurance policy, MEDCOM, on its websites through an alliance with SECOM ("SECOM Insurance")
- 2009-7- 1 Sony Assurance launched a Mobile GPS Service for automobile insurance policyholders
- 2009-7-1 Sony Life opened representative office in Taipei
- 2009-7-23 Sony Life entered tie-up with specified nonprofit organization Yuigon Sozoku Legal Network



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