<u>Guidance on the Value of Existing Business, a Component of Sony Life's</u>
<u>Market Consistent Embedded Value (MCEV), as of the end of December 2010</u>

February 14, 2011
Sony Financial Holdings Inc.

Sony Life has sought to reduce mismatch risk from asset–liability duration gap as part of its efforts to manage risk on the basis of economic value. As of the end of March, 2010, the company had created an asset-liability structure that was less susceptible than in the past to the influence of financial market factors, particularly interest rate fluctuations. As part of our efforts to proactively disclose information to our shareholders and investors in a timely and appropriate manner, we continue to announce Sony Life's proforma calculations of value of existing business every quarter in this fiscal year. This time, we announce the results of the proforma calculations of value of existing business as of the end of March, 2010 by using the interest rates and volatility as of the end of December, 2010.

— We calculate a change in the sum of the present value of certainty-equivalent profit and the time value of options and guarantees which consists of components of value of existing business. We use the interest swap rates and the implied volatilities on interest swaptions and foreign exchange rates as of the end of December, 2010, to make the calculations on policies in force as of the end of March, 2010. This calculation shows a decrease of approximately ¥174.0 billion in the value of existing business, compared with the calculation based on market conditions as of the end of March, 2010.

— The above calculation does not take into account the frictional costs and the cost of non-hedgeable risks, which are other remaining components of the value of existing business.

For your reference, adjusted net worth, another remaining component of MCEV, increased approximately ¥123.0 billion from the end of March to the end of December, 2010, in line with a reversal from net unrealized losses to net unrealized gains on ultralong-term bonds. This reversal stemmed from the lowering of interest rates, mainly ultralong-term rates.

The above calculation does not take into account the following changes between the end of March and the end of December, 2010:

- Changes in policy amount in force (such as increases resulting from new policy acquisitions and decreases owing to lapse and surrender) nor changes in the product mix:
- Changes in assumptions behind the calculations with the exception of interest swap rates and the implied volatilities on interest swaptions and foreign exchange rates:
- Changes in the frictional costs and the cost of non-hedgeable risks.

As for the use of the interest rates and volatility as of the end of December, 2010, it was as of December 30 due to bank holiday in Japan on December 31.
Furthermore, the validity of this calculation has not been reviewed by outside specialists.