

Presentation Material

**Consolidated Financial Results
for the Three Months Ended June 30, 2015
and
Sony Life's
Market Consistent Embedded Value
as of June 30, 2015**

**Sony Financial Holdings Inc.
August 7, 2015**



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*Unless otherwise indicated, in these materials figures less than the indicated unit have been truncated, while ratios and percentage changes have been rounded. Also, a “-” is used where percentage changes exceed 1,000% and in cases where one or both comparisons are negative.

* “Lifeplanner” is a registered trademark of Sony Life.

Content

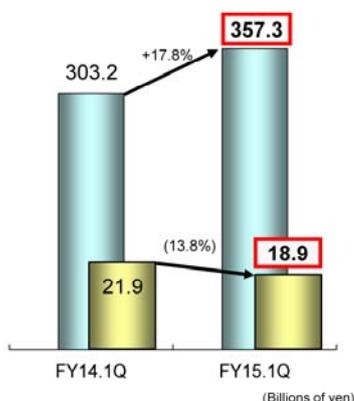
**Consolidated Operating Results for
the Three Months Ended June 30, 2015
(FY15.1Q)**



Highlights of Consolidated Operating Performance for FY15.1Q (1)



■ Consolidated ordinary revenues
■ Consolidated ordinary profit



		(Billions of yen)		Change	
		FY14.1Q	FY15.1Q		
Life Insurance business	Ordinary revenues	270.5	323.9	+53.3	+19.7%
	Ordinary profit	17.4	14.9	(2.5)	(14.7%)
Non-life Insurance business	Ordinary revenues	24.1	24.7	+0.6	+2.7%
	Ordinary profit	2.7	2.1	(0.5)	(21.7%)
Banking business	Ordinary revenues	9.3	9.3	+0.0	+0.4%
	Ordinary profit	1.7	1.8	+0.1	+7.2%
Intersegment adjustments*	Ordinary revenues	(0.7)	(0.7)	(0.0)	—
	Ordinary profit	0.0	0.0	+0.0	+2.7%
Consolidated	Ordinary revenues	303.2	357.3	+54.0	+17.8%
	Ordinary profit	21.9	18.9	(3.0)	(13.8%)
	Profit attributable to owners of the parent	14.5	12.8	(1.7)	(11.9%)

*Ordinary profit in "Intersegment adjustments" is mainly from SFH.
 *Comprehensive income : FY14.1Q: ¥22.6 billion, FY15.1Q: ¥5.4 billion

		(Billions of yen)		Change from 15.3.31	
		15.3.31	15.6.30		
Consolidated	Net assets	550.6	538.6	(11.9)	(2.2%)
	Total assets	9,545.8	9,732.9	+187.1	+2.0%

Consolidated ordinary revenues increased 17.8% year on year, to ¥357.3 billion, owing to increases in ordinary revenues from all the businesses: life insurance, non-life insurance and banking.

Consolidated ordinary profit decreased 13.8% year on year, to ¥18.9 billion. By business segment, ordinary profit from the banking business increased, whereas ordinary profit from the life insurance and the non-life insurance businesses decreased.

Profit attributable to owners of the parent was down 11.9% year on year, to ¥12.8 billion.

Highlights of Consolidated Operating Performance for FY15.1Q (2)

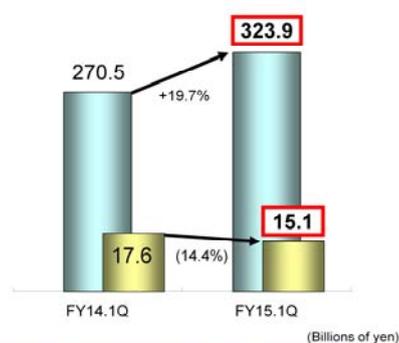


- **Life Insurance Business:** Policy amount in force increased steadily, reflecting a record-high new policy amount for this quarter (April 1 to June 30). Ordinary revenues increased year on year due to an increase in investment performance in the separate account, benefiting from a favorable market condition, in addition to an increase in income from insurance premiums. Ordinary profit decreased year on year, due mainly to an increase in provision of policy reserves for minimum guarantees for variable life insurance and an increase in insurance claims and other payments, whereas an increase in net gains on sales of securities and higher interest and dividend income in the general account.
- **Non-life Insurance Business:** Ordinary revenues expanded year on year, owing to an increase in net premiums written primarily for mainstay automobile insurance. Ordinary profit decreased year on year due mainly to a rise in operating expenses despite the increase in ordinary revenues.
- **Banking Business:** Ordinary revenues and ordinary profit increased year on year, due mainly to higher revenues related to foreign currency transactions and mortgage loan business.
- Consolidated ordinary revenues increased 17.8% year on year, to ¥357.3 billion, owing to increases in ordinary revenues from all the businesses: life insurance, non-life insurance and banking. Consolidated ordinary profit decreased 13.8% year on year, to ¥18.9 billion. By business segment, ordinary profit from the banking business increased, whereas ordinary profit from the life insurance and the non-life insurance businesses decreased. Profit attributable to owners of the parent was down 11.9% year on year, to ¥12.8 billion.

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



□ Ordinary revenues □ Ordinary profit



- (Billions of yen)
- ◆ Ordinary revenues increased but ordinary profit decreased year on year.
 - ◆ Income from insurance premiums increased year on year, reflecting a steady increase in policy amount in force.
 - ◆ Investment income increased due to higher gains on separate accounts, benefiting from a favorable market condition.
 - ◆ Ordinary profit decreased year on year, due mainly to an increase in provision of policy reserves for minimum guarantees for variable life insurance and an increase in insurance claims and other payment, whereas an increase in net gains on sales of securities and higher interest and dividend income in the general account.

(Billions of yen)	FY14.1Q	FY15.1Q	Change	
Ordinary revenues	270.5	323.9	+53.4	+19.7%
Income from insurance premiums	220.7	254.5	+33.8	+15.3%
Investment income	48.1	67.7	+19.5	+40.6%
Interest income and dividends	32.5	35.3	+2.8	+8.6%
Income from monetary trusts, net	1.3	3.1	+1.8	+138.2%
Gains on sale of securities	0.1	3.6	+3.4	-
Gains on separate accounts, net	14.0	24.7	+10.7	+76.2%
Ordinary expenses	252.8	308.7	+55.9	+22.1%
Insurance claims and other payments	74.4	91.3	+16.9	+22.7%
Provision for policy reserves and others	143.4	176.7	+33.3	+23.2%
Investment expenses	1.9	4.0	+2.0	+103.8%
Operating expenses	27.5	30.6	+3.0	+11.1%
Ordinary profit	17.6	15.1	(2.5)	(14.4%)
Net income	11.7	10.2	(1.5)	(13.1%)

(Billions of yen)	15.3.31	15.6.30	Change from 15.3.31	
Securities	6,543.7	6,723.3	+179.6	+2.7%
Policy reserves	6,727.2	6,901.4	+174.1	+2.6%
Net assets	432.5	420.8	(11.7)	(2.7%)
Net unrealized gains on other securities	110.1	110.0	(7.2)	(6.1%)
Total assets	7,301.3	7,494.5	+193.2	+2.6%
Separate account assets	793.3	829.8	+36.5	+4.6%

Sony Life's ordinary revenues increased 19.7% year on year, to ¥323.9 billion. This is mainly due to higher gains on separate accounts, benefiting from a favorable market condition in addition to an increase in income from insurance premiums.

Ordinary profit decreased 14.4% year on year, to ¥15.1 billion, due mainly to an increase in provision of policy reserves for minimum guarantees for variable life insurance and an increase in insurance claims and other payment, whereas an increase in net gains on sales of securities and higher interest and dividend income in the general account.

Net income decreased 13.1% year on year, to ¥10.2 billion.

Overview of Operating Performance: Sony Life (Non-consolidated)



(Billions of yen)	FY14.1Q	FY15.1Q	Change
New policy amount	1,135.8	1,324.2	+16.6%
Lapse and surrender amount	449.4	495.0	+10.1%
Lapse and surrender rate	1.15%	1.21%	+0.06pt
Policy amount in force	39,559.7	41,609.6	+5.2%
Annualized premiums from new policies	18.9	22.3	+18.2%
Of which, third-sector products	3.7	3.9	+6.5%
Annualized premiums from insurance in force	706.5	747.6	+5.8%
Of which, third-sector products	168.9	174.8	+3.5%

<Reasons for changes>

◆ Increased due to higher sales of variable life insurance and family income insurance.

◆ Increased due to higher sales of variable life insurance.

Notes:

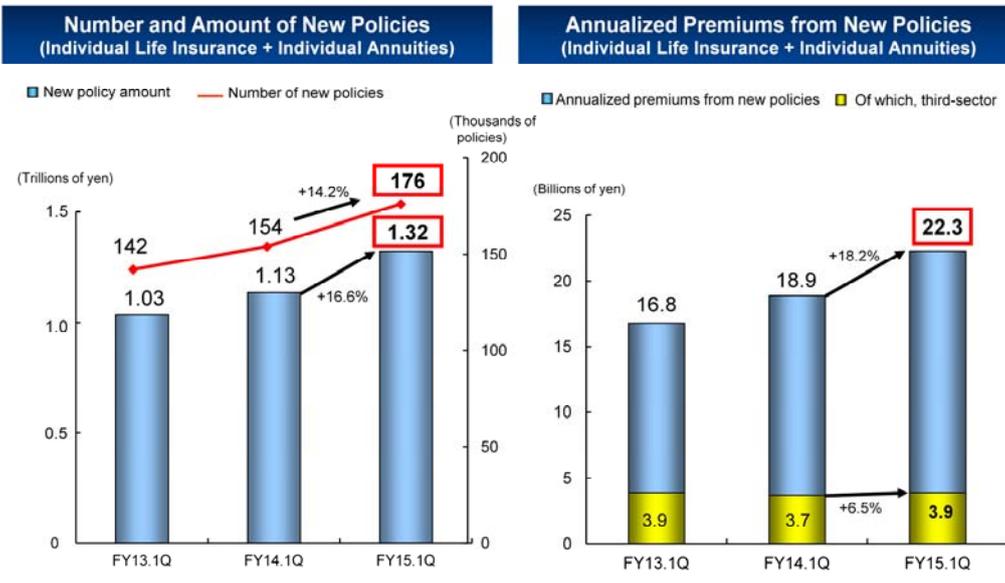
- Figures for new policy amount, lapse and surrender amount, lapse and surrender rate, policy amount in force, annualized premiums from new policies and annualized premiums from insurance in force are calculated as the total of individual life insurance and individual annuities.
- The lapse and surrender rate shows the ratio derived by dividing the amount of lapses and surrenders, not adjusted for policy amount decreases, increases, and reinstatements, by the policy amount in force at the beginning of the fiscal year.

(Billions of yen)	FY14.1Q	FY15.1Q	Change
Gains from investment, net (General account)	32.1	38.9	+21.2%
Core profit	18.7	13.3	(28.9%)
Positive spread	3.0	4.1	+36.7%

◆ Decreased year on year, due to an increase in provision of policy reserves for minimum guarantees for variable life insurance and an increase in insurance claims and other payments despite an increase in positive spread.

	15.3.31	15.6.30	Change from 15.3.31
Non-consolidated solvency margin ratio	2,555.0%	2,579.9%	+24.9pt

Operating Performance : Sony Life (Non-consolidated) (1)



(Left-hand graph)

New policy amount for the total of individual life insurance and individual annuities increased 16.6% year on year, to ¥1,324.2 billion, reflecting a record-high new policy amount for the first quarter.

This increase was because of higher sales of variable life insurance and family income insurance, reflecting the efforts to strengthen sales of death protection type products and benefiting from a favorable market condition.

The number of new policies increased 14.2% year on year to 176 thousand policies.

(Right-hand graph)

Annualized premiums from new policies increased 18.2% year on year, to ¥22.3 billion, due to higher sales of variable life insurance.

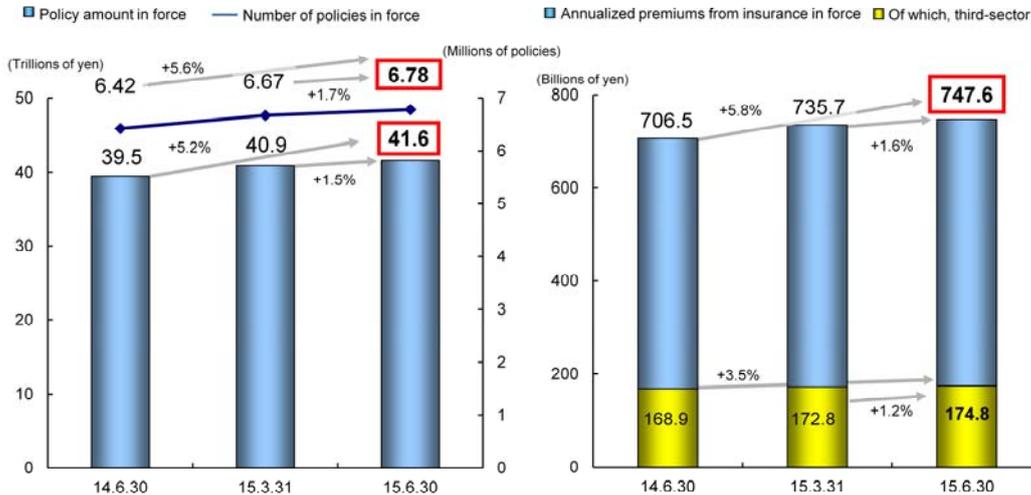
Of which, the figure for third-sector insurance products was up 6.5% year on year, to ¥3.9 billion.

Operating Performance : Sony Life (Non-consolidated) (2)



Number and Amount of Policies in Force (Individual Life Insurance + Individual Annuities)

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



Sony Life's policy amount in force which reflects new policy amount and lapse and surrender amount, is shown here.

(Left-hand graph)

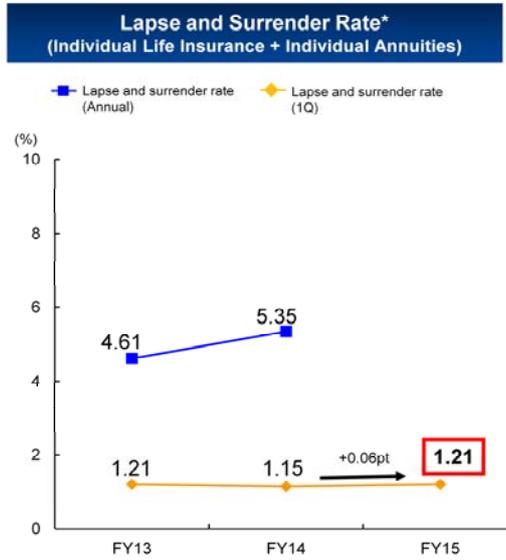
Policy amount in force for the total of individual life insurance and individual annuities increased 5.2% year on year, to ¥41.6 trillion, due to a steady acquisitions of new policies.

The number of policies in force increased 5.6% year on year, to ¥6.78 million policies.

(Right-hand graph)

Annualized premiums from insurance in force increased 5.8% year on year, to ¥747.6 billion. Of which, the figure for third-sector products was up 3.5% year on year, to ¥174.8 billion.

Operating Performance : Sony Life (Non-consolidated) (3)



*The lapse and surrender rate shows the ratio derived by dividing the amount of lapses and surrenders, not adjusted for policy amount decreases, increases, and reinstatements, by the policy amount in force at the beginning of the fiscal year.

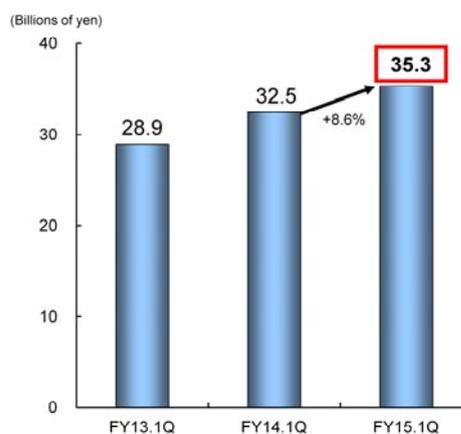
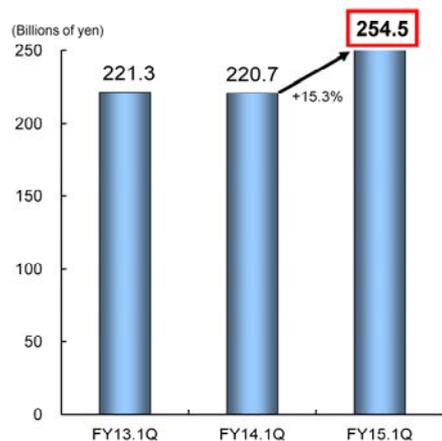
The lapse and surrender rate for the three months ended June 30, 2015, increased 0.06 percentage points year on year, to 1.21%.

Operating Performance : Sony Life (Non-consolidated) (4)



Income from Insurance Premiums

Interest Income and Dividends



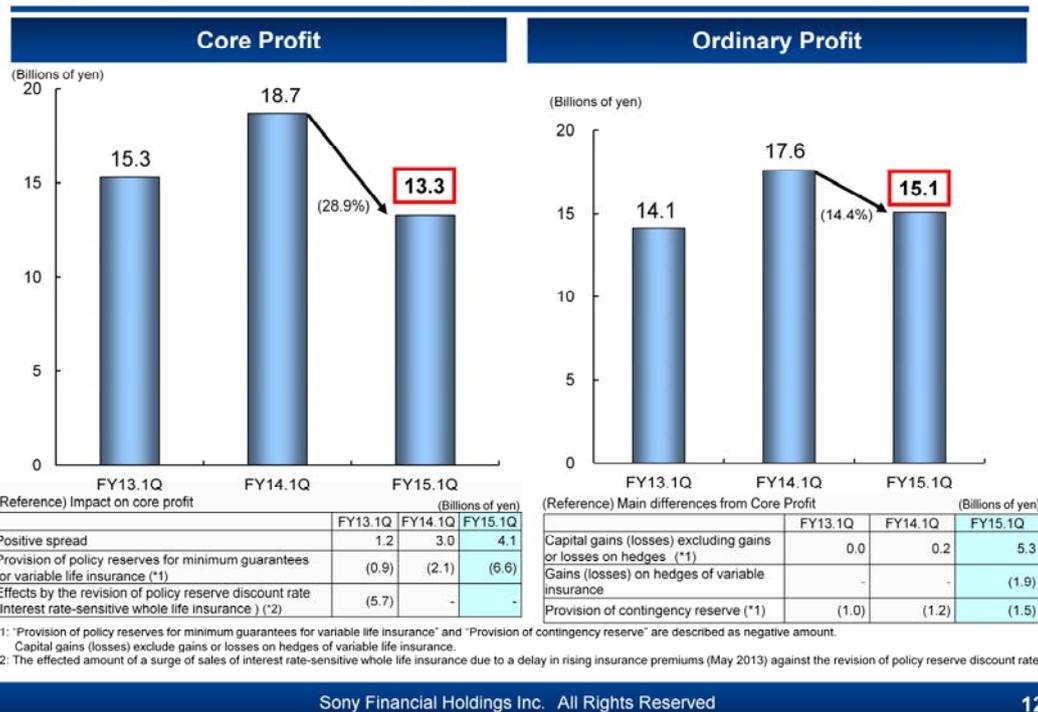
(Left-hand graph)

Income from insurance premiums increased 15.3% year on year, to ¥254.5 billion. This increase was because of strong sales of a new product, "Lump-sum Payment Whole Life Insurance (Non-notification type), launched in May 2015, and variable life insurance, in addition to steady growth in policy amount in force.

(Right-hand graph)

Interest income and dividends increased 8.6% year on year, to ¥35.3 billion, reflecting a favorable market condition and an expansion in investment assets along with business expansion.

Operating Performance : Sony Life (Non-consolidated) (5)



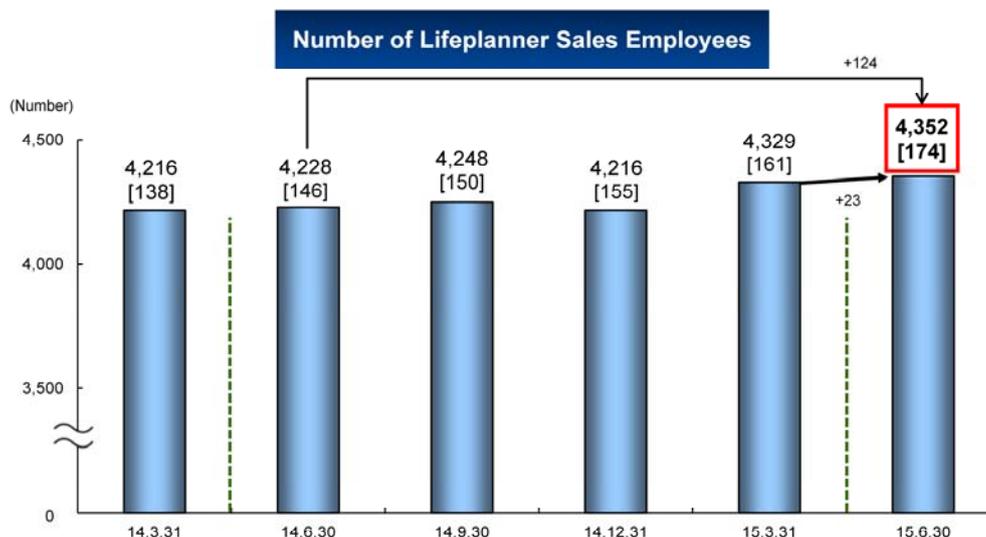
(Left-hand graph)

Core profit was down 28.9% year on year, to ¥13.3 billion, due mainly to an increase in provision of policy reserves for minimum guarantees for variable life insurance reflecting its brisk sale and an increase in insurance claims and other payments despite an increase in positive spread.

(Right-hand graph)

Ordinary profit decreased 14.4% year on year, to ¥15.1 billion, due to the decrease in core profit despite an increase in gains on sales of securities in the general account.

**Operating Performance :
Sony Life (Non-consolidated) (6)**



Note: Figures in [] show the numbers of Lifeplanner sales employees (rehired on a fixed-term contract basis after retirement) included in the overall numbers, those who have reached retirement age but who continue to work as Lifeplanner sales employees that meet certain sales conditions and other requirement.

The number of Lifeplanner sales employees as of June 30, 2015, was 4,352, up 23 from March 31, 2015 and up 124 from June 30, 2014.

The number of Lifeplanner sales employees steadily increased, reflecting Sony Life's initiatives to promote skilled personnel to office managers responsible for recruiting new Lifeplanner sales employees.

Operating Performance : Sony Life (Non-consolidated) (7)



Breakdown of General Account Assets

(Billions of yen)	15.3.31		15.6.30	
	Amount	%	Amount	%
Japanese government and corporate bonds	5,606.8	86.2%	5,756.0	86.4%
Japanese stocks	42.4	0.7%	43.8	0.7%
Foreign bonds	105.5	1.6%	100.3	1.5%
Foreign stocks	26.0	0.4%	26.2	0.4%
Monetary trusts	313.2	4.8%	296.5	4.4%
Policy loans	162.3	2.5%	163.5	2.5%
Real estate*	117.7	1.8%	117.2	1.8%
Cash and call loans	56.8	0.9%	58.9	0.9%
Others	76.7	1.2%	101.8	1.5%
Total	6,508.0	100.0%	6,664.6	100.0%

<Asset management review>
We have continued to accumulate ultralong-term bonds to match the liability characteristics of insurance policies with long-term maturities with the aim of reducing interest rate risk.

<Bond duration>
Mar. 31, 2014: 19.7 years
Mar. 31, 2015: 20.3 years
Jun. 30, 2015: 20.1 years

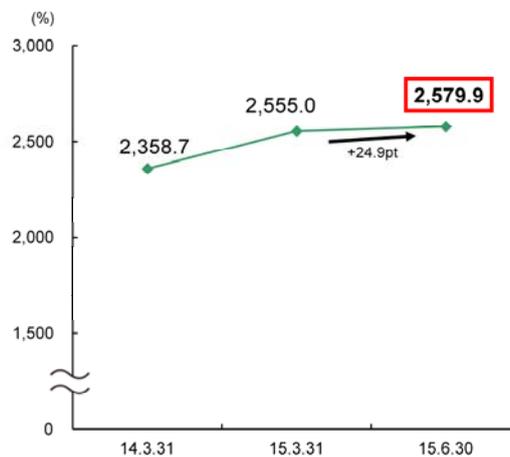
- Investment in the monetary trusts is mainly into Japanese government and corporate bonds.
- The holding ratio on the real status of Japanese government and corporate bonds including those invested in monetary trusts in the general account assets: As of Jun. 30, 2015: 90.9% (As of Mar. 31, 2015: 91.0%)

*Real estate is the total of land, buildings, and construction in progress.

Sony Life continued to invest in ultralong-term bonds.

Operating Performance : Sony Life (Non-consolidated) (8)

Non-consolidated Solvency Margin Ratio

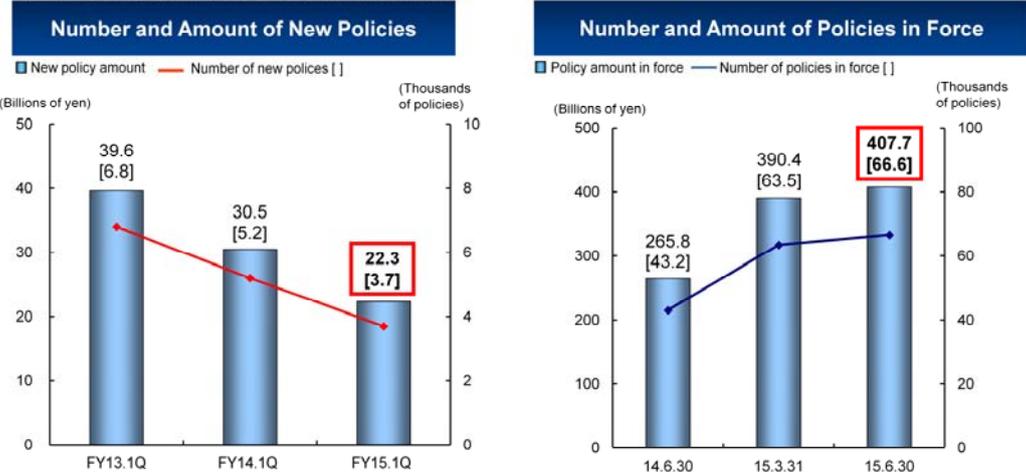


As of June 30, 2015, Sony Life's non-consolidated solvency margin ratio was 2,579.9%, up 24.9 percentage points from March 31, 2015, remaining at a high level.

Operating Performance : AEGON Sony Life Insurance



*AEGON Sony Life Insurance sells individual variable annuities.



Net income (losses) for AEGON Sony Life Insurance and SA Reinsurance

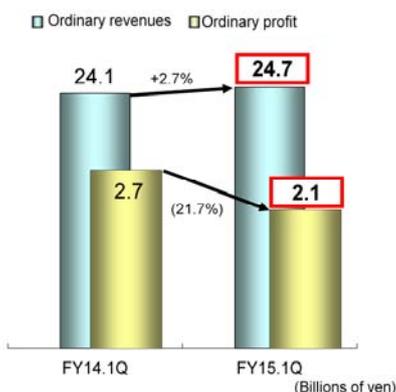
(Billions of yen)	FY14.1Q	FY15.1Q	Change
AEGON Sony Life Insurance	(1.2)	(0.2)	+0.9
SA Reinsurance	0.7	(0.2)	(0.9)

AEGON Sony Life Insurance and SA Reinsurance are equity method companies, 50-50 joint venture established by Sony Life and AEGON Group. SA Reinsurance prepares its financial statements in accordance with U.S. GAAP. 50% of the net income (losses) for AEGON Sony Life Insurance and SA Reinsurance are recognized as investment profit (losses) on equity method in the SFH's profit attributable to owners of the parent.

Operating results of AEGON Sony Life Insurance, which sells individual variable annuities, are shown here.

New policy amount for the three months ended June 30, 2015 decreased year on year. However, the business scale itself has been expanding, shown as steady growth in policy amount in force.

Highlights of Operating Performance: Sony Assurance



- ◆ Ordinary revenues increased but ordinary profit decreased year on year.
- ◆ Ordinary revenues increased, due to an increase in net premiums written primarily for its mainstay automobile insurance.
- ◆ Ordinary profit decreased, due mainly to a rise in operating expenses despite the increase in ordinary revenues.

(Billions of yen)	FY14.1Q	FY15.1Q	Change	
Ordinary revenues	24.1	24.7	+0.6	+2.7%
Underwriting income	23.8	24.4	+0.6	+2.6%
Investment income	0.3	0.3	+0.0	+4.1%
Ordinary expenses	21.4	22.6	+1.2	+5.8%
Underwriting expenses	16.0	16.5	+0.5	+3.4%
Investment expenses	0.0	0.0	+0.0	—
Operating general and administrative expenses	5.3	6.0	+0.6	+12.8%
Ordinary profit	2.7	2.1	(0.5)	(21.7%)
Net income	1.8	1.4	(0.3)	(19.9%)

(Billions of yen)	15.3.31	15.6.30	Change from 15.3.31	
Underwriting reserves	86.5	89.7	+3.2	+3.7%
Net assets	24.7	26.3	+1.6	+6.5%
Total assets	157.9	159.9	+2.0	+1.3%

Sony Assurance's ordinary revenues increased 2.7% year on year, to ¥24.7 billion, due to an increase in net premiums written primarily for its mainstay automobile insurance.

Ordinary profit decreased 21.7% year on year, to ¥2.1 billion, due mainly to a rise in the operating expenses despite the increase in ordinary revenues.

Net income decreased 19.9% year on year, to ¥1.4 billion.

Overview of Operating Performance: Sony Assurance



(Billions of yen)	FY14.1Q	FY15.1Q	Change
Direct premiums written	23.1	24.0	+4.2%
Net premiums written	23.4	24.3	+4.0%
Net losses paid	11.1	11.2	+0.9%
Underwriting profit	2.4	1.8	(24.8%)
Net loss ratio	54.7%	53.4%	(1.3pt)
Net expense ratio	24.4%	26.3%	+1.9pt
Combined ratio	79.1%	79.6%	+0.5pt

<Reasons for changes>

◆ Increased mainly in its mainstay automobile insurance.

◆ Increased due mainly to higher advertising expenses.

Notes:
Net loss ratio = (Net losses paid + Loss adjustment expenses) / Net premiums written
Net expense ratio = Expenses related to underwriting / Net premiums written

	FY14.1Q	FY15.1Q	Change
E. I. loss ratio	58.0%	58.4%	+0.4pt
E. I. loss ratio + Net expense ratio	82.4%	84.7%	+2.3pt

◆ Rose due to a decrease in reversal of reserve for outstanding losses despite persistently low car accident ratio.

Notes:
Earned/Incurred (E.I.) loss ratio = (Net losses paid + Provision for reserve for outstanding losses + Loss adjustment expenses) / Earned premiums
[Earthquake insurance and compulsory automobile liability insurance are excluded from the above calculation.]

	15.3.31	15.6.30	Change from 15.3.31	
Number of policies in force	1.70 million	1.72 million	+0.02 million	+1.6%
Non-consolidated solvency margin ratio	629.6%	655.1%	+25.5pt	

Note: 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.

Sony Assurance's Underwriting Performance by Type of Policy



Direct Premiums Written

(Millions of yen)	FY14.1Q	FY15.1Q	Change
Fire	62	89	+42.4%
Marine	—	—	—
Personal accident	2,134	2,156	+1.0%
Voluntary automobile	20,920	21,840	+4.4%
Compulsory automobile liability	—	—	—
Total	23,117	24,086	+4.2%

Net Premiums Written

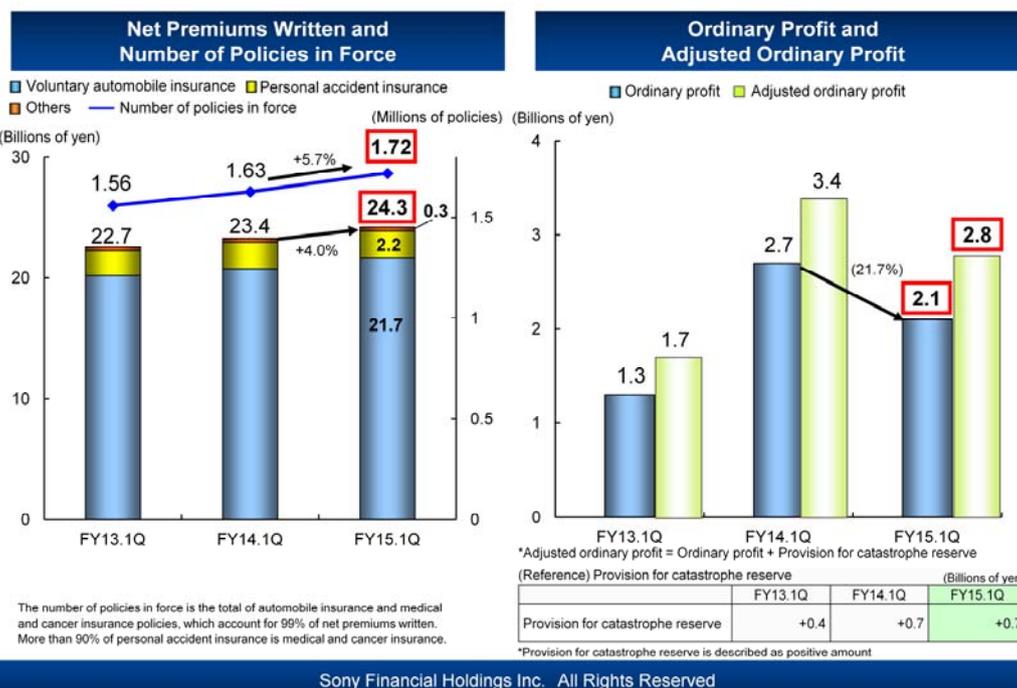
(Millions of yen)	FY14.1Q	FY15.1Q	Change
Fire	8	13	+51.3%
Marine	50	11	(78.0%)
Personal accident	2,218	2,245	+1.2%
Voluntary automobile	20,868	21,793	+4.4%
Compulsory automobile liability	289	311	+7.6%
Total	23,434	24,375	+4.0%

*Medical and cancer insurance is included in personal accident.

Net losses paid

(Millions of yen)	FY14.1Q	FY15.1Q	Change
Fire	1	0	(92.7%)
Marine	47	12	(74.6%)
Personal accident	541	593	+9.7%
Voluntary automobile	10,288	10,359	+0.7%
Compulsory automobile liability	291	303	+4.0%
Total	11,170	11,268	+0.9%

Operating Performance: Sony Assurance (1)



(Left-hand graph)

The number of policies in force for the total of automobile insurance and medical and cancer insurance increased 5.7% year on year, to 1.72 million policies.

Net premiums written increased 4.0% year on year, to ¥24.3 billion, due to a stable sale of automobile insurance.

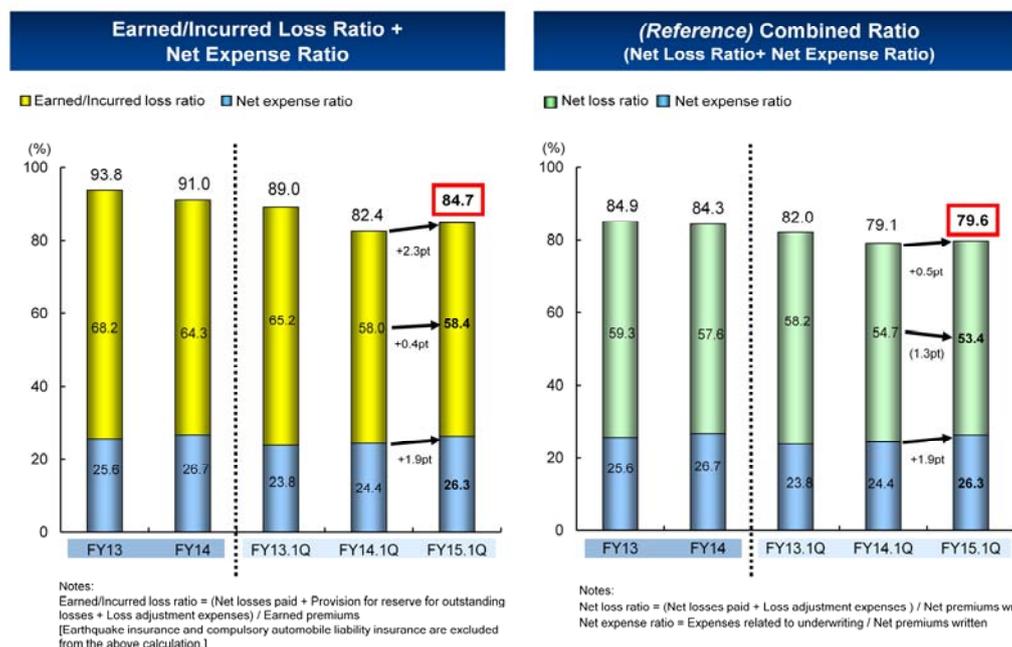
(Right-hand graph)

Ordinary profit decreased year on year as described before.

We also show you adjusted ordinary profit in addition to ordinary profit on the graph. Adjusted ordinary profit is an profit indicator on a managerial accounting basis. The figure is calculated by adjusting the amount of provision(reversal) for catastrophe reserve to ordinary profit.

Adjusted ordinary profit was ¥2.8 billion.

Operating Performance: Sony Assurance (2)



(Left-hand graph)

The Earned/Incurred (E.I.) loss ratio was up 0.4 percentage points year on year, to 58.4%, due to a decrease in reversal of reserve for outstanding losses despite lower car accident ratio.

The net expense ratio rose 1.9 percentage points year on year, to 26.3%, due mainly to higher advertising expenses.

Consequently, the sum of the E.I. loss ratio and the net expense ratio was up 2.3 percentage points year on year, to 84.7%.

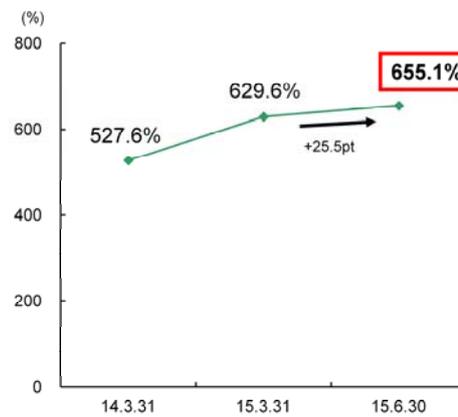
(Right-hand graph)

The net loss ratio declined 1.3 percentage points year on year, to 53.4%.

This is different from the E.I. loss ratio, which reflects an increase or a decrease in provision for reserve for outstanding losses.

The combined ratio (the sum of the net loss ratio and the net expense ratio) was up 0.5 percentage points year on year, to 79.6%.

Non-consolidated Solvency Margin Ratio

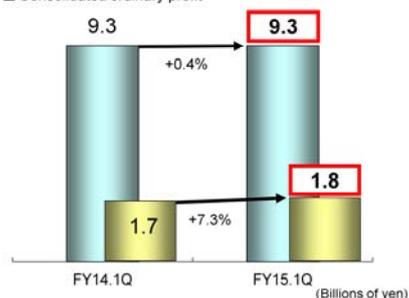


As of June 30, 2015, Sony Assurance's non-consolidated solvency margin ratio was 655.1%, up 25.5 percentage points from March 31, 2015.

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



- Consolidated ordinary revenues
- Consolidated ordinary profit



<Consolidated>

◆ Ordinary revenues and ordinary profit increased year on year, due to higher revenues related to foreign currency transactions and mortgage loan business.

<Non-consolidated>

◆ Both gross operating profit and net operating profit increased year on year.

- Net interest income decreased, due to lower interest income and dividends on securities.
- Net fees and commissions increased, due to higher fees on mortgage loans.
- Net other operating income increased, due to higher gains on foreign exchange transactions stemming from customers' active foreign currency trading whereas gains on the bond-dealing transaction was recorded in the same period of the previous fiscal year.

<Consolidated>

(Billions of yen)	FY14.1Q	FY15.1Q	Change	
Consolidated ordinary revenues	9.3	9.3	+0.0	+0.4%
Consolidated ordinary profit	1.7	1.8	+0.1	+7.3%
Profit attributable to owners of the parent	1.1	1.2	+0.1	+12.6%

<Non-consolidated>

(Billions of yen)	FY14.1Q	FY15.1Q	Change	
Ordinary revenues	8.6	8.6	+0.0	+0.0%
Gross operating profit	5.2	5.3	+0.0	+1.6%
Net interest income	4.1	3.9	(0.1)	(3.8%)
Net fees and commissions	(0.2)	0.0	+0.2	—
Net other operating income	1.3	1.3	+0.0	+0.9%
General and administrative expenses	3.7	3.5	(0.1)	(4.6%)
Net operating profit	1.5	1.8	+0.2	+16.1%
Ordinary profit	1.7	1.8	+0.1	+8.9%
Net income	1.1	1.2	+0.1	+13.4%

(Billions of yen)	15.3.31	15.6.30	Change from 15.3.31	
Net assets	77.0	77.8	+0.7	+1.0%
Net unrealized gains on other securities, net of taxes	6.6	5.9	(0.6)	(9.7%)
Total assets	2,062.5	2,055.6	(6.8)	(0.3%)

Sony Bank's consolidated ordinary revenues increased 0.4% year on year, to ¥9.3 billion and consolidated ordinary profit increased 7.3% year on year, to ¥1.8 billion. This is because of higher revenues related to foreign currency transactions and mortgage loan business.

On a non-consolidated basis, Sony Bank's ordinary revenues and ordinary profit increased year on year as the same reasons as in the consolidated results.

Gross operating profit increased 1.6% year on year, to ¥5.3 billion, due to an improvement in net fees and commissions backed by higher fees on mortgage loans. Net operating profit increased 16.1% year on year, to ¥1.8 billion.

Overview of Operating Performance: Sony Bank (Non-consolidated) (1)



(Billions of yen)	14.6.30	15.3.31	15.6.30	Change from 15.3.31	
Customer assets	1,950.0	2,007.9	2,001.1	(6.7)	(0.3%)
Deposits	1,829.7	1,878.2	1,872.2	(6.0)	(0.3%)
Yen	1,462.8	1,551.0	1,558.9	+7.8	+0.5%
Foreign currency	366.9	327.2	313.3	(13.9)	(4.3%)
Investment trusts	120.2	129.6	128.9	(0.7)	(0.6%)
Loans outstanding	1,071.6	1,187.1	1,226.0	+38.8	+3.3%
Mortgage loans	962.7	1,074.3	1,111.2	+36.8	+3.4%
Others	108.9	112.8	114.7 ¹	+1.9	+1.8%
Capital adequacy ratio² (domestic criteria)	11.68%	10.66%	10.56%	(0.10pt)	

<Reasons for changes>

◆ Yen deposit balance remained at the same level, reflecting severe interest rate competitions despite an increase due to a conversion from foreign currencies to yen.

◆ Yen-denominated balance of foreign currency deposit decreased due to a conversion and a transfer into yen deposit led by yen depreciation.

◆ Loan balance expanded reflecting a growing balance of mortgage loans.

¹ Loans in others include corporate loans of ¥109.7 billion

² Please refer to the graph of the non-consolidated capital adequacy ratio (domestic criteria) on P27

Overview of Operating Performance: Sony Bank (Non-consolidated) (2)



<Reference> On Managerial Accounting Basis

(Billions of yen)	FY14.1Q	FY15.1Q	Change	
Gross operating profit	5.2	5.3	+0.0	+1.6%
Net interest income ^{*1} ①	4.4	4.5	+0.0	+1.0%
Net fees and commissions ^{*2} ②	(0.0)	0.2	+0.3	—
Net other operating income ^{*3}	0.8	0.5	(0.3)	(37.0%)
Gross operating profit (core profit) (A)=①+②	4.4	4.8	+0.4	+9.2%
Operating expenses and other expenses ③	3.6	3.5	(0.0)	(1.5%)
Net operating profit (core profit) =(A)-③	0.7	1.2	+0.4	+57.6%

■ Managerial accounting basis

The following adjustments are made to the figures on a financial 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.

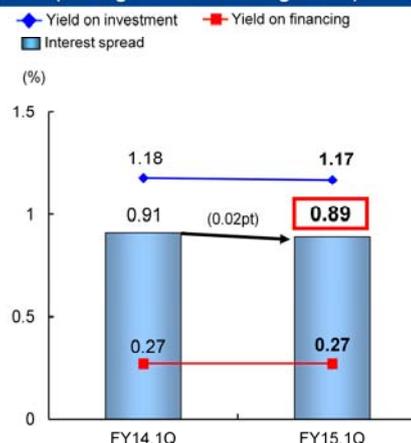
*2: Net fees and commissions: Includes profits and losses for customer dealings in foreign currency transactions recorded in net other operating income.

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

■ Core profit

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

<Reference> Interest Spread (Managerial Accounting Basis)



Note: Interest spread=(Yield on investment)-(Yield on financing)

We break down gross operating profit on a managerial accounting basis to facilitate an understanding of operational sources of revenue and profits.
(Left-hand table)

Net interest income increased 1.0% year on year, to ¥4.5 billion, led by the growing balance of mortgage loans.

Net fees and commissions increased ¥0.3 billion year on year, to ¥0.2 billion, due to higher fees on mortgage loans and higher gains on foreign exchange transactions stemming from customers' active trading.

Consequently, gross operating profit on a core profit basis increased ¥0.4 billion year on year, to ¥4.8 billion, and net operating profit on a core profit basis also increased ¥0.4 billion year on year, to ¥1.2 billion.

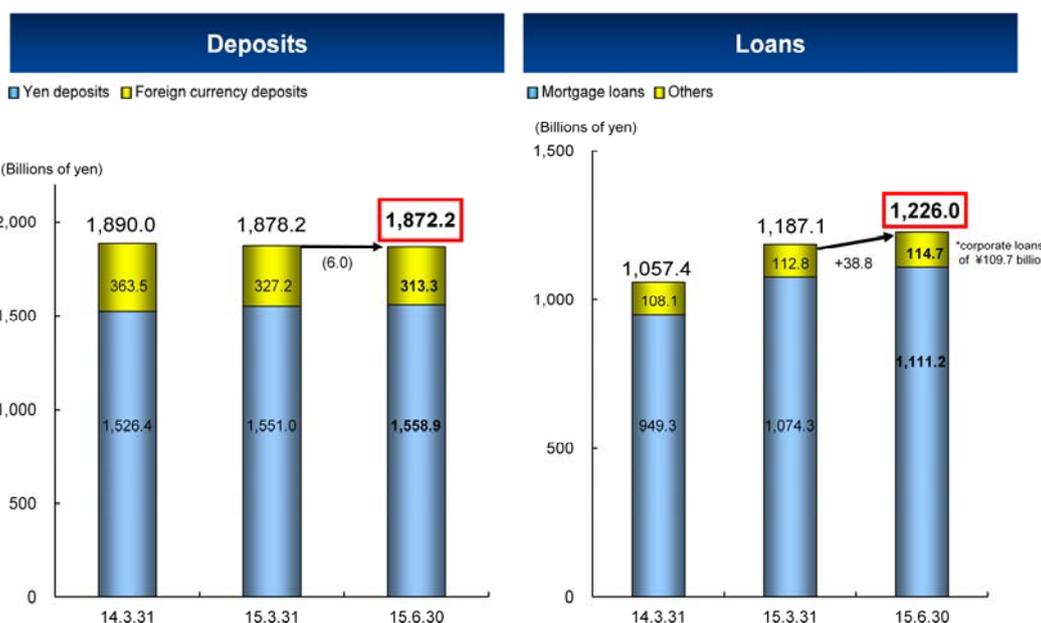
(Right-hand graph)

The yield on investment for FY15.1Q was 1.17%.

The yield on financing for FY15.1Q was 0.27%.

Consequently, interest spread for FY15.1Q was 0.89%.

Operating Performance: Sony Bank (Non-consolidated) (1)



(Left-hand graph)

As of June 30, 2015, deposits (the sum of Japanese yen and foreign currency deposits) amounted to ¥1,872.2 billion, down ¥6.0 billion from March 31, 2015. Of which, yen deposit balance remained at the same level as of March 31, 2015, to ¥1,558.9 billion, reflecting severe interest rate competitions despite an increase due to a conversion from foreign currencies to yen.

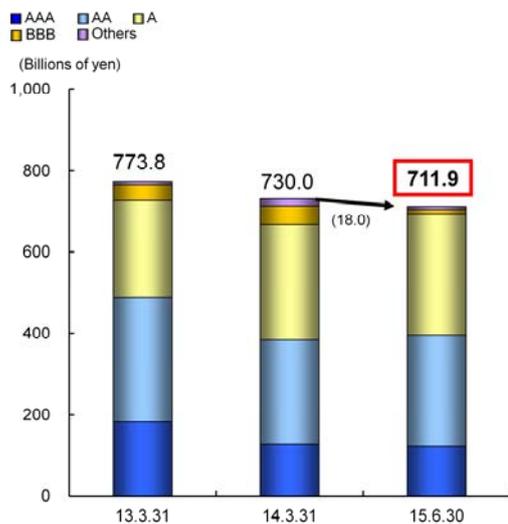
Yen-denominated balance of foreign currency deposit amounted to ¥313.3 billion, down ¥13.9 billion from March 31, 2015, due to a conversion and a transfer into yen deposit led by yen depreciation.

(Right-hand graph)

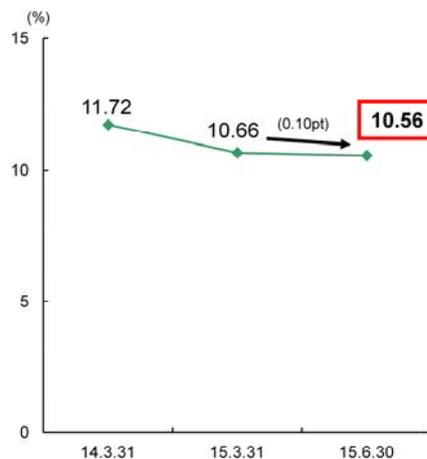
Loan balance as of June 30, 2015 expanded to ¥1,226.0 billion, up ¥38.8 billion from March 31, 2015, due to the growing balance of mortgage loans.

Operating Performance: Sony Bank (Non-consolidated) (2)

Balance of Securities by Credit Rating



Non-Consolidated Capital Adequacy Ratio (Domestic Criteria)



*Calculated based on the standard FSA Notification No. 19 (2006), which establishes standards based on Article 14-2 of the Banking Act of Japan for determining the capital adequacy of a bank in light of the assets held by the bank. Sony bank calculates this ratio based on Basel III from March 31, 2014.

(Left-hand graph)

As of June 30, 2015, the balance of securities amounted to ¥711.9 billion, down ¥18.0 billion from March 31, 2015.

Sony Bank continuously invests in highly rated bonds.

(Right-hand graph)

As of June 30, 2015, Sony Bank's non-consolidated capital adequacy ratio (domestic criteria) was 10.56%, down 0.10 percentage point from March 31, 2015, maintaining financial soundness.

**Consolidated Financial Forecast
for the Year Ending March 31, 2016
(FY15)**



Consolidated Financial Forecast for FY15



Consolidated Financial Forecast for FY15 is unchanged from the forecast announced on April 30, 2015

(Billions of yen)	FY14 (Actual)	FY15 (Forecast)	Change	FY15.1Q (3M) Actual	Progress rate
Consolidated ordinary revenues	1,352.3	1,300.0	(3.9%)	357.3	27.5%
Life insurance business	1,223.9	1,168.0	(4.6%)	323.9	27.7%
Non-life insurance business	93.0	97.1	+4.4%	24.7	25.5%
Banking business	38.4	36.8	(4.2%)	9.3	25.4%
Consolidated ordinary profit	90.0	85.0	(5.6%)	18.9	22.3%
Life insurance business	78.3	74.1	(5.4%)	14.9	20.1%
Non-life insurance business	4.2	4.4	+4.5%	2.1	48.2%
Banking business	7.3	6.4	(12.7%)	1.8	29.1%
Profit attributable to owners of the parent	54.4	57.0	+4.7%	12.8	22.5%

<Segment information for ordinary revenues and ordinary profit>

■ Life insurance business

In FY15.1Q, ordinary revenues was higher than initially expected due to an increase in income from insurance premiums and higher gains investment income in the separate accounts. However, ordinary profit was lower than initially expected, due mainly to an increase in provision of policy reserves for minimum guarantees for variable life insurance. We remain unchanged our forecast for FY15 taking into account the potential impact of sales trends of variable life insurance and market price fluctuations from FY15.2Q onward.

■ Non-life insurance business

In FY15.1Q, the loss ratio improved more than initially expected, but we remain unchanged our forecast for FY15 because we expect a rise in operating expenses and a higher loss ratio associated with natural disasters and other factors from FY15.2Q onward.

■ Banking business

In FY15.1Q, ordinary revenues and ordinary profit was higher than initially expected due to higher revenues related to foreign currency transactions and mortgage loan business. We remain unchanged our forecast for FY15 taking into account the business trends and market environment from FY15.2Q onward.

Consolidated financial forecast for FY15 is unchanged from the forecast announced on April 30, 2015.

Consolidated ordinary profit for the three months ended June 30, 2015 was lower than initially expected due to higher sales of variable life insurance in the life insurance business.

However, we remains unchanged our forecast for FY15 taking into account the potential impact of sales trends of variable insurance and market price fluctuations from FY15.2Q onward.

Sony Life's MCEV and Risk Amount Based on Economic Value as of June 30, 2015

Please keep in mind that the validity of these calculations of MCEV as of June 30, 2015, has not been verified by outside specialists.
A part of the calculations of MCEV as of June 30, 2015, adopted simplified method.



Sony Life's MCEV as of June 30, 2015

(Billions of yen)	15.3.31	15.6.30	Change from 15.3.31
MCEV	1,322.9	1,388.8	+66.0
Adjusted net worth	1,119.2	1,017.1	(102.1)
Value of existing business	203.7	371.8	+168.1
(Billions of yen)	15.3.31	15.6.30	
New business value	48.6 (12M)	12.5 (3M)	
New business margin	3.8%	3.2%	

Notes:

1. New business margin equals new business value divided by present value of premium income.
2. In calculating MCEV as of June 30, 2015, Sony Life updated economic assumptions and lapse and surrender rates from March 31, 2015.

◆ **Reasons for changes in MCEV**

- MCEV as of June 30, 2015 increased ¥66.0 billion from March 31, 2015, due mainly to a rise in interest rates and an acquisition of new policies.

◆ **New business value and new business margin**

- New business value as of June 30, 2015 (3M) was ¥12.5 billion. (¥50.0 billion / annualized)
- New business margin as of June 30, 2015 (3M) was down 0.6pt from March 31, 2015 (12M), due mainly to a change of product mix despite higher interest rates.

*Please see page 42 for trend on JGB yields.

Sony Life's MCEV as of June 30, 2015 increased ¥66.0 billion from March 31, 2015, to ¥1,388.8 billion, due mainly to a rise in interest rates and an acquisition of new policies.

New business value as of June 30, 2015 (3M) was ¥12.5 billion, (¥50.0 billion / annualized).

New business margin as of June 30, 2015 (3M) was down 0.6 percentage points from March 31, 2015 (12M), due mainly to a change of product mix despite higher interest rates.

Sony Life's Risk Amount Based on Economic Value as of June 30, 2015



(Billions of yen)	15.3.31	15.6.30
Insurance risk	724.2	732.8
Market-related risk	287.0	300.0
<i>Of which, interest rate risk*</i>	218.5	227.7
Operational risk	25.9	26.3
Counter party risk	1.8	2.1
Variance effect	(293.4)	(299.9)
The risk amount based on economic value	745.5	761.2

(*) Interest amount excluding the variance effect within market-related risk.

(Billions of yen)	15.3.31	15.6.30
MCEV	1,322.9	1,388.8
ESR	177%	182%

Notes:

1. The risk amount based on economic value refers to the total amount of Sony Life's risks, comprehensively examined and including insurance risk and market-related risk.
2. The solvency risk capital on an economic value basis is calibrated at VaR (99.5) over one year and based on the internal model, which is a similar but modified model based on the EU Solvency II (QIS5) standard method.
3. ESR=MCEV/ Risk amount based on economic value.

◆ **Maintained financial soundness by controlling market-related risk.**

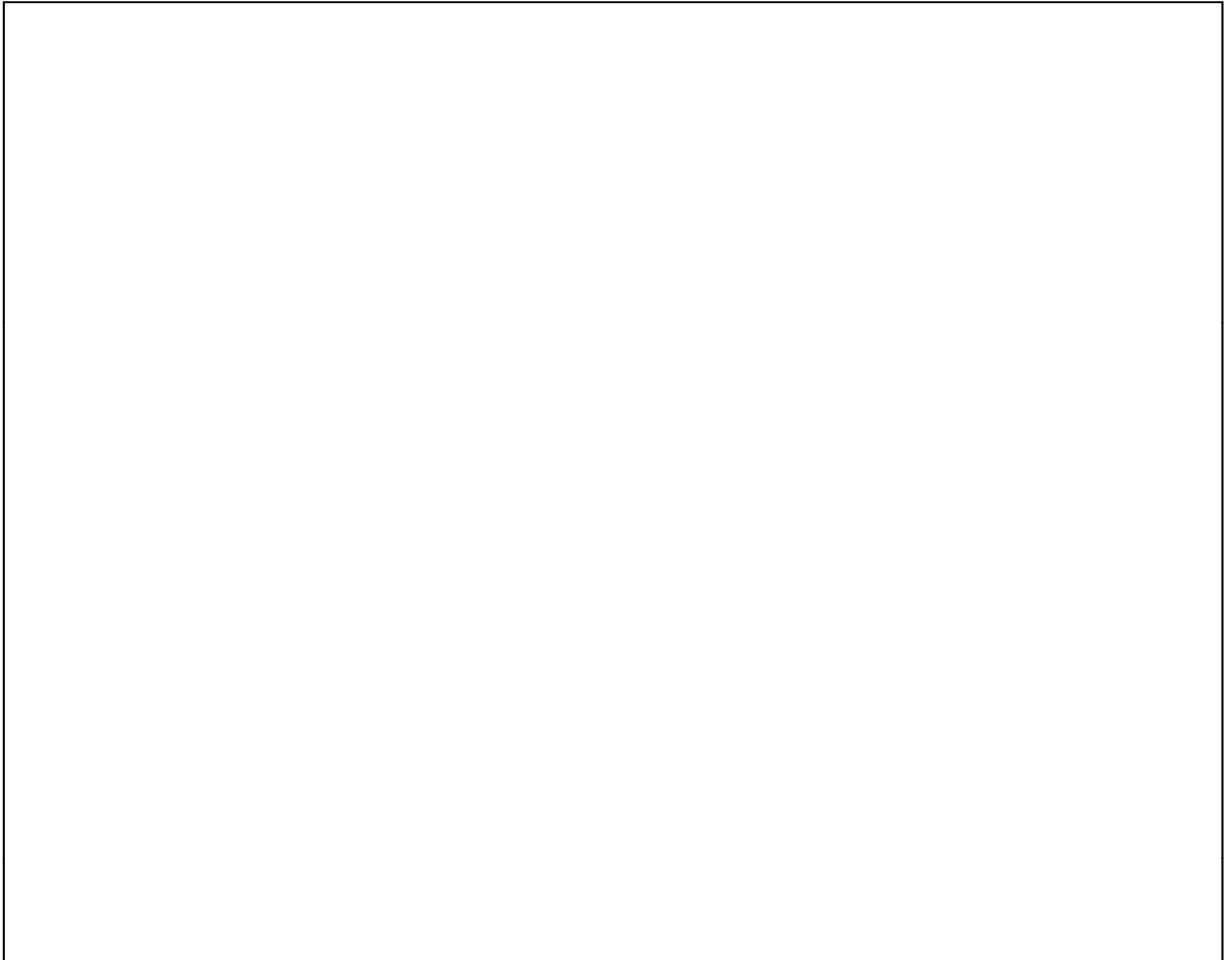
The risk amount based on economic value as of June 30, 2015 amounted to ¥761.2 billion. Within Sony Life's risks, insurance risk and market-related risk amounted to ¥732.8 billion and ¥300.0 billion respectively.

The risk amount based on economic value as of June 30, 2015 was up from March 31, 2015, due to a steady increase in policy amount in force.

However, the economic solvency ratio (ESR), the ratio of MCEV to the risk amount based on economic value, was 182%.

Sony Life has maintained financial soundness.

Appendix



Recent Topics 1

AEGON Sony Life Insurance

Launch of sales: December 1, 2009

Common stock: ¥26 billion (including capital surplus of ¥13 billion)

Equity ownership: Sony Life insurance Co Ltd 50%, AEGON international B V 50%

Marketing products: Individual Variable Annuities

Sales Channels: Lifeplanner sales employees and partner Banks (22*) *As of Aug. 7, 2015



SA Reinsurance Ltd

Established: October 29, 2009

Common stock: ¥11 billion

Equity ownership: Sony Life insurance Co., Ltd. 50%, AEGON international B.V. 50%

Business: Reinsurance business

*AEGON Sony Life Insurance and SA Reinsurance are equity method companies, 50-50 joint ventures established by Sony Life and AEGON Group.

Sony Bank's Mortgage Loans through Sony Life

■ Sony Life accounts for 22% of the balance of mortgage loans as of Jun. 30, 2015

Sony Life accounts for 16% of the amount of new mortgage loans for FY15.1Q

*Sony Life started handling banking agency business in January 2008.



Sony Assurance's Auto Insurance Sold by Sony Life

■ Sony Life accounts for approx. 4% of new automobile policies for FY15.1Q

*Sony Life started handling automobile insurance in May 2001.



<Highlights for FY2015.1Q>

2015-04-01	Sony Life changed its President, Representative Director
2015-04-01	Sony Life opened its new sales office in Fukui prefecture
2015-04-01	SmartLink Network, Sony Bank's subsidiary, changed its corporate name to Sony Payment Services Inc.
2015-04-30	Sony Lifecare entered into an agreement to enter capital participation with Yuuai Holdings Co., Ltd.
2015-05-02	Sony Life commenced sale of a new product: "Lump-sum Payment Whole Life Insurance (No-notification Type) "
2015-06-01	Sony Bank began offering "Yen Time Deposits plus* "
2015-06-24	Sony Bank changed its President, Representative Director
2015-07-01	Sony Assurance commenced operations at "Kumamoto Contact Center"
2015-07-13	Sony Bank began handling a new type of card loans

Sony Life: Fair Value Information on Securities (General Account Assets)



Fair Value Information on Securities

Fair Value Information on Securities with market value (except trading-purpose securities) (Billions of yen)

	14.3.31			15.3.31			15.6.30		
	Carrying amount	Fair value	Net unrealized gains (losses)	Carrying amount	Fair value	Net unrealized gains (losses)	Carrying amount	Fair value	Net unrealized gains (losses)
Held-to-maturity securities	4,409.6	4,839.9	430.3	4,878.7	5,718.2	839.4	4,970.0	5,679.0	708.9
Policy-reserve-matching bonds	-	-	-	-	-	-	91.9	91.9	0.0
Available-for-sale securities	1,065.5	1,189.8	124.3	1,007.8	1,176.6	168.8	967.0	1,122.6	155.5
Japanese government and corporate bonds	1,035.9	1,146.7	110.8	974.6	1,120.1	145.5	936.0	1,068.2	132.2
Japanese stocks	12.2	21.2	8.9	13.4	29.4	16.0	13.2	29.8	16.5
Foreign securities	15.8	19.4	3.5	19.4	26.4	6.9	17.6	24.2	6.6
Other securities	1.4	2.5	1.0	0.3	0.6	0.3	0.1	0.3	0.1
Total	5,475.1	6,029.8	554.7	5,886.6	6,894.9	1,008.3	6,029.0	6,893.6	864.6

Notes:

- The above table includes monetary trusts other than trading-purpose securities.
- Derivative financial products such as principal protected 30 year notes with Nikkei 225 index-linked coupons are included in the "Held-to-maturity-securities" above.
Principal protected 30 year notes with Nikkei 225 index-linked coupons
As of March 31, 2014: Carrying amount: ¥43.8 billion, Fair market value: ¥56.0 billion, Net unrealized gain (losses): ¥12.2 billion
As of March 31, 2015: Carrying amount: ¥44.2 billion, Fair market value: ¥57.5 billion, Net unrealized gain (losses): ¥13.2 billion
As of June 30, 2015 : Carrying amount: ¥36.4 billion, Fair market value: ¥45.5 billion, Net unrealized gain (losses): ¥9.1 billion

Valuation gains (losses) on trading-purpose securities (Billions of yen)

14.3.31		15.3.31		15.6.30	
Balance sheet amount	Net valuation gains (losses) recorded in income	Balance sheet amount	Net valuation gains (losses) recorded in income	Balance sheet amount	Net valuation gains (losses) recorded in income
-	-	1.0	0.0	2.9	(0.0)

Note: The above chart includes trading-purpose securities included in "monetary trusts," etc.

Sony Life's Interest Income and Dividends (Details)



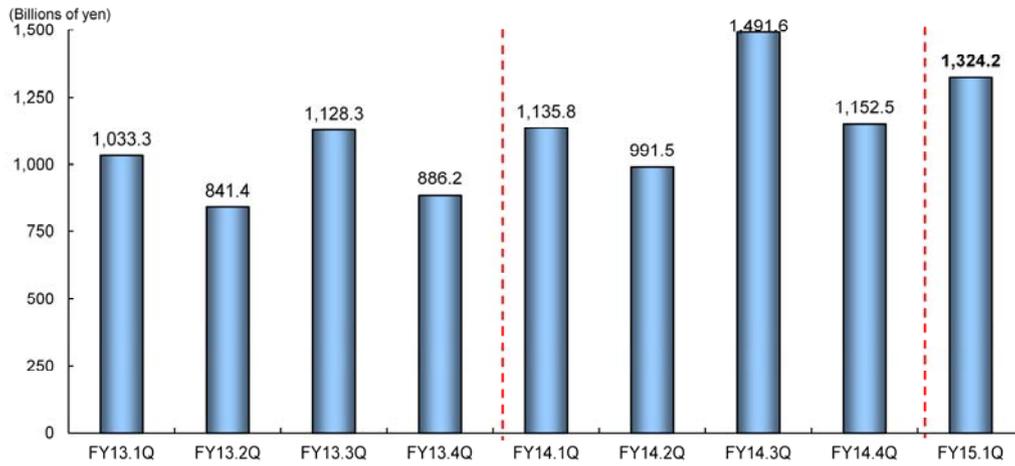
(Millions of yen)

	FY14.1Q	FY15.1Q	Change
Cash and deposits	0	0	+212.6%
Japanese government and corporate bonds	26,173	27,811	+6.3%
Japanese stocks	63	79	+24.2%
Foreign securities	2,230	2,334	+4.7%
Other securities	56	1,036	—
Loans	1,457	1,512	+3.8%
Real estate	2,570	2,570	+0.0%
Others	5	18	+215.3%
Total	32,557	35,363	+8.6%

Sony Life's Quarterly Trend on New Policy Amount



Quarterly Trend on New Policy Amount

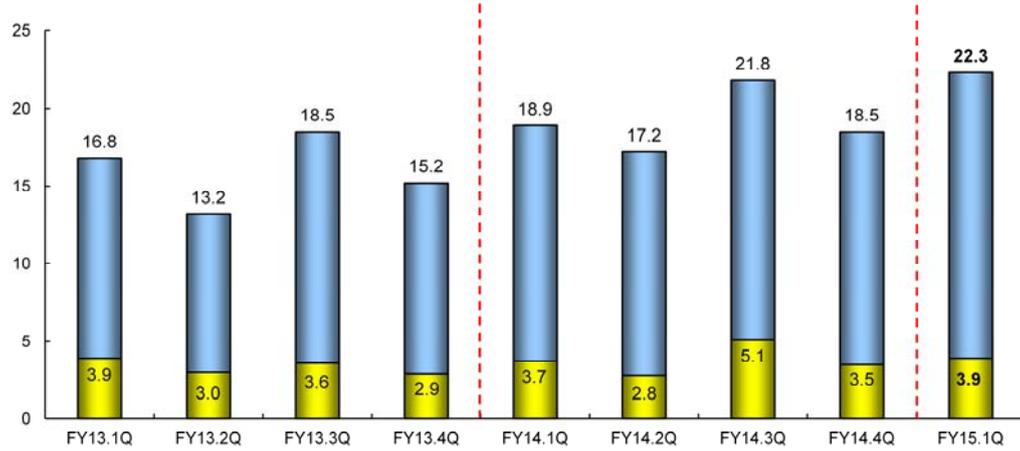


Sony Life's Quarterly Trend on Annualized Premiums from New Policies



Quarterly Trend on Annualized Premiums from New Policies

■ Annualized premiums from new policies ■ Of which, third-sector
(Billions of yen)



Method of Measuring Risk Amount Based on Economic Value (1)

■ Market-related Risk¹

	Sony Life	(Reference) EU Solvency II (QIS5)
Interest rate risk <small>Fluctuations in net asset value based on economic value in response to the shocks in the right columns. The same applies below.</small>	Percentage increases or decreases differ for each currency and term. As for measuring interest rate risk in Japanese yen, introduced principal component analysis, where yield curve changes are disaggregated into three components, parallel shift, twist and butterfly, and the yield curve is shocked by each component. (Example) For Yen 30-year, 33% decrease (parallel shift), 28% decrease (twist), 8% decrease (butterfly)	Percentage increases or decreases differ for each currency and term but no lower than 1% (Example) For Yen 30-year, 30% decrease
Equity risk	Listed equities 45%, Other securities 70%	Global 30%, Others 40% *2
Real estate risk	Actual real estate 25%	Real estate 25%
Credit risk	Credit risk = (market value) x (risk coefficient for each credit rating) x duration Note that durations have caps and floors, depending on credit ratings. (Example) Rating A: Risk coefficient (1.4%), cap (23), floor (1)	Same as on the left
Currency risk	30% downside fluctuation	25% downside fluctuation

Notes

1. Principal items as of June 30, 2015.

2. Standard risk coefficients are global: 39%/other: 49%. Symmetric adjustment (an adjustment of ±10% of the average value of the stock price index during a defined period in the past) is applied: as of the QIS5 trial introduction (Dec.31, 2009), these were 30%/40%.

Method of Measuring Risk Amount Based on Economic Value (2)

■ Insurance Risk¹

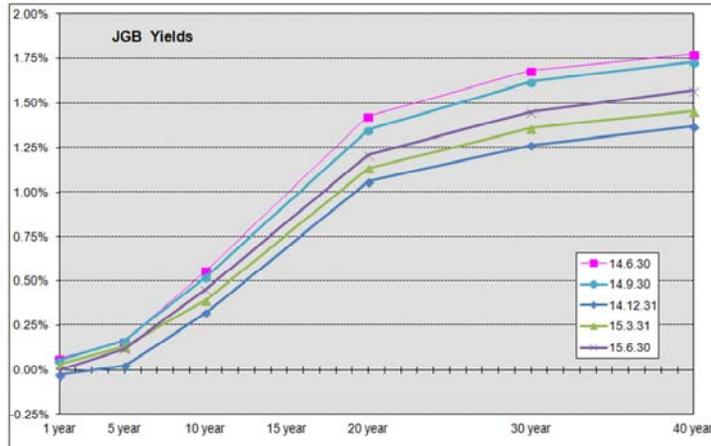
	Sony Life	(Reference) EU Solvency II (QIS5)
Mortality risk	Mortality rate increases by 15% for each year elapsed	Same as on the left
Longevity risk	Mortality rate decreases by 20% for each year elapsed	Same as on the left
Lapse risk	The largest amount of these; ² <ul style="list-style-type: none"> · Lapse rate increases by 50% for each year elapsed · Lapse rate decreases by 50% for each year elapsed · 30% of policies on which surrender value is in excess of best estimate liability are immediately surrendered 	The largest amount of these; <ul style="list-style-type: none"> · Increases by 50% in the assumed rates of lapsation for Life module, 20% for Health module · Decreases by 50% in the assumed rates of lapsation for Life module, 20% for Health module · 30% of policies (70% for group annuities, etc.) on which surrender value is in excess of best estimate liability are immediately surrendered
Expense risk	Operating expenses increase by 10% for each year elapsed Rate of inflation rises by 1%	Same as on the left
Disability risk	Rate of occurrence increases by 35% in the first fiscal year, rising by 25% for each year thereafter	Rate of occurrence increases by 35% in the first fiscal year, rising by 25% for each year thereafter. Recovery rate decreases by 20%.

Notes

1. Principal items as of June 30, 2015.

2. At Sony Life, the largest amount of three options for each insurance policy

JGB Yields



As of the end of each month

JGB yields	Jun. 2014	Sep. 2014	Dec. 2014	Mar. 2015	Jun. 2015	Mar. 2015 → Jun. 2015
1 year	0.07%	0.06%	(0.03%)	0.03%	0.00%	(0.03%)
5 year	0.16%	0.17%	0.02%	0.13%	0.12%	(0.01%)
10 year	0.56%	0.52%	0.32%	0.40%	0.46%	0.06%
20 year	1.43%	1.35%	1.06%	1.14%	1.21%	0.07%
30 year	1.68%	1.62%	1.27%	1.36%	1.45%	0.09%
40 year	1.78%	1.73%	1.37%	1.46%	1.57%	0.12%



Contact:
Communications & Investor Relations Department
Sony Financial Holdings Inc.
TEL: +81-3-5785-1074

