

October 19, 2011

Sony Financial Holdings Inc.

**Notice Concerning the Issuance of No. 1 Unsecured Corporate Bonds**

Tokyo, October 19, 2011—Sony Financial Holdings Inc. hereby announces that in accordance with its shelf registration arrangement for corporate bond issues (issue amount of ¥40 billion, expiring April 17, 2013), today it has determined the issuance conditions for its unsecured ordinary corporate bonds, as outlined below.

1. Name	Sony Financial Holdings Inc. No. 1 Unsecured Corporate Bonds
2. Total amount	¥10 billion
3. Amount of each bond	¥100 million
4. Interest rate	0.545% per annum
5. Subscription amount	¥100 per each ¥100 of face value
6. Payment at maturity	¥100 per each ¥100 of face value
7. Redemption date and method	October 28, 2016, lump-sum payment at maturity
8. Interest payment dates	April 28 and October 28 of each year
9. Subscription date	October 25, 2011
10. Subscription method	Public offering
11. Collateral	These bonds are unsecured and carry no guarantees. Also, no particular assets have been placed in reserve to cover these bonds.
12. Financial covenants	“Negative pledge clause” attached
13. Underwriter	Nomura Securities Co., Ltd.
14. Transfer agent	Japan Securities Depository Center, Inc.
15. Financial, issuing and payment agent	Mizuho Corporate Bank, Ltd.
16. Issuer rating	AA– (Rating and Investment Information, Inc.)
17. Use of funds	Sony Financial Holdings plans to use the funds raised through this issue as investment funds loaned to its wholly owned subsidiary, Sony Bank Inc., to reinforce that company’s financial base.

**Inquiries:**

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Website of Sony Financial Holdings Inc.: [http://www.sonyfh.co.jp/index\\_en.html](http://www.sonyfh.co.jp/index_en.html).