

January 24, 2013

Sony Financial Holdings Inc.

Notice Concerning the Issuance of No. 2 Straight Bonds

Tokyo, January 24, 2013—Sony Financial Holdings Inc. hereby announces that today it has determined the issuance conditions for its straight bonds, as outlined below.

1. Name	Sony Financial Holdings Inc. No. 2 Straight Bonds
2. Total amount	¥10 billion
3. Amount of each bond	¥100 million
4. Interest rate	0.434% 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	February 5, 2018, lump-sum payment at maturity
8. Interest payment dates	February 5 and August 5 of each year
9. Subscription date	January 31, 2013
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., Daiwa Securities Co. Ltd., Mitsubishi UFJ Morgan Stanley 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– (Outlook “Stable”) (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.

Note: This press release is announced to notify the Company’s issuance of No. 2 straight bonds. The information contained in this press release does not constitute or form part of any offer for sale or subscription of or solicitation or invitation of any offer to buy or subscribe for any securities, nor shall it or any part of it form the basis of or be relied on in connection with any contract or commitment whatsoever.

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Website of Sony Financial Holdings Inc.: http://www.sonyfh.co.jp/web/index_en.html