

September 29, 2025

Sony Financial Group Inc.

(Security Code: 8729, TSE Prime Market)

Listing on the Tokyo Stock Exchange Prime Market

Tokyo, September 29, 2025 -- Sony Financial Group Inc. (“SFGI”) today announces that the listing of shares of common stock of SFGI (“SFGI shares”) on the Tokyo Stock Exchange Prime Market today. We would like to express our sincere gratitude for your support and patronage up to this point.

The Sony Financial Group (“Sony FG”) has its origin in the life insurance business that one of Sony’s founders, Akio Morita, established in 1979. Sony Life, the operator of the founding business, is thoroughly committed to customer-oriented services provided by our Lifeplanner sales specialists, insurance professionals hired to meet our strict requirements and uniquely trained for the job. With the advent of online financial services Sony FG branched out into the direct non-life insurance and online banking businesses. Now encompassing areas like nursing care and venture capital, Sony FG continues to expand its operations. Under our new vision, *“Pursuing lives filled with emotion, together.”* as Sony Group’s Financial Services business we will do our utmost to be a unique financial service provider, unbound by conventional industry practices.

For details regarding the listing, please refer to the “New Listings” on the Japan Exchange Group’s website.

Japan Exchange Group’s website “New Listings”

<https://www.jpx.co.jp/english/listing/stocks/new/index.html>

SFGI’s website

https://www.sonyfg.co.jp/index_en.html

https://www.sonyfg.co.jp/en/company/ir_individual.html

Note: This document does not constitute an offer of securities for sale, or an invitation or solicitation of an offer to buy securities. This document is intended to publicly announce the listing of SFGI shares and is not intended to solicit investment or engage in other similar actions. Under the United States Securities Act of 1933, as amended, securities may not be offered or sold in the United States absent registration thereunder or an applicable exemption from registration requirements.