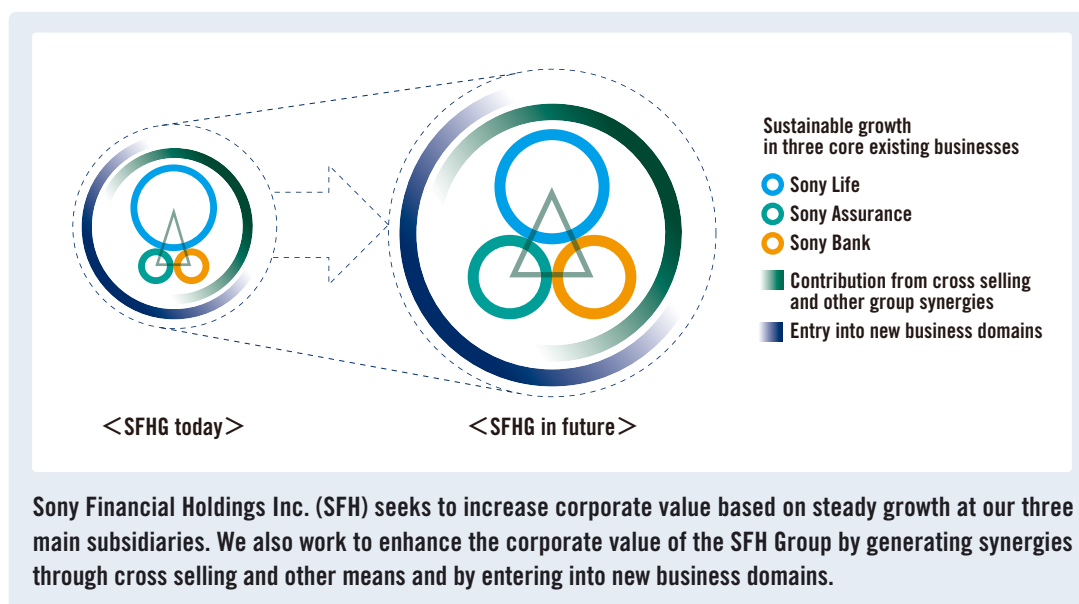


SFH Group Growth Strategies

Aspiring to Be the Financial Services Group Foremost in Customers' Minds and Trust

The SFH Group aims to be the financial services group customers think of first and trust most by integrating the many functions of financial service providers—everything from saving and asset building to borrowing and protection—and delivering high-valued-added products and quality services, all tailored to the specific needs of every one of our individual customers.

SFH Group Growth Strategies



Financial Soundness

In addition to pursuing steady growth, SFH Group works to ensure a high degree of financial soundness to acquire and maintain trust of our individual customers as a financial institution.

Financial Soundness Indicators (As of March 31, 2009)

Sony Life	Sony Assurance	Sony Bank
Solvency margin ratio : 2,060.5%	Solvency margin ratio : 993.0%	Capital adequacy ratio (Non-consolidated basis) : 13.37% (Domestic Criteria)

*See page 52, 56, 61 for the details.

Credit Ratings (As of July 1, 2009)

	Rating Agency	Rating	
SFH	Rating and Investment Information (R&I)	Issuer ratings	AA—
Sony Life	Rating and Investment Information (R&I)	Insurance claims paying ability	AA (Very high claim paying ability supported by excellent factors)
	Japan Credit Rating Agency (JCR)	Ability to pay insurance claims	AA (Very high capacity to honor the financial commitment on the obligation)
	Moody's Investors Service	Insurance financial strength rating	Aa3
	Standard & Poor's (S&P)	Insurer financial strength rating	A+ (Strong)
Sony Bank	Standard & Poor's (S&P)	Long-term counterparty credit rating	A—
		Short-term counterparty credit rating	A—2
	Japan Credit Rating Agency (JCR)	Long-term senior debts rating	AA—

Strengths of Our Three Main Subsidiaries and Growth Strategies

The SFH Group growth strategies are based on sustainable and stable growth of our core group members, Sony Life Insurance Co., Ltd. (Sony Life), Sony Assurance Inc. (Sony Assurance), and Sony Bank Inc. (Sony Bank). Pursuing their own respective growth strategies, our three business segments seek to capitalize on their strengths and advantages, as well as accelerating the growth.



	Sony Life	Sony Assurance	Sony Bank
Main Products	<ul style="list-style-type: none"> ● Death-protection insurance ● Medical insurance, other 	<ul style="list-style-type: none"> ● Automobile insurance (risk segmented) ● SURE medical and cancer insurance 	<ul style="list-style-type: none"> ● Deposits (yen, foreign currency) ● Mortgage loans ● Investment trusts, foreign exchange margin transactions, other
Sales Channels	<ul style="list-style-type: none"> ● Lifeplanner sales employees ● Partners (Independent agencies) <p>Provide quality services through a highly capable sales force with consulting expertise</p>	<ul style="list-style-type: none"> ● Internet ● Telephone <p>Provide quality services with reasonable premiums</p>	<ul style="list-style-type: none"> ● Internet <p>Provide highly convenient and quality products and services that take advantage of the Internet</p>
Strengths	<ul style="list-style-type: none"> ● Design and sell life insurance tailored to individual customers through life planning consultation ● Extensive after-sales follow-up services 	<ul style="list-style-type: none"> ● Unique products at more reasonable premiums than other insurers ● Quality services that are price competitive with other insurers 	<ul style="list-style-type: none"> ● Low-cost structure as an Internet bank without branch offices ● More advantageous and convenient product lineup
Growth Strategies	<ul style="list-style-type: none"> ■ Focus on death protection, for which consulting sales are the most effective ■ Actively develop individual annuity products 	<ul style="list-style-type: none"> ■ Expand share of direct insurance within the overall automobile insurance market ■ Ensure high profitability through reasonable pricing and appropriate cost control 	<ul style="list-style-type: none"> ■ Diversify revenue sources and expand business scope by continuing to introduce unique new products and services ■ Bolster offerings of securities and foreign currency products as an asset management bank for individuals