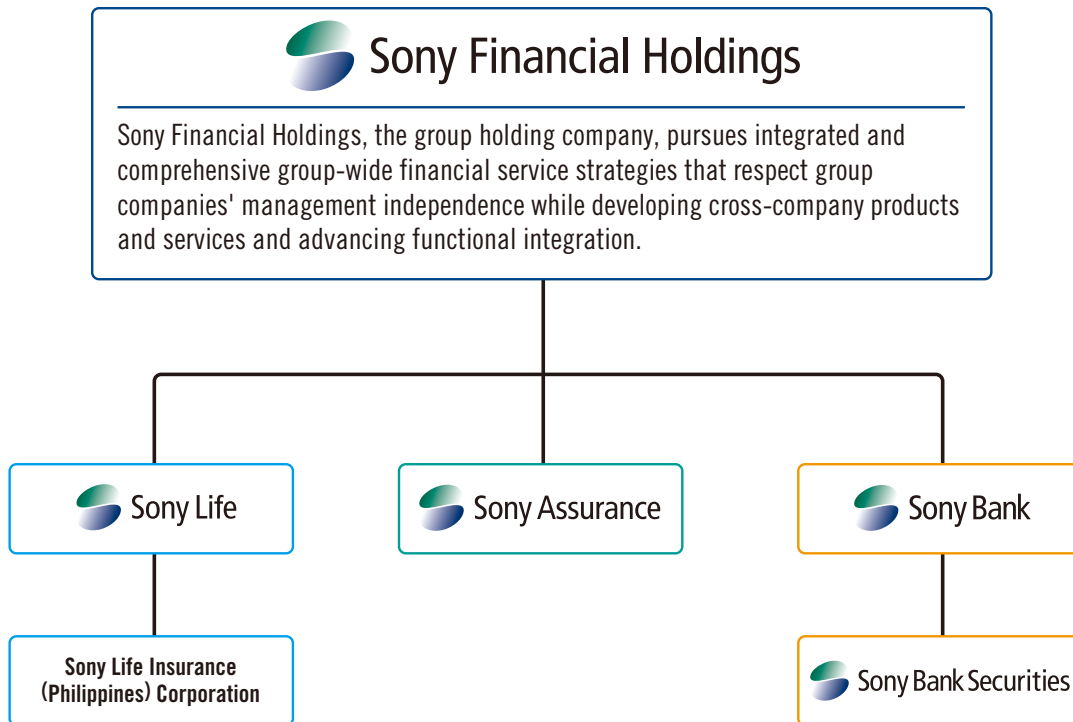


About the Sony Financial Holdings Group

The SFH Group is a financial services group comprising Sony Financial Holdings, subsidiaries Sony Life, Sony Assurance, Sony Bank, and other group companies.



Corporate Vision

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.

Corporate Philosophy

Focus on the customer

We help our customers live rich and secure lives by opening our ears and hearts to their opinions and concerns to provide products and services that meet their satisfaction.

Contribute to society

We appreciate the public nature of financial services and seek to achieve our corporate vision and contribute to society by maintaining high ethical standards and levels of responsibility. We also fulfill our other obligations as a member of society and a good corporate citizen.

Pursue originality

We pursue creativity and innovation informed by original ideas and unfettered by convention.

Encourage a free and open-minded corporate culture

We recognize the importance of individual employee contributions in providing ideal financial services. We encourage a free and open-minded corporate culture to allow employees to fully display their individualities and abilities in their work.

Group Overview (As of July 6, 2009)

Sony Financial Holdings Inc.

Established	April 1, 2004
Head office	1-1, Minami Aoyama 1-chome, Minato-ku, Tokyo, Japan
Business	Management control of life insurance, non-life insurance, banking, and other subsidiaries based on the provisions of the Insurance Business Law and the Banking Law and other incidental operations
Common Stock	¥19,900 million
Shares outstanding	2,175,000 shares
Major shareholders	Sony Corporation 60% (see page 25 for further details)

Sony Life Insurance Co., Ltd.

Established	August 10, 1979
Head office	1-1, Minami Aoyama 1-chome, Minato-ku, Tokyo, Japan
Business	Life insurance
Common Stock	¥70,000 million
Shares outstanding	70,000,000 shares
Share ownership	Sony Financial Holdings Inc. 100%

Sony Assurance Inc.

Established	June 10, 1998
Head office	37-1, Kamata 5-chome, Ota-ku, Tokyo, Japan
Business	Non-life insurance
Common Stock	¥20,000 million
Shares outstanding	400,000 shares
Share ownership	Sony Financial Holdings Inc. 100%

Sony Bank Inc.

Established	April 2, 2001
Head office	3-26, Kanda-Nishikicho, Chiyoda-ku, Tokyo, Japan
Business	Banking
Common Stock	¥31,000 million
Shares outstanding	620,000 shares
Share ownership	Sony Financial Holdings Inc. 100%

Sony Life Insurance (Philippines) Corporation

Established	August 26, 1998
Head office	Makati City, Philippines
Business	Life insurance
Common Stock	937 million Philippine pesos
Shares outstanding	9,370,000 shares
Share ownership	Sony Life Insurance Co., Ltd. 100%

Sony Bank Securities Inc.

Established	June 19, 2007
Head office	3-26, Kanda-Nishikicho, Chiyoda-ku, Tokyo, Japan
Business	Financial products and exchange business
Common Stock	¥1,500 million
Shares outstanding	30,000 shares
Share ownership	Sony Bank Inc. 100%