

# Social Contributions and Environmental Activities

## Social Contribution Initiatives

The SFH Group recognizes that its participation in the financial services business comes with public obligations. Consequently, we contribute to society with a strong sense of ethics and responsibility and we conduct various activities to carry out our responsibilities as a member of society.

### Volunteer Activities

Sony Life established a Social Contribution Department to strengthen support and share information on volunteer activities undertaken by its employees throughout Japan. Along the same lines, Sony Life has created the Volunteer Activity Coordination Committee.

Sony Life has designated the anniversary of its founding as Volunteer Day, when all employees are encouraged to consider and implement local clean-ups and other activities that benefit their community.

To help its employees actively contribute to society, Sony Life has established a volunteer leave program and implemented a leave program for bone marrow donors. Sony Life also donates to the Eye Mate Fund, supports Special Olympics Nippon (Japan) and offers a Life Planning Course for students who are preparing to make their own way in society.

Sony Assurance participates in fundraising activities for the Japan Committee for UNICEF. Sony Assurance also collects cancelled stamps to help organizations that provide medical care overseas.



Sony Life employees volunteering for clean-up duties

### Support for Special Olympics Nippon (Japan)

Since FY1996, Sony Life has been offering financial support to Special Olympics Nippon, an accredited nonprofit organization that helps people with intellectual disabilities by providing independence and opportunities to participate in the community through sports. Employees also volunteer to help conduct the events. Sony Life is increasing awareness and understanding of Special Olympics Nippon's activities through regional organizations and,

among its other contributions, by supporting daily activities and charity concerts. By supporting Special Olympics Nippon, Sony Life will continue to facilitate the independence of people with intellectual disabilities and help them participate in their community.



Sony Life employees volunteering at the Special Olympics Nippon National Winter Games Yamagata

### Eye Mate Fund

Since FY1997, Sony Life has made financial donations to the Eye Mate Fund, established by The Eye Mate, Inc., which aims to help visually-challenged people participate in society. Sony Life donates an amount each year that matches the total raised by its employees. In FY2008, Sony Life and its employees donated a total of ¥11.79 million to Eye Mate, bringing its cumulative donations for training guide dogs to more than ¥130 million.



Sony Life employee's child conducting walking training experience with a guide dog

## “Life Planning Course” Held Nationwide for Planning Lives to Achieve Dreams

To provide the insurance protection products that optimally match customers' lives, Sony Life's Lifeplanner sales employees map out a specific life plan with each customer. Sony Life refers to this process as “life planning”. Lifeplanner sales employees have offered “Life Planning Course” for students throughout Japan. Although high school students are the focus of our course, Lifeplanner sales employees also offer course for junior high school and university students. The simulation begins by creating a family. Lifeplanner sales employees help them to imagine childbirth, plans for education, buying a house and other future events in their goals and dreams. Next, the course takes on an economic focus, looking at the financial resources that are needed to achieve the simulated life plan. Lifeplanner sales employees offer advice, using Sony Life's proprietary software for simulations. Consulting from an economic perspective, we examine the income, expenses



Life planning course held by Sony Life

and savings that will be needed. This realistic approach gives students a better understanding of what is needed to achieve their goals and dreams.

## Sony Bank's Participations in “Climate & Children Supporters” Program to Prevent Global Warming and Support Developing Countries

“Climate and Children Supporters” is a program that supports a global warming prevention project and children in developing countries through a donation to UNICEF. By participating in this program, Sony Bank has supported the areas frequently damaged by natural disasters caused by the changing climate, in addition to the global warming prevention activities through the purchase and redemption of emissions rights. Sony Bank has supported a water and sanitation project in the Republic of Mozambique by donating ¥2 million annually for three years to UNICEF, as well as by purchasing the emissions rights, enabling Sony Bank's customers to participate in environmental initiatives.



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## Sony Life Volunteers' Club

The Sony Life Volunteers' Club was established by a Sony Life volunteer group in 1995, after the Great Hanshin-Awaji Earthquake. Each member of the group participates in running the club with their donations. The club continues to support the elderly victims of the earthquake. Sony Life Volunteers' Club also supports a wide range of activities including hosting youth education events at care houses, operational support for the “Oita International Wheelchair Marathon”, a worldwide tournament of wheelchair marathon, and support for the “Relay For Life”.

### Relay For Life

Relay for Life events raise cancer awareness and as well as funds for fighting the disease. Patients, survivors, and their families participate in day-long (usually 24-hour) relay races, held so far at over 5,000 locations in more than 20 countries. Japan's first one took place in Tsukuba, Ibaraki Prefecture, when participants walked the track of a Tsukuba University stadium for eight hours in 2006. The events are gaining traction in Japan and were held at seven locations in 2008, a year when over 700 Sony life employees and family members participated from the planning stage, walking in the 24-hour-long relays together with current cancer patients and their families as well as helping to organize and run the events.

Sony Life Volunteers' Club also supports to continue providing support for Relay for Life whenever and everywhere they are held as its way of contributing to building a society that does not fear cancer, and a society that helps patients live with it.



Sony Life employees participating in 24-hour team relay

## Environmental Initiatives

The SFH Group considers preserving the earth's environment as one of the most important issues facing people worldwide. We therefore conduct environmentally conscious activities and implement appropriate initiatives.

### Acquisition of ISO 14001 Certification

Sony Life, Sony Assurance and Sony Bank have acquired ISO 14001 certification, the international standard for environmental management systems. All three companies pursue energy-saving and natural resource-saving activities, such as working toward targets for the reduced consumption of energy and photocopier paper and promoting green procurement to raise the portion of eco-products used as office supplies.

### System for Using Green Power

In April 2005, Sony Life became the first company in the Japanese life insurance industry to employ the Green Power Certification System. This system promotes the use of green power to help protect the environment by reducing CO<sub>2</sub> emissions. At present, Sony Assurance and Sony Bank are also participating in this system, thereby helping to promote geothermal, wind-powered, solar, biomass, and other power generation that uses renewable energy resources.



[ Green Power Certification ]

#### Green Power Certification System

By trading the natural electric power (green power) generated from solar, wind, geothermal, biomass, and other natural energy sources as a form of certification, companies need not build their own power generating facilities. Even when distance to a green generation facility makes direct consumption of green power unfeasible, this system includes companies that consume green power indirectly. Consequently, this system helps companies contribute to the proliferation of natural electric power generation and to protect the environment as part of their voluntary measures. For more details on the green power certification system, please refer to the website of Japan Natural Energy Co., Ltd. (<http://natural-e.co.jp/english/>).

#### Donating to the “Solarbear Fund” - A program to install solar generation equipments at kindergartens -

In collaboration with the “Solarbear Fund”, a non-profit

organization engaged in global warming prevention activities, Sony Assurance has launched a program to install solar generation equipments at kindergartens by capitalizing on its method of calculating automobile insurance premiums based on the distance driven in a year. The program is linked to the calculation of actual distances driven when renewing policies. Policyholders whose actual distance driven is less than their forecasted amount are considered to be contributing to environmental conservation through this reduction in the estimated emission of carbon dioxide. Sony Assurance will further enhance its policyholders' contribution to environmental conservation by donating ¥1 per 100 kilometers of distance not driven to the “Solarbear Fund”. Money raised through Sony Assurance's donations will be used by the “Solarbear Fund” to install solar generations equipments “Solarbear power generation equipments” at kindergartens and nursery schools across Japan.



The brothers Solar (left) and Bear (right) are the Solarbear Fund's characters. Designer Shinzi Katoh modeled them on polar bears who are gradually losing their habitat as the northern polar cap recedes due to global warming.

### Helping Customers Contribute to Reducing Greenhouse Gas Emissions

Sony Bank has created a system through which customers can contribute to reducing greenhouse gas emissions by purchasing emissions rights on behalf of its customers who invest a certain amount in its eco-funds for donation to the Japanese government. Since Sony Bank purchases emission rights by using a portion of its commissions on the sales and custodial fees for the eco-funds, customers can participate in environmental preservation activities as they manage their assets.

