

History of the SFH Group

■ Sony Financial Holdings
 ■ Sony Life
 ■ Sony Assurance
 ■ Sony Bank

1979 August	■ ■	“Sony Prudential Life Insurance Co., Ltd.” (Sony Prudential Life) (now Sony Life) is established
1981 April	■ ■	Sony Prudential Life commences operations with the launch of Lifeplanner system
1986 October	■ ■	Sony Prudential Life launches sales of variable life insurance (whole-life protection)
1987 July	■ ■	Sony Prudential Life agrees with Prudential to terminate joint venture
1987 September	■ ■	Sony Prudential Life changes name to “Sony Pruco Life Insurance Co., Ltd.” (Sony Pruco Life) (now Sony Life)
1989 October	■ ■	Sony Pruco Life establishes independent agency system
1991 April	■ ■	Sony Pruco Life changes name to “Sony Life Insurance Co., Ltd.” (Sony Life)
1992 April	■ ■	Sony Life launches sales of comprehensive medical insurance
1998 June	■ ■	“Sony Insurance Planning Co., Ltd.” (Sony Insurance Planning) (now Sony Assurance) is established
1998 August	■ ■	Sony Life establishes “Sony Life Insurance (Philippines) Corporation” in the Philippines
1999 April	■ ■	Sony Life launches sales of whole-life comprehensive medical insurance
1999 September	■ ■	Sony Insurance Planning changes name to “Sony Assurance Inc.” (Sony Assurance) Sony Assurance begins accepting automobile insurance applications over the Internet



Sony Assurance's transit ad at the time of its launch

1999 October	■ ■	Sony Assurance begins accepting automobile insurance applications over the phone
2001 April	■ ■	“Sony Bank Inc.” (Sony Bank) is established Sony Assurance opens Claims Service Center
2001 May	■ ■	Sony Life's Lifeplanner sales employees begin selling Sony Assurance automobile insurance
2001 June	■ ■	Sony Bank commences operations (products comprise ordinary yen deposits, yen time deposits, investment trusts and card loans) Sony Bank launches the “MONEYKit” service site



Sony Bank's “MONEYKit” interface at the time of its launch

2001 September	■ ■	Sony Bank starts handling foreign currency deposits
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Sony Bank's ad for foreign currency deposits

2002 March	■ ■	Sony Bank starts offering mortgage loans Sony Life begins underwriting group credit life insurance for Sony Bank's mortgage loans
2002 June	■ ■ ■	Sony Assurance launches sales of medical and cancer insurance Sony Assurance opens Sapporo Customer Center Sony Bank begins offering special-purpose loans



Sony Assurance's Customer Center

2004 April		“Sony Financial Holdings Inc.” (Sony Financial Holdings) is established Sony Life, Sony Assurance, and Sony Bank become subsidiaries of Sony Financial Holdings	
2004 June		Sony Bank launches sales of individual annuities offered by Sony Life	
2004 October		Sony Assurance begins offering fire insurance to Sony Bank's mortgage loan customers	
2004 December		Sony Life's Lifepanner sales employees begin introducing Sony Bank's mortgage loans	
2005 July		Sony Life registers “LIFEPLANNER VALUE” trademark	
2005 December		Sony Bank begins handling credit cards and commences financial products intermediary services	
2006 April		Sony Assurance launches “Customers and Sony Assurance Communication Site”	
2006 June		Sony Bank launches mobile banking service	
2006 September		Sony Life opens “Life Planning SQUARE” showroom in the Sony Building in Ginza, Tokyo	
		Sony Life ties up with Watami Co., Ltd. in the nursing care business	
		Sony Life's “Life Planning SQUARE”	
2006 October		Sony Bank begins offering new credit card loans	
		Sony Life completes construction of Sony City, the new headquarters of Sony Corporation	
		Sony City	
2007 June		Sony Bank establishes “Sony Bank Securities Inc.” (Sony Bank Securities) as a wholly-owned subsidiary	
2007 August		Sony Life establishes “AEGON Sony Life Planning Co., Ltd.”	
2007 October		Sony Bank launches financial products intermediary services through Sony Bank Securities	
		Sony Financial Holdings is listed on the First Section of the Tokyo Stock Exchange	
2007 December		Sony Life permitted to handle banking agency business for Sony Bank	
2008 March		Sony Bank becomes a wholly-owned subsidiary of Sony Financial Holdings	
2008 May		Sony Bank begins handling foreign exchange margin transactions	
2008 August		Sony Bank ties up with Seven Bank, Ltd. in banking agency business	
2008 October		Sony Life opens a representative office in Beijing	
2009 January		Sony Assurance creates a new section called “Insurance Selection” that features recommended insurance products, and launches sales of pet insurance through alliance with Anicom Insurance, Inc., as the first product featured in this section	
		Sony Assurance: Top page of the pet insurance website	
2009 May		Sony Assurance launches sales of overseas travel accident insurance	
		Sony Assurance: Top page of the overseas travel accident insurance website	
2009 July		Sony Life opens a representative office in Taipei	