

Major Topics

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

May 2008

■ Sony Bank Begins Foreign Exchange Margin Transactions

Sony Bank began handling foreign exchange margin transactions in response to customers' diverse foreign currency investment needs. The foreign exchange margin transactions make it possible to trade foreign exchange closer to market rates than foreign currency deposits 24 hours a day, 365 days a year. We now offer closer alignment between margins and deposits, and allow customers to transfer funds in foreign currencies, as well as handling with spot delivery settlement.

July 2008

■ Sony Assurance Opens its Sapporo Claims Service Center for Receiving Accident Reports

In July 2008, Sony Assurance opened its second claims service center for receiving accident reports in Sapporo aiming at responding to the increased number of policies in force and at strengthening the measures against large-scale disaster occurrence risks.

September 2008

■ SFH Obtains AA- Issuer Rating

SFH obtained an AA- (outlook: stable) issuer rating from Rating and Investment Information, Inc. (R&I) as a growing group of companies, to establish a structure whereby SFH can expeditiously respond to its financing needs which arise in future.

October 2008

■ Sony Life Opens Representative Office in Beijing

Sony Life opened a representative office in Beijing, the Peoples' Republic of China, to research the Chinese financial and life insurance markets.

October 2008

■ Sony Life Commences Sales of New Products with No Surrender Value

Sony Life launched sales of "a level-premium term life insurance (no dividends) and a level-premium term life insurance rider (no dividends), both with no surrender value". The company can offer even more reasonable premiums by providing products with no surrender value.

October 2008

■ Sony Bank Starts Handling Credit Cards with Dual-Currency Settlement Function

In October 2008, Sony Bank started handling a "Sony Card" with dual-currency settlement function, which allows cardholders to pay in yen when in Japan and in U.S. dollars outside Japan. As U.S. dollar charges are debited from customers' U.S. dollar ordinary deposit accounts, customers will be able to save on foreign exchange costs.



Credit card capable of settling transactions in two currencies

March 2009

■ Sony Assurance Begins to Offer Car Life Discount Service

Sony Assurance began offering the "Car Life Discount Service" as an exclusive benefit to its policyholders, with discounted and complimentary services available in a range of automobile-related situations.



Policyholder benefits website