

Sony Lifecare Inc. Established and Commenced to Oversee the Sony Financial Group's Operations in the Nursing Care Business as a Holding Company

Tokyo, April 1, 2014—Sony Lifecare Inc. was established and commenced today as a holding company to oversee the Group's operations in the nursing care business, as outlined below. This establishment has been already permitted by the relevant authority.

1. Overview of Sony Lifecare Inc.

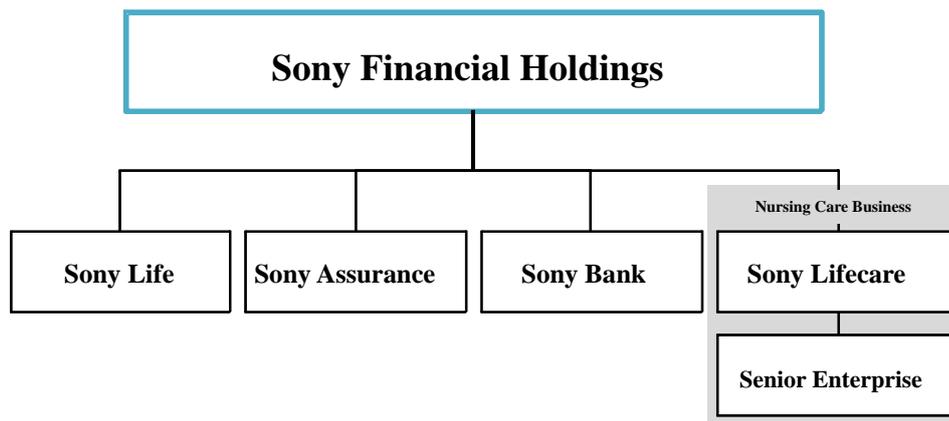
Name	Sony Lifecare Inc.
Head Office	11-11, 3-chome, Shibuya-ku, Tokyo, Japan
Directors and Statutory Auditors	President, Representative Director Manabu Idei Director Kitaro Nimura Director Yutaka Ito Statutory Auditor Kenji Takagi
Business	Management control of companies handling the nursing care business, as well as other ancillary operations
Established	April 1, 2014
Common Stock	¥10 million
Share Ownership	Sony Financial Holdings Inc. 100%

2. Objective in Establishing a Holding Company

Following on from the Group's entry into the nursing care business in November 2013, Sony Lifecare Inc. ("SLC") has been established as a holding company within the Sony Financial Group to oversee operations in the nursing care business.

The aims of SLC's establishment are to clarify management responsibility in the nursing care business, ensure maneuverability by promoting capital tie-ups and other strategic alliances, reinforce corporate governance and enhance the overall value of the nursing care business. In addition, we will further cooperate with Senior Enterprise Corporation ("SE"), a wholly owned subsidiary of SLC, by opening nursing care homes that foster new social value, and proactively forge strategic alliances with other companies that operate nursing care homes.

Group Structure



3. Future Business Development

(1) Opening New Nursing Care Homes

Life Focus

We provide services to ensure that regardless of your age, you can live the sort of life that suits you best. Sony Lifecare makes residents lives—up to the present and from here on out—the focus of their services.

When considering new nursing care home direction and the ways of care being offered, we make the livelihoods of our residents the central focus of our plans for home operation and service provision. The “Life Focus” is our concept of providing quality services to our residents. For this concept, we strive to come up with “fresh ideas from basic principles” and reach our mantra “regardless of your age, you can live the sort of life that suits you best.”

To put this concept into action, we plan to take advantage of the expertise that SE has cultivated through its operation of nursing care home in Yokohama, Kanagawa Prefecture, to move ahead with plans for SE to open new nursing care homes and design to provide proper services. We are currently making preparations to open the first of these new facilities in the second half of fiscal 2015.

(2) Promoting Capital Tie-ups and Other Strategic Alliances

The establishment of SLC is designed to create a corporate structure that encourages ownership of multiple subsidiary companies in the nursing care business and promotes flexible capital tie-ups and other strategic alliances. We intend to prioritize involvement with nursing care business companies that offer high-quality and reasonably priced services. We are moving forward aggressively in dialog with partner candidates that have the potential to grow through the injection of Group management resources. For the foreseeable future, we plan to focus our activities in Tokyo Metro Area such as four prefectures, Tokyo, Kanagawa, Chiba and Saitama.

Note: This is an English-language summary of a Japanese announcement made by Sony Lifecare on April 1, 2014. The summary was prepared by Sony Financial Holdings solely for the convenience of non-Japanese readers.