

**March 29, 2017**

**Sony Life to Begin Introducing Genomic Information Provision Services  
through Business Alliance with P5, Inc.**

Sony Life Insurance Co., Ltd. (“Sony Life”), a wholly owned life insurance subsidiary of Sony Financial Holdings Inc., has entered into a business alliance with P5, Inc. (“P5”). Under this agreement, Sony Life’s Lifeplanner sales employees will begin introducing the genomic information provision services that P5 provides via hospitals from March 30, 2017.

P5, a Sony Group company, provides highly novel prevention and medical treatment services using genomes via hospitals. In this manner, the company aims to contribute to personalized medicine and healthcare in Japan.

Sony Life’s Lifeplanner sales employees will introduce to their customers the following two genomic information provision services that P5 has developed. Through these services, Sony Life aims to help customers make lifestyle choices that will maintain health, as well as expanding the therapeutic possibilities in the event of being affected by cancer.

(1) P5 cancer genome report

This service provides physicians with not just genetic mutation information but also comprehensive information of the latest clinical trials in Japan and other countries. Sony Life plans to facilitate the introduction of this testing service through P5’s increasing partner medical facilities.

(2) “your genome”

In addition to using genome testing to measure test subjects’ genetic risk of contracting disease, this program determines the current state of health through such methods as biochemical testing, body measurement and measurements performed using wearable devices, and physicians and dieticians provide advice on lifestyle habits for preventing disease and conduct follow-up activities. Developed through joint research between Sony Corporation, P5, Inc., and Tokyo Medical and Dental University, this service has been offered by implementing facility Tokyo Medical and Dental University Medical Hospital.

Sony Life’s Lifeplanner sales employees will only introduce the summary of genomic information provision services; Sony Life will not receive any information including application information to this service or genome testing results.

Note: This is an English-language summary of a Japanese announcement made by Sony Life on March 29, 2017.

The summary was prepared by Sony Financial Holdings solely for convenience of non-Japanese readers.