

**Revision of Consolidated Financial Forecast for the Year Ending March 31, 2010  
 (Prepared in Accordance with Japanese GAAP)**

Tokyo, October 30, 2009—Sony Financial Holdings Inc. (“SFH”) today announced its revised consolidated financial forecast for the year ending March 31, 2010 (April 1, 2009, through March 31, 2010), as indicated below. The previous forecast was announced on July 30, 2009.

**1. Revised Consolidated Financial Forecast**

1) Revised Consolidated Financial Forecast for the Six Months Ended September 30, 2009

(April 1, 2009, to September 30, 2009)

(Billions of yen, %)

	Ordinary revenues	Ordinary profit	Net income
Formerly announced forecast (A)	456.0	27.0	14.0
Updated forecast (B)	481.0	39.0	23.0
Amount of change (B-A)	25.0	12.0	9.0
Percentage change (%)	5.5	44.4	64.3
(Reference) Results for the six months ended September 30, 2008	420.0	22.4	12.1

2) Revised Consolidated Financial Forecast for the Year Ending March 31, 2010

(April 1, 2009, to March 31, 2010)

(Billions of yen, %)

	Ordinary revenues	Ordinary profit	Net income
Formerly announced forecast (A)	900.0	46.0	24.0
Updated forecast (B)	944.0	64.0	36.0
Amount of change (B-A)	44.0	18.0	12.0
Percentage change (%)	4.9	39.1	50.0
(Reference) Results for the year ended March 31, 2009	860.3	34.2	30.7

**2. Principal Reasons for Consolidated Financial Forecast Revisions**

1) For the Six Months Ended September 30, 2009

During the six months ended September 30, 2009, investment income exceeded our forecast, boosted by a relatively favorable financial market environment in the life insurance business. We revise upward our consolidated financial forecast in ordinary revenues, ordinary profit and net income for the six months ended September 30, 2009.

2) For the Year Ending March 31, 2010

SFH hereby revises upward its consolidated financial forecast for the year ending March 31, 2010, reflecting revised consolidated financial forecast for the six months ended September 30, 2009, as well as expected increases of interest income and dividends from the third quarter onward, resulting from the continuous purchase of ultralong-term bonds in the life insurance business.

(Reference)

The above revised consolidated financial forecast for the six months ended September 30, 2009 is also equivalent to the preliminary consolidated financial results for the same period provided quarterly as part of our efforts to disclose information to our shareholders and investors in a timely and appropriate manner.

Segment information by business for the six months ended September 30, 2009, is as follows.

<Life insurance business>

Ordinary revenues and ordinary profit increased from the same period of the previous fiscal year, owing to higher income from insurance premiums, associated with a steady increase in policy amount in force, as well as increases in investment income.

<Non-life insurance business>

Ordinary revenues and ordinary profit increased year on year, due to increased net premiums written, as the number of insurance policies in force grew primarily for automobile insurance.

<Banking business>

Although ordinary revenues decreased year on year, in the global lowering of interest rates, ordinary profit increased, due to increased net interest income, resulting from decreased interest expenses and growing balance of mortgage loans.

Although our preparation of financial results for SFH and the SFH Group, is not yet complete, the above-mentioned consolidated forecast is based on information currently available to us. Therefore, the figures stated above may differ from actual results for a variety of reasons.

We plan to announce consolidated financial results for the six months ended September 30, 2009, on November 16, 2009.

SFH's consolidated results\* are prepared in accordance with accounting principles and practices generally accepted in Japan. As such, these figures differ in significant respects from financial information reported by SFH's parent company, Sony Corporation, which prepares its financial statements in accordance with accounting principles and practices generally accepted in the United States.

\*The SFH's scope of consolidation includes Sony Financial Holdings Inc., Sony Life Insurance Co. Ltd., Sony Life Insurance (Philippines) Corporation, Sony Assurance Inc., Sony Bank Inc., Sony Bank Securities Inc. and AEGON Sony Life Insurance Co., Ltd.(previously: AEGON Sony Life Planning Co., Ltd), as an affiliated company accounted for under the equity method.

On October 30, 2009, Sony Corporation will announce its consolidated financial results for the second quarter ended September 30, 2009. SFH Group companies constitute the majority of Sony Group's Financial Services segment. However, the scope of Sony Group's Financial Services segment differs from the scope of SFH's consolidated results. For the scope of Sony Group's Financial Services segment, please refer to the October 30, 2009, news release by Sony Corporation.

Forward-looking statements may include—but are not limited to—statements using words such as “believe,” “anticipate,” “plan,” “strategy,” “expect,” “forecast,” “predict,” “possibility” that describe future operating activities, financial performance, events or conditions. Forward-looking statements, whether spoken or written, are based on judgments made by the management of the SFH Group based on information that is currently available to it. As such, forward-looking statements are subject to various risks and uncertainties, and actual results may vary substantially from those expressed or implied in forward-looking statements. Consequently, investors are cautioned not to place undue reliance on forward-looking statements. The SFH Group disclaims any obligation to revise forward-looking statements in light of new information, future events or other findings.

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## Reference:

### Significant Differences between Japanese GAAP and U.S. GAAP

SFH's consolidated results are prepared in accordance with accounting principles and practices generally accepted in Japan ("Japanese GAAP") and provisions of the Insurance Business Law. As such, these figures differ in significant respects from financial information reported by SFH's parent company, Sony Corporation, which prepares its financial statements in accordance with U.S. GAAP. Some significant differences between Japanese GAAP and U.S. GAAP are described as follows.

#### (1) Accounting treatment of convertible bonds (CBs)

Under Japanese GAAP, differences between the book value and market value of the CBs held as available-for-sale securities are recorded as changes in net unrealized gains/losses on other securities, net of taxes, in net assets on the balance sheets, without charging to the income statements, whereas under U.S. GAAP, changes in the market value are reflected in the income statements in accordance with Statement of Financial Accounting Standards ("FAS") No. 155, "Accounting for Certain Hybrid Financial Instruments." In addition, with respect to accounting treatments of stocks converted from CBs, under U.S. GAAP the market value at the date of conversion to stocks is recognized as the book value of stocks that are converted from CBs, whereas under Japanese GAAP the book value is carried at the CB acquisition cost even after conversion. Consequently, as the book value (or acquisition cost) is different depending on which accounting treatments are applied, and gains/losses on sales and impairment losses may differ as well.

Note: The majority of stocks held by the SFH Group have been converted from CBs.

#### (2) Policy reserves (future insurance policy benefit) in the insurance business

As the calculation standards differ between the Japanese regulations and U.S. GAAP, profits and losses during the period differ as well. Under the Insurance Business Law of Japan, insurance companies in Japan are required to accumulate a policy reserve for the fulfillment of future obligations such as payment of insurance benefits based on the accumulation method and actuarial assumptions approved by the authorities of the supervisory administrative agencies in Japan, whereas under U.S. GAAP, liabilities for future insurance policy benefits are primarily composed of the present value of estimated future payments to policyholders. Under U.S. GAAP, liabilities for future insurance policy benefits are computed based upon actuarial assumptions, such as future investment yield, and other factors. These assumptions are reviewed on a periodic basis. Liabilities for future insurance policy benefits also include liabilities for minimum guaranteed benefits related to certain insurance products such as variable insurance policies. With respect to liabilities for minimum guaranteed benefits, the relevant insurance policies differ between the Japanese regulations and U.S. GAAP.

#### (3) Accounting treatment of insurance acquisition costs

Under Japanese GAAP, insurance acquisition costs in the life insurance and the non-life insurance businesses are charged as costs when incurred, whereas under U.S. GAAP insurance acquisition costs are deferred and amortized, in general, equally over the premium-paying period of the related insurance policies by using the same calculation basis used in computing future insurance policy benefit. The deferred insurance acquisition costs for variable insurance and other non-traditional life insurance policies are amortized over the expected life span of policies in proportion to the estimated gross profits. The estimated gross profits are reviewed in case the assumptions for calculations change materially due to significant fluctuations in stock market and other factors. Under U.S. GAAP, insurance acquisition costs include such items as commission, medical examination and inspection report fees that vary with and are primarily related to acquiring new insurance policies as long as they are recoverable.

#### (4) Contingency reserve

Pursuant to provisions of the Insurance Business Law, to ensure the fulfillment of future obligations, insurance companies in Japan are required to accumulate a contingency reserve to account for the risk of insurance payment events occurring at a higher-than-expected rate due to higher-than-expected mortality and morbidity rates (insurance risks), the risk of actual investment yields being lower than the assumed investment yields related to outstanding policies (assumed interest rate risk), the risk of actual

investment results being lower than the amount guaranteed related to minimum guaranteed portion of variable life insurance or variable annuities (minimum guarantee risks) and other risks. The Insurance Business Law establishes the accumulation standard and a maximum amount of reserve for each risk to provide and to reverse the contingency reserve. Contingency reserve is recorded as a component of policy reserve in the balance sheets. Under U.S. GAAP, there is no requirement for the provision of such legal reserve.

(5) Catastrophe reserves

Pursuant to the provisions of the Insurance Business Law, non-life insurance companies in Japan are required to accumulate an amount calculated based on premium income to cover losses due to catastrophic events. The catastrophe reserves act as a provision against risks to which the law of large numbers is not applicable on a single-year basis, in consideration of the special characteristics of non-life insurance business to cover a wide range of risks including disasters. The catastrophe reserves shall be reversed during the fiscal year in which a catastrophe occurs. Furthermore, the catastrophe reserves are accounted for as part of underwriting reserves on the balance sheet. There is no requirement for the accumulation of such a legal reserve under U.S. GAAP.

(6) Reserve for price fluctuations

Pursuant to provisions of the Insurance Business Law, insurance companies in Japan are required to accumulate a reserve to cover losses due to price fluctuations in assets subject to market price volatility, particularly investments in stocks, bonds, and foreign currency-denominated investments. The Insurance Business Law establishes the accumulation standard and a minimum amount of reserve for each asset to provide and to reverse the reserve for price fluctuations. The reserve for price fluctuations may be reversed to reduce deficits arising from price fluctuations of those assets. Under U.S. GAAP, there is no requirement for the provision of such legal reserve.