

June 27, 2008

 Sony Financial Holdings Inc.  
 (Code No. 8729 TSE 1<sup>st</sup> section)

## Information Pertaining to Parent Company

Tokyo, June 27, 2008—Sony Financial Holdings Inc. (“SFH”) today announced information pertaining to its parent company, in accordance with the Securities Listing Regulations of the Tokyo Stock Exchange.

### 1. Name of Parent Company (As of March 31, 2008)

Parent Company	Relationship	Parent Company’s Percentage Ownership	Securities Exchanges where Shares Issued by the Parent Company are Listed
Sony Corporation	Parent company	60%	Tokyo Stock Exchange Osaka Securities Exchange New York Stock Exchange (United States) London Stock Exchange (United Kingdom)

### 2. Position of SFH within Parent Company’s Corporate Group and other Parent Company Relationships

#### 1) Position of SFH within Parent Company’s Corporate Group as well as Transactions, Personnel and Capital Relationships with Parent Company and Its Group Companies

Sony Financial Holdings, a financial holding company having under its umbrella Sony Life Insurance Co., Ltd., Sony Assurance Inc., Sony Bank Inc., and other companies, is a subsidiary of Sony Corporation and belongs to “the Sony Group,” a corporate group in which Sony Corporation is the parent company.

The Sony Group conducts business in the electronics, game, pictures, financial services, and other fields. “The SFH Group,” a corporate group in which SFH is the parent company, is included in the Sony Group’s Financial Services segment\*.

\*In addition to the SFH Group, Sony Finance International Inc., which engages mainly in a leasing and credit financing business, is included in the Financial Services segment of Sony Corporation. Sony Finance International Inc. does not belong to the SFH Group.

With regard to personnel relationships, three executives/employees of Sony Corporation have been assigned director or statutory auditor positions in SFH.

#### (Concurrent Positions Held by Directors or Statutory Auditors) (As of June 27, 2008)

Position	Name	Position at Sony Corporation	Reason for Assignment
Sony Financial Holdings Inc. Director (Non-executive)	Nobuyuki Oneda	Executive Vice President, Chief Financial Officer and Corporate Executive Officer	To receive general management advice
Sony Financial Holdings Inc. Director (Non-executive)	Ryuji Yasuda	Outside Director, Member of the Audit Committee	To receive general management advice
Sony Financial Holdings Inc. Statutory Auditor (Non-executive)	Takemi Nagasaka	Vice President, Senior General Manager, Accounting Division	To strengthen the auditing function

In addition, two employees of Sony Corporation have been assigned statutory auditor positions in SFH's consolidated subsidiaries.

(Concurrent Positions Held by Statutory Auditors)

(As of June 27, 2008)

Sony Assurance Inc. Statutory Auditor (Non-executive)	Yoshiki Matsuyama	General Manager, Accounting Department, Accounting Division	To strengthen the auditing function
Sony Bank Inc. Statutory Auditor (Non-executive)	Hidemichi Takenaka	Manager, Planning Section, Accounting Division	To strengthen the auditing function

Each of the SFH Group companies has entered into royalty agreements with Sony Corporation pursuant to use of the "Sony" trademark and trade name. Based on each separate royalty agreement, each of the subsidiaries of SFH is required to pay Sony Corporation a fee as compensation for its use of the "Sony" trademark and trade name. Although SFH has also entered into a separate royalty agreement with Sony Corporation, as the pure holding company of the SFH Group it is not required to pay any fee to Sony Corporation for the use of the "Sony" trademark and trade name.

**2) Limitations, Risks and Advantages from an Operational Standpoint of Belonging to the Parent Company's Corporate Group, as well as the Impact on Management and Operational Activities of SFH, Owing to Its Transactions, Personnel and Capital Relationships with the Parent Company and Its Group Companies**

Each subsidiary of SFH pays Sony Corporation a fee, calculated according to the formula set forth in each separate royalty agreement, as compensation for its use of the "Sony" trademark and the trade name. SFH does not believe that the amount of the relevant transactions based on the royalty agreements have any fundamental impact on the SFH Group's management policies or foundation. SFH believes that the SFH Group's identification with the Sony Group and the use of the "Sony" trademark and trade name have contributed to the SFH Group's brand awareness, enhancement of its trustworthiness and elevation of the SFH Group employees' morale. Sony Corporation, as it holds 60% of voting rights in SFH, is in a position to influence resolution items at SFH's General Ordinary Meetings of Shareholders.

**3) Considerations and Policies with Regard to Achieving a Certain Degree of Independence from the Parent Company, Given the Limitations of Belonging to the Parent Company's Corporate Group, as well as the Impact on Management and Operational Activities of SFH, Owing to Its Transactions, Personnel and Capital Relationships with the Parent Company and Its Group Companies**

Because the SFH Group operates its business primarily in accordance with the Insurance Business Law and the Banking Law, SFH believes its business operation has few connections with the Sony Group's core businesses such as electronics, games and entertainment. Also, given rigorous legal restrictions and while remaining under administrative supervision, the SFH Group has conducted its business while maintaining a high degree of independence from the Sony Group from a management perspective, prior to the initial public offering (IPO) of SFH. Following the IPO of SFH, the SFH Group has continued to maintain this management independence from the Sony Group.

Regarding personnel relations, as concurrent director and statutory auditor positions stem from the SFH Group's own requests, SFH believes that its management decisions are made on an independent basis. Furthermore, from the standpoint of enhancing its independence the SFH Group has also appointed directors and statutory auditors from outside of the Sony Group.

#### 4) Status of Efforts to Ensure a Certain Degree of Independence from the Parent Company

The SFH Group conducts its operations independently, based on its own management policies and strategies, while it maintains the cooperative relationships with the Sony Group. SFH believes that the SFH Group has secured a certain degree of independence from Sony Corporation because it operates in fields of business that differ from those of the Sony Group.

### 3. Transactions with the Parent Company

Transactions between SFH and Sony Corporation for the fiscal year ended March 31, 2008, are as follows;

- SFH makes payments to Sony Corporation for remuneration expenses of employees that it has seconded to SFH. For the year ended March 31, 2008, such payments amounted to ¥36 million, and accrued expenses of ¥1 million were outstanding as of March 31, 2008.

Transactions between the subsidiaries of SFH and Sony Corporation for the fiscal year ended March 31, 2008, are as follows;

- The subsidiaries of SFH made payments to Sony Corporation under the royalty agreements of ¥1,818 million as compensation for using the “Sony” trademark and trade name.
- Sony Life Insurance Co., Ltd., made lease payments of ¥1,713 million to Sony Corporation for the use of a plot of land. Sony Corporation made lease payments of ¥8,145 million for the use of “Sony City,” an office building constructed on this site, to Sony Life Insurance Co., Ltd., which is the owner of the building.
- The subsidiaries of SFH made payments of ¥78 million to Sony Corporation for remuneration expenses of employees that it has seconded to the subsidiaries of SFH.
- The subsidiaries of SFH made other payments of ¥92 million in exchange for miscellaneous products and services provided to the subsidiaries of SFH by Sony Corporation.

As of March 31, 2008, ¥1,129 million of “Other Liabilities” (accrued expenses and others), ¥712 million of “Other Liabilities” (unearned revenue) and ¥3,554 million of “Other Liabilities” (guarantee deposits received) were outstanding in relation to transactions between the subsidiaries of SFH and Sony Corporation.

Notes:

- (i) The abovementioned amounts for the fiscal year ended March 31, 2008, exclude consumption taxes and others, while the amounts as of March 31, 2008, include consumption taxes and others.
- (ii) The SFH Group make payments to Sony Corporation for remuneration expenses of employees that it has seconded to the SFH Group based on the agreements on the lease of employees.
- (iii) As part of its investment, Sony Life Insurance Co., Ltd., has leased the building to Sony Corporation for use as its corporate headquarters, starting from October 2006. The rental is determined based on the discussions by reference to real estate appraisal. Sony Life Insurance Co., Ltd., takes the land of this site on lease from Sony Corporation and the rental fee has been determined by reference to the actual transactions of the vicinal land.
- (iv) “Sony” trademark and trade name, which is used in the trade name of the SFH Group, belongs to Sony Corporation and each of the SFH Group companies has entered into royalty agreements with Sony Corporation pursuant to which the SFH Group is permitted to use the Sony name. Royalty fees are paid to Sony Corporation based on this agreements.
- (v) Other transactions are determined in the same way of general transactions in consideration of fair market value.

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[http://www.sonyfh.co.jp/index\\_en.html](http://www.sonyfh.co.jp/index_en.html)