Sony Lifecare Group to Open the First Newly Built Nursing Care Home "SONARE Soshigaya-Okura"

Scheduled to Open as a New Brand in April 2016

Sony Lifecare Inc.("Sony Lifecare"), a holding company to oversee the Sony Financial Group's operations in the nursing care business, today announced that its subsidiary, Lifecare Design Inc.("Lifecare Design") would plan to open the SONARE Soshigaya-Okura nursing care home, as described below.

The new home, which is scheduled to open in April 2016, will be the first nursing care home for the Sony Lifecare Group, opening under a new brand.

1. About the New "SONARE" Brand

[Brand logo]

At the Sony Lifecare Group, "SONARE" will be the core brand of nursing care homes planned, developed and operated by Lifecare Design.

2. Overview of the New Home

<SONARE Soshigaya-Okura>   <Entrance>

Note: The pictures above are conceptual images meant for reference purposes.

<Features of SONARE Soshigaya-Okura>

(1) Located in the quiet residential area of Setagaya-ku, Tokyo, conveniently nearby the train station

(2) Offering a hospitable care and nursing system with "life managers" to help residents live in the way that suits them best
・The staff ratio is high, with nurses resident 24 hours a day.
・In addition to care managers, "life managers" who support lifestyle plans tailored for each resident work to provide functional exercise, as well as planning and conducting events with occupational therapists.

(3) Providing livability conscious of changes in physical condition and lifestyle continuity
・Toilet and bed locations and other aspects of room design take changes in physical condition into consideration.
・Beds are highly sophisticated, and room doors have sound insulation and high functionality in consideration of sleep and privacy needs.
・Mealtimes can be chosen flexibly, and residents can elect for communal or private bathing.

(4) Working environments situated to facilitate movement of employees and staff, enabling better service
・A "no lifting policy" for nursing care will be introduced to prevent back pain.
・Hardware is designed to encourage efficient staff movement.
・Business will be promoted based on Basic Health and Safety Policy.

(5) Promotion of service plans in cooperation with other companies in the Sony Financial Group

Notes: The content of the information indicated above is currently under consideration. Some services will be limited, depending on patients' care level, physical condition and other factors.

At present, the company is expecting a monthly usage fee of approximately ¥500,000. (This is an average monthly payment amount. We also plan to prepare a separate up-front fee system.)

Overview of SONARE Soshigaya-Okura

Name	SONARE Soshigaya-Okura
Location	425-2, Soshigaya 3-chome, Setagaya-ku, Tokyo (lot number)
Nearest station	4 minutes' walk from Soshigaya-Okura Station on the Odakyu Odawara Line
Type	Pay nursing care home [specific facility] (planned)
Operator	Lifecare Design Inc. (Wholly owned subsidiary of Sony Lifecare Inc.)
Lot area	1,408.79 m^2
Floor space	2,170.68 m^2 (planned)
Rooms	46 (All rooms are private. Rooms for one person:44, Rooms for two people:2)
Residents	48
Requirements	People 65 years old or over who are requiring support or care (planned)
Room area	Most rooms: 18.02m^2
Construction	Reinforced concrete, three floors above ground
Opening	April 1, 2016 (planned)

(The land and building are to be rented.)

Note: This is an English-language summary of a Japanese announcement made by Sony Lifecare and Lifecare Design on September 28, 2015.

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