

Sony Life Announces to Open the Financial Advisory Retail Shop in Singapore

Sony Life Insurance Co., Ltd. (“Sony Life”), a wholly owned life insurance subsidiary of Sony Financial Holdings Inc., today announced the opening of the first financial advisory shop at Westgate, a shopping mall located in the west of Singapore, handled by Sony Life Financial Advisers Pte. Ltd. (“SLFA”). Sony Life Singapore Pte. Ltd., a Singapore subsidiary of Sony Life, and Starts Securities Co., Ltd. (“Starts Securities”), have established SLFA as a joint venture in August 2017 to handle financial advisory business.

By maximizing the strengths of Sony Life and Starts Securities, SLFA will bring to Singapore the concept of life planning, which they have cultivated together in the Japanese market to its shop. By providing services optimally tailored to individual customers, including a new-style service of “comparative recommendation of insurance products in shop”, the companies will contribute to peace of mind in the lives of people in Singapore.

1. Overview of the Shop

Location: 3 Gateway Drive #03-21 Westgate, Singapore 608532

Opening date: September 22, 2018

Number of sales people: 10

Opening hours: Mondays to Sundays, 11am to 7pm (excluding Public Holidays) *Singapore time

Website: <https://www.sonylifefa.com/>

2. About Shop Name and Logo

Shop name: LiveLife

Shop brand logo:



【Concept and visual expression of shop brand logo】

Modules represent our service of offering financial solutions that are reasonable and consist of custom-made combinations to perfectly fit individuals. The multi colours represent our aim to make our customers’ various lives more vivid by offering a diverse range of products and choices.

3. Partner Insurance Companies (As of September 21, 2018)

Life insurance: Aviva Ltd., Manulife (Singapore) Pte. Ltd., NTUC Income Insurance Co-operative Ltd., Tokio Marine Life Insurance Singapore Ltd.

Non-life insurance: Great Eastern General Insurance Ltd., MSIG Insurance (Singapore) Pte. Ltd., NTUC Income Insurance Co-operative Ltd., Sompo Insurance Singapore Pte. Ltd., Tokio Marine Insurance Singapore Ltd.

4. Product Range

Life insurance: Whole life, term life, endowment, ILP, education endowment, medical and critical illness insurance

Non-life insurance: Travel, car, fire and personal accident insurance

5. Overview of the Joint Venture

Name: Sony Life Financial Advisers Pte. Ltd.

Representative: Fumio Aono, MD and CEO

Location: 10 Collyer Quay #40 Ocean Financial Centre, Singapore 049315

Established: August 10, 2017

Capital: S\$5 million

Ownership ratio: Sony Life Singapore Pte. Ltd. 74%, Starts Securities Co., Ltd. 26%

Executives: Three from Sony Life Singapore Pte. Ltd. One from Starts Securities Co., Ltd.

<Reference> Overview of Starts Securities

Name	Starts Securities Co., Ltd.
Established	November 1999
Headquarters	10-6, 6-chome, Nishikasai, Edogawa-ku, Tokyo, JAPAN
President and Representative director	Hayato Bannai
Major shareholder	Starts Corporation Inc.
Key indicators Fiscal year ended March 31, 2018 (April 1, 2017 to March 31, 2018)	<ul style="list-style-type: none">• Capital: ¥0.5 billion• Net sales: ¥1.66 billion• Operating income: ¥0.31 billion
Business activities	Financial instruments business, bank agency business, customer referral business, life insurance intermediary business, non-life insurance agency business, trust agreement agency business, money lending business, property and inheritance consulting business, testamentary executor business

Note: This is an English-language summary of a Japanese announcement made by Sony Life on September 21, 2018. The summary was prepared by Sony Financial Holdings solely for convenience of non-Japanese readers.