

**Sony Financial Group Formulates New Corporate Philosophy:
“Mission, Vision & Values”**

Sony Financial Holdings Inc. formulated a new corporate philosophy, unveiling it on April 1, 2019. Named “Mission, Vision & Values,” the new philosophy underscores the aim of the entire group working together to further enhance corporate value and make broad-ranging contributions to society.

The Sony Financial Group is involved in diverse businesses, including insurance, banking and nursing care. We have grown by introducing new and unconventional business models in each industry and meeting customers’ needs—particularly those of individual customers. Meanwhile, our operating environment is changing at an accelerating pace, due to such factors as a shrinking and graying domestic population and advances in financial technology, or Fintech. To achieve additional levels of sound growth, we have clarified the Group’s mission, medium- to long-term vision and the sense of values that each employee should hold dear. We believe it is important for all employees to understand these facets and put them into practice.

In line with “Mission, Vision & Values,” which carries forward “For the Customer,” the starting point for each of the companies in the Sony Financial Group, we aim to achieve sustainable growth and contribute to the advancement of society at large.

Sony Financial Group’s Mission, Vision & Values

Mission

Create a sustainable society where people feel a sense of enrichment

Vision

Become the most trusted financial services group
by invoking emotion through the power of technology
and high-value-added products and services that meet every customer’s needs

Values

Customer First:	Provide products and services that satisfy customers by listening sincerely to their views
Originality:	Work actively and pursue creativity and innovation within an organization that supports a spirit of freedom and open-mindedness
Integrity & Fairness:	Act fairly with high ethical standards and a sense of purpose
Diversity:	Create new value by harnessing diversity and varying viewpoints
Sustainability:	Fulfill our stakeholder responsibilities through disciplined business practices

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