

service network including 91 Lifeplanner® retail offices and 27 regional sales offices in Japan. Sony Life also has representative offices in Beijing and Taipei, which opened in October 2008 and July 2009 respectively, for the purpose of researching the financial and life insurance market in China and Taiwan, respectively. In December 2012, Sony Life sold the business of Sony Life Insurance (Philippines) Corporation, a wholly owned subsidiary of Sony Life, to Paramount Life & General Insurance Corporation which operates insurance businesses in the Republic of the Philippines. As part of its plan to expand its sales of individual annuity products, Sony Life established a Japanese joint venture company with AEGON N.V. The 50-50 joint venture, known as AEGON Sony Life Insurance Co., Ltd. was established in August 2009 and began operations in Japan in December 2009.

Sony Assurance has conducted a non-life insurance business in Japan since October 1999. Sony Assurance's core business is providing automobile insurance products and medical and cancer insurance products to individual customers, primarily through direct marketing via the Internet and the telephone. The direct marketing business model employed by Sony Assurance enables it to improve operating efficiency and lower the costs of marketing and maintaining its insurance policies, creating savings which it passes on to policyholders in the form of competitively priced premiums.

Sony Bank has conducted banking operations in Japan since June 2001. As an Internet bank focusing on the asset management and borrowing needs of individual customers, Sony Bank offers an array of products and services including yen and foreign currency deposits, investment trusts, mortgages and other individual loans. By using Sony Bank's transaction channel, the "MONEYKit" service website, account holders can invest and manage assets over the Internet according to their life plans. As part of its plan to respond to its customers' diverse asset management needs, Sony Bank launched online securities brokerage services through its wholly-owned subsidiary, Sony Bank Securities Inc. ("SBS"), in October 2007. In May 2011, Sony Bank launched a credit card business by taking over Sony's "Sony Card" business in Japan. On June 1, 2011, Sony Bank acquired Sony's 57 percent equity interest in SmartLink Network, Inc. ("SLN"), resulting in SLN becoming a consolidated subsidiary of Sony Bank. SLN is an industry-leading provider of credit card settlement services to members of its Internet network. Sony Bank also has a representative office in Sydney, which opened in August 2011, for the purpose of researching the Australian financial market. In August 2012, Sony Bank reached an agreement with Monex Group, Inc. ("Monex Group") to strengthen its business alliance with Monex, Inc., a wholly owned subsidiary of Monex Group, and to enhance its financial products intermediary services. As part of this transaction, Sony Bank sold all of its shares of SBS to Monex Group.

## All Other

Sony DADC Corporation ("Sony DADC") offers Blu-ray Disc, DVD and CD media replication services as well as digital and physical supply chain solutions to business customers in the entertainment, education, and information industries. Sony Network Entertainment Inc. ("SNEI") primarily operates the SEN service. So-net provides Internet broadband network services to subscribers as well as creates and distributes content through its portal services to various electronics product platforms (e.g., PCs, mobile phones).

## Sales to Outside Customers by Geographic Area

The following table shows Sony's consolidated sales to outside customers in each of its major markets for the periods indicated. Figures in parentheses indicate the percentage contribution of each region to total worldwide sales and operating revenue.

	Fiscal year ended March 31					
	2011		2012		2013	
	(Yen in millions)					
Japan	2,152,552	(30.0)	2,104,669	(32.4)	<b>2,203,228</b>	<b>(32.4)</b>
United States	1,443,693	(20.1)	1,211,849	(18.7)	<b>1,064,765</b>	<b>(15.7)</b>
Europe	1,539,432	(21.4)	1,268,258	(19.5)	<b>1,362,488</b>	<b>(20.0)</b>
China	562,048	(7.8)	495,101	(7.6)	<b>464,784</b>	<b>(6.8)</b>
Asia-Pacific	726,364	(10.1)	636,489	(9.8)	<b>806,205</b>	<b>(11.9)</b>
Other Areas	757,184	(10.6)	776,846	(12.0)	<b>899,381</b>	<b>(13.2)</b>
Total	7,181,273	(100.0)	6,493,212	(100.0)	<b>6,800,851</b>	<b>(100.0)</b>