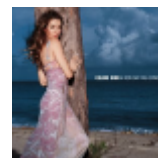


MONEYKit.
by SonyBank



Sony FY2001 Results

Statements made in this presentation with respect to Sony's current plans, estimates, strategies and beliefs and other statements that are not historical facts are forward-looking statements about the future performance of Sony. Forward-looking statements include but are not limited to those using words such as "believe", "expect", "plans", "strategy", "prospects", "forecast", "estimate", "project", "anticipate", "may" or "might" and words of similar meaning in connection with a discussion of future operations or financial performance. From time to time, oral or written forward-looking statements may also be included in other materials released to the public. These statements are based on management's assumptions and beliefs in light of the information currently available to it. Sony cautions you that a number of important risks and uncertainties could cause actual results to differ materially from those discussed in the forward-looking statements, and therefore you should not place undue reliance on them. You also should not rely on any obligation of Sony to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. Sony disclaims any such obligation. Risks and uncertainties that might affect Sony include, but are not limited to (i) general economic conditions in Sony's markets, particularly levels of consumer spending; (ii) exchange rates, particularly between the yen and the U.S. dollar, euro, and other currencies in which Sony makes significant sales or in which Sony's assets and liabilities are dominated; (iii) Sony's ability to continue to design and develop and win acceptance of its products and services, which are offered in highly competitive markets characterized by continual new product introductions, rapid development in technology (particularly in the Electronics business), and subjective and changing consumer preferences (particularly in the Game, Music, and Pictures businesses); (iv) Sony's ability to implement successfully the restructuring of its Electronics business and its network strategy for its Electronics business; (v) Sony's ability to compete and develop and implement successful sales and distribution strategies in light of internet and other technological developments in its Music and Pictures businesses; (vi) Sony's continued ability to devote sufficient resources to research and development and capital expenditures; (vii) the success of Sony's joint ventures and alliances; and (viii) the outcome of contingencies. Risks and uncertainties also include the impact of the terrorist attacks of September 11, 2001 and any future events with material unforeseen impacts.



Consolidated Results

FY2001 (twelve months ended Mar. 31, 2002)

		YOY change	YOY change, Local Currency*
Sales and operating revenue	7,578 bln yen	+ 4%	- 4%
Operating income	135 bln yen	- 40%	
Income before income taxes	93 bln yen	- 65%	
Net income	15 bln yen	- 9%	

Impact of Exchange Rates (FY00 vs FY01)

(\$1= 110 yen vs 124 yen; 1 euro= 99 yen vs 109 yen)

Sales and operating revenue: +570 bln yen

Operating income: +192 bln yen

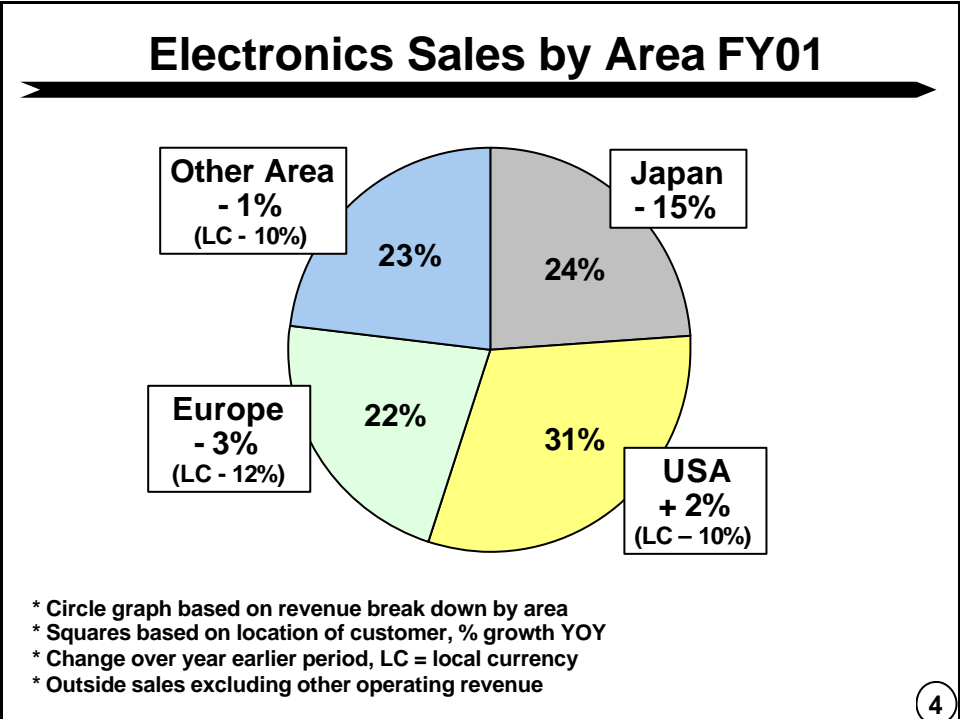
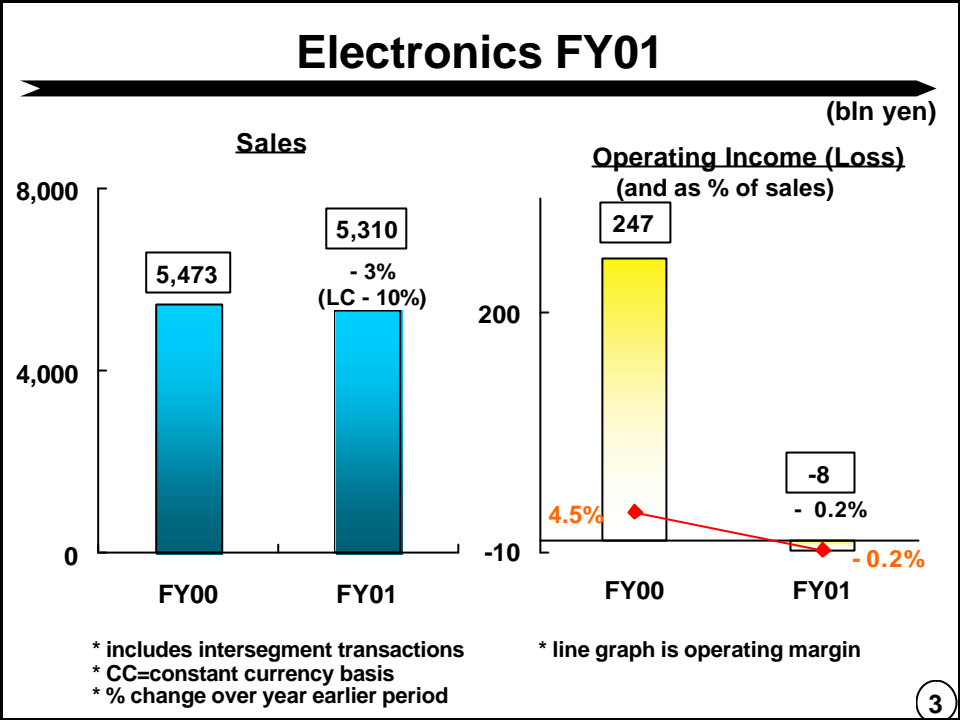
Impact of Changes in Accounting Standards

Impact of change regarding goodwill and other intangible assets:

Operating income: +20.1 bln yen

Net income: +18.9 bln yen

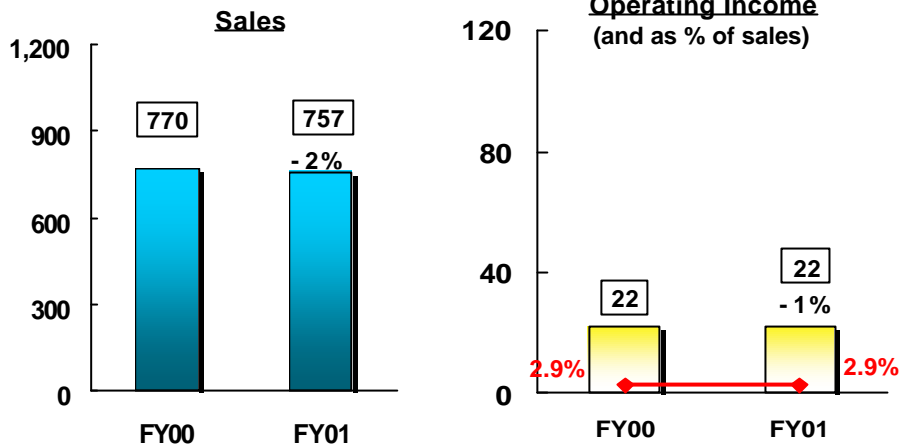
* Calculation based on the assumption of no change in currency exchange rates



Elec. Performance by Product Category

Audio

(bln yen)



* % is change over year earlier period
* Includes internal sales

* Line graph is operating margin

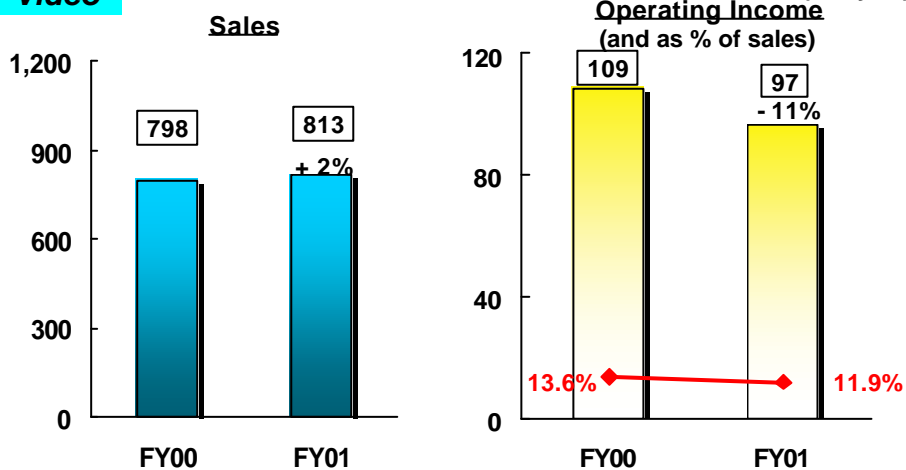
Note: Operating income (loss) by product category reflects allocations of expenses of the Electronics business which Sony believes are reasonable in showing operating results but are not in accordance with US GAAP.

5

Elec. Performance by Product Category

Video

(bln yen)



* % is change over year earlier period
* Includes internal sales

* Line graph is operating margin

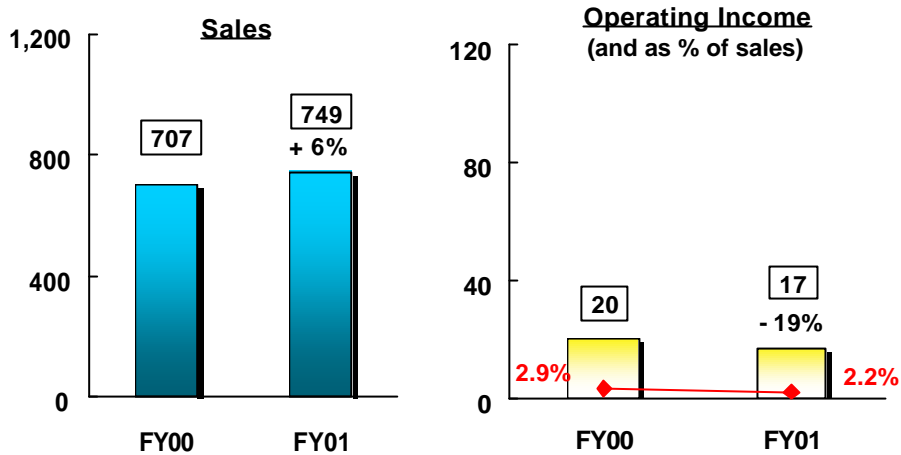
Note: Operating income (loss) by product category reflects allocations of expenses of the Electronics business which Sony believes are reasonable in showing operating results but are not in accordance with US GAAP.

6

Elec. Performance by Product Category

Televisions

(bln yen)



* % is change over year earlier period
* Includes internal sales

* Line graph is operating margin

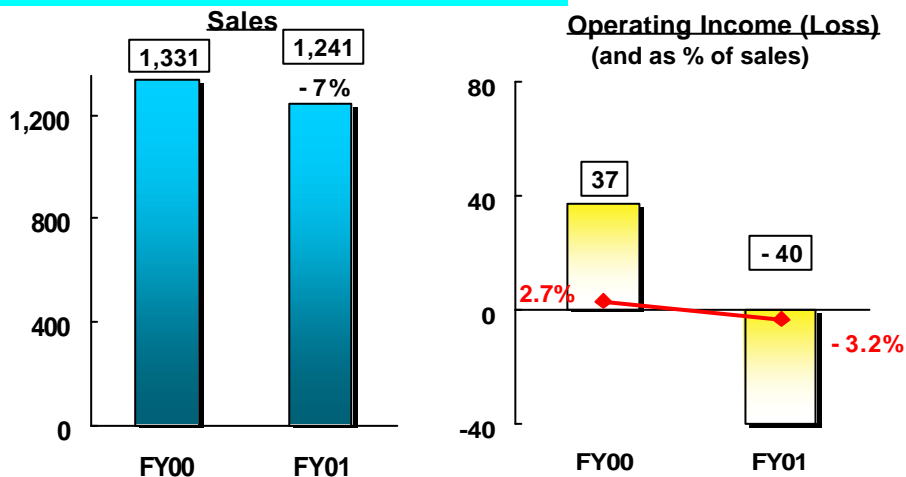
Note: Operating income (loss) by product category reflects allocations of expenses of the Electronics business which Sony believes are reasonable in showing operating results but are not in accordance with US GAAP.

7

Elec. Performance by Product Category

Information and Communications

(bln yen)



* % is change over year earlier period
* Includes internal sales

* Line graph is operating margin

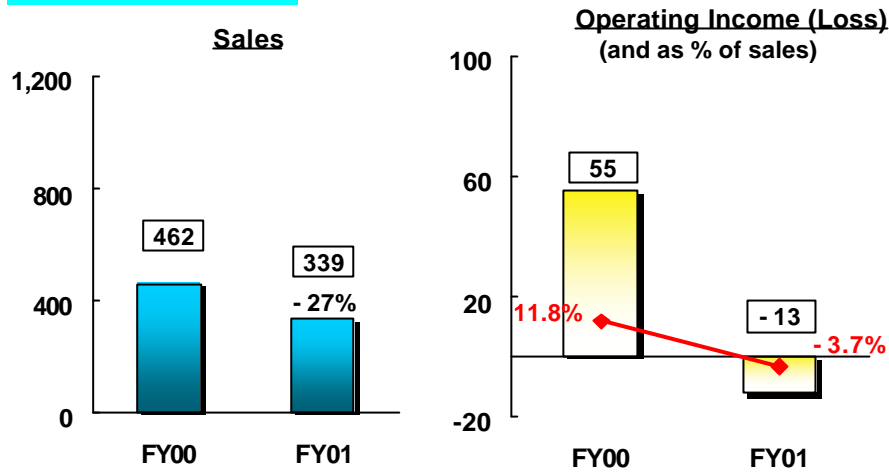
Note: Operating income (loss) by product category reflects allocations of expenses of the Electronics business which Sony believes are reasonable in showing operating results but are not in accordance with US GAAP.

8

Elec. Performance by Product Category

Semiconductors

(bln yen)



* % is change over year earlier period
* Includes internal sales

* Line graph is operating margin

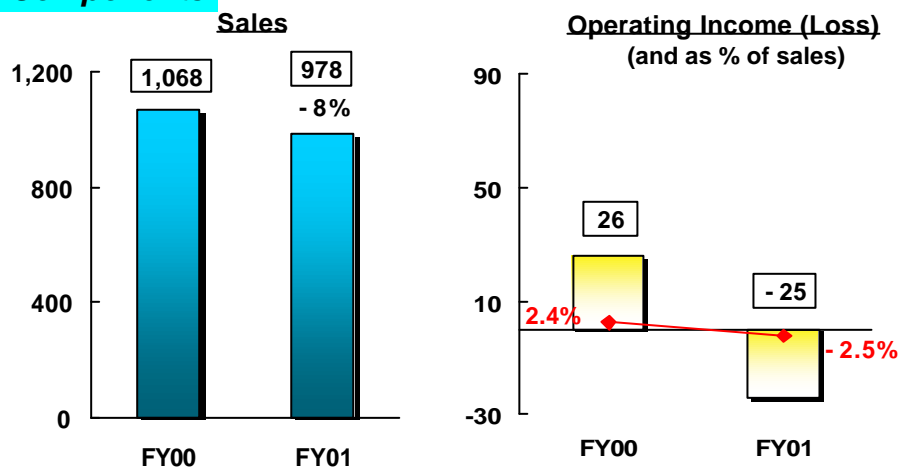
Note: Operating income (loss) by product category reflects allocations of expenses of the Electronics business which Sony believes are reasonable in showing operating results but are not in accordance with US GAAP.

9

Elec. Performance by Product Category

Components

(bln yen)



* % is change over year earlier period
* Includes internal sales

* Line graph is operating margin

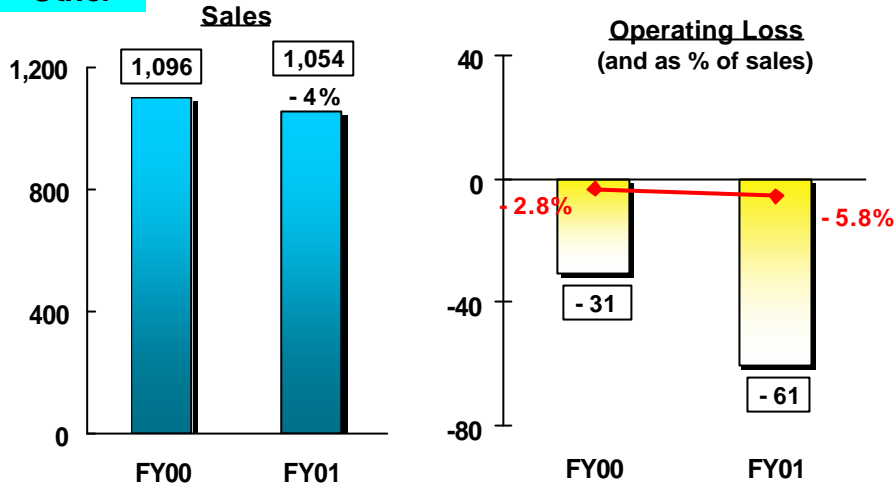
Note: Operating income (loss) by product category reflects allocations of expenses of the Electronics business which Sony believes are reasonable in showing operating results but are not in accordance with US GAAP.

10

Elec. Performance by Product Category

Other

(bln yen)



* % is change over year earlier period
* Includes internal sales

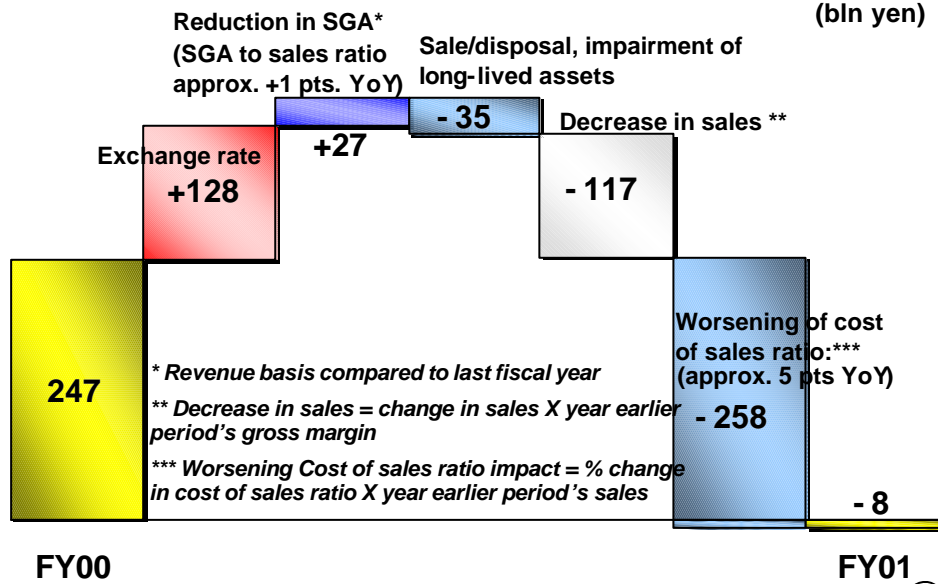
* Line graph is operating margin

Note: Operating income (loss) by product category reflects allocations of expenses of the Electronics business which Sony believes are reasonable in showing operating results but are not in accordance with US GAAP.

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Electronics: Operating Profit Breakdown FY01

(bln yen)



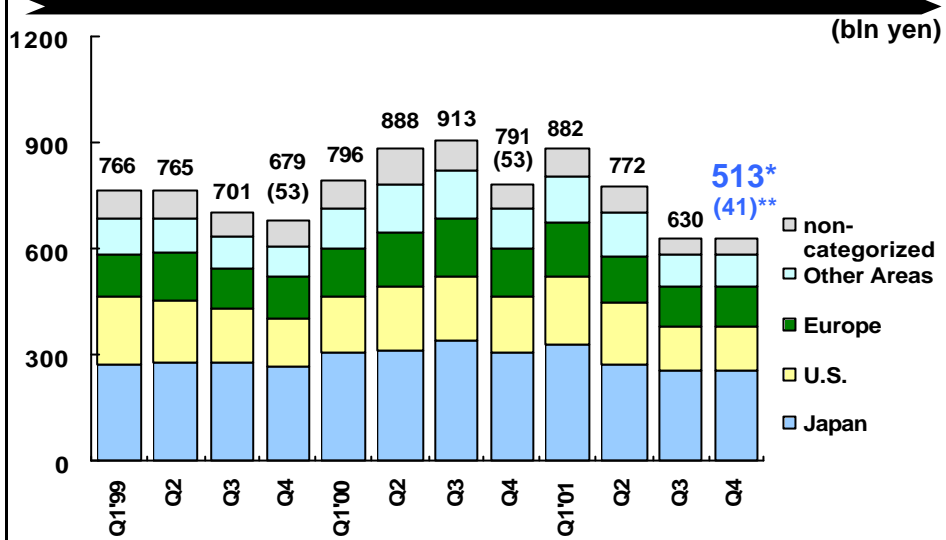
* Revenue basis compared to last fiscal year

** Decrease in sales = change in sales X year earlier period's gross margin

*** Worsening Cost of sales ratio impact = % change in cost of sales ratio X year earlier period's sales

12

Electronics Inventory Levels by Area

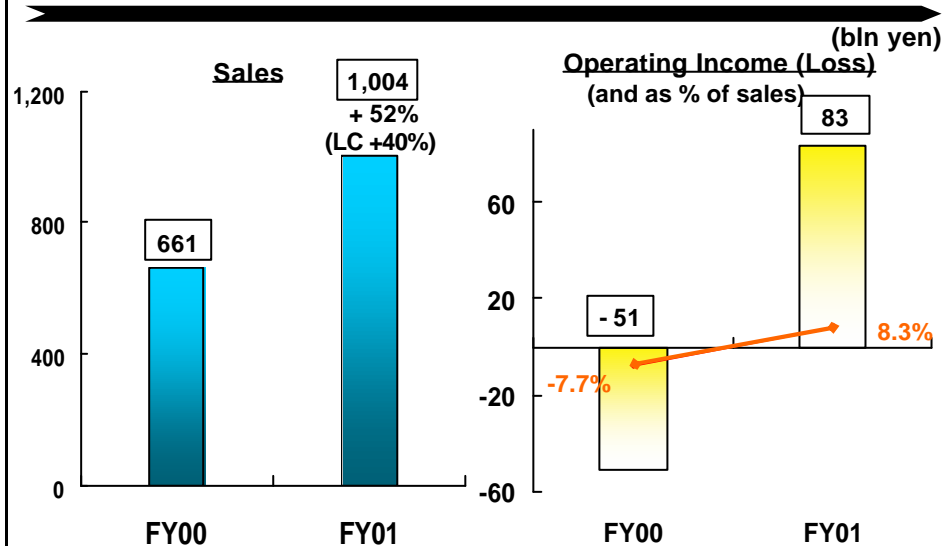


* inventory levels

** turnover days (average inventory in quarter divided by average daily sales in quarter)
 FY00 Inventories have been restated to reflect business segment changes

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Game FY01

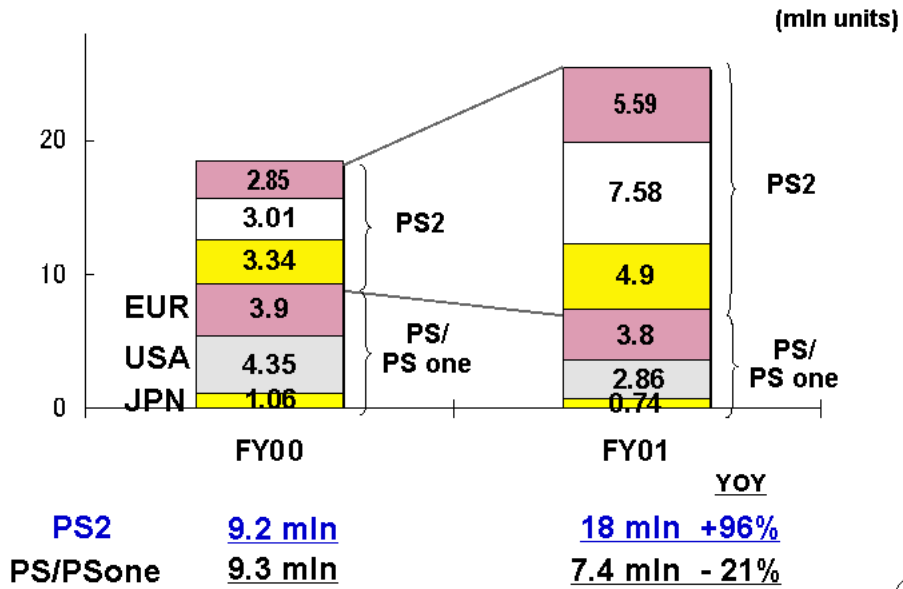


* includes intersegment transactions
 * CC=constant currency basis
 * % change over year earlier period

* line graph is operating margin

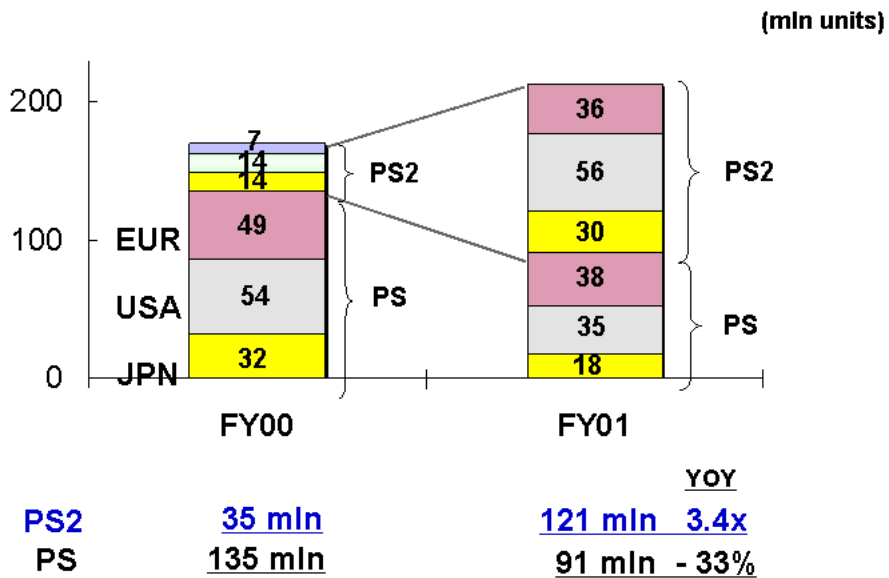
14

Playstation Hardware Shipments



15

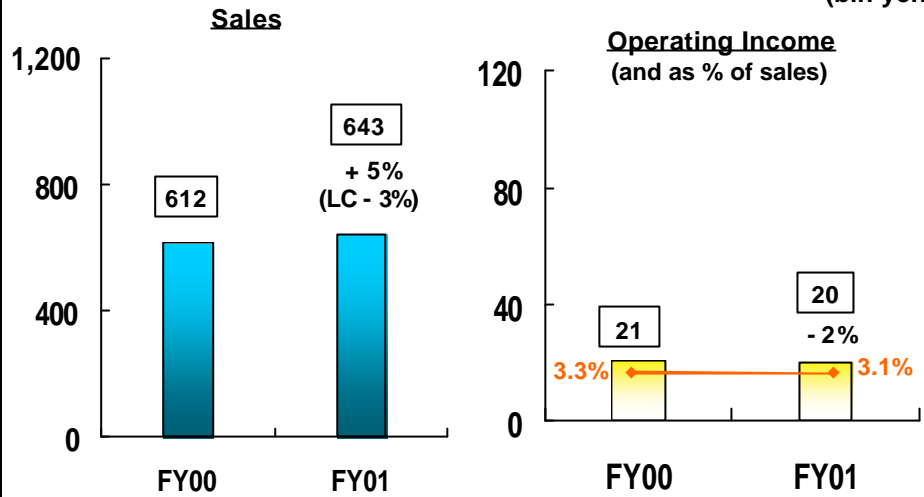
Playstation Software Shipments



16

Music FY01

(bln yen)



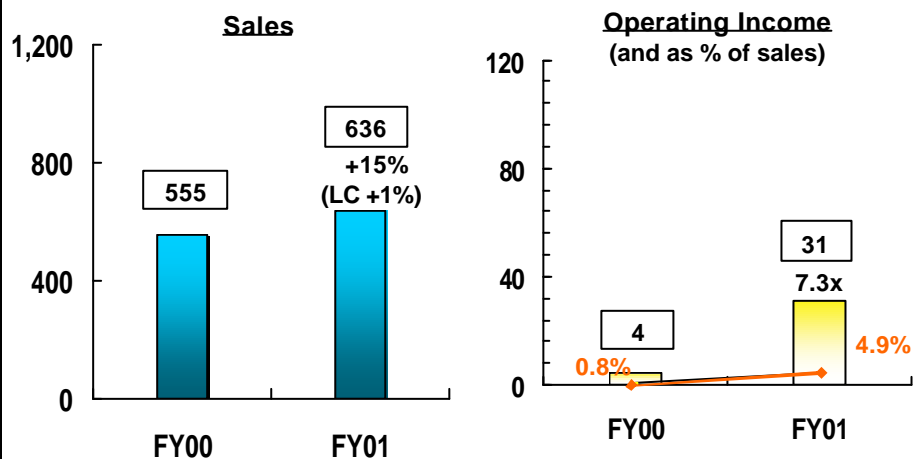
* includes intersegment transactions
 * CC=constant currency basis
 * % change over year earlier period

* line graph is operating margin

17

Pictures FY01

(bln yen)



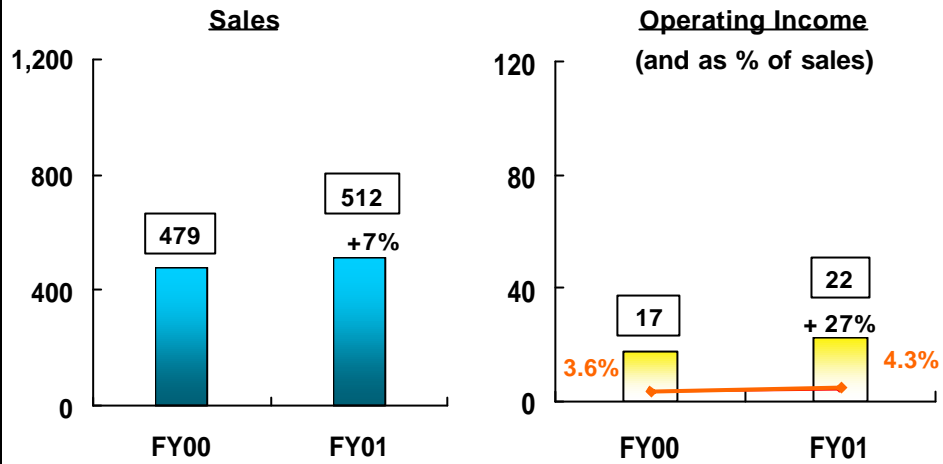
* includes intersegment transactions
 * CC=constant currency basis
 * % change over year earlier period

* line graph is operating margin

18

Financial Services FY01

(bln yen)



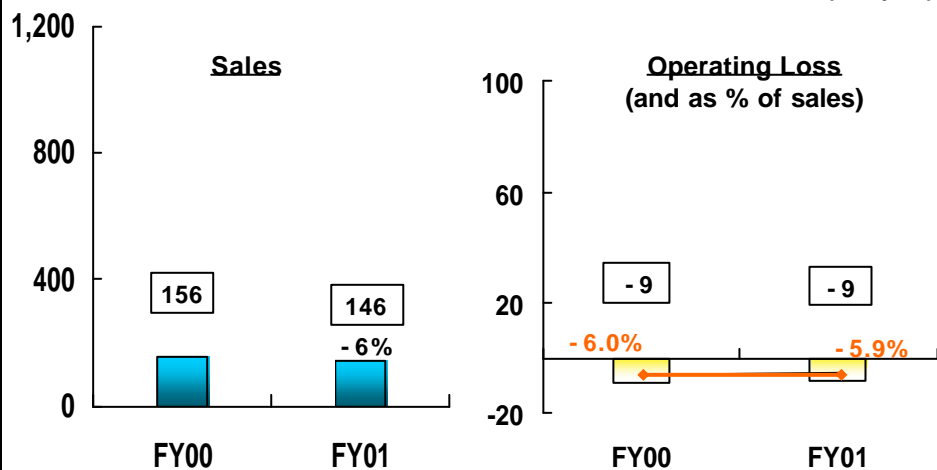
* includes intersegment transactions
* % change over year earlier period

* line graph is operating margin

19

Other FY01

(bln yen)



* includes intersegment transactions
* CC=constant currency basis
* % change over year earlier period

* line graph is operating margin

20

FY2002 Forecast

As of April 25, 2002

(bln yen)	FY01	FY02E	YoY change
Sales and operating revenue	7,578	8,000	+ 6%
Operating income	135	280	2.1x
Income before income taxes	93	310	3.3x
Net income	15	150	9.8x

	FY01	FY02	YoY change
Capital Expenditures	327	280	- 14%
Depreciation & Amortization*	354	350	- 1%
(of that, dep. for tangible assets)	298	260	- 13%

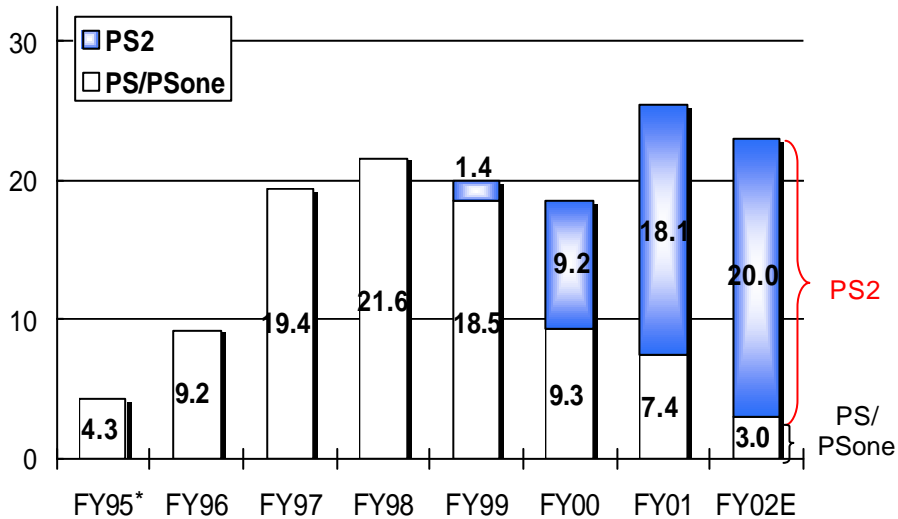
*Including amortization expenses for intangible assets and for deferred insurance acquisition costs

Exchange Rates:	Average FY01	Assumed FY02E
1 U.S. dollar	= 124 yen	approx 130 yen
1 euro	= 109 yen	approx 115 yen

(21)

Playstation Hardware Shipments & Forecast

(mln units)

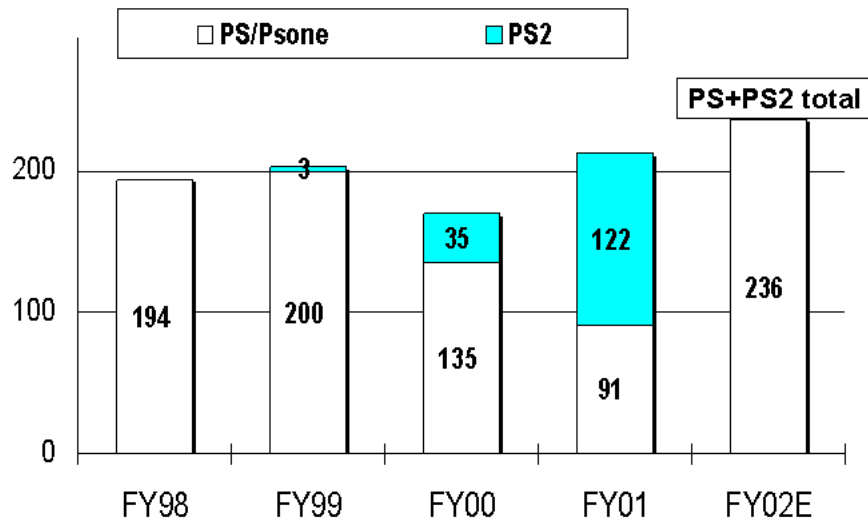


* cumulative from Dec '94 to Mar '96

(22)

Playstation Software Shipments & Forecast

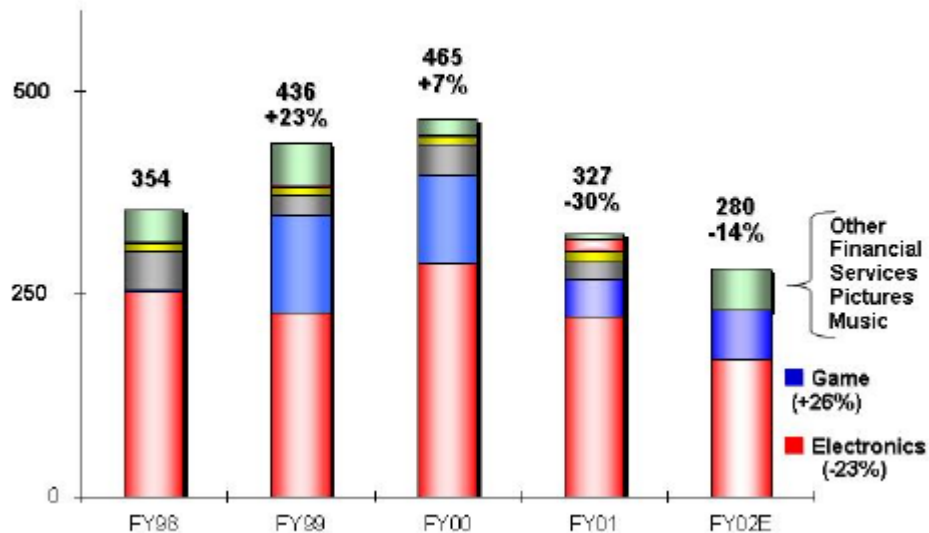
(mln units)



(23)

FY02 Capex Forecast

(bln yen)



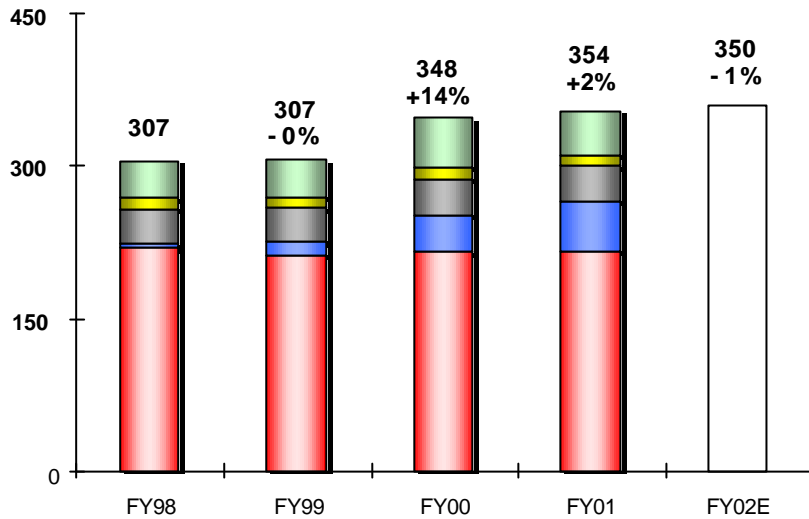
* % versus previous year

(24)

FY02 Depreciation & Amortization Forecast

Including amortization of intangible assets and
amortization of deferred insurance acquisition costs

(bln yen)



* % versus previous year

25



Sony Ericsson Mobile Communications



Q1 02 Results

Jan.-Mar.2002

US GAAP, Mil.Euro

Net Sales 1,122

Net Income 3

Numbers of units shipped 5.8 Mil. units

*Figures for the same period of the previous year are not available.

*SEMC is counted as an affiliated company accounted at equity method for Sony and 50% of its net income will be recorded in net income of Sony's consolidated statements of income.

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(Reference Data)

Exchange Rates by Quarter (yen)

FY2001	1Q	2Q	3Q	4Q	FY
US\$					
average market rate	122	121	123	132	124
* weighted average market rate	122	121	122	131	123
* Fwd. contract rate	119	121	119	117	119
Euro					
average market rate	106	107	109	115	109
* weighted average market rate	106	107	109	115	108
* Fwd. contract rate	107	107	107	108	107
FY2000					
US\$					
average market rate	106	107	109	117	110
* weighted average market rate	106	107	109	117	109
* Fwd. contract rate	106	106	108	112	108
Euro					
average market rate	98	96	94	108	99
* weighted average market rate	98	96	94	107	98
* Fwd. contract rate	104	100	95	95	98

* The above rates are the weighted average rates based upon the net export amounts of each month.(Electronics)