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Sony Q3 FY2001 Results

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Consolidated Results

Q3 FY2001 (three months ended December 31, 2001)

		YOY change	YOY change, constant currency
Sales and operating revenue	2,287 bln yen	+ 7%	- 1%
Operating income	159 bln yen	+ 10%	- 48%
Income before income taxes	119 bln yen	- 12%	
Net income	64 bln yen	- 14%	

Impact of Exchange Rates (Q3 FY01 vs Q3 FY00)

(\$1= 123 yen vs 109 yen; 1 euro= 109 yen vs 94 yen) *

Sales and operating revenue: +189 bln yen
Operating income: +83 bln yen

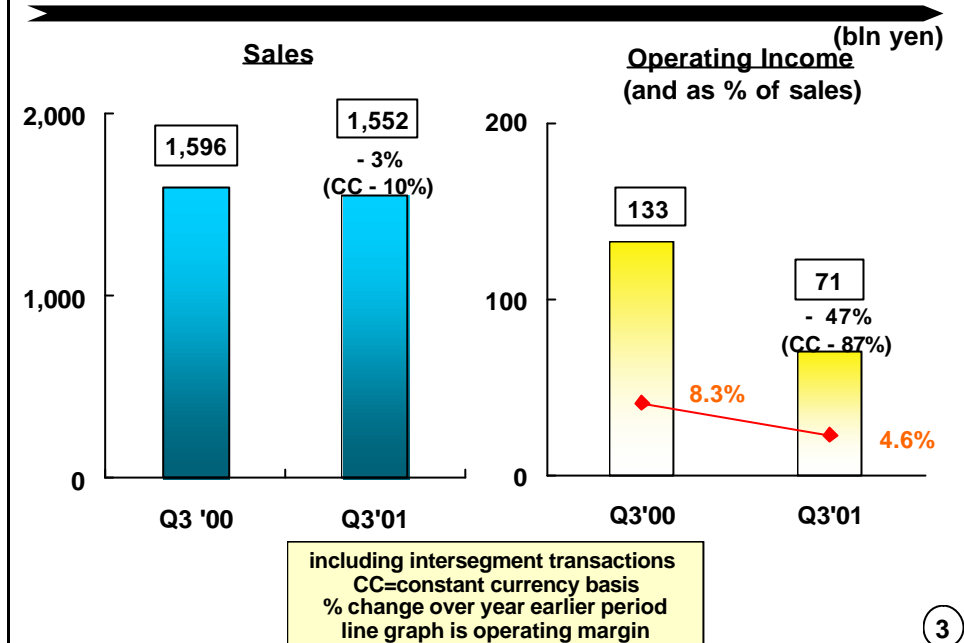
Impact of Changes in Accounting Standards

Impact of change regarding goodwill and other intangible assets:

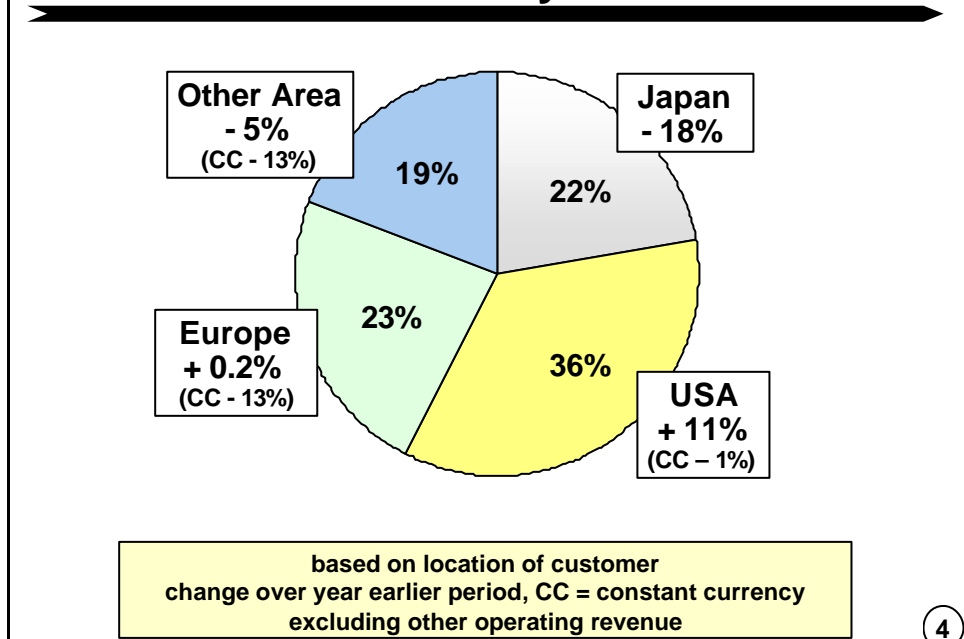
Operating income: +5.1 bln yen
Net income: +4.8 bln yen

* average market rate in period

Electronics Q3 FY01

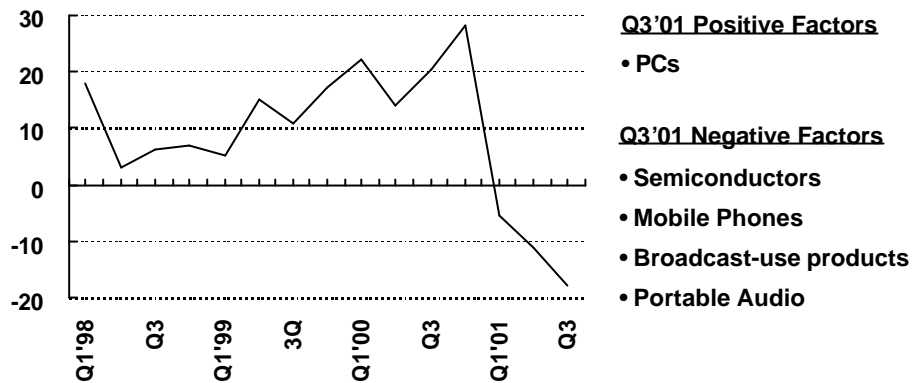


Electronics Sales by Area Q3 FY01



Electronics Sales Trends by Area

Japan Percentage change on year earlier period

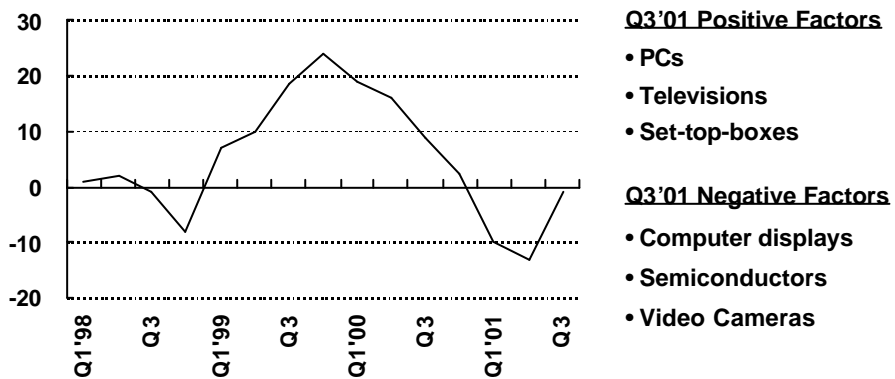


excluding other operating revenue

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Electronics Sales Trends by Area

USA Constant currency basis:
Percentage change on year earlier period

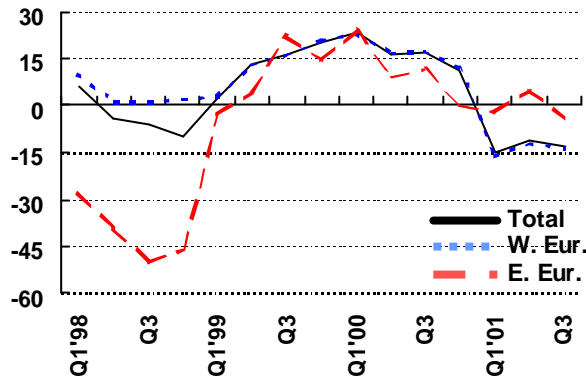


excluding other operating revenue

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Electronics Sales Trends by Area

Europe Constant currency basis:
Percentage change on year earlier period



Q3'01 Positive Factors

- Projection televisions
- Set-Top-Box (STBs)
- PDAs

Q3'01 Negative Factors

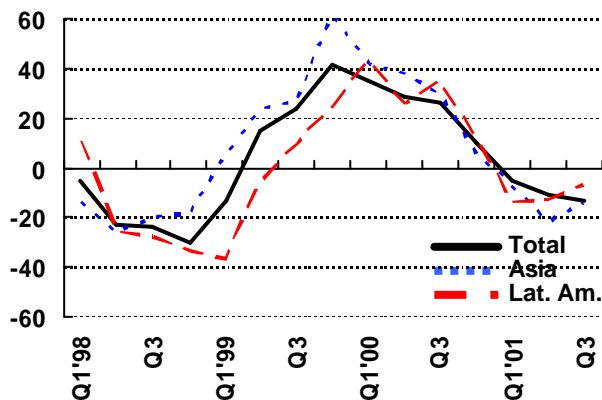
- Computer displays
- Broadcast-use products
- Video Cameras

excluding other operating revenue

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Electronics Sales Trends by Area

Other Areas Constant currency basis:
Percentage change on year earlier period



Q3'01 Positive Factors

- PCs
- Recording Media
- Digital Still Cameras

Q3'01 Negative Factors

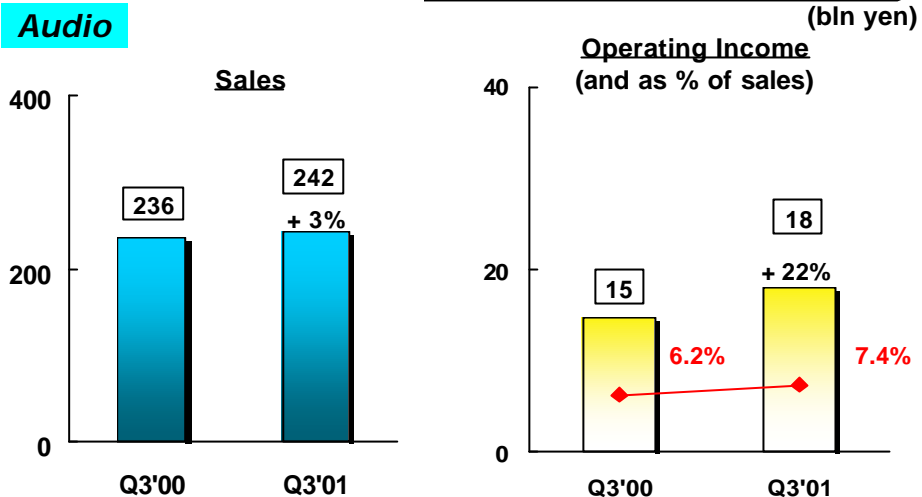
- CD-R/RWs
- Semiconductors
- Televisions
- CRTs

excluding other operating revenue

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Elec. Performance by Product Category

Audio



* % is change over year earlier period

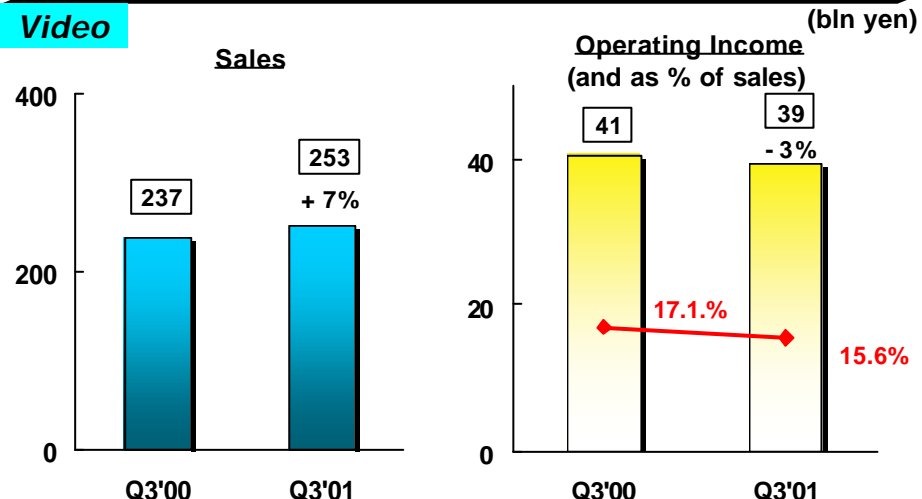
* includes internal sales

Note: Operating income and loss figures by product category reflect 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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Elec. Performance by Product Category

Video



* % is change over year earlier period

* includes internal sales

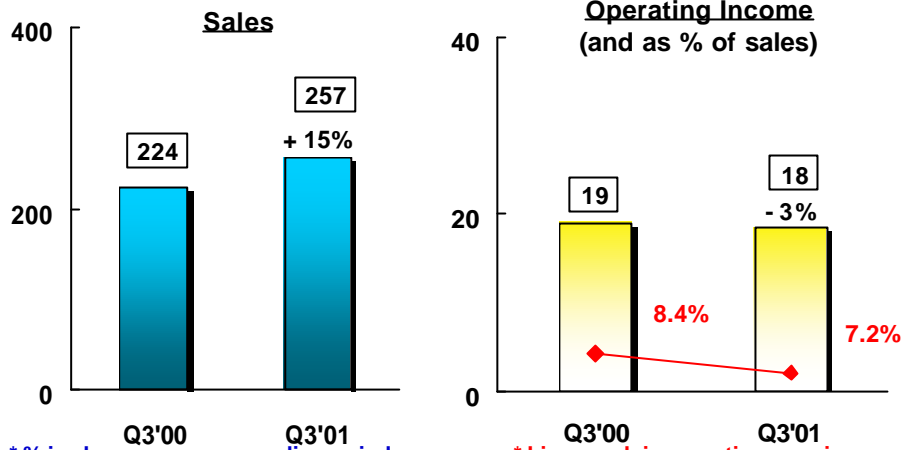
Note: Operating income and loss figures by product category reflect allocations of expenses of the Electronics business which Sony believes are reasonable in showing operating results but are not in accordance with US GAAP.

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Elec. Performance by Product Category

Televisions

(bln yen)



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

* Line graph is operating margin

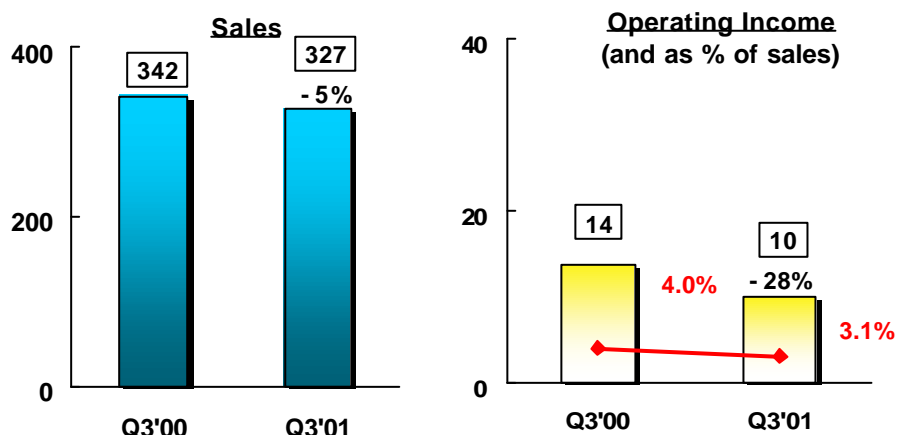
Note: Operating income and loss figures by product category reflect allocations of expenses of the Electronics business which Sony believes are reasonable in showing operating results but are not in accordance with US GAAP.

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Elec. Performance by Product Category

Information and Communications

(bln yen)



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

* Line graph is operating margin

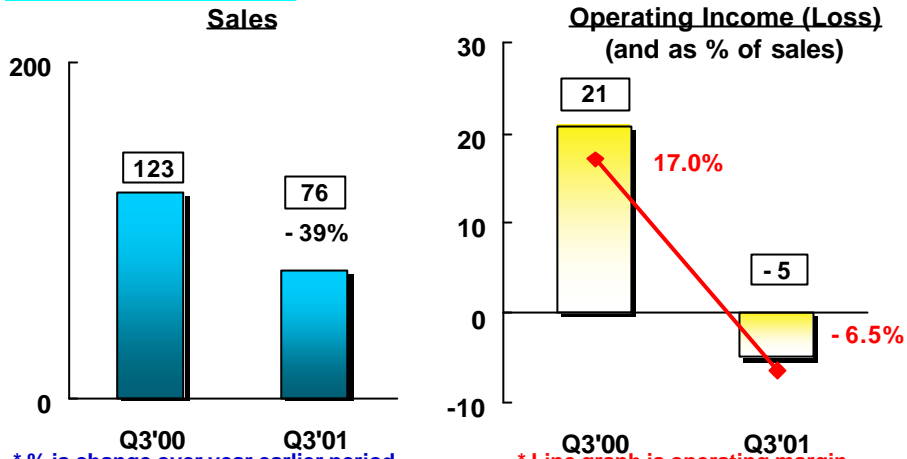
Note: Operating income and loss figures by product category reflect allocations of expenses of the Electronics business which Sony believes are reasonable in showing operating results but are not in accordance with US GAAP.

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Elec. Performance by Product Category

Semiconductors

(bln yen)



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

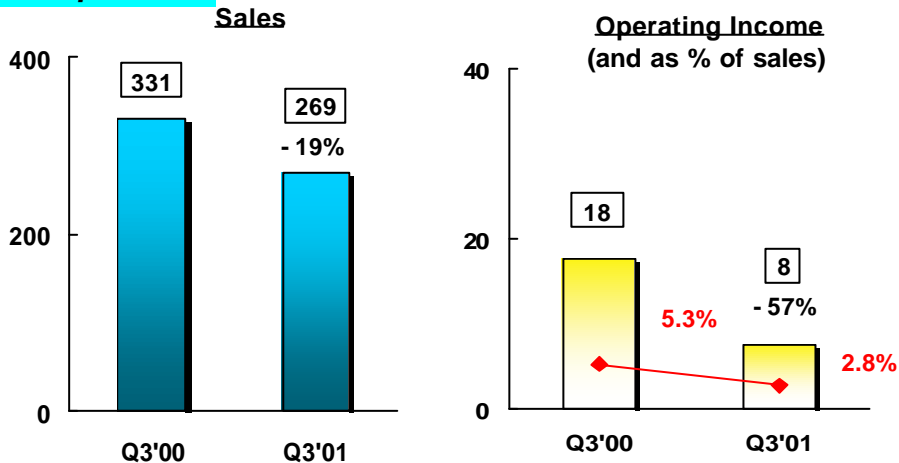
Note: Operating income and loss figures by product category reflect allocations of expenses of the Electronics business which Sony believes are reasonable in showing operating results but are not in accordance with US GAAP.

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Elec. Performance by Product Category

Components

(bln yen)



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

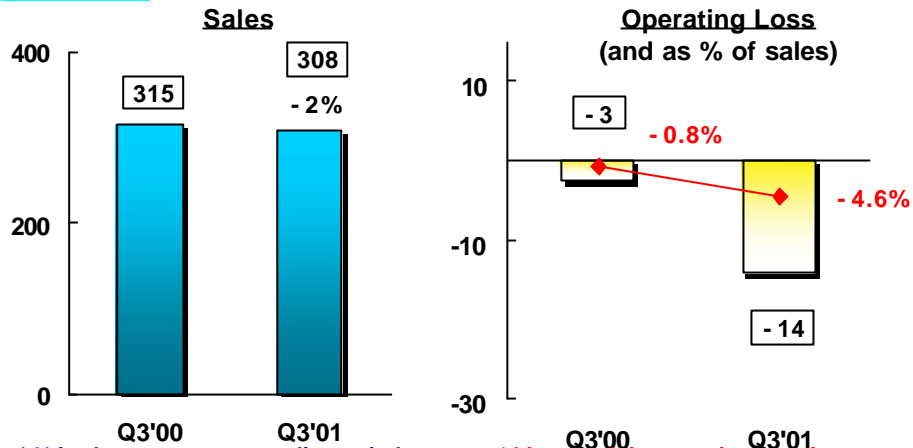
Note: Operating income and loss figures by product category reflect allocations of expenses of the Electronics business which Sony believes are reasonable in showing operating results but are not in accordance with US GAAP.

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Elec. Performance by Product Category

Other

(bln yen)



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

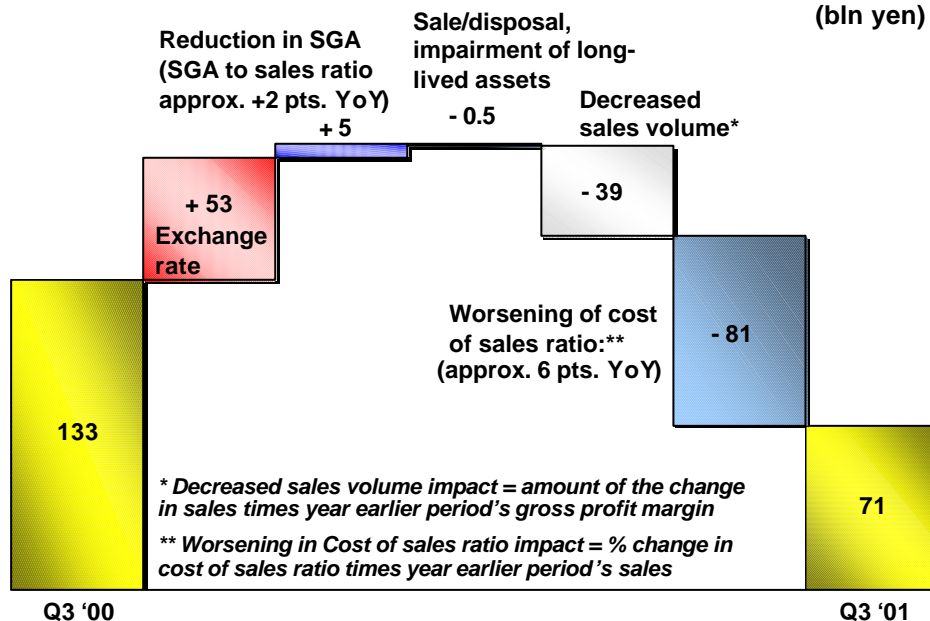
* Line graph is operating margin

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

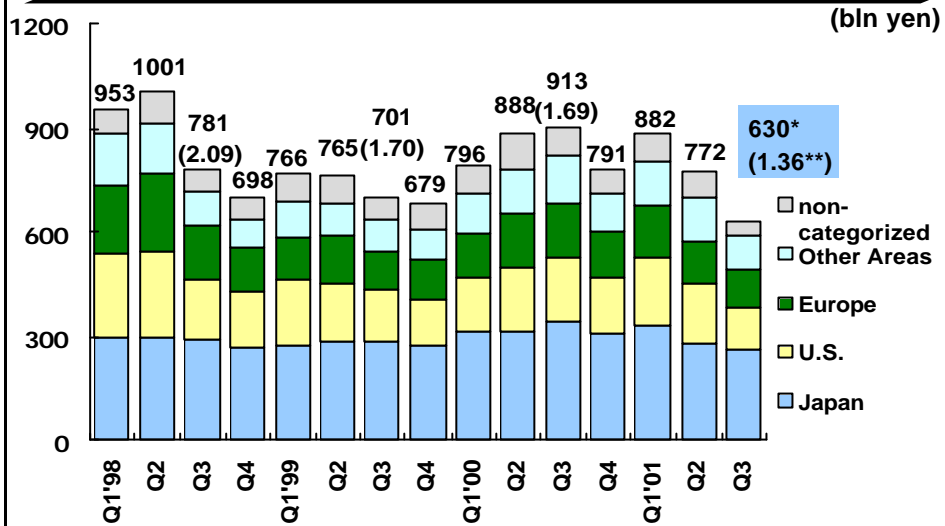
(15)

Electronics: Factors in Operating Profit

(bln yen)



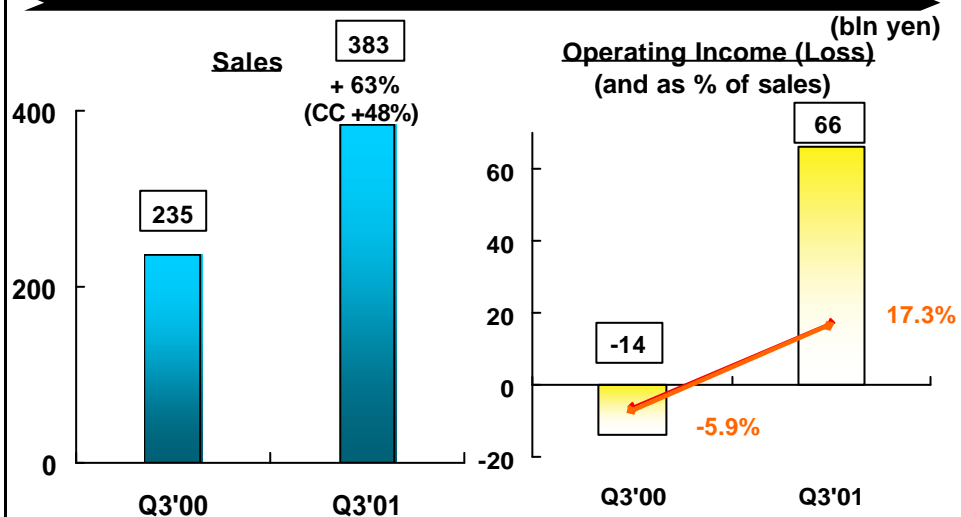
Electronics Inventory Levels by Area



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

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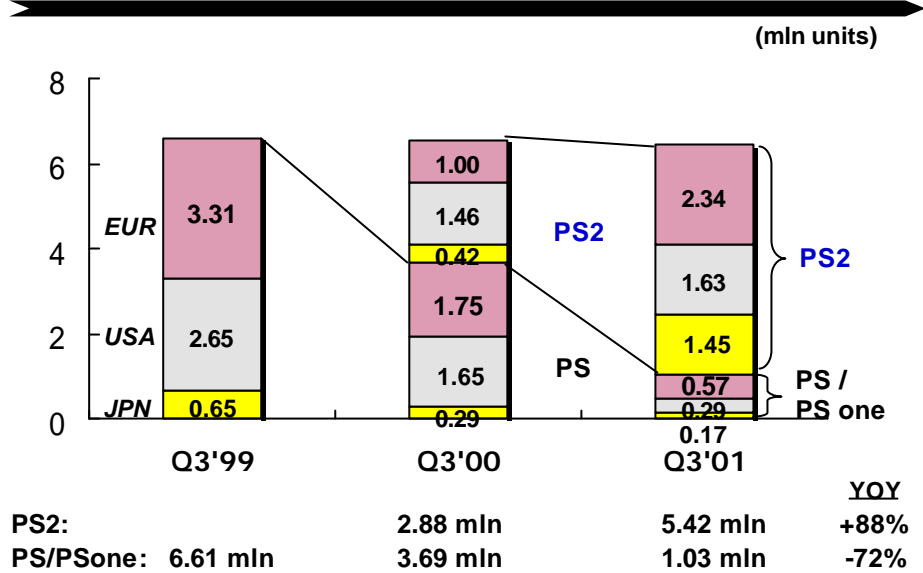
Game Q3 FY01



- including intersegment transactions
- CC=constant currency basis
- % change over year earlier period
- line graph is operating margin

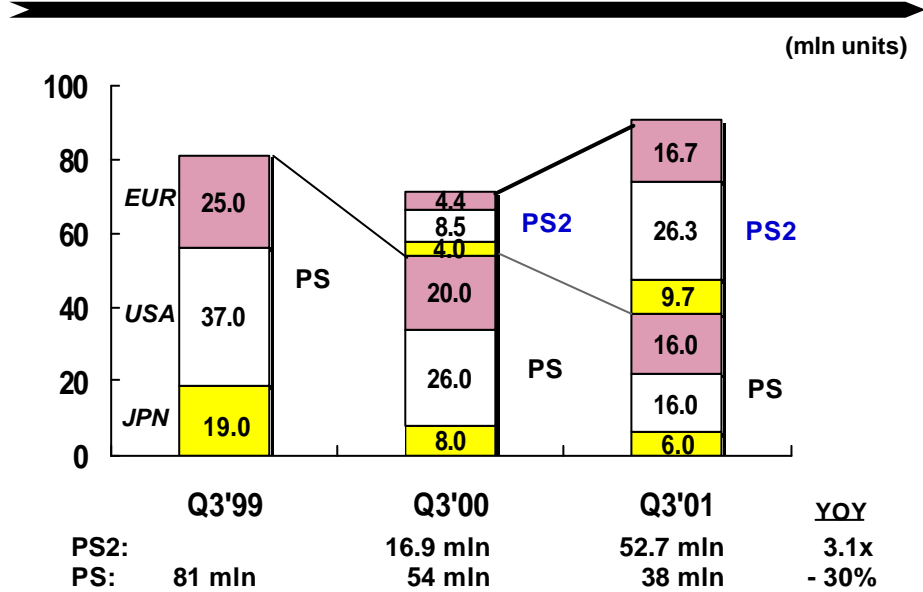
(18)

PS, PS2 Hardware Shipments (by quarter)

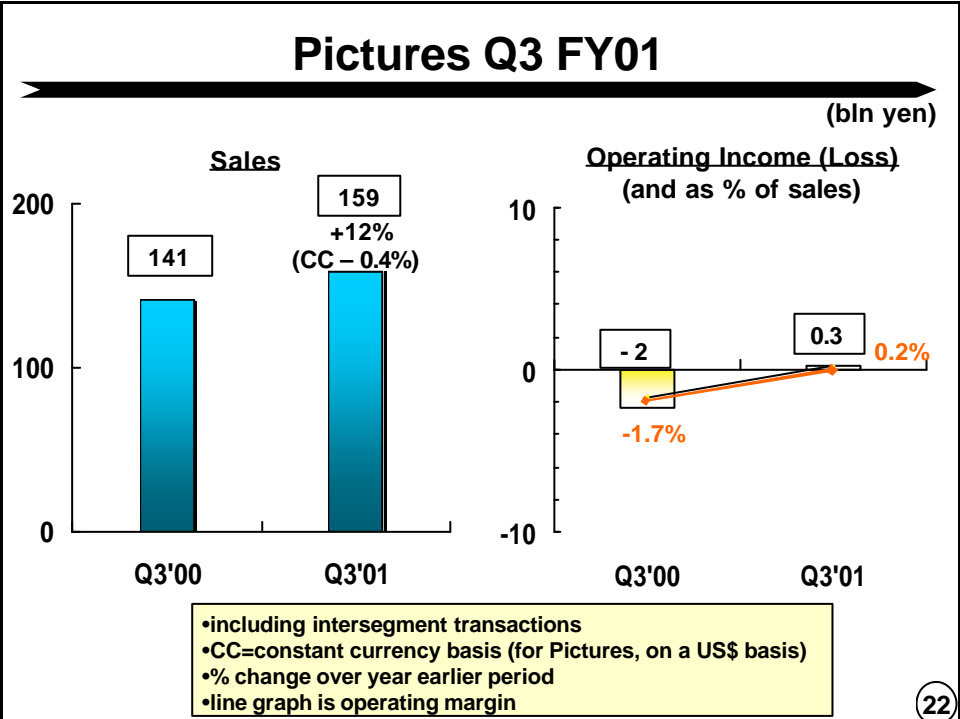
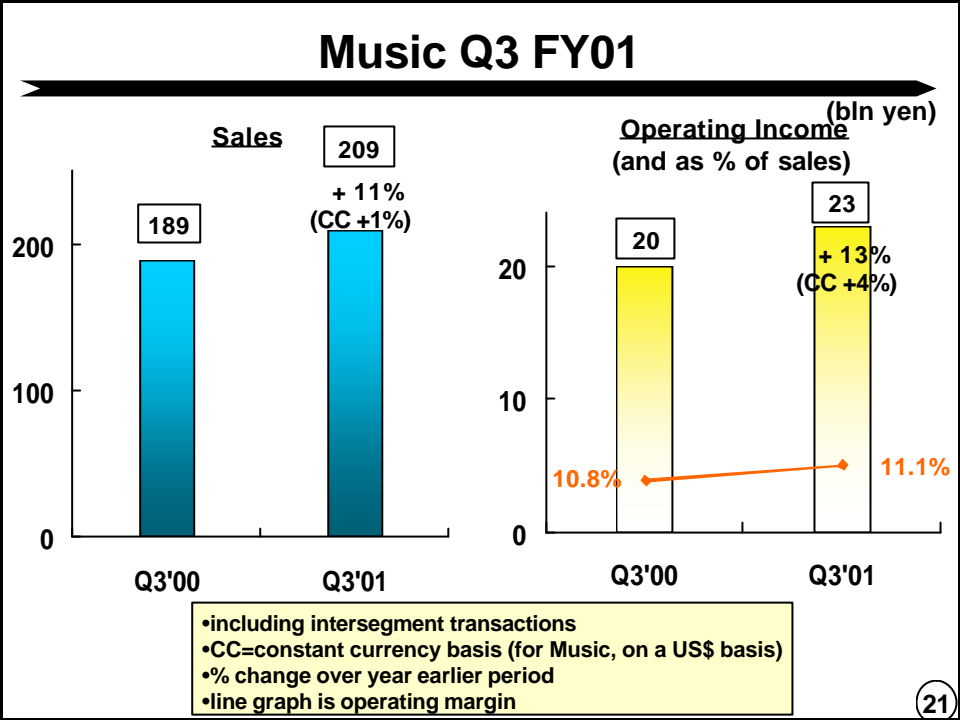


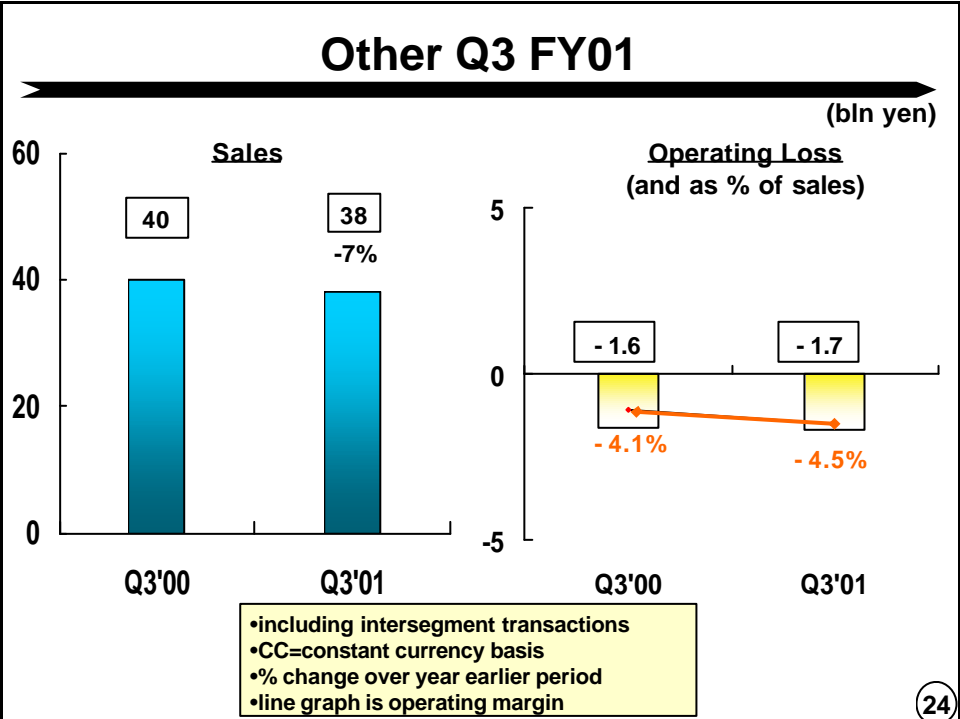
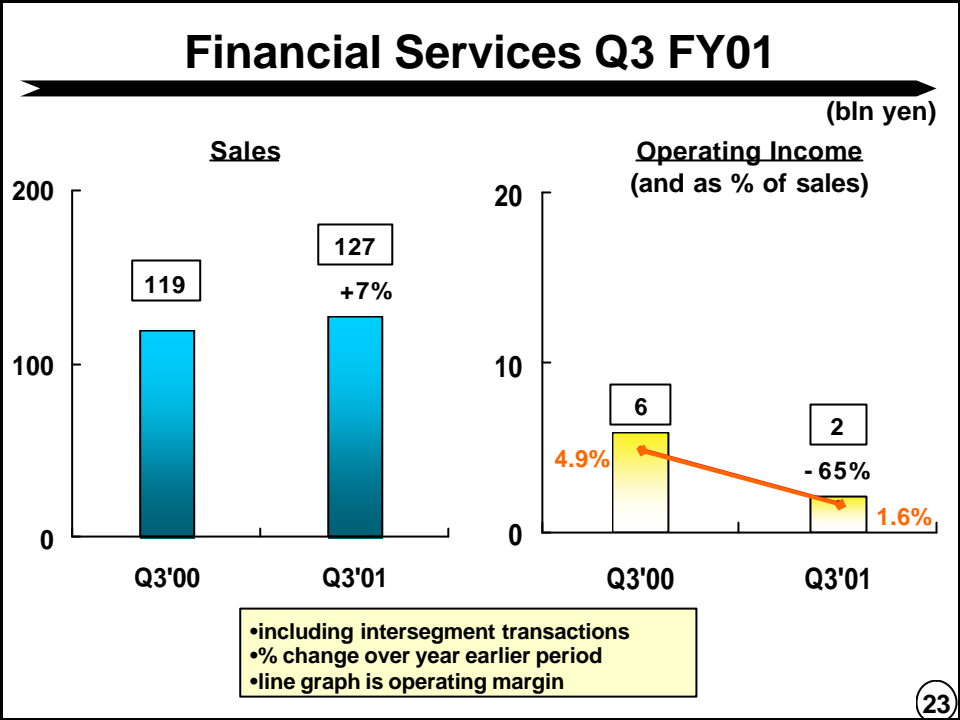
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PS, PS2 Software Shipments (by quarter)



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FY2001 Forecast

As of January 25, 2002

(bIn yen)	FY00	FY01*	YoY change
Sales and operating revenue	7,315	7,550	+ 3%
Operating income	225	130	- 42%
Income before income taxes	266	70	- 74%
Net income	17	10	- 40%

*Assumes new "Goodwill and Other Intangible Assets" accounting standard

Assumed Exchange Rates

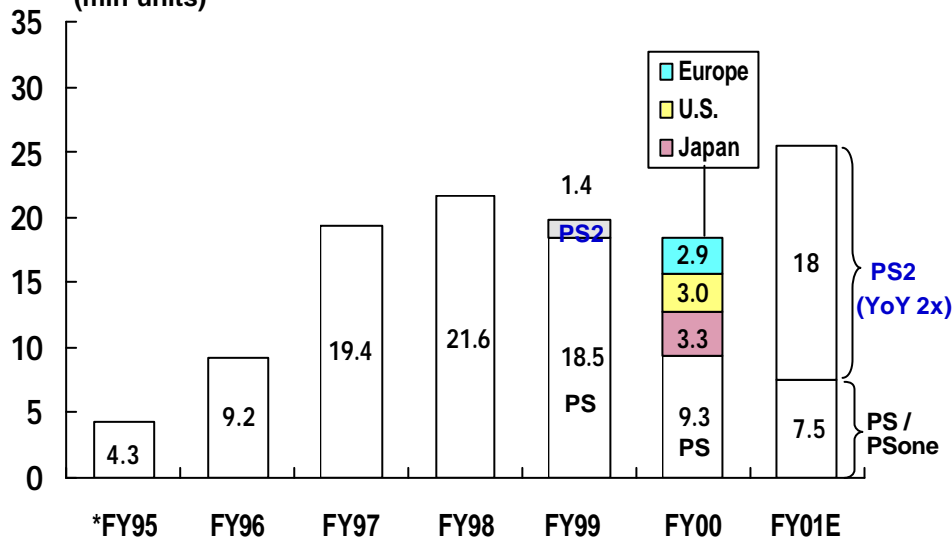
	FY00	Jan. to Mar. FY01
1 U.S. dollar	= 110 yen	approx 130 yen
1 euro	= 99 yen	approx 115 yen

	FY00	FY01	YoY change
Capital Expenditures	465	350	- 25%
Depreciation & Amortization**	348	390	+ 12%
(of that, dep. for tangible assets)	270	330	+ 22%

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

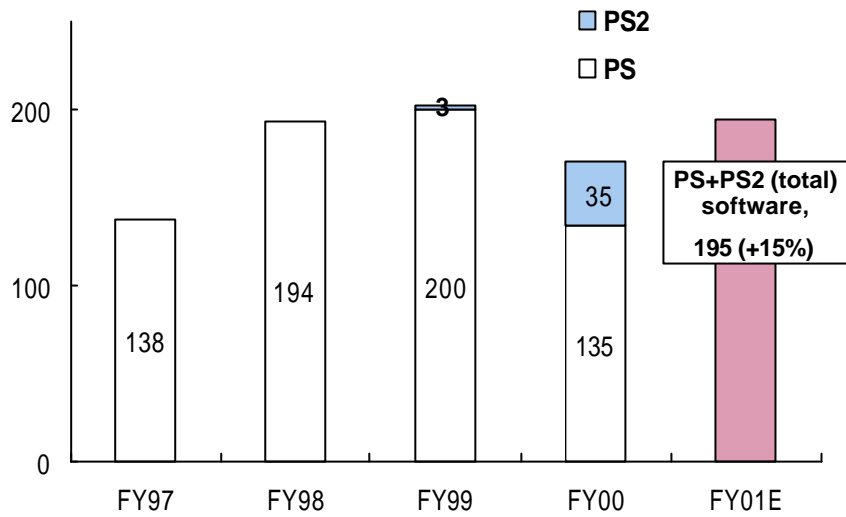
PS, PS2 Hardware Shipments (by year)

(mln units)



PS, PS2 Software Shipments (by year)

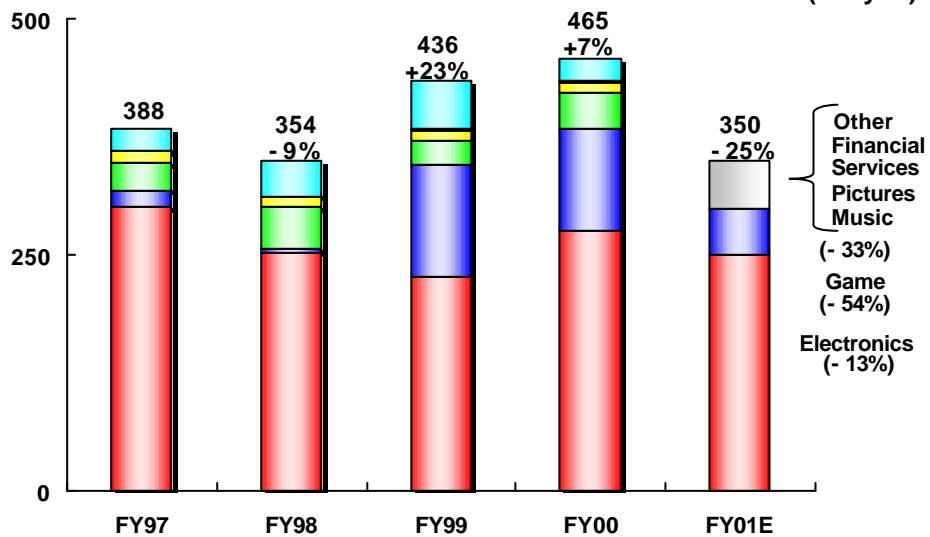
(mln units)



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Capex Forecast

(bln yen)

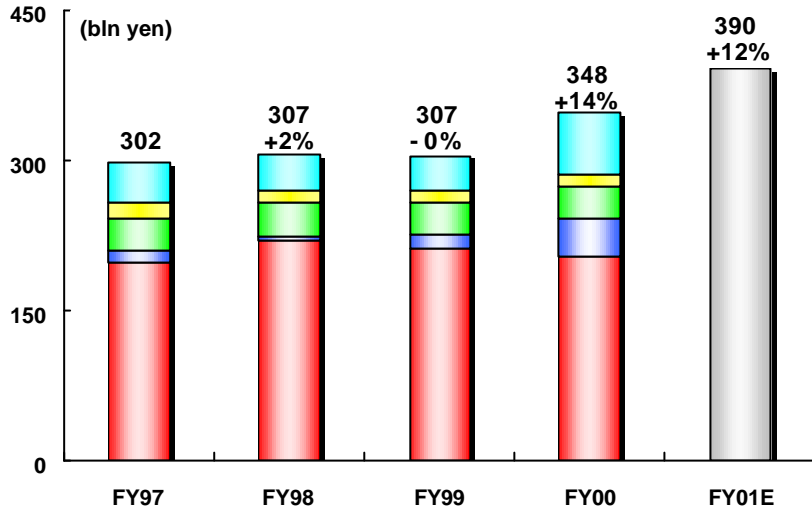


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Depreciation & Amortization Forecast

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

(bln yen)



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Sony Ericsson Mobile Communications

Q4 01 Results <i>Oct.-Dec.2001</i>	
< US GAAP , Mil.Euro >	
Net Sales	1,046
Net Income	139
Numbers of units shipped	6.8 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	Q1	Q2	Q3
US\$ avg rate	122	121	123
contract rate	119	121	119
Euro avg rate	106	107	109
contract rate	107	107	107

FY2000	Q1	Q2	Q3	Q4
US\$ avg rate	106	107	109	117
contract rate	106	106	108	112
Euro avg rate	98	96	94	108
contract rate	103	99	94	96