



MONEYKit
by SonyBank



Sony Q2 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.



SONY

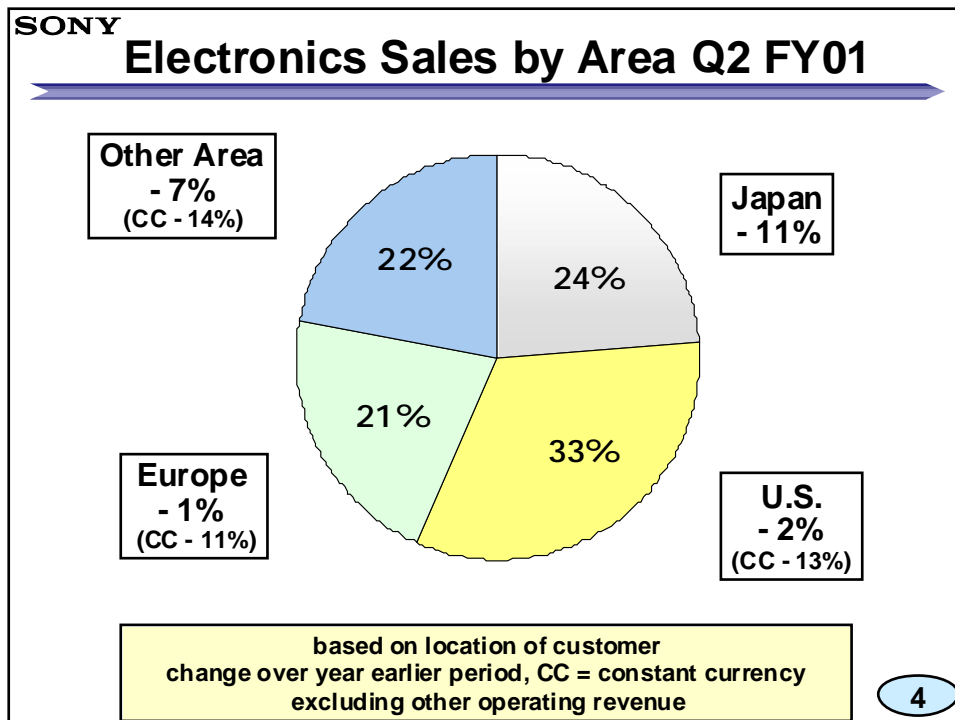
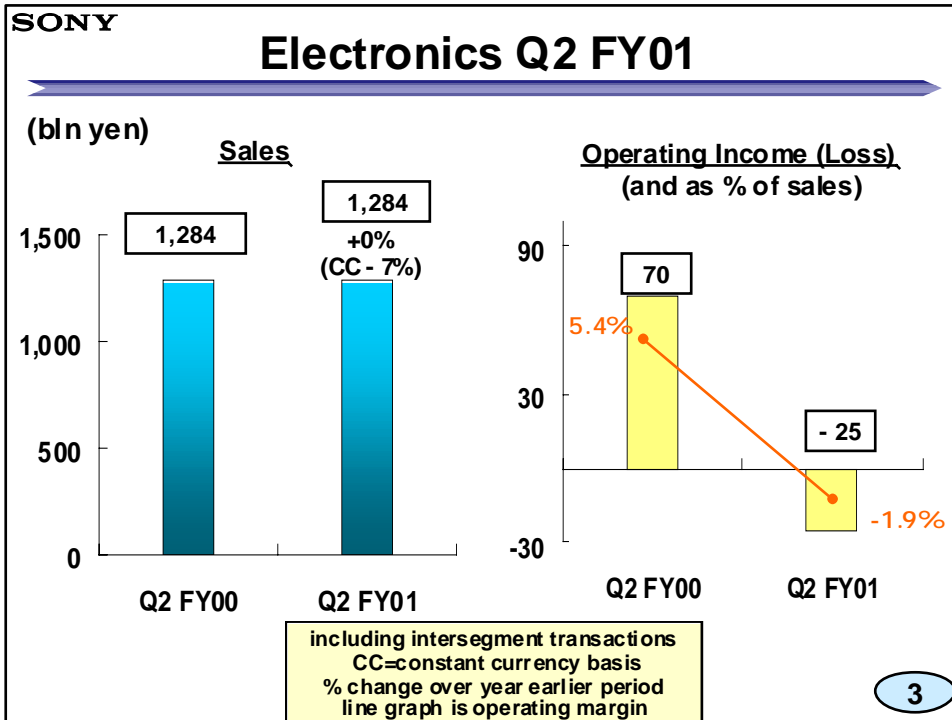
Consolidated Results

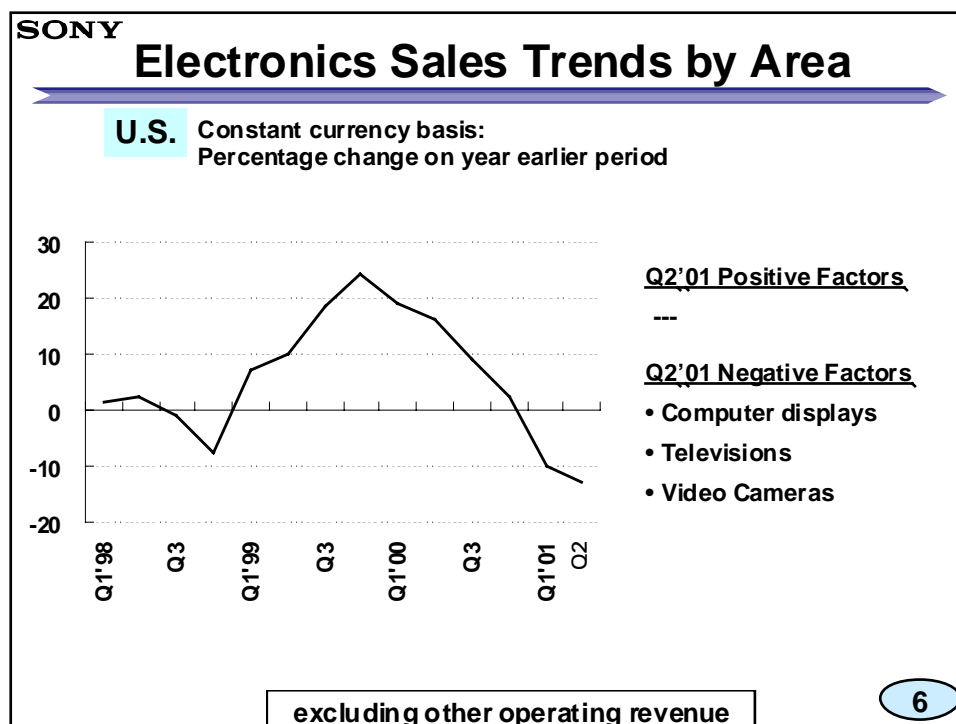
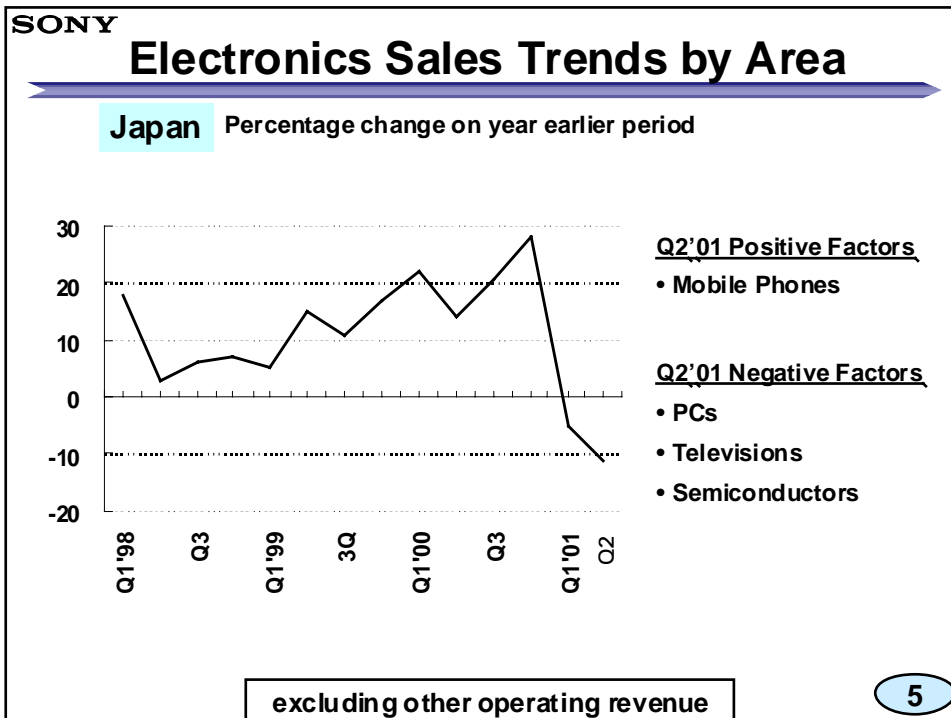
Q2 FY2001 (three months ended September 30, 2001)		YOY change, constant currency	
		YOY change	YOY change
Sales and operating revenue	1,787 bln yen	+ 6%	- 2%
Operating income (loss)	- 3 bln yen	- 57 bln	- 110 bln
Income before income taxes	0.6 bln yen	- 99%	- 130 bln
Net income (loss)	- 13 bln yen	- 32 bln	- 61 bln

Impact of Exchange Rates (Q2 FY01 vs Q2 FY00)
 (\$1= 121 yen vs 107 yen; 1 euro= 107 yen vs 96 yen) *
 Sales and operating revenue: +135 bln yen
 Operating income: +53 bln yen

Impact of Changes in Accounting Principle
 Impact of change regarding goodwill and other intangible assets:
 Operating income: +4.7 bln yen
 Net income: +4.4 bln yen

* average market rate in period



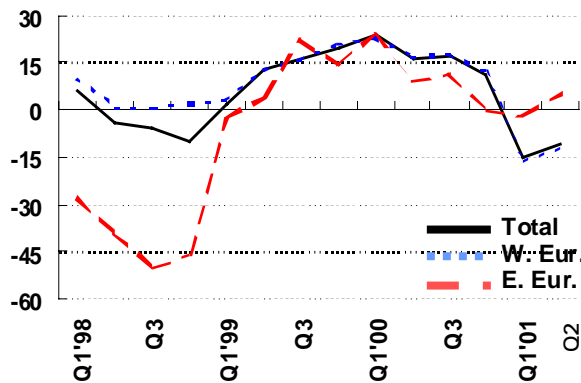


SONY

Electronics Sales Trends by Area

Europe

Constant currency basis:
Percentage change on year earlier period



Q2'01 Positive Factors

Q2'01 Negative Factors

- Video Cameras
- Computer Displays
- PCs

excluding other operating revenue

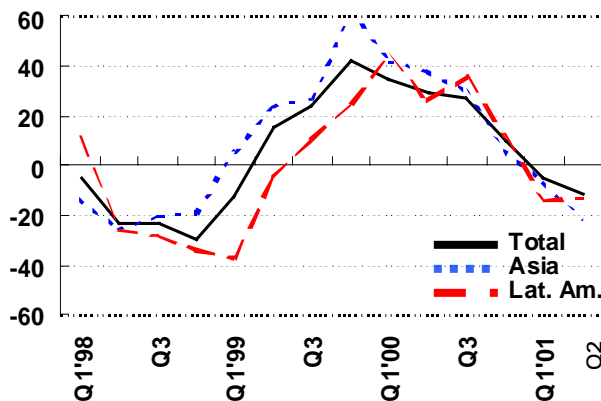
7

SONY

Electronics Sales Trends by Area

Other Areas

Constant currency basis:
Percentage change on year earlier period



Q2'01 Positive Factors

Q2'01 Negative Factors

- CD-R/RWs
- Televisions
- Semiconductors

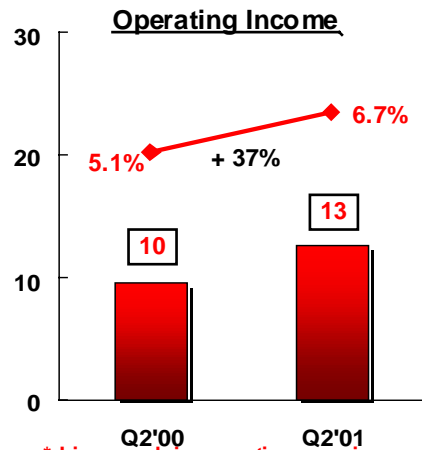
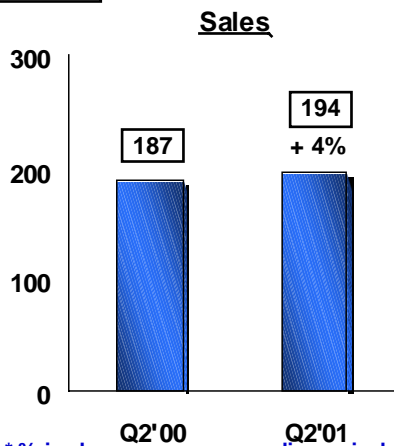
excluding other operating revenue

8

SONY
Elec. Performance by Product Category

Audio

(bln yen)



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

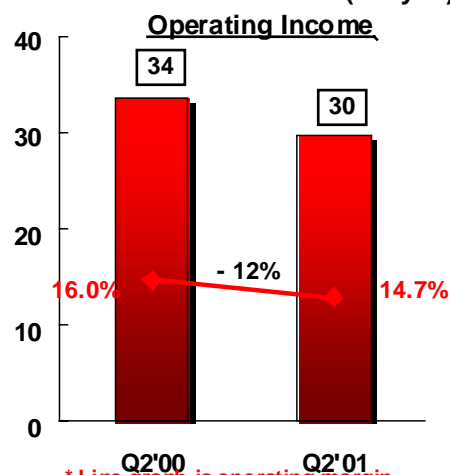
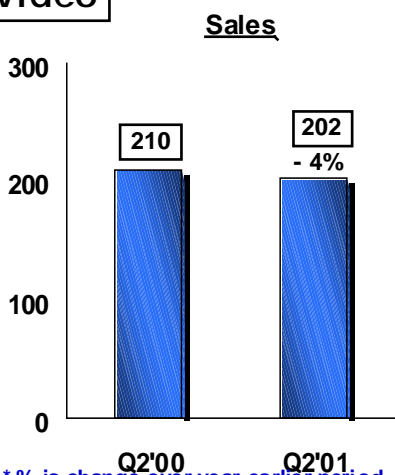
* Line graph is operating margin

Note: Operating income 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.

SONY
Elec. Performance by Product Category

Video

(bln yen)



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

* Line graph is operating margin

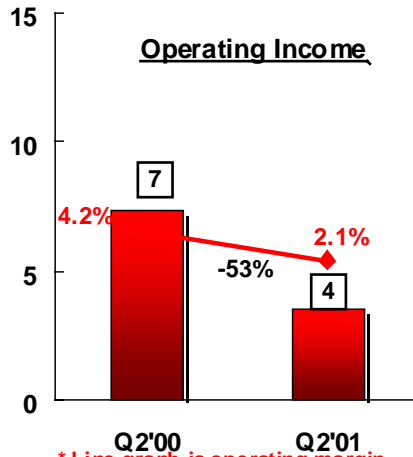
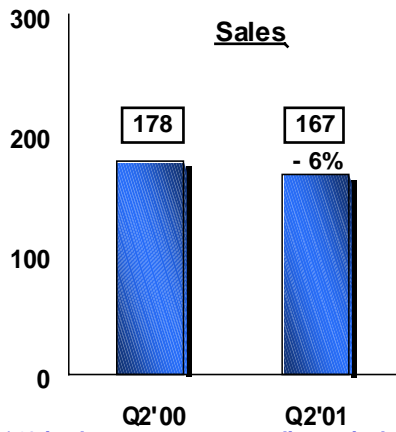
Note: Operating income and loss figures by product category reflect allocations of expenses of the Electronics business which Sony believes are reasonable in showing operating results but are not in accordance with US GAAP.

SONY

Elec. Performance by Product Category

Televisions

(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.

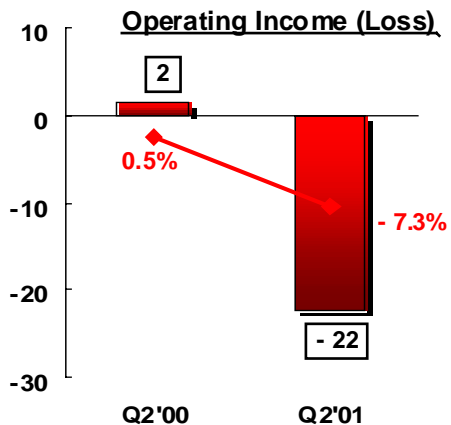
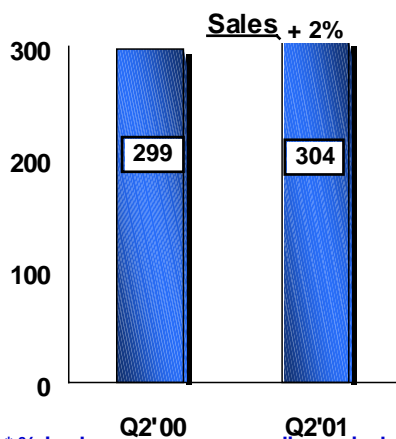
11

SONY

Elec. Performance by Product Category

Information and Communication

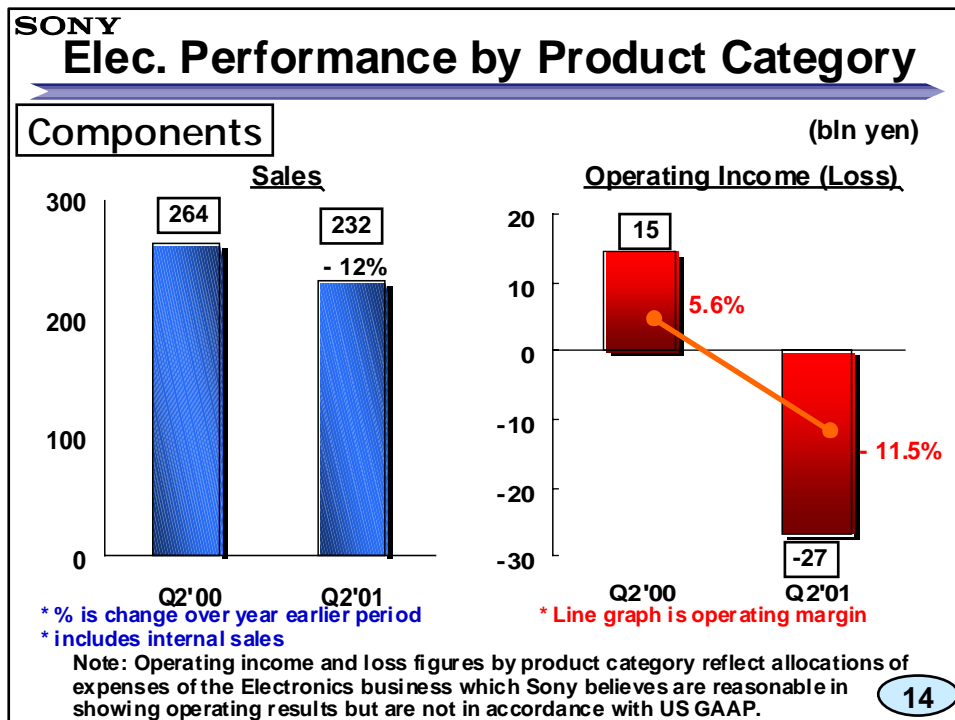
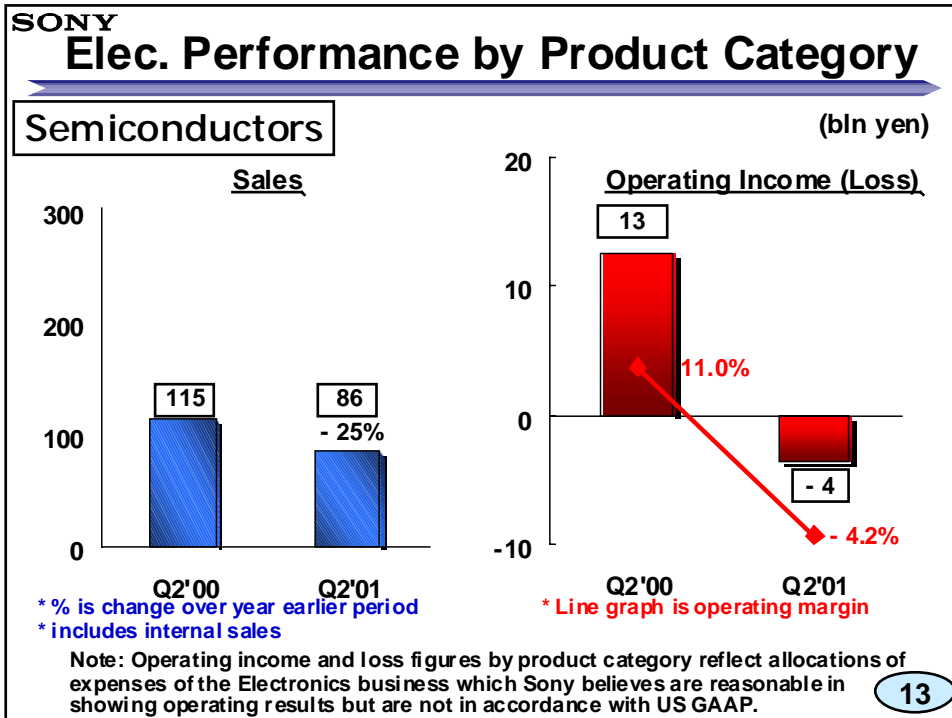
(bln yen)

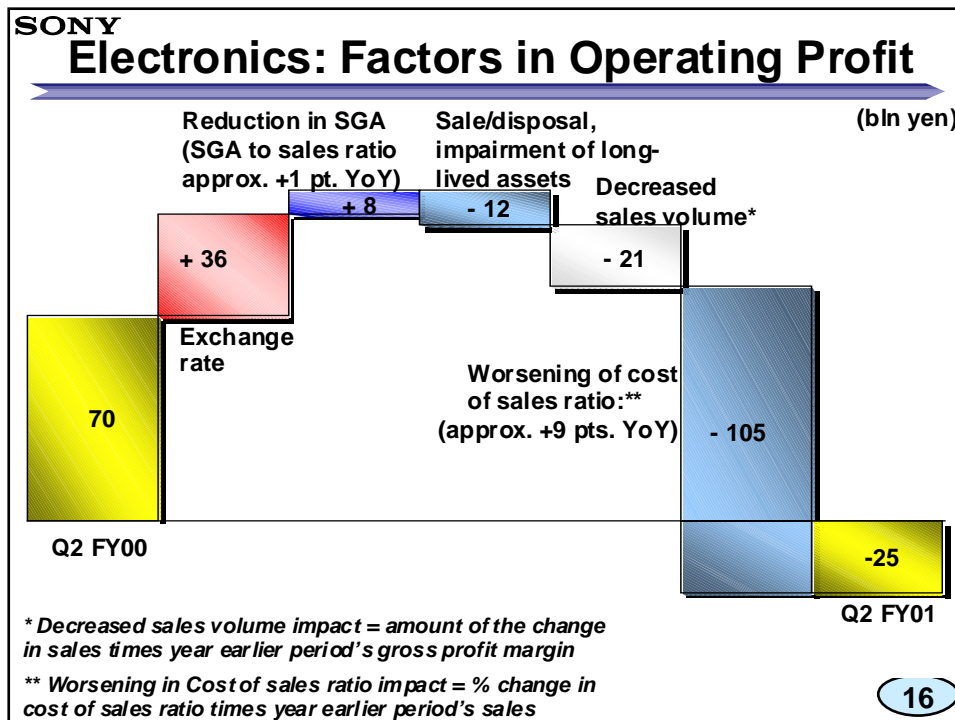
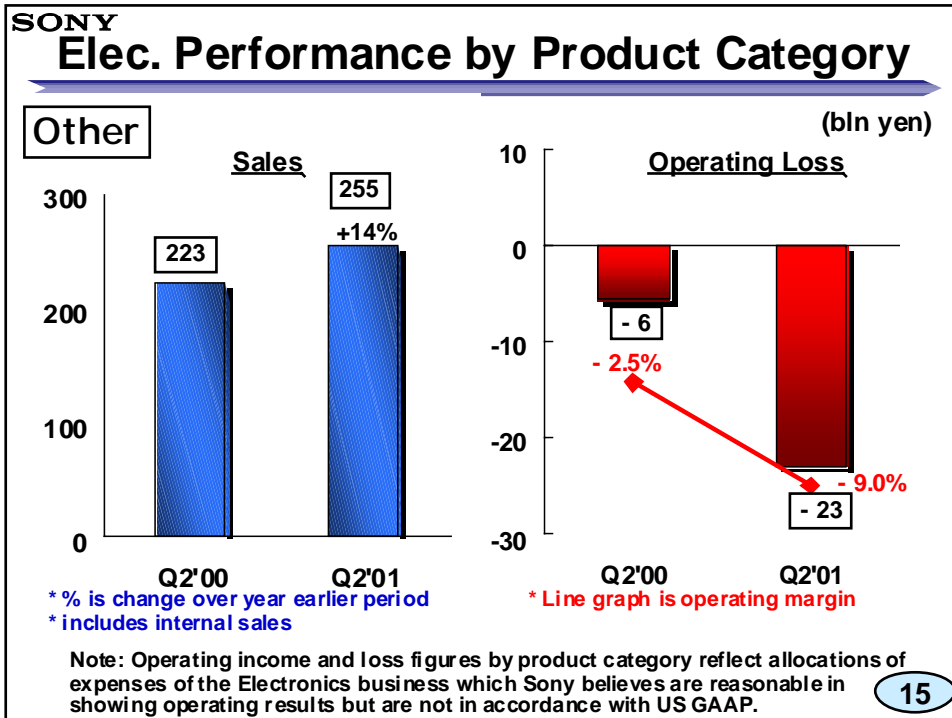


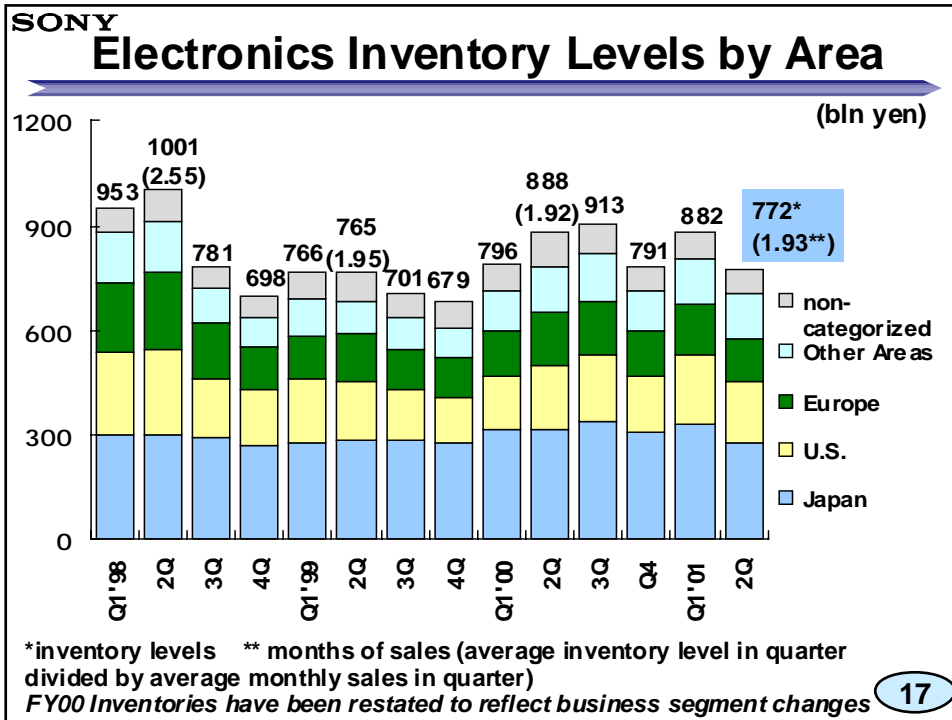
* % is change over year earlier period
* includes internal sales

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.

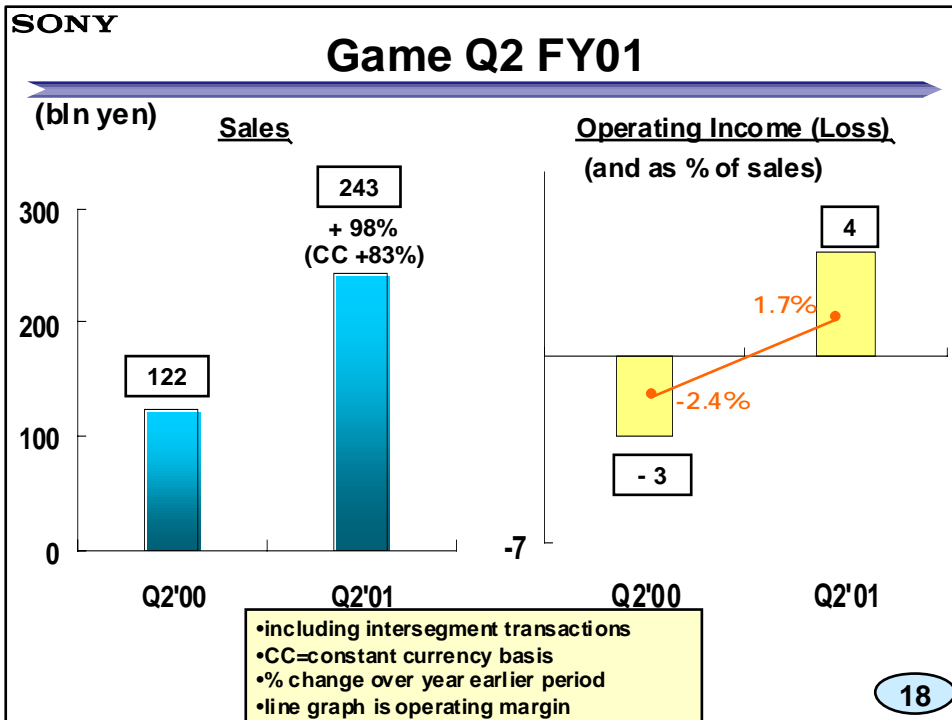
12



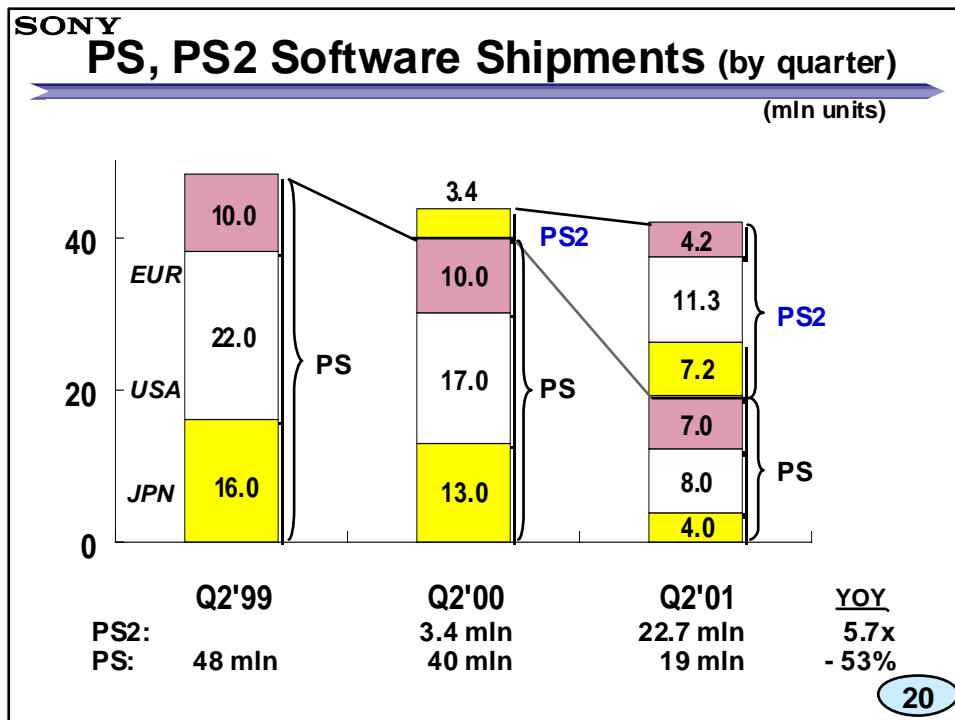
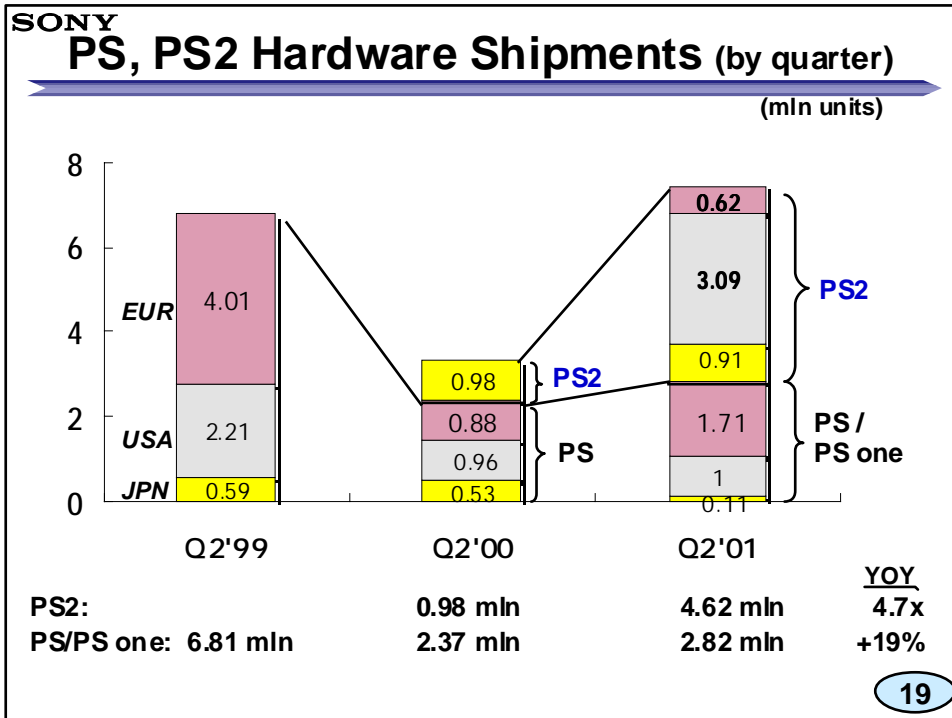


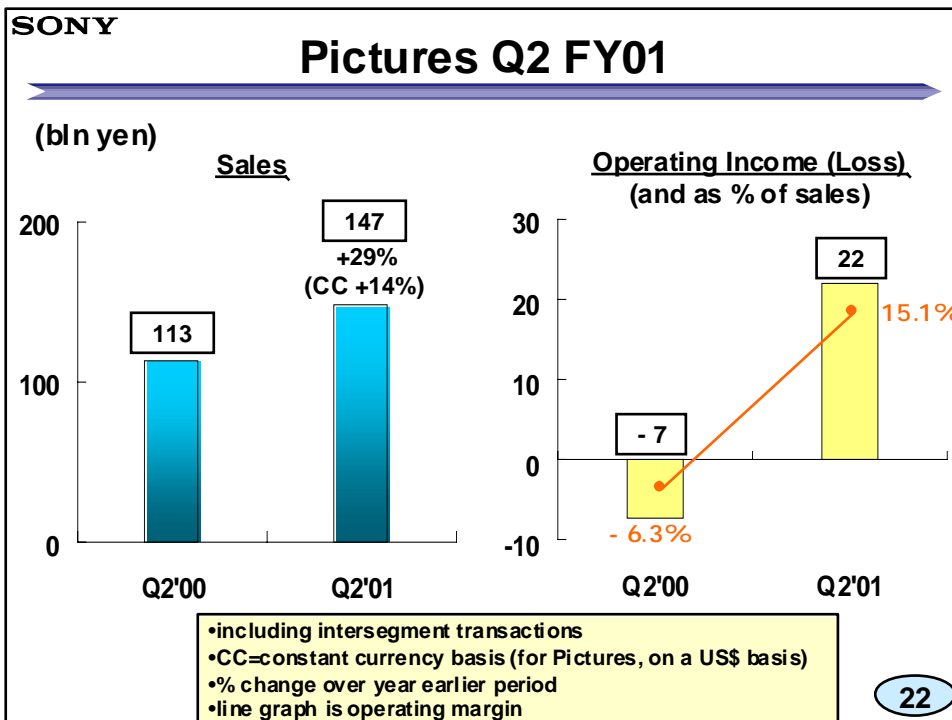
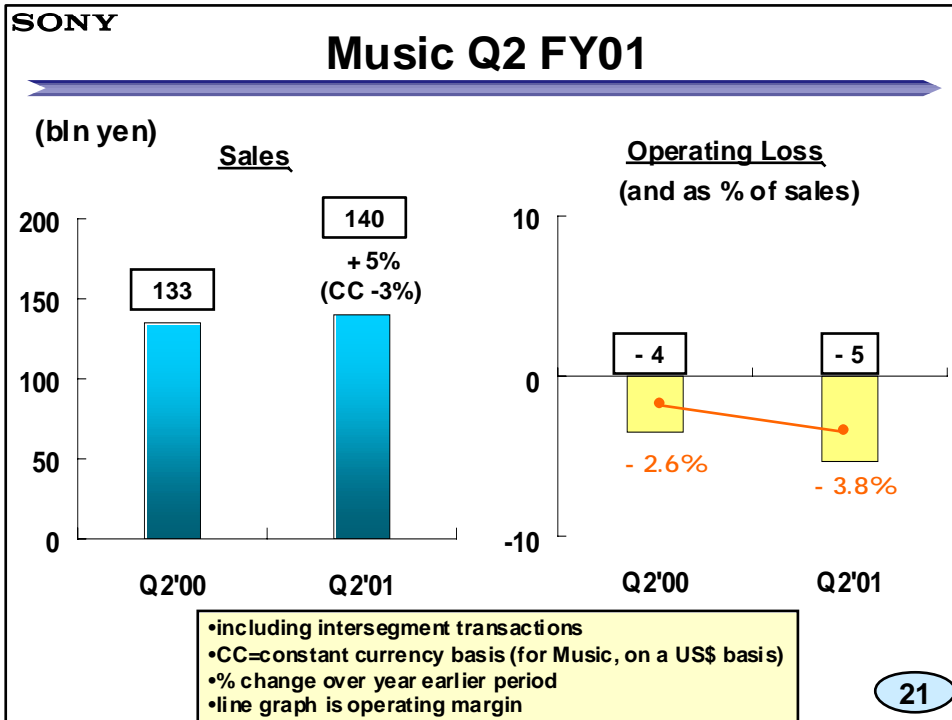


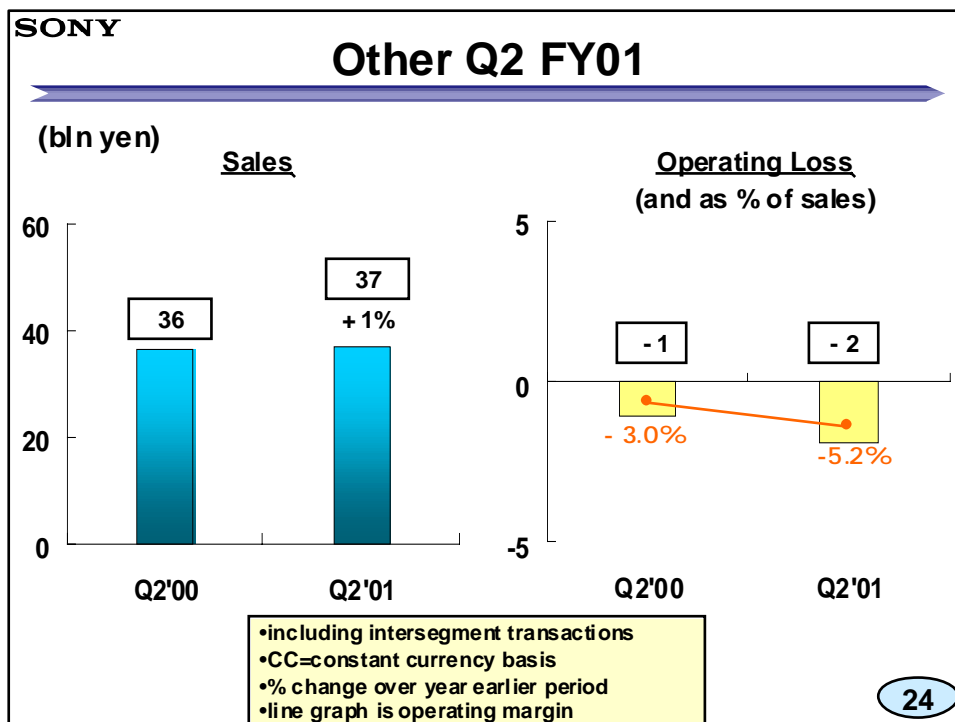
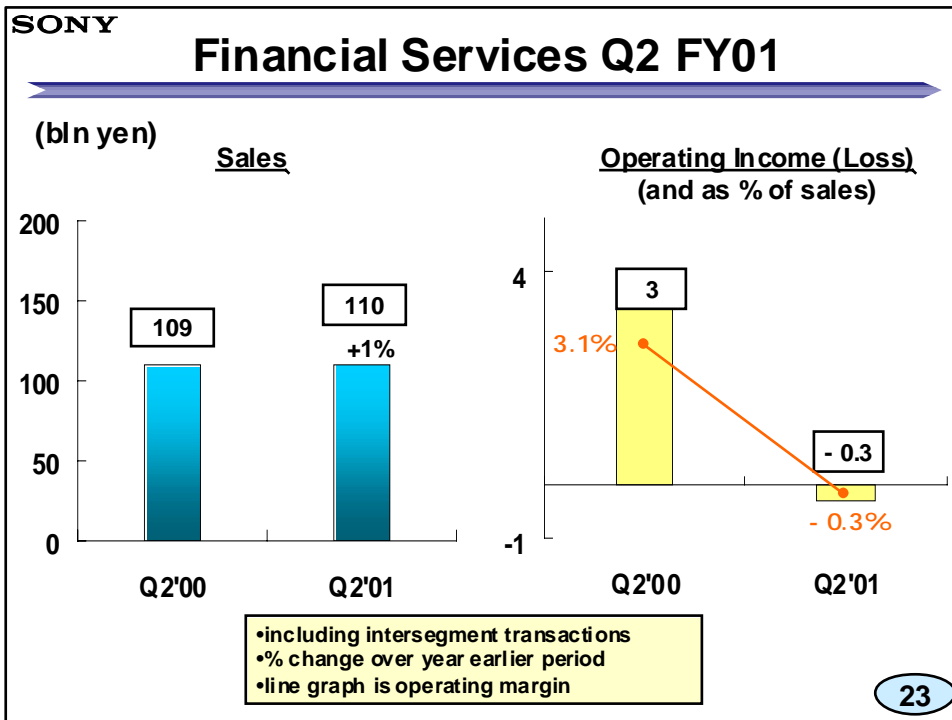
17



18







SONY

FY2001 Forecast

(bln yen)	FY00	FY01*	YoY change
Sales and operating revenue	7,315	7,500	+ 3%
Operating income	225	120	- 47%
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	Oct. to Mar. FY01
1 U.S. dollar	= 110 yen	115 yen
1 euro	= 99 yen	105 yen

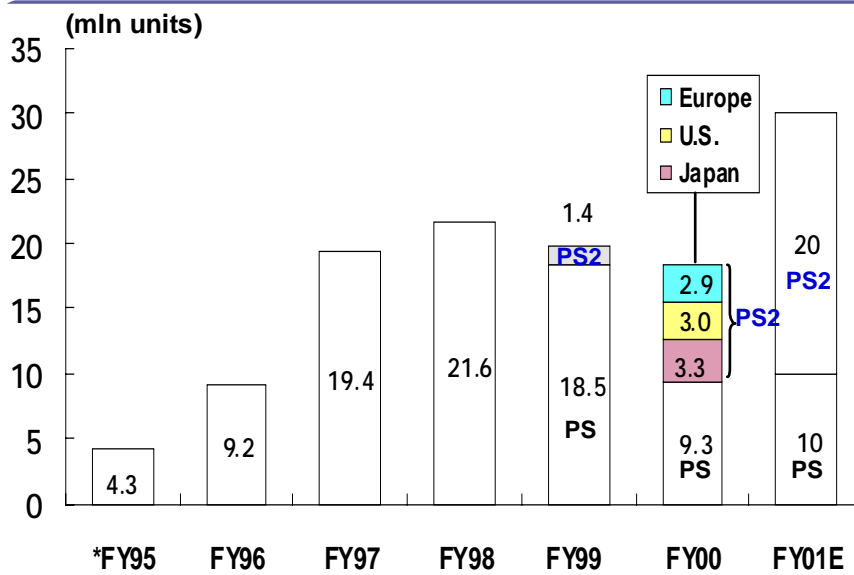
	FY00	FY01	YoY change
Capital Expenditures	465	350	- 25%
Depreciation & Amortization**	348	390	+ 12%
(of that, dep. for tangible assets)	270	330	+ 22%

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

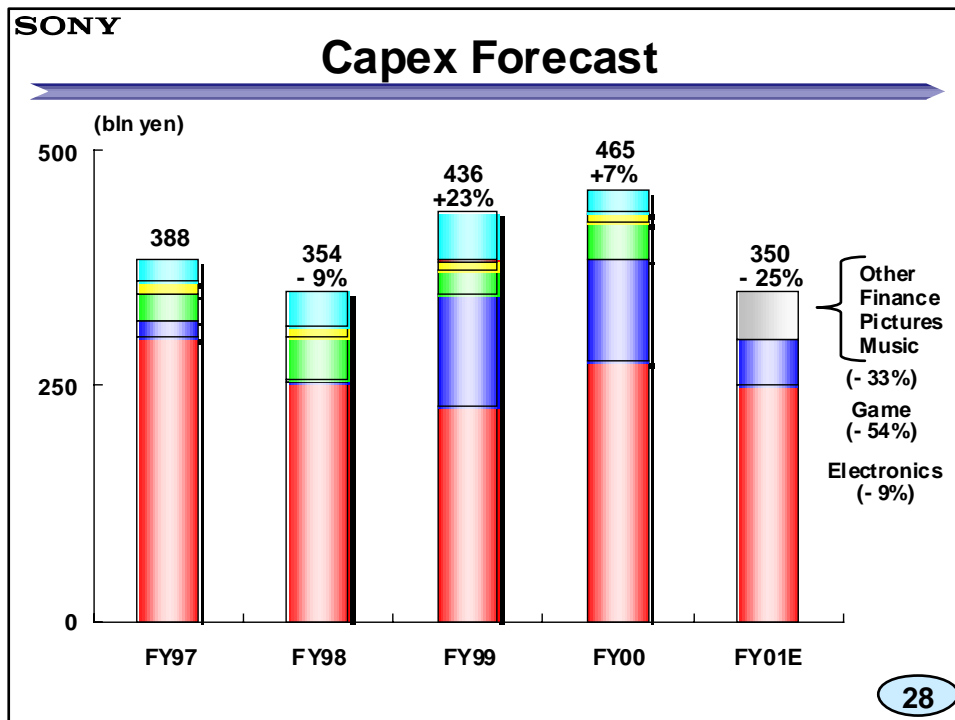
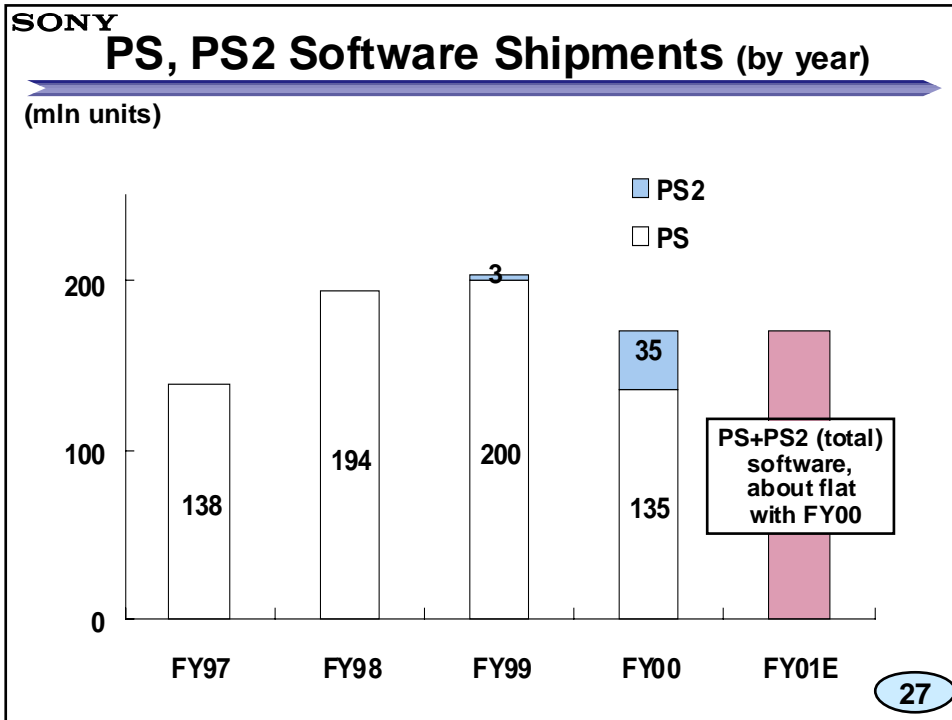
25

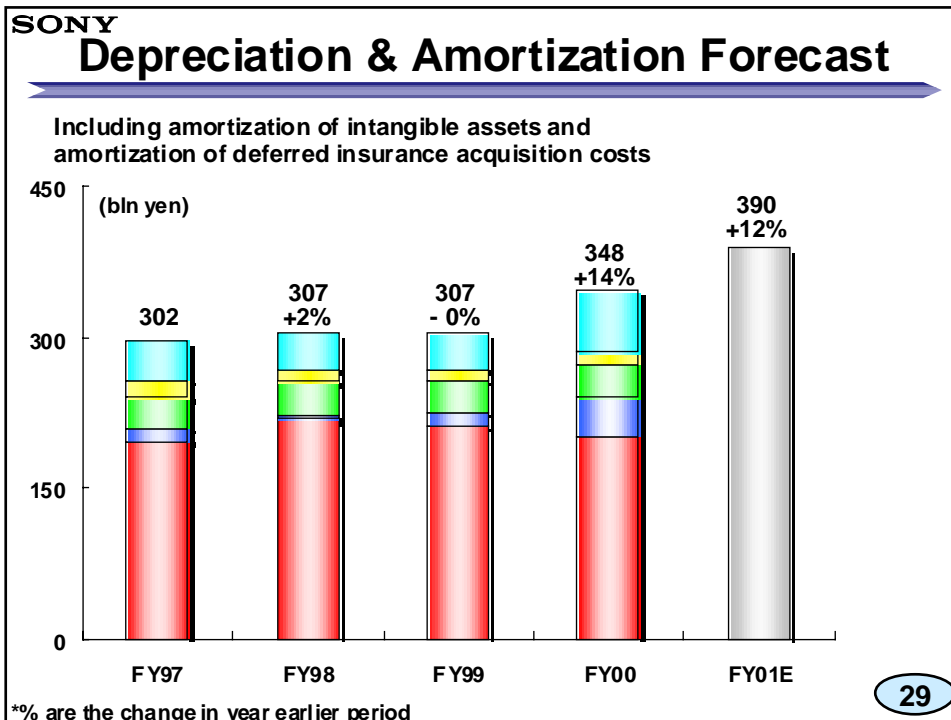
SONY

PS, PS2 Hardware Shipments (by year)



26





SONY
(Reference Data)

Exchange Rates by Quarter (yen)

FY2001	Q1	Q2
US\$ avg rate	122	121
contract rate	119	121
Euro avg rate	106	107
contract rate	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

30