

SONY

Corporate Data

Company Name: Sony Corporation

Headquarters: 7-1, Konan 1-chome, Minato-ku,
Tokyo 108-0075, Japan

Phone: 81-(0)3-6748-2111

Founded: May 7, 1946

Capital: 630,575,929,534 yen (as of March 31, 2008)

Fiscal Year: April 1 through March 31 of the following year

Stock Exchange Listings: Tokyo, Osaka, New York, London

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**Sony Holds Ordinary General Meeting of Shareholders
and Mid-Term Corporate Strategy Meeting**

Fact Book 2007

Fourth Quarter
Fiscal Year 2007

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Cautionary Statement

Statements made in this fact book 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 statements using words such as "believe," "expect," "plans," "strategy," "prospects," "forecast," "estimate," "project," "anticipate," "aim," "may" or "might" and words of similar meaning in connection with a discussion of future operations, financial performance, events or conditions. 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) the global economic environment in which Sony operates, as well as the economic conditions in Sony's markets, particularly levels of consumer spending; (ii) exchange rates, particularly between the yen and the U.S. dollar, the euro and other currencies in which Sony makes significant sales or in which Sony's assets and liabilities are denominated; (iii) Sony's ability to continue to design and develop and win acceptance of, as well as achieve sufficient cost reductions for, its products and services, including newly introduced platforms within the Game segment, which are offered in highly competitive markets characterized by continual new product introductions, rapid development in technology and subjective and changing consumer preferences (particularly in the Electronics, Game and Pictures segments, and the music business); (iv) Sony's ability and timing to recoup large-scale investments required for technology development and increasing production capacity; (v) Sony's ability to implement successfully business reorganization activities in its Electronics segment; (vi) Sony's ability to implement successfully its network strategy for its Electronics, Game and Pictures segments, and All Other, including the music business, and to develop and implement successful sales and distribution strategies in its Pictures segment and the music business in light of the Internet and other technological developments; (vii) Sony's continued ability to devote sufficient resources to research and development and, with respect to capital expenditures, to correctly prioritize investments (particularly in the Electronics segment); (viii) Sony's ability to maintain product quality (particularly in the Electronics and Game segments); (ix) the success of Sony's joint ventures and alliances; (x) the outcome of pending legal and/or regulatory proceedings; (xi) shifts in customer demand for financial services such as life insurance and Sony's ability to conduct successful Asset Liability Management in the Financial Services segment; and (xii) the impact of unfavorable conditions or developments (including market fluctuations or volatility) in the Japanese equity markets on the revenue and operating income of the Financial Services segment. Risks and uncertainties also include the impact of any future events with material adverse impacts.

Past-year amounts in the 10-year trend charts for consolidated earnings stated in this fact book have not all been restated to reflect the basis on which fiscal year 2007 earnings are shown. This information is merely provided for convenience in understanding earning trends.

Financial Highlights

(Yen in billions)	1st quarter		2nd quarter		3rd quarter		4th quarter		Full year	
(Fiscal year)	2006	2007	2006	2007	2006	2007	2006	2007	2006	2007
Sales and operating revenue	1,744.2	1,976.5	1,854.2	2,083.0	2,607.7	2,859.0	2,089.6	1,952.8	8,295.7	8,871.4
Operating income (loss)	27.0	99.3	(20.8)	90.5	178.9	189.4	(113.4)	(4.7)	71.8	374.5
Income (loss) before income taxes	54.0	83.8	(26.1)	87.9	179.8	288.5	(105.7)	6.2	102.0	466.3
Equity in net income of affiliated companies, net	3.6	22.0	19.7	21.1	43.0	46.9	12.3	10.8	78.7	100.8
Net income (loss)	32.3	66.5	1.7	73.7	159.9	200.2	(67.6)	29.0	126.3	369.4
Restructuring charges*	10.7	3.4	5.3	18.5	(0.3)	11.2	23.1	14.2	38.8	47.3
Net income (loss) per share of common stock (Yen)										
—Basic	32.25	66.29	1.68	73.50	159.70	199.60	(67.44)	28.95	126.15	368.33
—Diluted	30.75	63.14	1.60	70.09	152.49	190.29	(67.44)	27.63	120.29	351.10
Average exchange rate (Yen/U.S. dollar)	113	120	115	117	117	112	119	104	116	113
Average exchange rate (Yen/Euro)	142	161	147	160	150	162	155	156	149	160

* Restructuring charges are included in operating costs.

Operating Highlights for Fiscal Year 2007

In fiscal year 2007, new records were achieved for consolidated sales and operating revenue, income before income taxes, equity in net income of affiliated companies, and net income, while operating income was the second highest in Sony's history.

The Electronics segment achieved record results for both sales and operating income. In the Game segment, the operating loss shrank substantially, owing to successful PLAYSTATION®3 (PS3™) hardware cost reductions and higher sales of PS3™ software. In the Pictures segment, sales decreased as a decline in the number of films released during the period resulted in lower motion pictures sales, although operating income rose, reflecting the strong performance of films from previous years released in the home entertainment and television markets. The Financial Services segment reported declines in revenue and operating income, despite firm results in the life insurance, non-life insurance and banking businesses. This was mainly due to a sharp decline in the Japanese stock market, which resulted in the deterioration of net valuation gains from convertible bonds at Sony Life Insurance Co., Ltd.

Topics and New Products

In fiscal year 2007, Sony signed an agreement with the Tsubetsu Veneer Cooperative Association, in the town of Tsubetsu in Hokkaido's Abashiri District, to purchase 18 million kWh of biomass energy generated using the association's wood biomass power facility—equivalent to the amount used by approximately 5,000 typical households in an average year. In total, Sony Group companies in Japan have now agreed to purchase approximately 55.45 million kWh of renewable energy annually, and Sony continues to be the single largest purchaser of renewable energy under Japan's Green Power Certification System (as of July 1, 2008).

The South Africa Primary Education Support Initiative—a nonprofit organization based in the Republic of South Africa—and Sony reached an agreement whereby Sony will provide support for the South Africa Mobile Library Project. Launched as part of the South African Department of Education's efforts to improve literacy levels, this project involves loaning books to primary and middle school pupils and teachers from a mobile library that travels to schools around the country. Sony will provide financial support for the project and donate used books collected by employees of Sony Group companies in English-speaking regions.

Idemitsu Kosan Co., Ltd., and Sony achieved the world's highest level of luminous efficiency for blue fluorescent organic light-emitting diodes (OLEDs) as a result of ongoing joint development efforts in the area of materials for OLED panels, which are attracting increasing attention as the next generation of displays. Improving the luminous efficiency of blue OLEDs—which consume more energy than the other two light colors—makes it possible to reduce the power consumption of OLED panels.



BRAVIA KDL-32JE1 LCD Televisions

By improving the efficiency of backlight emissions and the light transmission of optical film, Sony has achieved industry-leading* performance in terms of energy efficiency (as measured by Japan's energy efficiency standards), annual power consumption and momentary power consumption.

* As of June 17, 2008, for 32-inch digital LCD televisions sold in Japan



Sountina NSA-PF1 Speaker System

By vibrating a one-meter organic glass tube, this speaker system delivers consistently clear, high-depth, stereophonic 360-degree surround sound from a single unit. The sophisticated design, which features a single glass tube and illumination, enhances any interior space.

Sony Holds Ordinary General Meeting of Shareholders and Mid-Term Corporate Strategy Meeting

In this issue of the Sony Fact Book, we take a look at Sony's 2008 Ordinary General Meeting of Shareholders and the Mid-Term Corporate Strategy Meeting.

Ordinary General Meeting of Shareholders

Communicating Directly with Shareholders

Recognizing the Ordinary General Meeting of Shareholders as an important forum for communication with its shareholders, Sony endeavors to create an atmosphere that encourages shareholders to contribute. In an effort to allow the maximum number of absentee shareholders to exercise their voting rights, Sony allows advance voting by postal mail, as well as via the Internet from personal computers and mobile phones. Sony also announces the breakdown of voting results for each proposal presented by voting instruction card and the Internet. Video recordings of the Ordinary General Meeting of Shareholders are available at Sony's IR Web site. (<http://www.sony.net/IR/>)

Summary of the 2008 Ordinary General Meeting of Shareholders

Sony's 2008 Ordinary General Meeting of Shareholders was held on June 20, 2008 at the Grand Prince Hotel New Takanawa in Tokyo's Minato Ward and was attended by a record 7,883 shareholders. In addition to the main room, where the company's Directors and Corporate Executive Officers were seated, second and third meeting rooms equipped with interactive videoconferencing systems were set up to accommodate attendees and enable them to ask questions.

The meeting began with Chairman and CEO Howard Stringer and President Ryoji Chubachi, who together chaired the meeting, reporting on key matters and explaining the proposals to be voted on. This was followed by a Q&A session, voting and the introduction of new Directors. In total, the meeting lasted 2 hours and 16 minutes.

In terms of matters reported, the chairman of the Audit Committee presented the audit report, after which the two chairs reported on Sony's consolidated results for fiscal year 2007, outlined the Sony Group's corporate strategy moving forward and responded to questions regarding the profitability of the television business, the outlook for OLED televisions and returns to shareholders. Interest in these three topics was considerable, as shown by a shareholder survey conducted prior to the meeting that drew approximately 120,000 responses.

During the Q&A session, 10 shareholders asked questions regarding such matters as overseas funds, shareholder returns and the timing of dividend payments, Sony's share price, the game business, the disclosure of remuneration paid to Directors, political contributions, environmental efforts, product development and product quality. The chairs either addressed these questions themselves or called on Corporate Executive Officers and Directors to answer.



Product Exhibition

Every year, Sony holds a product exhibition alongside the Ordinary General Meeting of Shareholders to introduce the wide range of products and services offered by the Sony Group. This year, approximately 4,500 individuals visited the product exhibition, which featured products in Sony's current domestic lineup, overseas models not available in the local market, and reference exhibits. Comments from visitors included: "You can't experience anything like this at a home electronics store," and "It allowed me to gain a true sense of Sony's distinctive, advanced capabilities."

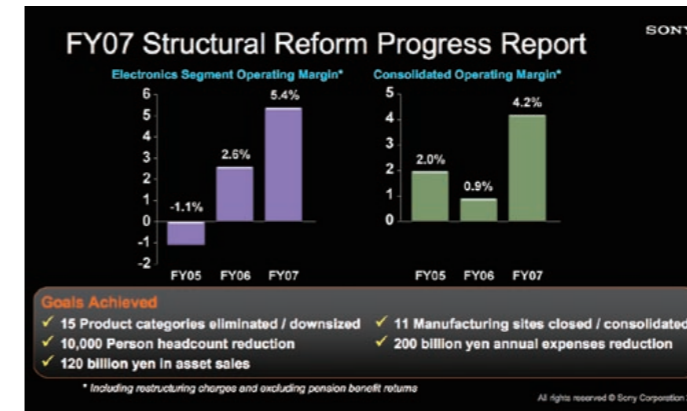


Exhibition Highlights

- OLED television (27-inch prototype, others)
- 3D HD home theater (3D video)
- 240p high frame rate (cutting-edge video technology)
- Dye-sensitized solar cell (reference exhibit)
- TransferJet, a close proximity wireless technology that permits the high-speed transfer of high volumes of data by touching two devices together (reference exhibit)
- The latest Sony movies, music and games
- Introduction of corporate social responsibility (CSR) and environmental initiatives
- Concert by violinist Emiri Miyamoto

Sony Group's Mid-Term Corporate Strategy Meeting

On June 26, 2008, Sony held a Mid-Term Corporate Strategy Meeting for the three-year period from fiscal year 2008 through fiscal year 2010, which was attended by approximately 200 members of the press. At the meeting, Sony presented a series of new strategies designed to build on its previous three-year medium-term plan launched in fiscal year 2005. Specifically, these include further strengthening core businesses, enhancing network initiatives and capitalizing on growth in international markets to expand our overseas business.



Reinforce Core Businesses

- Create a total of seven "trillion yen businesses," that is, businesses with annual sales exceeding ¥1 trillion, in the Sony Group. Sony has already achieved this milestone in four businesses (LCD televisions, digital imaging, game and mobile phones) and by fiscal year 2010 plans to grow PCs, Blu-ray Disc™-related products (including intersegment transactions) and components/semiconductors into trillion yen businesses.
- Achieve profitability in the television business in fiscal year 2008* and strive for the global No. 1 position in LCD televisions by fiscal year 2010.
- Invest approximately ¥1.8 trillion in core businesses and technologies over the next three years. Of this total, approximately ¥900 billion will be used to strengthen core areas within components and semiconductors, including image sensors, batteries, display devices and Blu-ray Disc™-related components.
- Promote the concept of "open innovation," or the introduction of internal and external technologies, and accelerate commercialization. By combining its inherent technological strengths with external expertise, Sony aims to improve the efficiency of R&D.
- Aim for new growth in the Game segment by focusing on non-game content and services, and enhanced network capabilities. Thanks to an enhanced lineup of PS3™ software and hardware cost reductions, Sony expects to achieve profitability for the Game segment in fiscal year 2008*.

* Forecast as of May 14, 2008

Enhance Network Initiatives

- Make 90% of product categories network-enabled and wireless-capable by fiscal year 2010.
- Launch video services in summer 2008 on PLAYSTATION®Network and extend the availability of these services to other mainstay products by fiscal year 2010.

Capitalize on Growth in International Markets to Expand Overseas Business

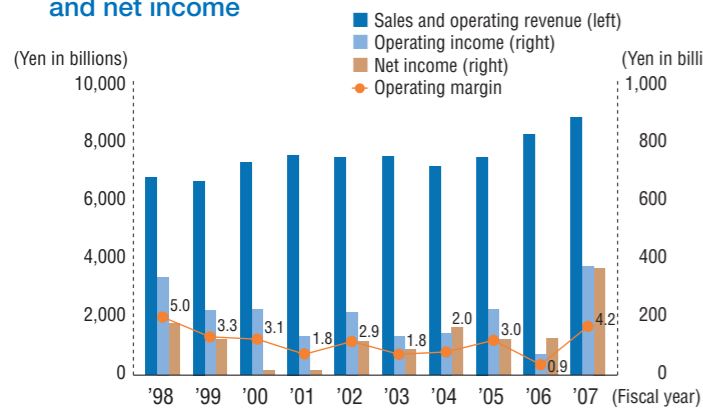
- Double revenue in the BRIC countries—Brazil, Russia, India and China—to ¥2 trillion by fiscal year 2010 (including Sony Ericsson Mobile Communications AB and SONY BMG MUSIC ENTERTAINMENT). Electronics segment revenue in the BRIC countries alone is forecast to increase to ¥1.2 trillion, from ¥600 billion, over the same period.

Sony has targeted a 5% operating margin as the baseline of profitability needed to generate funds and continue to lead and innovate. Sony is also targeting a return on equity of 10% by fiscal year 2010.

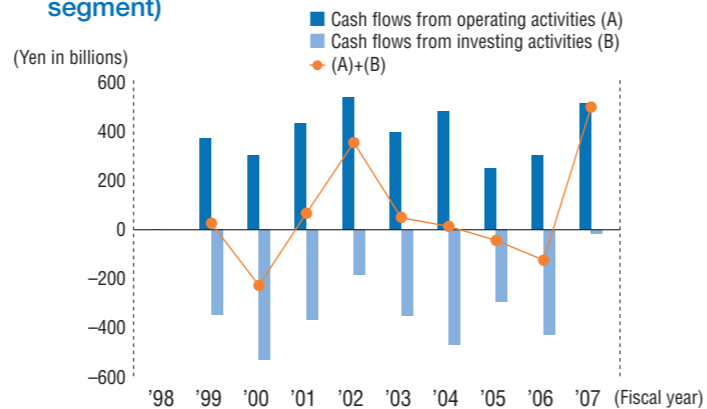
The business environment in which Sony operates is changing rapidly and, with advances in digital technology and broadband networks, technological innovation is moving at an unprecedented pace. To be a leading company, Sony aims to leverage its unique competitive advantage in both hardware and content, and continue to offer cutting-edge products together with superior content and services to meet the needs and expectations of its customers.

Key Consolidated Financial Data

1 Sales and operating revenue, operating income and net income

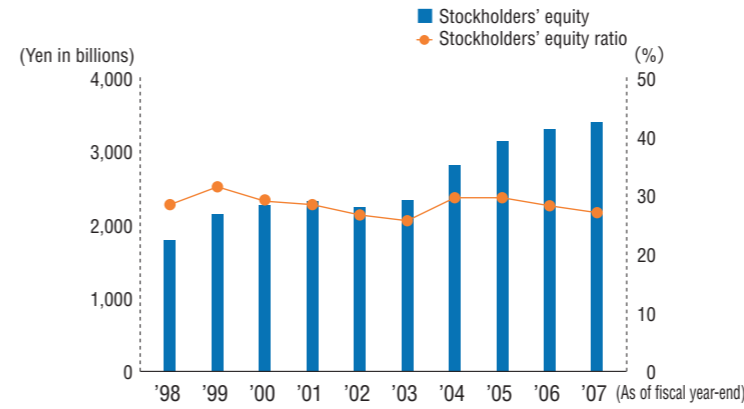


2 Cash flows (Sony excluding the Financial Services segment)

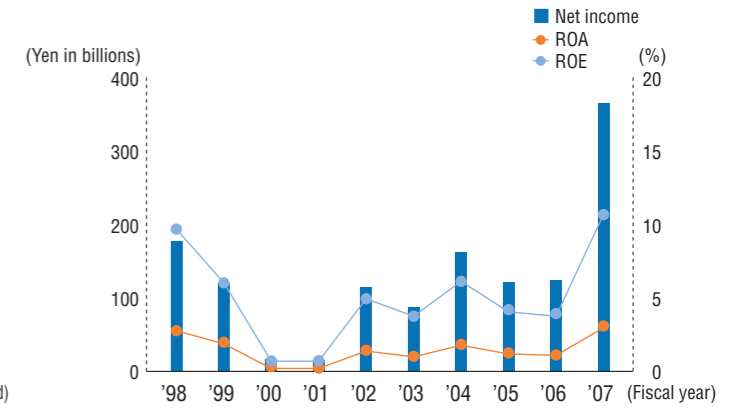


Note: Because the Financial Services segment is different in nature from Sony's other operating segments, Sony has disclosed cash flows excluding the Financial Services segment since fiscal year 1999.

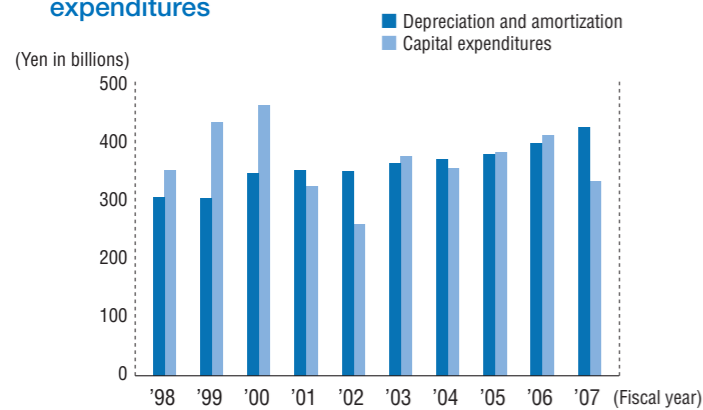
1 Stockholders' equity



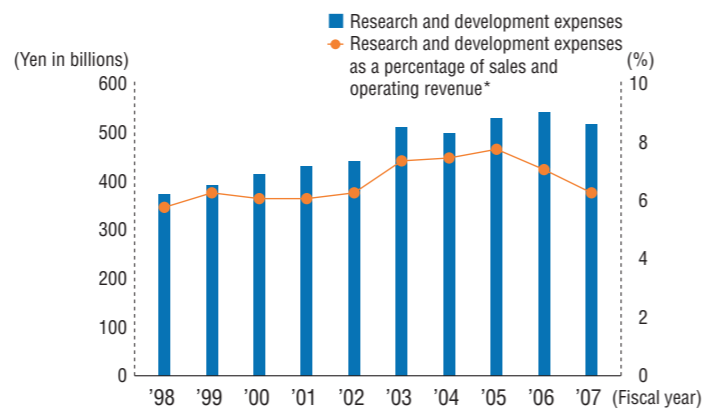
2 Net income, ROA and ROE



3 Depreciation and amortization and capital expenditures

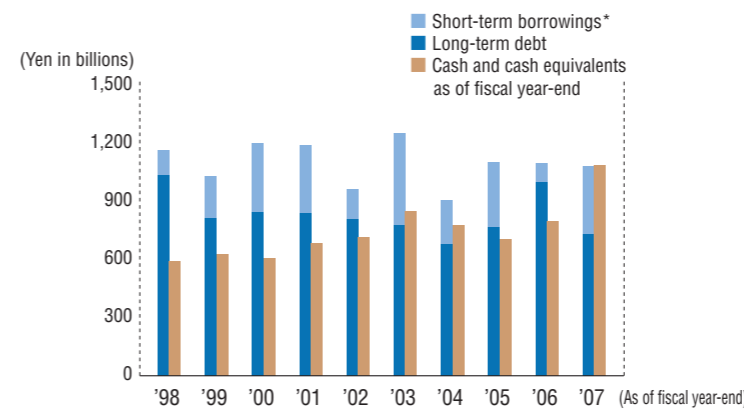


4 Research and development expenses



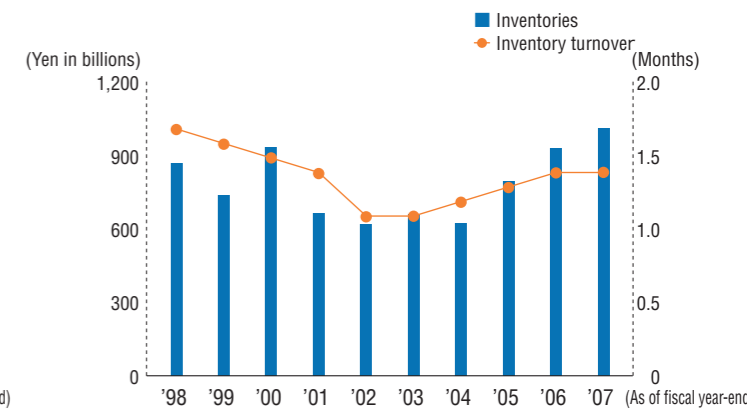
* "Sales and operating revenue" excludes Financial Services segment revenue and other operating revenue portions of consolidated sales and operating revenue.

3 Interest-bearing liabilities



* Includes the current portion of long-term debt

4 Inventories and inventory turnover



Fiscal year	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
1 Sales and operating revenue	6,804,182	6,686,661	7,314,824	7,578,258	7,506,008	7,530,635	7,191,325	7,510,597	8,295,695	8,871,414
Operating income	338,061	223,204	225,346	134,631	217,815	133,146	145,628	226,416	71,750	374,482
Net income	179,004	121,835	16,754	15,310	115,519	88,511	163,838	123,616	126,328	369,435
Operating margin (%)	5.0	3.3	3.1	1.8	2.9	1.8	2.0	3.0	0.9	4.2
Income before income taxes	377,691	264,310	265,868	92,775	247,621	144,067	157,207	286,329	102,037	466,317
Equity in net income (loss) of affiliated companies, net	(9,563)	(37,830)	(44,455)	(34,472)	(44,690)	1,714	29,039	13,176	78,654	100,817
2 Cash flows from operating activities*	—	376,603	305,218	436,059	544,051	401,090	485,439	251,975	305,571	519,112
Cash flows from investing activities*	—	(351,041)	(534,637)	(368,951)	(185,883)	(352,496)	(472,119)	(296,376)	(431,086)	(14,925)
3 Depreciation and amortization	307,173	306,505	348,268	354,135	351,925	366,269	372,865	381,843	400,009	428,010
Capital expenditures	353,730	435,887	465,209	326,734	261,241	378,264	356,818	384,347	414,138	335,726
4 Research and development expenses	375,314	394,479	416,708	433,214	443,128	514,483	502,008	531,795	543,937	520,568
Research and development expenses as a percentage of sales and operating revenue** (%)	5.8	6.3	6.1	6.1	6.3	7.4	7.5	7.8	7.1	6.3
Average exchange rate (Yen/U.S. dollar)	127	111	110	124	121	112	107	112	116	113
Average exchange rate (Yen/Euro)		114	99	109	120	131	134	136	149	160
Number of employees	185,200	189,700	181,800	168,000	161,100	162,000	151,400	158,500	163,000	180,500

* Sony has disclosed cash flows excluding the Financial Services segment since fiscal year 1999.

** "Sales and operating revenue" excludes Financial Services segment revenue and other operating revenue portions of consolidated sales and operating revenue.

Fiscal year	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
Total assets	6,299,053	6,807,197	7,827,966	8,185,795	8,370,545	9,090,662	9,499,100	10,607,753	11,716,362	12,552,739
1 Stockholders' equity	1,823,665	2,182,906	2,315,453	2,370,410	2,280,895	2,378,002	2,870,338	3,203,852	3,370,704	3,465,089
Stockholders' equity ratio (%)	29.0	32.1	29.6	29.0	27.2	26.2	30.2	30.2	28.8	27.6
2 Net income	179,004	121,835	16,754	15,310	115,519	88,511	163,838	123,616	126,328	369,435
ROA (%)	2.8	1.9	0.2	0.2	1.4	1.0	1.8	1.2	1.1	3.0
ROE (%)	9.8	6.1	0.7	0.7	5.0	3.8	6.2	4.1	3.8	10.8
3 Short-term borrowings*	128,702	214,935	356,373	354,063	158,745	475,017	230,266	336,321	95,461	355,103
Long-term debt	1,037,460	813,828	843,687	838,617	807,439	777,649	678,992	764,898	1,001,005	729,059
Cash and cash equivalents as of fiscal year-end	592,210	626,064	607,245	683,800	713,058	849,211	779,103	703,098	799,899	1,086,431
4 Inventories	877,898	746,550	942,876	673,437	625,727	666,507	631,349	804,724	940,875	1,021,595
Inventory turnover (months)	1.7	1.6	1.5	1.4	1.1	1.1	1.2	1.3	1.4	1.4

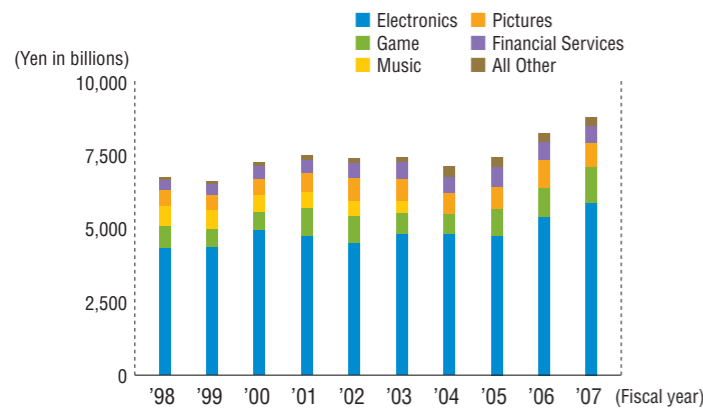
* Includes the current portion of long-term debt

ROA (Return on assets) = Net income/Average total assets

ROE (Return on equity) = Net income/Average stockholders' equity

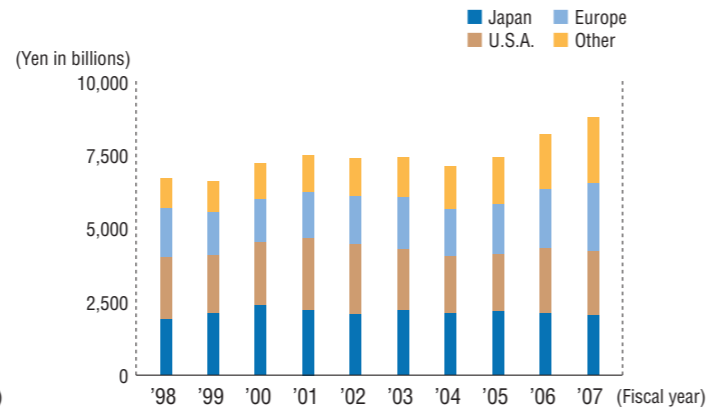
Inventory turnover = Average inventories/(Net sales/12)

1 Sales and operating revenue by business segment

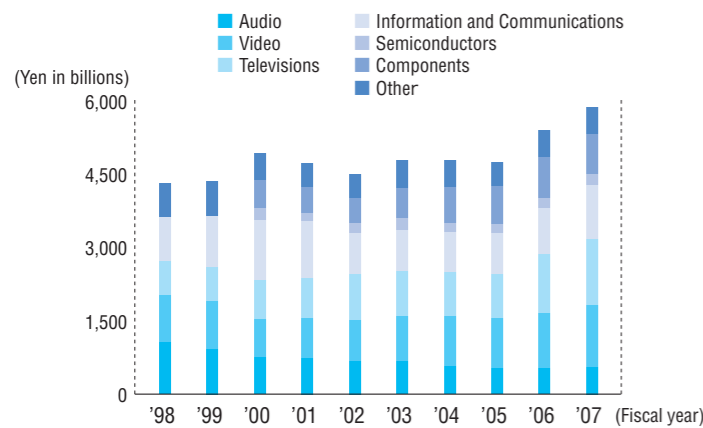


Notes: 1. Excludes intersegment transactions
2. Effective April 1, 2004, the results for the Music segment are included within the All Other segment.

2 Sales and operating revenue by geographic segment

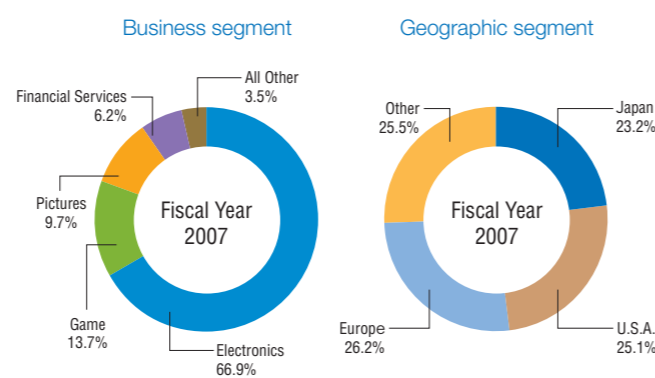


3 Electronics sales and operating revenue to customers by product category



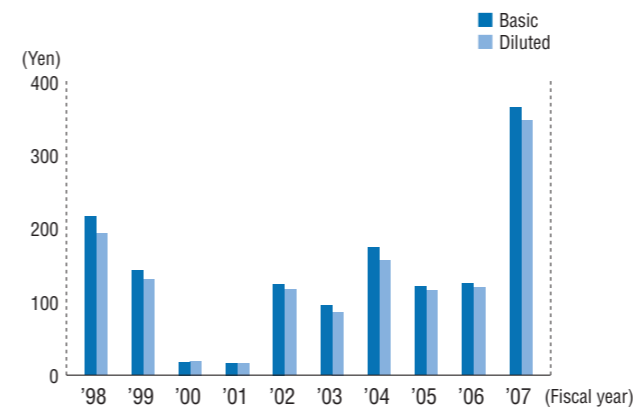
Note: Excludes intersegment transactions

4 Breakdown of sales and operating revenue

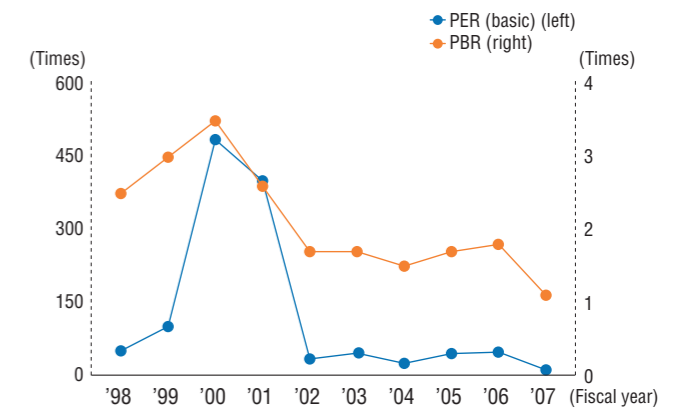


Note: Excludes intersegment transactions

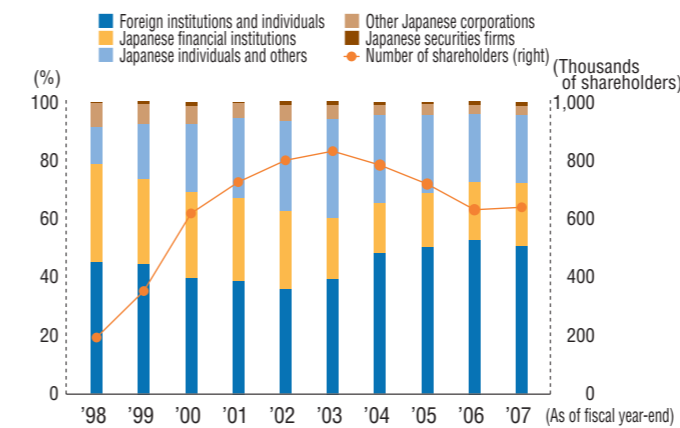
1 Net income per share



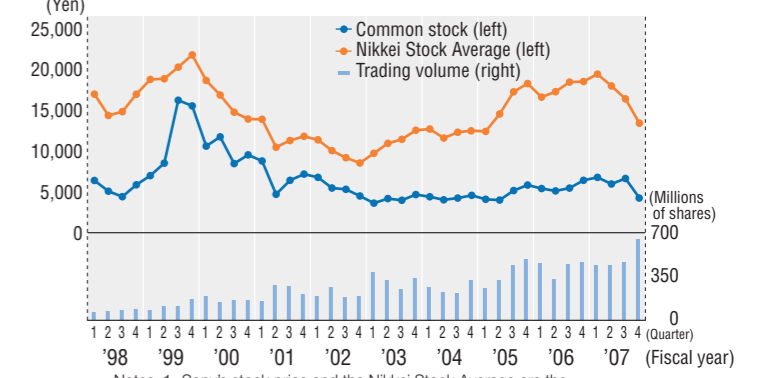
2 PER and PBR



3 Number of shareholders and ownership and distribution of shares



4 Stock price range and trading volume on the Tokyo Stock Exchange



Notes: 1. Sony's stock price and the Nikkei Stock Average are the closing prices on the last trading day in each three-month period on the Tokyo Stock Exchange.
2. "Trading volume" refers to the number of Sony shares traded in each three-month period on the Tokyo Stock Exchange.
3. Stock prices have been adjusted to reflect a two-for-one stock split completed on May 19, 2000.

Fiscal year	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
1 Sales and operating revenue by business segment*										
Electronics	4,356,254	4,395,906	4,982,432	4,772,550	4,543,313	4,838,268	4,835,980	4,796,061	5,443,336	5,931,708
Game	760,071	630,662	646,147	986,529	936,274	753,732	702,524	918,252	974,218	1,219,004
Music**	717,297	665,047	571,003	541,418	512,908	409,487	—	—	—	—
Pictures	545,956	494,332	555,227	635,841	802,770	756,370	733,677	745,859	966,260	855,482
Financial Services	339,368	380,317	447,147	480,190	509,398	565,752	537,715	720,566	624,282	553,216
All Other**	85,236	120,397	112,868	161,730	168,970	172,782	381,429	329,859	287,599	312,004
Total	6,804,182	6,686,661	7,314,824	7,578,258	7,473,633	7,496,391	7,191,325	7,510,597	8,295,695	8,871,414
2 Sales and operating revenue by geographic segment										
Japan	1,917,028	2,121,249	2,400,777	2,248,115	2,093,880	2,220,747	2,132,462	2,203,812	2,127,841	2,056,374
Overseas	4,887,154	4,565,412	4,914,047	5,330,143	5,379,753	5,275,644	5,058,863	5,306,785	6,167,854	6,815,040
U.S.A.	2,158,006	2,027,129	2,179,833	2,461,523	2,403,946	2,121,110	1,977,310	1,957,644	2,232,453	2,221,862
Europe	1,667,010	1,470,447	1,473,780	1,609,111	1,665,976	1,765,053	1,612,576	1,715,775	2,037,658	2,328,233
Other	1,062,138	1,067,836	1,260,434	1,259,509	1,309,831	1,389,481	1,468,977	1,633,366	1,897,743	2,264,945
Total	6,804,182	6,686,661	7,314,824	7,578,258	7,473,633	7,496,391	7,191,325	7,510,597	8,295,695	8,871,414
3 Electronics sales and operating revenue to customers by product category										
Audio	1,072,621	934,865	756,393	747,469	682,517	675,496	571,864	536,187	522,879	558,624
Video	969,129	976,705	791,465	806,401	851,064	949,261	1,036,328	1,021,325	1,143,120	1,279,225
Televisions	702,620	714,188	797,618	842,388	950,166	925,501	921,195	927,769	1,226,971	1,367,078
Information and Communications	914,140	1,052,707	1,260,531	1,167,328	836,724	834,757	816,150	842,537	950,461	1,098,574
Semiconductors	—	—	237,668	182,276	204,710	253,237	184,235	172,249	205,757	228,711
Components	—	—	569,478	525,568	527,782	623,799	751,097	800,716	852,981	847,131
Other	697,744	717,441	569,279	501,120	490,350	576,217	555,111	495,278	541,167	552,365
Total	4,356,254	4,395,906	4,982,432	4,772,550	4,543,313	4,838,268	4,835,980	4,796,061	5,443,336	5,931,708

* Excludes intersegment transactions
** Effective April 1, 2004, the results for the Music segment are included within the All Other segment.

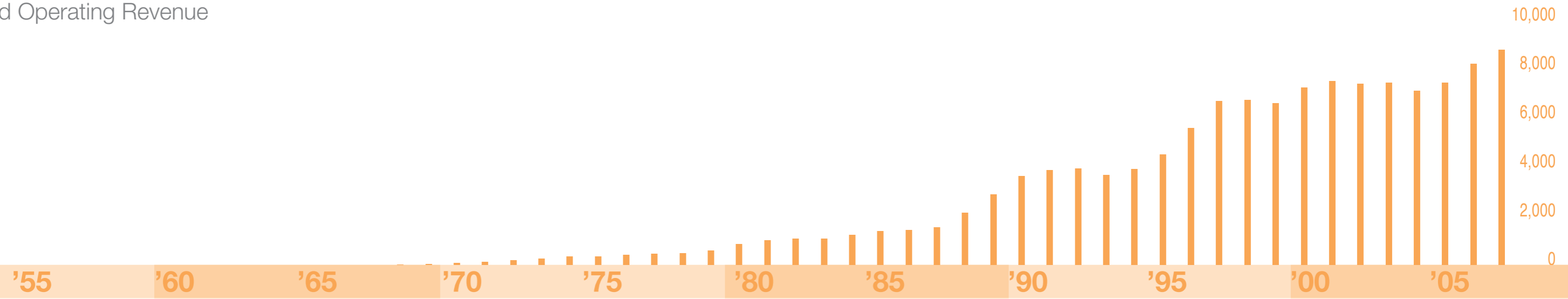
Fiscal year	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007
1 Net income per share										
—Basic (Yen)	218.4	144.6	18.3	16.7	125.7	96.0	175.9	122.6	126.2	368.3
—Diluted (Yen)	195.5	131.7	19.3	16.7	118.2	87.0	158.1	116.9	120.3	351.1
2 PER (basic) (times)	50.1	100.3	486.3	401.2	33.4	45.4	24.3	44.5	47.5	10.8
2 PER (diluted) (times)	56.0	110.1	461.1	401.2	35.5	48.0	27.0	46.6	49.8	11.3
2 PBR (times)	2.5	3.0	3.5	2.6	1.7	1.5	1.7	1.8	1.8	1.1
4 Stock price (closing) (Yen)	5,475	14,500	8,900	6,700	4,200	4,360	4,270	5,450	5,990	3,970
4 Nikkei Stock Average (Yen)	15,836	20,337	12,999	11,024	7,972	11,715	11,668	17,059	17,287	12,525
Number of shares outstanding as of fiscal year-end	410,439,111	453,639,163	919,617,134	919,744,355	922,385,176	926,418,280	997,211,213	1,001,679,664	1,002,897,264	1,004,443,364
Market capitalization as of fiscal year-end (Yen in millions)	2,247,154	6,577,768	8,184,592	6,162,287	3,874,018	4,039,184	4,258,092	5,459,154	6,007,355	3,987,640
Cash dividends applicable to the year (Yen)	25	25	25	25	25	25	25	25	25	25
3 Number of shareholders	193,357	352,336	617,888	725,124	799,615	830,988	783,263	718,449	630,554	638,945
Ownership and distribution of shares (%)										
Foreign institutions and individuals	45.1	44.5	39.6	38.7	35.8	39.4	48.1	50.1	52.7	50.6
Japanese financial institutions	33.5	29.0	29.4	28.2	27.0	20.7	17.2	18.5	19.8	21.5
Japanese individuals and others	12.9	18.7	23.5	27.4	30.5	34.0	30.0	27.0	23.1	23.3
Other Japanese corporations	7.9	7.0	6.0	5.2	5.6	4.8	3.7	3.5	3.3	3.1
Japanese securities firms	0.6	0.8	1.5	0.5	1.1	1.1	1.0	0.9	1.1	1.5

Notes: 1. Stock prices have been adjusted to reflect a two-for-one stock split completed on May 19, 2000.
2. On June 20, 2001, Sony issued 3,072,000 shares of tracking stock in a subsidiary. This stock is included in calculations for ownership and distribution of shares and number of shareholders.
PER (price-earnings ratio) = Closing prices for fiscal year/EPS PBR (price book-value ratio) = Closing prices for fiscal year/Stockholders' equity per share

Sony Group Milestones

Sales and Operating Revenue

(Yen in billions)



1955

Japan's first transistor radio (TR-55)



1960

The world's first non-projection type all-transistor television (TV8-301)



1968

Trinitron color television (KV-1310)



1979

Sony Walkman® (TPS-L2) portable cassette player



1968

CBS/Sony Records Inc. is established (currently Sony Music Entertainment (Japan) Inc.).

1979

Sony Prudential Life Insurance Co., Ltd., is established (currently Sony Life Insurance Co., Ltd.).

1982

Betacam-format camcorder for broadcast use (BVW-1)



1982

CD Player (CDP-101)



1989

Handycam® (CCD-TR55) compact, lightweight "passport-sized" 8mm camcorder



1989

Sony acquires Columbia Pictures Entertainment, Inc. (currently Sony Pictures Entertainment Inc.).

1988

Sony acquires CBS Records Inc. (currently SONY BMG MUSIC ENTERTAINMENT).

1994

PlayStation®



1997

VAIO™ series of personal computers for consumer use



1998

Sony Insurance Planning Inc. is established (currently Sony Assurance Inc.).

2001

Sony Bank Inc. is established.

2007

OLED TV "XEL-1"



2000

PlayStation®2



2006

PLAYSTATION®3



2005

BRAVIA™ series of flat panel televisions

