



Welcome to the Sony Corporate Social Responsibility Report 2009.

While the global financial crisis dominated headlines in 2008 and has continued to affect nearly every aspect of our business, Sony is meeting this challenge head-on. We are transforming our company to be more efficient, agile and innovative, and to become the premier provider of networked consumer electronics and entertainment. This transformation further strengthens the connection between our business objectives and our corporate social responsibility.

At its core, our brand stands for quality, creativity and the magic that can happen when our many diverse employees come together for a common purpose. It also stands for integrity and ethical business practices—doing the right thing for our people, our communities and the environment. These qualities have been a fundamental part of our company since it was founded more than 60 years ago and continue to guide

our activities today.

The environment is, of course, a primary concern. As COP15, the UN Climate Change Conference in Copenhagen, draws near, we are hopeful that international agreement will emerge on a long-term climate change policy framework that is both fair and effective—ensuring that the average global temperature rise remains below 2°C above pre-industrial times. At the same time, we have long believed that corporations like ours play an important role in helping the world in its transition to a low-carbon society, and we are committed to doing our part.

At the 2009 Consumer Electronics Show, I identified “going green” as one of seven imperatives for our industry. I am pleased to report that at Sony, we are well ahead of target with our commitment under the WWF Climate Savers Programme to reduce absolute greenhouse gas emissions worldwide by 7% at our sites by fiscal year 2010 compared

to fiscal year 2000 levels. In fiscal year 2008, we reduced CO₂ emissions by approximately 92,000 tons through use of renewable energy alone. Remarkably, we achieved 100% renewable electricity use at our European electronics, game and disc manufacturing sites as well as key office locations, while maintaining our leadership position as the largest purchaser of green energy in Japan.

We have also proven, time and again, that good environmental practices are also good for business. Energy-efficient products—such as the BRAVIA™ V5/VE5/WE5 series of televisions we introduced worldwide this year—appeal to a growing number of environmentally conscious consumers, which increases sales. And the success of our business allows for continued investment in research and development of environmental technologies such as our dye-sensitized solar cell and our bio battery—both of which have the potential to generate new business opportunities.

I am pleased to report that our successful electronics Take Back Recycling Program in the U.S. was recently expanded to our business partners and retailers, as well, through GreenFillSM—a program that provides free recycling of small electronics at participating retail locations. Our entertainment businesses are also taking a leadership role in this area, from the extensive reuse and recycling of film and television production set materials to the introduction of new eco-packaging for CDs, DVDs and Blu-ray Discs.

Beyond our environmental efforts, 2009 marks the 50th anniversary of Sony's educational programs—a hallmark of our social contribution activities. A recent example of our commitment to education is the multi-million-dollar investment we made last year in the renovation of the Sony Wonder Technology Lab—a free interactive technology and entertainment museum in midtown Manhattan. We are also delighted to be launching a new Sony Science Program to bring innovative and enriching science workshops created and led by our employees to the public through Sony sites

around the world.

As another example, in addition to our strong presence as an official partner of the 2010 FIFA World Cup™ tournament in South Africa, we are working in collaboration with various partners to support social and economic development in Africa. Photography workshops conducted in partnership with UNICEF are helping children in Africa document and bring awareness to the critical issues they face in their communities. At the same time, books donated by Sony employees to the Mobile Library Project in South Africa are helping the South Africa Primary Education Support Initiative to enhance children's literacy skills in remote areas of the country.

I hope you find this report and corresponding website informative, and that they provide you with a greater understanding of the full range of our activities and our deep-rooted commitment to corporate social responsibility. We are proving that good corporate citizenship can be a source of business innovation and, at the same time, inspire employees, customers, businesses and governments to join together in improving the quality of life for future generations.

Howard Stringer
Chairman, CEO and President
Representative Corporate Executive Officer
Member of the Board
Sony Corporation

