

# Sony Overview

## Corporate Data

Headquarters	6-7-35, Kita-Shinagawa, Shinagawa-ku, Tokyo 141-0001, Japan
Established	May 7, 1946
Employees	151,400 (as of March 31, 2005)
Sales and operating revenue	¥7,159.6 billion (for the fiscal year beginning on April 1, 2004, and ended on March 31, 2005; hereafter referred to in this report as "fiscal 2004")

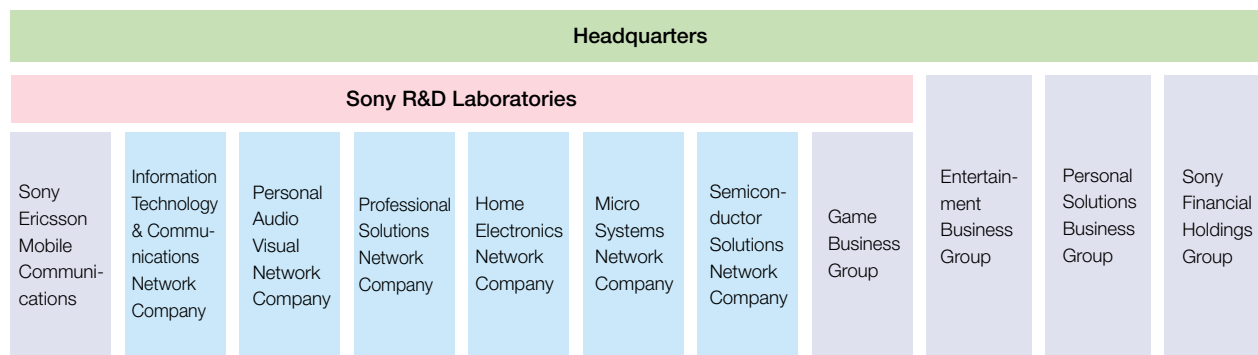
## Organization

The Sony Group consists of eleven key business units, encompassing six network companies and three business groups, plus Sony Ericsson Mobile Communications AB and the Sony Financial Holdings Group, operating businesses in electronics, games, entertainment, including

music and pictures, and financial services. The Headquarters, as its name implies, provides global headquarters functions, ensuring solid cooperation among businesses.

Sony will continue to strive to realize integrated value creation throughout the Group, aiming at further growth.

## Organization Chart (As of July 1, 2005)



### Information Technology & Communications Network Company

IT and network audio products

### Personal Audio Visual Network Company

Digital imaging and personal audio products

### Professional Solutions Network Company

Business-to-business (B2B) solutions centered on professional-use products and services

### Home Electronics Network Company

Home electronics devices

### Micro Systems Network Company

Devices and modules

### Semiconductor Solutions Network Company

Semiconductors and related products

### Game Business Group

Games

### Entertainment Business Group

Entertainment businesses, centered on movies and music

### Personal Solutions Business Group

Business-to-consumer (B2C) direct business solutions

### Sony Financial Holdings Group

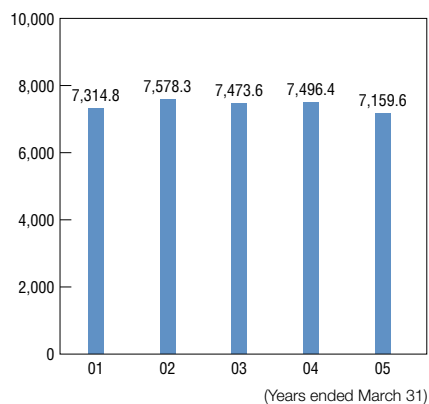
Leasing, credit, life insurance, non-life insurance and banking services

### Sony Ericsson Mobile Communications

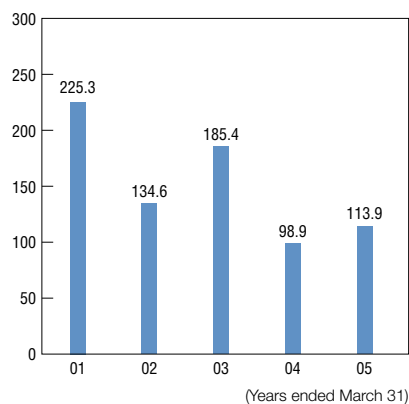
Mobile phones, next-generation multimedia mobile devices

## Financial Highlights (Billions of yen)

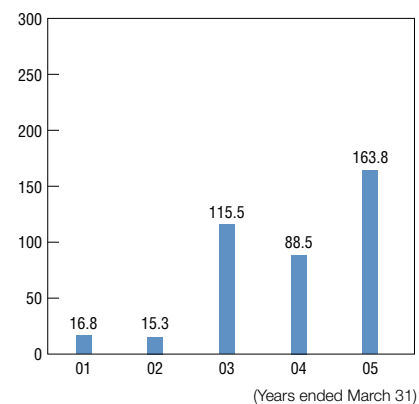
### Sales and Operating Revenues



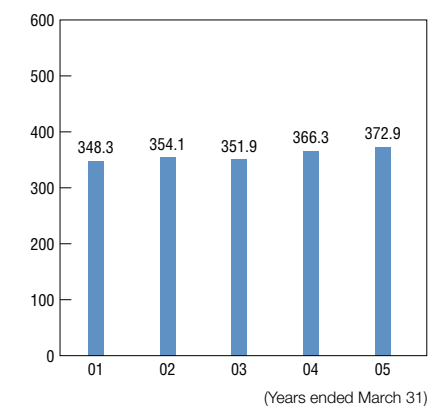
### Operating Income



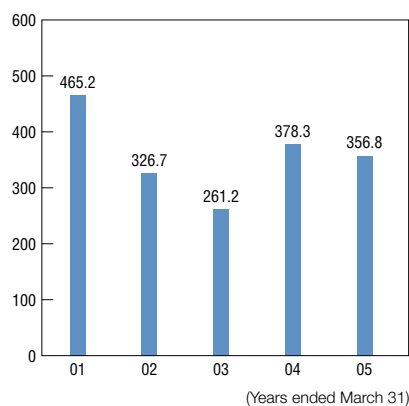
### Net Income



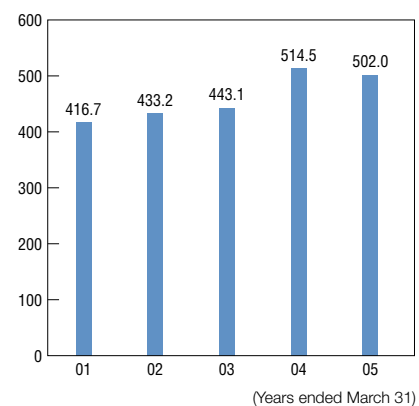
### Depreciation and Amortization\*\*1



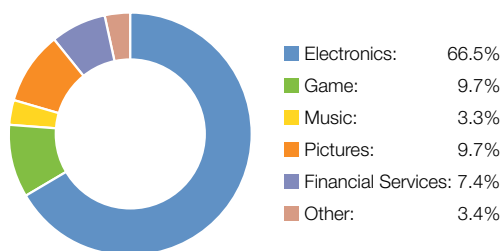
### Capital Expenditure



### R&D Expenses

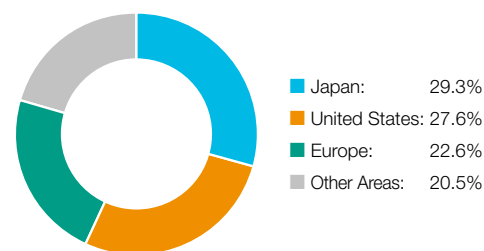


### Sales and Operating Revenue by Business Segment\*\*2



(Total sales and operating revenue: ¥7,159.6 billion)  
(Year ended March 31, 2005)

### Sales and Operating Revenue by Geographic Segment



(Total sales and operating revenue: ¥7,159.6 billion)  
(Year ended March 31, 2005)

\*1 Includes amortization expenses for intangible assets and for deferred insurance acquisitions costs

\*2 Includes intersegment transactions

# Business at a Glance

## Electronics

The Electronics segment consists of the Audio, Video, Televisions, Information and Communications, Semiconductors, Components and Other categories.

### Audio



#### Major Products

Home audio  
Portable audio  
Car audio  
Car navigation systems

### Video



#### Major Products

Video cameras  
Digital still cameras  
Video decks  
DVD-Video players/recorders  
Set-top boxes

### Televisions



#### Major Products

Cathode-ray tube (CRT) televisions  
Projection televisions  
Plasma televisions  
Liquid crystal display (LCD) televisions  
Computer projectors  
Computer displays  
CRTs  
Digital broadcast receiver systems

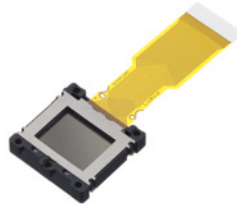
### Information and Communications



#### Major Products

Personal computers  
Printer systems  
Personal digital assistants  
Broadcast-use and professional-use audio/video/monitors  
Other professional-use equipment

### Semiconductors



#### Major Products

LCDs  
Charge-couple devices (CCDs)  
Other semiconductors

### Components



#### Major Products

Optical pickups  
Batteries  
Audio/video/data recording media  
Data recording systems

### Other



#### Major Products

Products and services not included in the other categories

#### Major Companies

Sony Corporation  
Sony EMCS Corporation  
Sony Energy Devices Corporation  
Sony Engineering Corporation  
Sony Chemicals Corporation  
Sony Supply Chain Solutions, Inc.  
Sony Shiroishi Semiconductor Inc.  
Sony Semiconductor Kyushu Corporation  
Sony Manufacturing Systems Corporation  
Sony Marketing (Japan) Inc.  
Sony Miyagi Corporation

Digital Audio Disc Corporation  
Sony Deutschland G.m.b.H.  
Sony Device Technology (Thailand) Co., Ltd.  
Sony Electronics Inc.  
Sony Electronics (Singapore) Pte. Ltd.  
Sony EMCS (Malaysia) Sdn. Bhd.  
Sony Ericsson Mobile Communications AB  
Sony France S.A.  
Sony United Kingdom Ltd.

## Game



### Business Areas

Game console and software businesses

### Major Companies

Sony Computer Entertainment Inc.  
Sony Computer Entertainment America Inc.  
Sony Computer Entertainment Europe Ltd.

## Music



Destiny's Child

### Business Areas

Music content and recorded music businesses

### Major Companies

Sony Music Entertainment (Japan) Inc.  
SONY BMG MANAGEMENT CO., LLC  
SONY BMG MUSIC ENTERTAINMENT  
SONY BMG MUSIC ENTERTAINMENT BV

## Pictures



Spider-Man 2—Motion Picture © 2004 Columbia Pictures Industries, Inc. All rights reserved. Spider-Man Character © & © 2004 Marvel Characters, Inc. All rights reserved.

### Business Areas

Motion picture, television and other businesses

### Major Companies

Sony Pictures Entertainment (Japan) Inc.  
Sony Pictures Entertainment Inc.

## Financial Services



### Business Areas

Life insurance, non-life insurance, banking, leasing and credit financing business

### Major Companies

Sony Financial Holdings, Inc.  
Sony Life Insurance Co., Ltd.  
Sony Assurance Inc.  
Sony Bank Inc.  
Sony Finance International, Inc.

## Other



### Business Areas

Network service business, including Internet-related services, production and marketing of animation products, retail sales of imported household goods, advertising agency, integrated circuit (IC) card business and other businesses

### Major Companies

Sony Corporation  
Sony Communication Network Corporation  
Aniplex Inc.  
Sony Plaza Co., Ltd.  
Frontage Inc.  
FeliCa Networks Inc.

# Sony and Innovation

In 2006, Sony will be celebrating the 60th anniversary of its establishment in 1946. In its Founding Prospectus, Sony outlined as one of its goals the following: “The first and primary motive for setting up the company was to create a stable work environment where engineers who had a deep and profound appreciation for technology could realize their societal mission and work to their heart’s content.” Sony will continue promoting technological innovation and product development that contribute to cultural and social progress.

## 1950s

### Tape Recorder (G Type)

Japan’s first tape recorder—the starting point from which future recording culture evolved. (1950)



### Transistor Radio (TR-55)

This was Japan’s first transistor radio. Its small size meant it was the perfect personal-use radio, suited for individuals rather than households. (1955)

### Trinitron Color Television (KV-1310)

Sony’s original color television featuring Trinitron technology—it achieved previously unattainable levels of brightness and clarity. (1968)



Tokyo Tsushin Kogyo K.K. (Tokyo Telecommunications Engineering Corporation) is established. (1946)



Founding Prospectus

### Origin of the Sony Name

“Sony” is a combination of two words. One is the Latin word “sonus,” which is the root of such words as “sound” and “sonic.” The other is “sonny,” a popular expression used to mean “small” or “a young boy.”

## 1960s

### Transistor Television (TV8-301)

The world’s first non-projection type all-transistor television, the TV8-301 utilized transistor technology developed for radios. (1960)



### IC Radio (ICR-100)

The ICR-100 was the world’s first IC radio. Use of integrated circuits enabled the creation of key holder-sized radios. (1967)



### Sony Walkman (TPS-L2)

The first of its kind, this portable cassette player enabled people to enjoy music anytime, anywhere. (1979)



### Betamax (SL-6300)

The launch of the Betamax video cassette recorder (VCR) heralded the arrival of the home video era and triggered broad acceptance of VCRs and growth in the VCR market. (1975)



Tokyo Tsushin Kogyo changes its name to Sony Corporation. (1958)

CBS/Sony Records Inc., is established (currently Sony Music Entertainment (Japan) Inc.). (1968)

Sony Prudential Life Insurance Co., Ltd., is established (currently Sony Life Insurance Co., Ltd.). (1991)

## 1980s

### CD Player (CDP-101)

The world's first CD player, the CDP-101 boasted outstanding audio quality and one-touch track selection in a compact, lightweight body. (1982)



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

With the launch of the Betacam, the world's first compact, lightweight combination camera-and-VTR unit, the mobility of broadcast equipment improved greatly. (1982)



### Handycam (CCD-TR55)

A compact, lightweight "passport-sized" 8mm camcorder, the CCD-TR55 made it possible to preserve travel memories and important events on video with ease. (1989)



Sony acquires CBS Records Inc. (1988)

Sony acquires Columbia Pictures Entertainment, Inc. (currently Sony Pictures Entertainment Inc.). (1989)

## 1990s

### MD Walkman (MZ-1, MZ-2P)

The world's first MD Walkman personal audio players, playing MDs rather than cassette tapes, the MZ-1 and MZ-2P brought digital music closer to the individual. (1992)



### PlayStation (SCPH-1000), PlayStation 2 (SCPH-10000)

Boasting advanced semiconductor technology that enables the reproduction of sharp 3-D images, the PlayStation and PlayStation 2 consoles offer exciting gaming and entertainment possibilities. (1994, 2000)



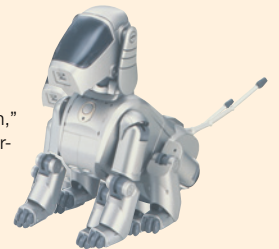
### VAIO Series of Personal Computers

The VAIO series made video editing and distribution easy, changing the way people enjoy personal computers. (1997)

### AIBO (ERS-110)

#### Entertainment Robot

Named after a Japanese word meaning "mate" or "companion," AIBO is a fully autonomous four-legged robot that was created to provide pleasure for people and acts in response to external stimuli and according to its own judgment. (1999)



Sony Computer Entertainment Inc. is established. (1993)

Sony Insurance Planning Inc. is established (currently Sony Assurance Inc.) (1998)

Sony Bank Inc. is established. (2001)

SONY BMG MUSIC ENTERTAINMENT is established. (2004)

## 2000s