As of November, 2010
Corporate Communications

China Business Fact Sheet

Sony's Operation History

1978;
Business started.
Representative Office established in Beijing(80’), Shanghai(85’), Guangzhou(94’) and Chengdu(95’).

1982;
Started Licensee Production of Professional VTR in Beijing and Shanghai.

Second half of 1980’s;
OEM production of TV in Xiamen and Jiangxi province.

1993;
Established joint venture Shanghai Suoguang Electronics Ltd with Shanghai Guangdian Ltd in September. (Sony investment 70%). Operations started in February 1994. Operation includes manufacturing and sales of Video camera (8mm, digital 8, DV), Optical pickup, 8mm video camera component.

1995;
- Beijing Suohong Electronics Co., Ltd was established jointly by Beijing Post University Technology Development Co., Ltd/Beijing Jingzhi Electronicsinfoindustry Co., Ltd./ Beijing Tianzhu airport development co., Ltd and Sony in October. Operations started in November 1997. Operation includes manufacturing and marketing of mobile phone, VTR and DVCAM video camera (for professional use).
- Sony Precision Devices (Huizhou) Co., Ltd was established in November. Operations started in January 1996. Operation includes manufacturing and sales of Optical pickups.
- Shanghai Suoguang Visual Products Co., Ltd was established by Shanghai Guangdian Group and Shanghai Vaccumn Electronics Co., Ltd and Sony in December (Sony investment 70%). Operations started in December 1996. Operation includes manufacture and marketing of WEGA TV line-up (CRT, CTV, Rear Projection TV, LCD TV and PDP TV).
- Sony Pictures Entertainment Beijing Office established.

1996;
- Wholly owned regional managing Company “Sony (China) Ltd.” established in October.

1998;
- Sony electronic technology (Shanghai) company established in August.

2000;
- Sony Electronics (Wuxi) Co., Ltd. established in August. Operations started in April 2001. Products include lithium-ion polymer batteries, DSC, VAIO etc.
- Sony ExploraScience, an interactive science museum, opened in Beijing (October)

2001;
- Shanghai Epic Music Entertainment Company Co. Ltd was established jointly by SMEI,
Shanghai Synergy Group, Shanghai Jin-Wen Investment. Operation started at the beginning of 2002.

- EMCS China established (October).

2002;
- Sony Ericsson Mobile Communication (China) Co., Ltd established in August.
- As part of EMCS China, Software D&E Center was established in Shanghai (August). The operation was started with designing the software for various AV products for China market.
- Sony Gallery, a showroom actively promoting AV/IT lifestyle, opened in Beijing (September).
- Sony Information System Solution (Asia Pacific) established in Dalian as one organization under Sony China (November).
- Sony International Procurement (Shenzhen) Ltd. started operation in Shenzhen in November. Main business is to procure parts for EMCS (Japan).

2003;
- Production of AV/IT products for China market was started in Factory No.2 of Sony Electronics (Wuxi) Co., Ltd.
- Sony (China) Ltd. made an investment to Sobey (Chengdu Sobey Digital Technology Co. Ltd) in June, which is one of the largest broadcasting multi-media equipments providers in China located at Chengdu.

2004;
- Sony Electronics Huanan Co., Ltd. established in April. Operations started in February 2006 from the production of DVD player.
- Shanghai branch moved to Xintiandi (June).
- The 2nd Sony Gallery opened in Shanghai (June).
- Opened Shanghai Technology Center in Zhang Jiang High-tech park of Pu Dong New District, Shanghai in June. Transferred existing function of software D&E center to the new location, and expanded the dimension to 3,400 square meters. In addition to the software D&E function, design work of AV/IT hardware and components, parts quality assurance and other D&E related functions were established.
- Sony Pictures Television International (SPTI) and Hua Long Film Digital Production Co., Ltd., of China Film Group (CFG), have formed the first U.S.-Sino television and film co-production joint venture - Huaso Film/Television Digital Production Company Limited

2005;
- Sony Corp vice executive president, Mr. Shizuo Takashino was appointed as China Representative of Sony Group.
- China Design and Engineering Group was established in February, which marked the full operation line starting from design, manufacturing, sales to service had been completed in China.
- “Creative Center” was opened in Shanghai to create unique more suitable for the Chinese customers’ tastes and lifestyles, as one of Sony’s global creative resources. (August)
- Sony electronic technology (Shanghai) company changed name to Sony logistic trade (Shanghai) company.
- Beijing Suohong Electronics Co., Ltd. Acquired by Sony Ericsson Mobile Communications. (December)

2006;
- Former 2nd Factory of Sony Electronics (Wuxi) Co. Ltd, spinned off and Sony Digital Products (Wuxi) Co., Ltd. Was established. (January)
- Mr. Shizuo Takashino appointed as acting Chairman of Sony China. (March)
- Sony ExploraScience renovated and moved to Chao Yang Park in Beijing (October)
• Sony Group’s comprehensive exhibition “Sony Expo” held in Chao Yang Park in Beijing (October).

2007:
• Mr. Haruyasu Nagata appointed as President of Sony China.
• Sony opened a joint laboratory with Shanghai Institute of Ceramics, Chinese Academy of Sciences. The joint laboratory will work on fundamental researches of solar cell related technology (April).
• Sony Football Fun Park, a grass-root activity themed on happiness and sharing was unleashed in Wuhan, Hangzhou, Shenyang, Tianjin and Chengdu. 12-year-old kids from local primary school showed their football skills and talents, and 144 flag-bearer for FIFA Women World Cup were selected through the contest. (April-July)
• Sony HD Operations & Engineering Academy to learn HD Film and Video Technology through Sony professional products was established in Beijing, aiming at the cultivation of senior programmers in the field of China HD film and video (June).
• Sony Style Store opened in Shanghai in December.

2008:
• Sony (China) contributed RMB100,000 to China Red Cross as disaster relief to snow-stricken South regions of China (February).
• Sony signed a sponsorship contract with Lang Lang to further explore future entertainment experience together. (April).
• Sony staff were mobilized to contribute money and goods after the earthquake in Sichuan (May). The contribution from Sony Group and its staff exceeded RMB 13 million.
• Sony Life Insurance received approval from Chinese Insurance Regulatory Committee to open a representative office in Beijing (December).
• Sony Logistic Trade (Shanghai) Ltd., changed company name to Sony Logistic Trade (China) Ltd., total investment US$ 15million.

2009:
• Mr. Akira Kubota was appointed as China Representative of Sony Group in May.
• In May, Sony China sponsored Beijing Guoan U-19 team to compete in FIFA Bluestar games, the first time for a Chinese team to participate in top-class FIFA youth matches.
• In May, Sony Football Fun Park themed on happiness and sharing was held in Wuhan, Qingdao and Shenyang.
• Mr. Akira Kutota was appointed as Sony China Chairman in June.
• Sony Style Store opened in Beijing in August.

2010:
• Sony Music Entertainment signed exclusive contract with Lang Lang in February.
• Sony donated JiangYou city ChongHuaBoAi school established in March.
• Sony in China companies and employees donated over 150 million RMB to YuShu by May 12th.
• Sony group announced “Environment zero burden in 2050” target.

Corporate Social Responsibility Activities in China

1) Sony Scholarship; Granted to over 200 top university students yearly. (Beijing from 1994; Shanghai from 2000) and in total has conferred over RMB 9 million to 2500 university students as of 2009.
2) Sony Cup National Electronics Design Contest; Held every two years from 1994. By 2007, total investment: 13 million RMB, eight times contests with 59,698 students participating.
3) Sony ExploraScience; Opened in October 2000 in Beijing. Renovated and moved to Chaoyang Park in October 2006 (Total investment by FY04: about US$32mil). The Sony
Explorascience has received over 1 million visitors and gained wide-spread praise in ten years’ time. Since April 1, 2008, the ticket revenue of Beijing Sony Explorascience has been donated to a program aimed at bringing scientific experiment to primary schools in rural or backward areas.

4) **SSPA(China) (Sony Students Project Abroad (China))**: Commemorating the 10th year anniversary of Sony China establishment, Sony brought SSPA yearly program to China in 2006. The program has been held successfully for 5 times, 140 high school students from 13 cities including Beijing, Shanghai, Chongqing, Chengdu, Guangzhou has been invited to Japan. The program carrying a new theme each year like “environmental protection in 2006”, “nurturing the next general for the global era in 2007”, “small lens, big findings in 2008”, “future generation, better homeland”, “Personal Perspective, Innovative Approach -- Finding the path to a low-carbon lifestyle”, enhances the communication between Chinese and Japanese high school students, they will gain extensive experience in the field of environment, technology, culture and so forth.

5) **Sony Green Growth Program**: As a demonstration of its care for the environment, Sony China has committed to donating 10 yuan (RMB) per one unit of consumer product (including BRAVIA LCD TV, Cyber-shot, Handycam, VAIO and Walkman) sold in November, 2006, totally 2.16 million RMB to State Environmental Protection Education Center with the aim of promoting social awareness towards environmental protection among young generations in over 30 high schools in six cities in China.

6) **Sony Blackboard Project**: Sony initiated “Blackboard Project” and commissioned China Youth Development Foundation to execute the contribution. Until till now, Sony has donated over 37,000 desks and chairs, and nearly 1,500 blackboards to 145 poverty-stricken primary schools. More than 37,000 primary school students have benefited from this project. Sony has invested RMB 5.7 million up to now in this program.

7) **Sony Student Design Workshop Project**: Sony China Creative Center initiated this Chinese young generation designer cultivation project to promote the creative spirit of Chinese college students. From 2006 to 2010, this project has been held successfully for four times.
### China Business Supervisory Company

<table>
<thead>
<tr>
<th>Company</th>
<th>Location</th>
<th>Start</th>
<th>Business</th>
<th>Top Management</th>
</tr>
</thead>
</table>
| Sony (China) Ltd. | Beijing (※) | October, 1996 | ● Sales and Marketing of Products made in China  
● Production Support  
● Investment, supervising local operations | Chairman / Sony Group China Representative: Kubota Akira  
President: Haruyasu Nagata |

※Address: 25F, Tower A, Gateway, No.18 Xia Guang Li, North Road of East Third Ring, Chao Yang District Beijing, P.R.C.

### Manufacturing Operations

<table>
<thead>
<tr>
<th>Company</th>
<th>Location</th>
<th>Start</th>
<th>Business</th>
<th>Top Management</th>
</tr>
</thead>
</table>
| 1 Shanghai Suoguang Electronics Co., Ltd. | Shanghai | February, 1994 | Camcorders, major devices for camcorders,  
Touch panel and Anisotropic Conductive Film (ACF) etc. | President: Kenji Kurosawa |
| 2 Sony Chemicals (Suzhou) Co., Ltd. | Suzhou, Jiangsu | April, 1995 | LCD TV, Projection TV, Professional equipments | President: Sakata Etsuo |
| 3 Sony Precision Devices (Huizhou) Co., Ltd. | Huizhou, Guangdong | January, 1996 | Optical Pick-ups, LLCD Modules | President: Toshiyuki Kikuchi |
| 4 Shanghai Suoguang Visual Products Co., Ltd. | Shanghai | December, 1996 | LCD TV, Projection TV, Professional equipments | President: Junichi Sugiura |
| 5 Sony Electronics (Wuxi) Co., Ltd. | Wuxi, Jiangsu | April, 2001 | Lithium-ion Polymer Rechargeable Batteries,  
Digital Still Camera, Lens Assembly, etc. | President: Takashi Enami |
| 7 Sony Electronics Huanan Co., Ltd | Guangzhou | February, 2006 | Development of software for broadcasters, Design, development and manufacturing of hardware for video production, | President: Tadashi Yamamoto |
| Chengdu Sobey Digital Technology Co., Ltd | Chengdu, Sichuan | September, 1997 | Camcorders, major devices for camcorders,  
Touch panel and Anisotropic Conductive Film (ACF) etc. | CEO: Yao Ping  
COO: Chen Feng |

※Sony Electronics (Wuxi) Co., Ltd. was split up into two factories. The second factory started operations from January 1, 2006.

### Entertainment Business

<table>
<thead>
<tr>
<th>Company</th>
<th>Location</th>
<th>Start</th>
<th>Main Business</th>
<th>Top Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sony Pictures Entertainment (China) Inc.</td>
<td>Beijing</td>
<td>1995</td>
<td>Sale of SPE film/TV products in China; Acquisition of Chinese TV programming overseas distribution rights; Production of Chinese Film and TV Programming.</td>
<td>Chief Representative/GM/VP, China Region: Jiande Chen</td>
</tr>
<tr>
<td>Sony Pictures Releasing International / Columbia Tristar Film Distributor International</td>
<td>Beijing</td>
<td>1995</td>
<td>SPE theatrical film marketing &amp; distribution in China and Hong Kong</td>
<td>GM and VP, Greater China: Li Chow</td>
</tr>
<tr>
<td>Huaso Film</td>
<td>Beijing</td>
<td>2004</td>
<td>Local Chinese Film / TV drama</td>
<td>General Manager</td>
</tr>
</tbody>
</table>
### Television Digital Production Company Limited

<table>
<thead>
<tr>
<th>Company</th>
<th>Location</th>
<th>Start</th>
<th>Main Business</th>
<th>Top Management</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sony Music Entertainment (China)</td>
<td>Beijing, Shanghai</td>
<td>1994</td>
<td>SME audio-visual products distribution in China; Development of local artists;</td>
<td>President, Greater China: Adam Tsuei</td>
</tr>
<tr>
<td>Shanghai Epic Music Entertainment Company Ltd.</td>
<td>Shanghai</td>
<td>2001</td>
<td>Local artist development, manufacture and sales of audio-visual products</td>
<td>Senior Vice President: Adam Tsuei</td>
</tr>
</tbody>
</table>

### <Others>

<table>
<thead>
<tr>
<th>Company</th>
<th>Location</th>
<th>Start</th>
<th>Main Business</th>
<th>Top Management</th>
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<tbody>
<tr>
<td>Beijing Suoming Science Park Co., Ltd.</td>
<td>Beijing (※)</td>
<td>October, 2000</td>
<td>Science Museum for young generation</td>
<td>President: Li Xi</td>
</tr>
<tr>
<td>Sony Ericsson Mobile Communications (China) Co., Ltd.</td>
<td>Beijing</td>
<td>August, 2002</td>
<td>Manufacture and Marketing of Mobile phone</td>
<td>President: Roger Ericksson</td>
</tr>
</tbody>
</table>

※Address: Chao Yang Park, Beijing, China.