

SONY

Sony IR Day 2016

Game & Network Services Segment

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Agenda

Game & Network Services Segment

- 1. FY2015 Review**
- 2. Establishment of Sony Interactive Entertainment**
- 3. FY2016 Strategy**

*FY2015 = Fiscal year ended on March 31, 2016

1. FY2015 Review

FY2015 Key Achievements

1



Solid expansion of PlayStation®4 (PS4™) installed base

- Achieved **40Mil** units, maintains fastest penetration in PlayStation® History

2



Continued substantial growth of N/W business

- N/W total net sales: **+51%** vs FY14
- Continuous growth of PlayStation®Plus (PS Plus) paid subscribers

3



Investment for the future

- PlayStation™Vue (PS Vue) / PlayStation®VR (PS VR) / Partnership with Kojima Productions

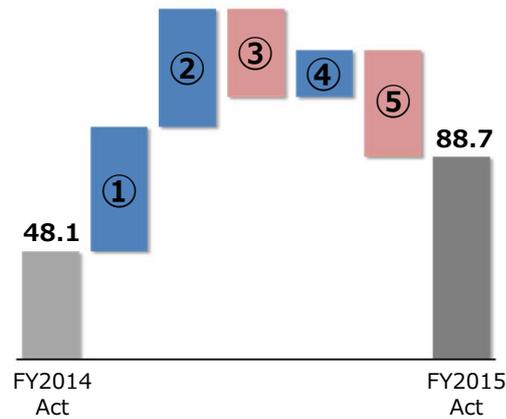
FY2015 O.P. Variation from FY2014

Game & Network Services Segment

(Billion yen)

Net Sales
1,388.0

1,551.9



- ① Solid expansion of PS4™ platform
- ② Continued substantial growth in network services
- ③ Decrease of PlayStation®3 (PS3™) platform sales
- ④ FY2014 Temporary cost and SGA etc.
- ⑤ Unfavorable impact of exchange rates*1

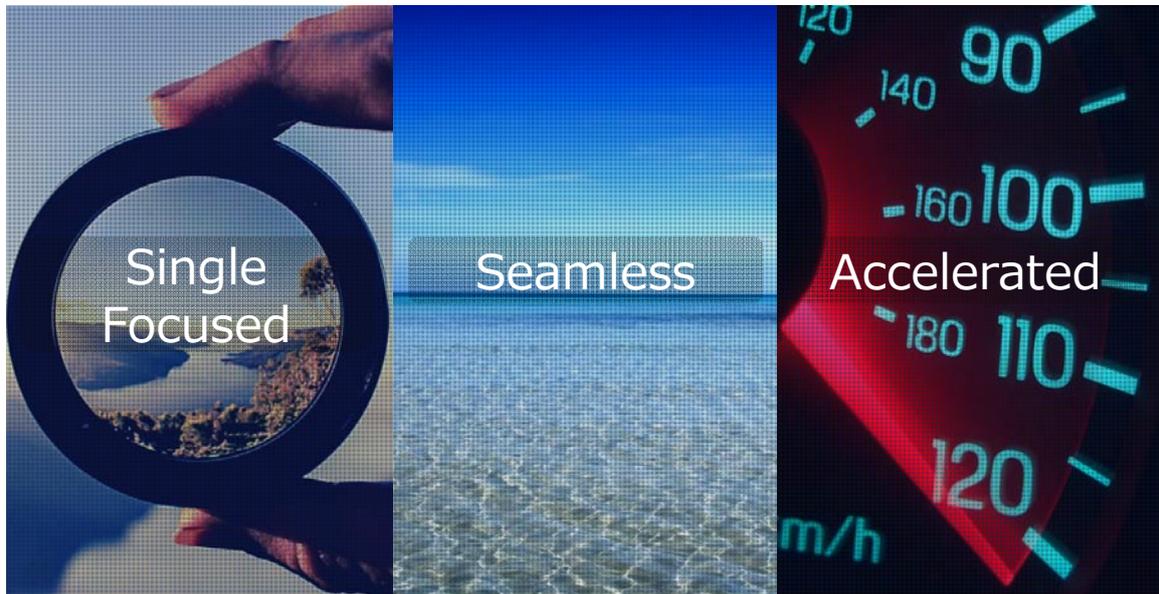
*1: Impact of foreign exchange fluctuations is calculated using the sales and costs denominated in each currency in FY2015 and comparing them with the previous fiscal year

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2. Establishment of Sony Interactive Entertainment

Establishment of Sony Interactive Entertainment

Game & Network Services Segment



Establishment of Sony Interactive Entertainment

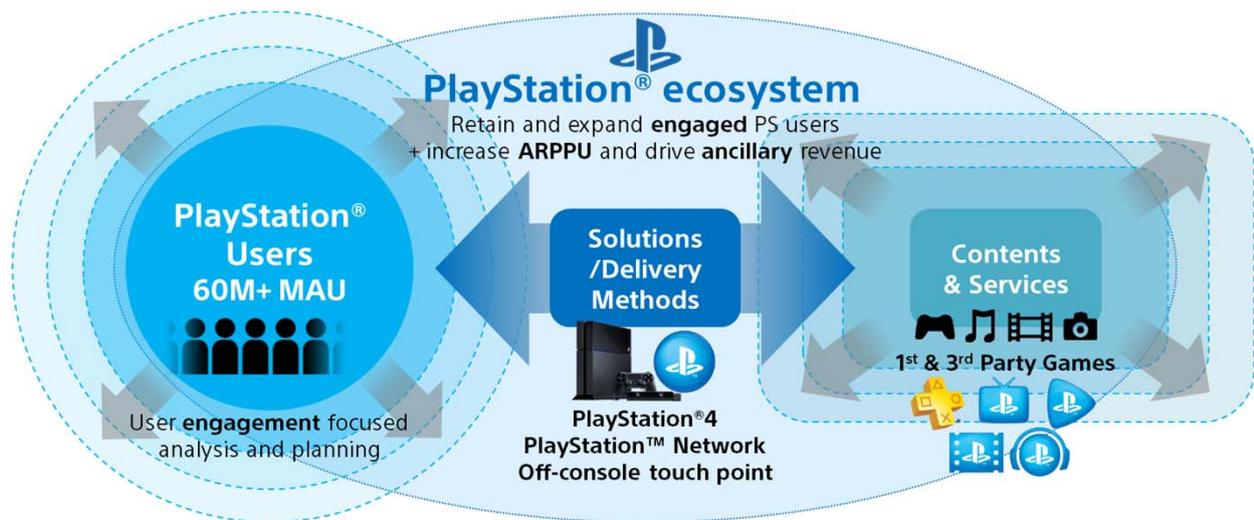
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More joy through "play"



3. FY2016 Strategy

FY2016: No Change in Mid-range Core Strategy



1 

Capitalize on opportunities enabled by digital growth

- Business model From package to recurring model
- Content Game + VR / non-game services

2 

Continue investment for future growth

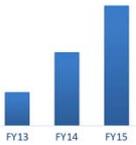
- Non-game VR Expand PS VR ecosystem to non-game business
- PS Vue Offer the best personalized TV viewing experience
- Original Content Strengthen PlayStation as a content brand

Business Model: From Package to Recurring Model Enabled by Digital Growth



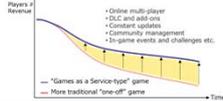
1 **PlayStation® Plus**

- FY2015/E **20.8Mil** paid subscribers
- Broaden audience beyond organic growth



2 **“Game as a service” as an industry trend**

- Revenue opportunity for SIE as a platform holder



3 **Leverage both package and NW download distribution channels to reach broadest user base**



PlayStation®VR Brand New Game Experience and Beyond

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Launch successfully as game platform

- PS4™ unified architecture and stable quality
- Affordable HW pricing enabled by PlayStation® total ecosystem
- A lot of playable opportunities: "Playing is believing"



Expand PS VR ecosystem to non-game applications and services

- VR enterprise solutions on various interactive technologies



PlayStation™Vue: Accelerate growth

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Build a scalable business that offers the best personalized TV viewing experience with compelling features, content and channels



PlayStation® Original Contents: Continued Investment for TV Series

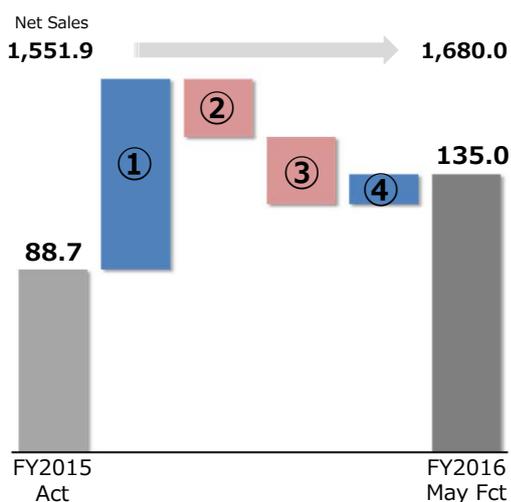
- Broaden PlayStation® platform appeal
- Differentiate PlayStation® platform outside games
- Strengthen PlayStation® as a content brand



FY2016 O.P. Variation from FY2015

Game & Network Services Segment

(Billion yen)

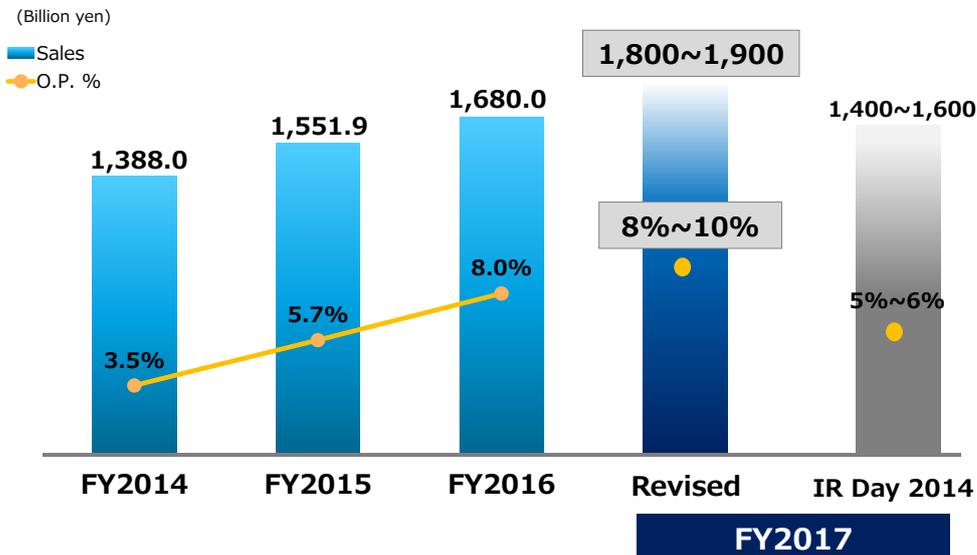


- ① Further growth of PS4™ and N/W business (Including PS VR)
- ② Decrease of PS3™ platform sales
- ③ Increase in SGA for overall sales growth etc.
- ④ Favorable impact of exchange rates*1

*1: Impact of foreign exchange fluctuations is calculated using the sales and costs denominated in each currency in FY2016 and comparing them with the previous fiscal year

FY2017 Revised Financial Targets

Game & Network Services Segment



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