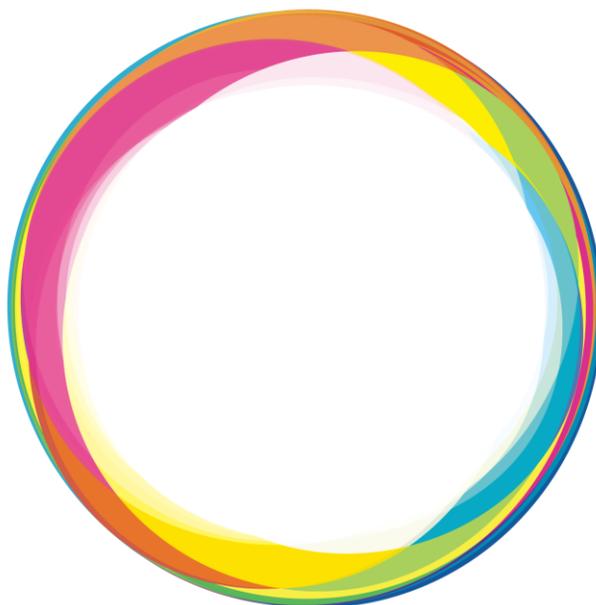


Q1 FY2013 Consolidated Financial Results

(Three months ended June 30, 2013)

Sony Corporation



Highlights

- Primarily due to the strong performances of the smartphone business and the Financial Services segment, as well as the favorable impact of foreign exchange rates, consolidated sales and operating income increased significantly during the current quarter.
- Positive operating income was recorded for the total of the five electronics segments due to significant improvements in the operating results of smartphone and television businesses.
- The forecast for consolidated sales for the current fiscal year was revised upward primarily due to the positive impact of the depreciation of the yen, partially offset by downward revisions in annual unit sales forecasts of certain electronics products. The forecast for consolidated operating income remains unchanged from the May forecast despite the upward revision in sales, primarily due to the unfavorable outlook regarding the market conditions surrounding electronics products and the expected negative impact of currencies in emerging markets falling against the U.S. dollar.

Q1 FY13 Consolidated Results

	Q1 FY12	Q1 FY13	Change	Change(CC*)
Sales & operating revenue	1,515.2	1,712.7	+13.0%	-2.8%
Operating income	6.3	36.4	+479.4%	+241.3%
Income before income taxes	9.4	46.3	+391.4%	
Net income attributable to Sony Corporation's stockholders	-24.6	3.5	-	
Net income attributable to Sony Corporation's stockholders per share of common stock (diluted)	-24.55 yen	2.98 yen	-	
Restructuring charges	11.3	4.7	-58.7%	

Foreign Exchange Impact	Average Rate	Q1 FY12	Q1 FY13
Sales & operating revenue: approx. +240.3 bln yen	1 US dollar	80.2 yen	98.7 yen
Operating income: approx. +14.9 bln yen	1 euro	103.0 yen	128.9 yen

* Constant currency (CC) basis: change that would have occurred with no year-on-year change in exchange rates

Q1 FY13 Results by Segment

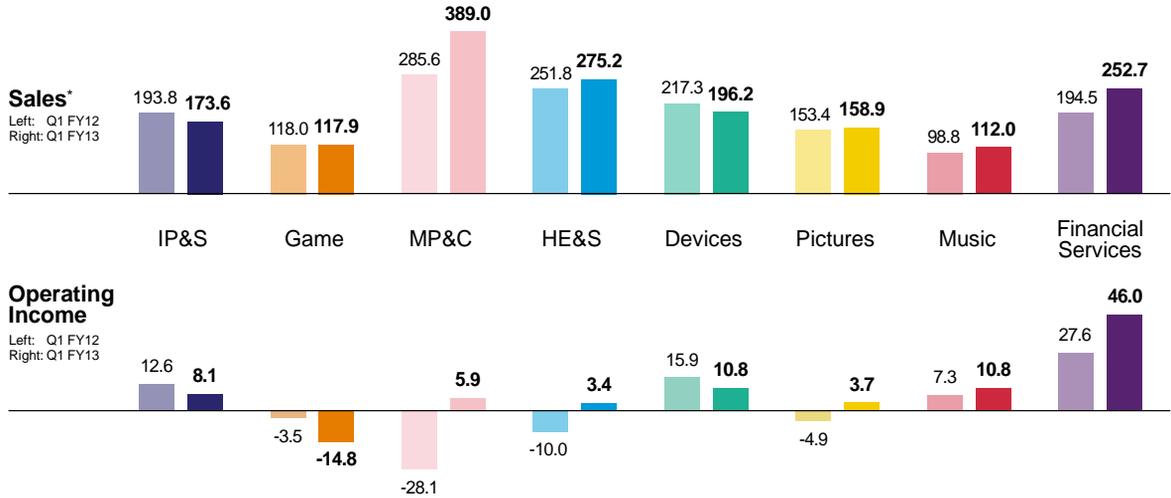
		Q1 FY12	Q1 FY13	Change	Change(CC*)	FX Impact
Imaging Products & Solutions (IP&S)	Sales	193.8	173.6	-10.4%	-26%	+30.0 bln yen
	Operating income	12.6	8.1	-4.5 bln yen		
Game	Sales	118.0	117.9	-0.0%	-15%	+18.1 bln yen
	Operating income	-3.5	-14.8	-11.2 bln yen		
Mobile Products & Communications (MP&C)	Sales	285.6	389.0	+36.2%	+14%	+62.4 bln yen
	Operating income	-28.1	5.9	+34.1 bln yen		
Home Entertainment & Sound (HE&S)	Sales	251.8	275.2	+9.3%	-9%	+46.3 bln yen
	Operating income	-10.0	3.4	+13.4 bln yen		
Devices	Sales	217.3	196.2	-9.7%	-25%	+33.7 bln yen
	Operating income	15.9	10.8	-5.1 bln yen		
Pictures	Sales	153.4	158.9	+3.6%	-16%	
	Operating income	-4.9	3.7	+8.6 bln yen		
Music	Sales	98.8	112.0	+13.3%	-1%	
	Operating income	7.3	10.8	+3.5 bln yen		
Financial Services	Revenue	194.5	252.7	+29.9%		
	Operating income	27.6	46.0	+18.4 bln yen		
All Other	Sales	124.3	130.6	+5.0%		
	Operating income	-7.2	-10.8	-3.6 bln yen		

Sales / Revenue include operating revenue and intersegment sales.

* Constant currency (CC) basis: change that would have occurred with no year-on-year change in exchange rates (The Pictures segment refers to change on a U.S. dollar basis)

Q1 FY13 Sales and Operating Income by Segment

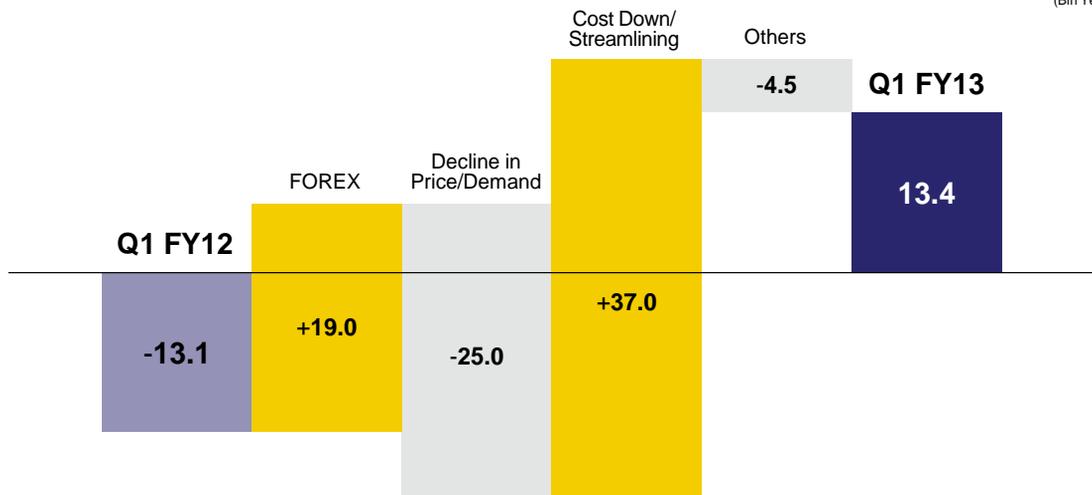
(Bln Yen)



* Includes operating revenue and intersegment sales. In Financial Services, financial services revenue.

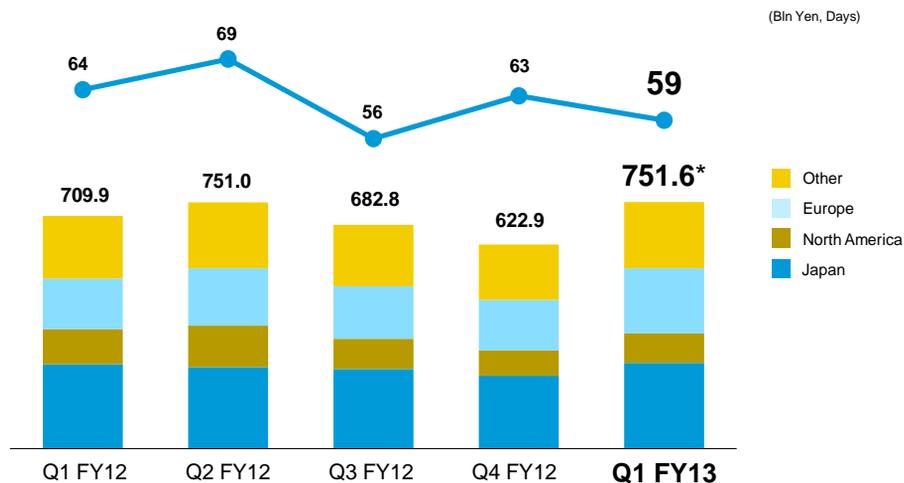
Q1 FY13 The Five Electronics Segments Total: Change in Operating Income

(Bln Yen)



The term "Electronics" refers to the sum of the IP&S, Game, MP&C, HE&S and Devices segments.

Q1 FY13 The Five Electronics Segments Total: Inventory by Area



*751.6 bln yen – a 41.8 bln yen increase from the end of Q1 FY12, and an 128.7 bln yen increase from the end of Q4 FY12.

Bar graph: Inventory levels (bln yen)

Line graph: Inventory turnover (average beginning & ending inventory during the quarter divided by average daily sales in the quarter)

The term "Electronics" refers to the sum of the IP&S, Game, MP&C, HE&S and Devices segments.

FY13 Consolidated Results Forecast (1)

(Bln Yen)

	FY12	FY13 May FCT	FY13 August FCT	Change from May FCT
Sales & operating revenue	6,800.9	7,500	7,900	+5.3%
Operating income	230.1	230	230	-
Income before income taxes	245.7	210	210	-
Net income attributable to Sony Corporation's stockholders	43.0	50	50	-
Restructuring charges	77.5	50	50	-
Capital expenditures	188.6	180	190	+5.6%
Depreciation & amortization*	330.6	330	340	+3.0%
[for property, plant and equipment (included above)]	199.2	200	200	-]
Research & development	473.6	450	460	+2.2%
Foreign exchange rates	Actual	Assumption	Assumption (2Q - 4Q FY13)	
1 US dollar	83.1 yen	Approx. 90 yen	Approx. 100 yen	
1 euro	107.2 yen	Approx. 120 yen	Approx. 130 yen	

* Includes amortization expenses for intangible assets and for deferred insurance acquisition costs

FY13 Consolidated Results Forecast (2)

The forecast for consolidated sales for the current fiscal year was revised upward primarily due to the positive impact of the depreciation of the yen, partially offset by downward revisions in annual unit sales forecasts of certain electronics products.

The forecast for consolidated operating income remains unchanged from the May forecast despite the upward revision in sales, primarily due to the unfavorable outlook regarding the market conditions surrounding electronics products and the expected negative impact of currencies in emerging markets falling against the U.S. dollar.

Restructuring charges are expected to be approximately 50 billion yen for the Sony group, unchanged from the May forecast, compared to 77.5 billion yen recorded in the fiscal year ended March 31, 2013. This amount will be recorded as an operating expense included in the above-mentioned forecast for operating income.

Sony's forecasts for income before income taxes and net income attributable to Sony Corporation's stockholders remain unchanged from the May forecast.

FY13 Consolidated Results Forecast (3)

■ IP&S

The outlook for overall segment sales remains unchanged from the May forecast primarily due to the favorable impact of foreign exchange rates, offset by a downward revision in the annual unit sales forecasts of video cameras and digital cameras. The outlook for operating income also remains unchanged from the May forecast due to the favorable impact of foreign exchange rates and expected cost improvements, despite a downward revision in the forecast for unit sales. Sales are expected to increase and operating income is expected to improve significantly year-on-year.

■ Game

Sales are expected to be higher than the May forecast primarily due to the favorable impact of foreign exchange rates. Operating results are expected to be significantly lower than the May forecast due to the negative impact of the depreciation of the yen against the U.S. dollar, reflecting the high ratio of U.S. dollar denominated hardware costs. Sales are expected to increase significantly and operating results are expected to deteriorate significantly year-on-year.

FY13 Consolidated Results Forecast (4)

■ MP&C

Overall segment sales are expected to exceed the May forecast primarily due to the favorable impact of foreign exchange rates, partially offset by a downward revision in the annual unit sales forecast of PCs. Operating income is expected to be lower than the May forecast due to the downward revision of the forecast for unit sales of PCs and the negative impact of the depreciation of the yen against the U.S. dollar, reflecting the high ratio of U.S. dollar denominated hardware costs in the segment. Sales are expected to increase significantly and operating income is expected to be recorded, reflecting an expected significant improvement in operating results year-on-year.

■ HE&S

The outlook for overall segment sales remains unchanged from the May forecast primarily due to the favorable impact of foreign exchange rates, offset by a downward revision in the annual unit sales forecast for LCD TVs and a downward revision in sales on a local currency basis in the Audio and Video category. Operating income is expected to be lower than the May forecast primarily due to the expected decrease in sales on a local currency basis in the Audio and Video category. Sales are expected to increase significantly and operating income is expected to be recorded, reflecting an expected significant improvement in operating results year-on-year.

FY13 Consolidated Results Forecast (5)

■ Devices

The outlook for overall segment sales remains unchanged from the May forecast primarily due to the favorable impact of foreign exchange rates, offset by a downward revision in sales on a local currency basis mainly in the Semiconductors category. Operating income is expected to be higher than the May forecast primarily due to the favorable impact of foreign exchange rates and expected cost improvements. Sales are expected to be essentially flat and operating income is expected to decrease year-on-year.

■ Pictures

Sales and operating income are expected to exceed the May forecast, primarily due to the favorable impact of the depreciation of the yen against the U.S. dollar, although results on a local currency basis are expected to be approximately the same as the May forecast. Sales are expected to increase significantly and operating income is expected to increase year-on-year.

FY13 Consolidated Results Forecast (6)

■ Music

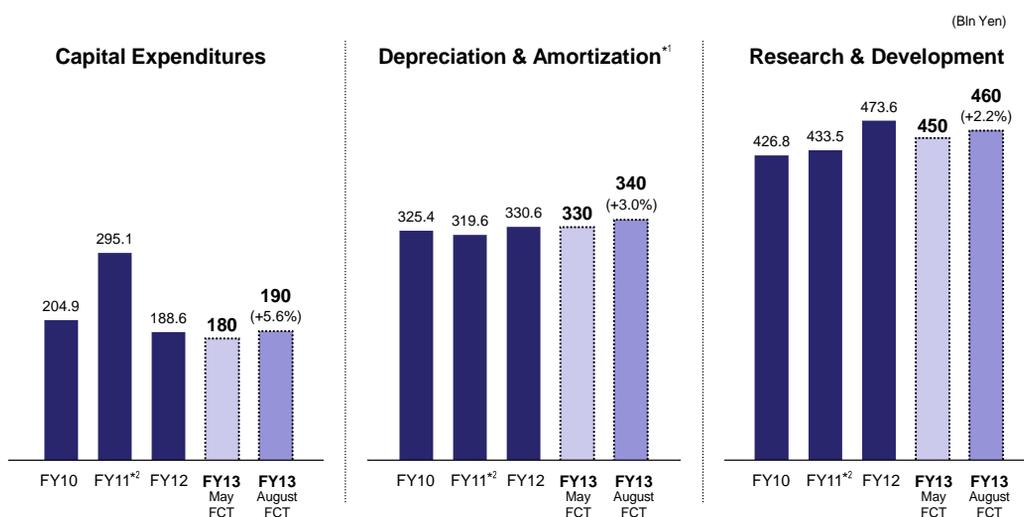
Sales and operating income are expected to exceed the May forecast primarily due to the favorable impact of the depreciation of the yen against the U.S. dollar, although results on a local currency basis are expected to be the same as the May forecast. Sales are expected to increase significantly and operating income is expected to increase year-on-year.

■ Financial Services

Expected financial services revenue remains unchanged from the May forecast. Operating income for the current fiscal year is expected to exceed the May forecast due to the recording of higher operating income in the first quarter of the current fiscal year than was expected in the May forecast. Financial services revenue is expected to be essentially flat and operating income is expected to increase year-on-year.

The effects of gains and losses on investments held by the Financial Services segment due to market fluctuations have not been incorporated within the above forecast as it is difficult for Sony to predict market trends in the future. Accordingly, future market fluctuations could further impact the current forecast.

CAPEX, Depreciation & Amortization, R&D



Percentages are changes from the May forecast.

^{*1} Includes amortization expenses for intangible assets and for deferred insurance acquisition costs

FY13 (May and August FCT) include 200 bln yen for depreciation of tangible assets, compared to 199.2 bln yen in FY12.

^{*2} FY11 includes 1.5 months of Sony Mobile financial results in accordance with the consolidation of Sony Mobile on February 16, 2012.

Unit Sales or Sales for Key Electronics Products Sales and Capital Expenditures for Semiconductors (forecast)

(Min units, for sales and capital expenditures; Bln yen)

	FY12					FY13		
	Q1	Q2	Q3	Q4	FY	Q1	FY May FCT	FY August FCT
Consumer Electronics								
Video Cameras	1.1	0.9	1.1	0.6	3.7	0.6	3.0	2.5
Digital Cameras * ¹	4.9	4.1	4.9	3.1	17.0	3.1	13.5	12.5
Smartphones	7.4	8.8	8.7	8.1	33.0	9.6	42.0	42.0
PCs	1.8	2.0	2.2	1.6	7.6	1.3	7.5	6.2
LCD TVs	3.6	3.5	4.2	2.2	13.5	3.1	16.0	15.0
Game*²								
Computer Entertainment System (PS3 / PS2)* ³	2.8	3.5	6.8	3.4	16.5	1.1	10.0	10.0
Portable Entertainment System (PS Vita / PSP)	1.4	1.6	2.7	1.3	7.0	0.6	5.0	5.0
Software (Sales)* ⁴	43	60	84	79	266	64	319	319
Semiconductors*⁵								
Sales* ⁶					480		500	490
Capital Expenditures					72		60	60

*¹ Digital Cameras include Compact Digital Cameras and Interchangeable Single-lens Cameras.

*² PS4 is not included in FY13 FCT.

*³ PS2 is not included in Q1 FY13 and FY13 FCT.

*⁴ Software (Sales) includes sales of packaged software and networked software.

*⁵ Only FY information is available for Semiconductors.

*⁶ Sales of Semiconductors include intersegment transactions.

Sony Corporation Investor Relations 14

Exchange Rates Trends

(yen)

	FY12					FY13	
	Q1	Q2	Q3	Q4	FY	Q1	
US\$	Market rate (simple average)	81*	78	82*	91	84*	100*
	Market rate (weighted average)	81*	78	81*	91	83*	100*
	Forward contract rate	81*	78	78*	109	71*	98*
Euro	Market rate (simple average)	101	97	104	120	106	127
	Market rate (weighted average)	102	97	103	120	103	127
	Forward contract rate	106	98	102	112	103	125

Market rate (weighted average): Weighted average market rates calculated based on monthly export or import amounts

Forward contract rate (US\$): Weighted average of the monthly export and import amounts after being multiplied by their respective forward contract rates

Forward contract rate (Euro): Weighted average of each month's forward contract rate hedge amount

* Net import position

For net import positions, TTS is applied to the calculation of market rates. For net export positions, TTB is applied to the calculation of market rates.

Sony Corporation Investor Relations 15

Management Topics (1)

Sony is working toward the important goal for the fiscal year ending March 31, 2014 (FY13) of turning the five electronics* segments ("Electronics") to a profit and further strengthening Sony's financial foundation. In the current quarter, Sony recorded profit in Electronics through the steady implementation of initiatives aimed at improving profitability.

Although the business environment is expected to be severe from the second quarter onward, Sony aims to achieve a profit in Electronics for FY13 through initiatives including enhancing product appeal. In turning Electronics to profit, it is especially important for the television business to turn to profit and for the mobile business, which includes smartphones and tablets, to demonstrate a significant improvement in operating results. For the Pictures, Music and Financial Services segments, Sony aims to continue to generate stable profit.

■ Electronics

- In the mobile business, Sony introduced new, attractive smartphones with cutting-edge technologies from the Sony group, which were made possible as a result of efforts to build an organizational structure for cross-sectional product development in order to integrate the full power of Sony. Following the footsteps of the "Xperia™ Z", the "Xperia™ A", which launched in May, captured the number one market share for sales in Japan. Going forward, Sony aims to increase sales and significantly improve operating results through further enhancement of product appeal and continued improvements in operational efficiencies.

* The term "electronics" refers to the sum of the IP&S, Game, MP&C, HE&S and Devices segment

Management Topics (2)

- In the imaging business, sales of image sensors for smartphones, including external sales, continue to perform well due to market expansion and Sony's industry-leading product appeal. This business is expected to continue to contribute to profitability significantly in FY13. In the IP&S segment, Sony started to transform its business structure in July to accelerate integration of the operations of the consumer and professional businesses. In compact digital cameras, where the market continues to contract, Sony has shifted its product lineup to high value-added models. Sony aims to enhance its profitability through initiatives such as adding new models to the "DSC-RX" series, which created a market for high-end compact digital cameras with large image sensors developed by Sony last year.
- In the game business, at the June Electronic Entertainment Expo (E3) in the U.S., Sony received accolades when it announced the details of "PlayStation®4 (PS4™)," which is scheduled to be available during the 2013 holiday season in the U.S. and Europe. PS4™ not only delivers the ultimate gaming experience, but it also deepens connections between users through a combination of gaming and social connectivity. Sony aims to further move the game business forward by enhancing peripherals and the software lineup, and fully preparing for the launch of the PS4™ this holiday season.
- In the television business, Sony recorded a profit in the current quarter through the launch of high value added products, notably 4K LCD TVs, and through continued improvements in operational costs. Sony aims to turn the television business to a profit in FY13 by focusing on continued cost improvements and steadily launching new products.

Management Topics (3)

■ Pictures

- Sony Pictures Entertainment (“SPE”) is focusing on the production and acquisition of a diversified portfolio of motion picture and television product with worldwide appeal. In SPE’s growing television production business, 2013 is SPE’s most successful development season in more than a decade with 15 new television series debuting this fiscal year in the U.S.
- In the television networks business, SPE is targeting expansion in rapidly growing markets such as India. Multi Screen Media Private Limited, which operates SPE’s network of television channels in India, broadcasted the Indian Premier League cricket tournament which reached a larger audience than ever before and generated a significant increase in advertising sales.
- In an effort to create and distribute content using the latest technologies, SPE is working closely with the Electronics business to deliver to the home the first content captured on 4K cameras, timed to the release of 4K Ultra HD televisions.

Management Topics (4)

■ Music

- In the recorded music business, efforts to strengthen the artist roster continue to be a key focus. During the current quarter, such efforts resulted in a number of hit releases and an increase in U.S. market share. Going forward, Sony plans to grow this business by continuing its aggressive artist development combined with the broader exploitation of music through growing digital distribution platforms.
- Sony plans to further strengthen its music publishing business by capitalizing on the significant progress that has been made integrating the operations of EMI Music Publishing, which was acquired last year by a group investors including Sony and is administered by Sony/ATV Music Publishing.

■ Financial Services

- The Financial Services segment continued to contribute significantly to consolidated financial results during the current quarter. By continuing to offer high-quality services, Sony aims to further enhance customer satisfaction, expand its customer base, and maintain sustainable growth.
- As a result of increased demand for products managed in foreign currencies, Sony Life expanded its product portfolio in May by introducing U.S. dollar denominated insurance products including whole-life, endowment and specialty endowment insurance.

Latest Announcements

Announcement Date	Topic	Notes
April 16, 2013	Medical Joint Venture with Olympus Corporation Sony Olympus Medical Solutions Inc. Established	Stated capital 50 million JPY (Sony 51% Olympus 49%)
May 22, 2013	FY 2013 Corporate Strategy Meeting	Sony Group FY13 Key Strategies <ol style="list-style-type: none"> 1. Reinforce the Electronics Business 2. Further strengthen profitability in the Entertainment and Financial Services businesses 3. Continue to reinforce Sony's financial foundations FY14 Financial Targets <p>Sony Group overall Sales : 8.5 trillion yen Operating income margin : 5%+ ROE : 10%</p> <p>Electronics business Sales : 6 trillion yen Operating income margin : 5%</p>
May 24, 2013 June 7, 2013	Announcement of Terms and Issuance of Unsecured Straight Bonds for Japanese Retail Investors	Total amount of issue 150 billion yen Issue date 6/19/2013 Maturity date 6/19/2018 (Five year maturity term)

Cautionary Statement

Statements made in this presentation 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," "intend," "seek," "may," "might," "could" or "should," 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, judgments and beliefs in light of the information currently available to it. Sony cautions investors 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 investors should not place undue reliance on them. Investors 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 and the economic conditions in Sony's markets, particularly levels of consumer spending;
- (ii) foreign exchange rates, particularly between the yen and the U.S. dollar, the euro and other currencies in which Sony makes significant sales and incurs production costs, 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 televisions, game platforms and smartphones, which are offered in highly competitive markets characterized by severe price competition and continual new product and service introductions, rapid development in technology and subjective and changing consumer preferences;
- (iv) Sony's ability and timing to recoup large-scale investments required for technology development and production capacity;
- (v) Sony's ability to implement successful business restructuring and transformation efforts under changing market conditions;
- (vi) Sony's ability to implement successful hardware, software, and content integration strategies for all segments excluding the Financial Services segment, and to develop and implement successful sales and distribution strategies 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 prioritize investments correctly (particularly in the electronics businesses);
- (viii) Sony's ability to maintain product quality;
- (ix) the effectiveness of Sony's strategies and their execution, including but not limited to the success of Sony's acquisitions, joint ventures and other strategic investments;
- (x) Sony's ability to forecast demands, manage timely procurement and control inventories;
- (xi) the outcome of pending and/or future legal and/or regulatory proceedings;
- (xii) 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;
- (xiii) 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; and
- (xiv) risks related to catastrophic disasters or similar events. Risks and uncertainties also include the impact of any future events with material adverse impact.