EP&S Business Briefing

August 21, 2020

Vice Chairman, Representative Corporate Executive Officer, Sony Corporation
Representative Director, President and CEO, Sony Electronics Corporation

Shigeki Ishizuka

Sony Electronics Corporation (SEC)

Sony Imaging Products & Solutions (SIPS)
- Consumer & Professional
- Medical

Sony Mobile Communications (SOMC)
- Mobile
- Network Services

Sony Home Entertainment & Sound Products (SHES)
- Television
- Video & Sound

Sales & Marketing Platform
Manufacturing / Logistics / Procurement Platform
Engineering Platform
FY20 Earnings Forecast

Recovery in Revenue Beyond Q2
Expect Profitability in the Mobile Business for the Full Fiscal Year
Reductions in Operating Costs

<table>
<thead>
<tr>
<th>Q1 Results</th>
<th>Fiscal Year Forecast</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>Operating Income</td>
</tr>
<tr>
<td>FY19.1Q</td>
<td>FY20.1Q</td>
</tr>
<tr>
<td>4,839</td>
<td>3,318</td>
</tr>
<tr>
<td>251</td>
<td>.91</td>
</tr>
<tr>
<td>19,913</td>
<td>18,700</td>
</tr>
<tr>
<td>(10,000 Yen)</td>
<td>(6,000 Yen)</td>
</tr>
</tbody>
</table>

History of Adaptation to an Ever-Changing Environment

Change in the Business Portfolio
Focusing on Mirrorless and Lens Businesses

High Value-Added Products Strategy
End-to-End Operation

- Digital Imaging includes still and video camera product groups that are different from what is being disclosed externally.
- Television revenue includes intersegment sales and may be different from the television revenue that is disclosed.
- Sales are different for Digital Imaging and Television charts.
Completed Structural Reform in 2019
Significant Decrease in Operating Costs and Overall Costs
Expect Profitability in 2020

First Quarter and Recent Topics

Market expansion and increase in market share (stay-at-home demand)
Favorable sales in Japan
Top revenue share in China
New model launch
Sony Electronics’ Vision

Continue to deliver *Kando* and *Anshin* to people and society across the world through the pursuit of technology and new challenges

Anshin is a Japanese word with various meanings such as peace of mind, reassurance, reliability and trust

Mid-Range Strategy

Sony Electronics:
Achieve Business Growth and Maximize Corporate Value

Expand Business Growth Areas

Undertake Portfolio Management-Driven Structural Reform
Synergies Between Constituent Entities

SIPS
Sony Imaging Products & Solutions

SEC
Sony Electronics Corporation

SHES
Sony Home Entertainment & Sound Products

SOMC/SNC
Sony Mobile Communications
Sony Network Communications

Expanding Remote Solutions Business for Video Content
Delivering New Value to Customers Through Large-Sized Displays

Strengthening “Anshin” Domains
Medial Business / Network Services Business / Sustainability

Anshin is a Japanese word with various meanings such as peace of mind, reassurance, reliability and trust
Exploring Opportunities in the Medical Business as Sony Electronics

Expanding Network Services Business Delivering “Anshin” Through Connectivity
Promoting Sustainability as a Member of the Society
Reducing use of virgin plastic /Eliminating plastic wrapping in blister packages

Pursuing “Business Exploration”
Creating New Sports Entertainment
Expanding Solution Service Business by Utilizing Video and Data

Applying Virtual Reality Technology to Video Content Production
Established Virtual Production Laboratory
Sony Electronics’ Vision

Continue to deliver Kando and Anshin to people and society across the world through the pursuit of technology and new challenges

Anshin is a Japanese word with various meanings such as peace of mind, reassurance, reliability and trust

Cautionary Statement

Statements made in this release 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 review any forward-looking statements, whether as a result of any 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) Sony’s ability to maintain product quality and customer satisfaction with its products and services;
(ii) 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 image sensors, gaming and network platforms, smartphones and televisions, which are offered in highly competitive markets characterized by severe price competition and contract new product and service introductions, rapid development in technology and subjective and changing customer preferences;
(iii) Sony’s ability to implement successful hardware, software, and content integration strategies, and to develop and implement successful sales and distribution strategies in light of new technologies and distribution platforms;
(iv) the effectiveness of Sony’s strategies and their execution, including but not limited to the success of Sony’s acquisitions, joint ventures, investments, capital expenditures, restructurings and other strategic initiatives;
(v) changes in laws, regulations and government policies in the markets in which Sony and its third-party suppliers, service providers and business partners operate, including those related to taxation, as well as growing consumer focus on corporate social responsibility;
(vi) Sony’s ability to maintain product quality and customer satisfaction with its products and services, and to develop and implement successful sales and distribution strategies in light of new technologies and distribution platforms;
(vii) Sony’s ability to maintain product quality and customer satisfaction with its products and services, and to develop and implement successful sales and distribution strategies in light of new technologies and distribution platforms;
(viii) the global economic and political environment in which Sony operates and the economic and political conditions in Sony’s markets, particularly levels of consumer spending;
(ix) Sony’s ability to forecast demands, manage timely procurement and control inventories;
(x) Sony’s ability to identify and service introductions, as well as identify and develop new product and service opportunities, rapid development in technology and subjective and changing customer preferences;
(xi) Sony’s ability to implement successful hardware, software, and content integration strategies, and to develop and implement successful sales and distribution strategies in light of new technologies and distribution platforms;
(xii) 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 image sensors, gaming and network platforms, smartphones and televisions, which are offered in highly competitive markets characterized by severe price competition and contract new product and service introductions, rapid development in technology and subjective and changing customer preferences;
(xiii) Sony’s ability to implement successful hardware, software, and content integration strategies, and to develop and implement successful sales and distribution strategies in light of new technologies and distribution platforms;
(xiv) the effectiveness of Sony’s strategies and their execution, including but not limited to the success of Sony’s acquisitions, joint ventures, investments, capital expenditures, restructurings and other strategic initiatives;
(xv) Sony’s ability to identify and service introductions, as well as identify and develop new product and service opportunities, rapid development in technology and subjective and changing customer preferences;
(xvi) Sony’s ability to maintain product quality and customer satisfaction with its products and services, and to develop and implement successful sales and distribution strategies in light of new technologies and distribution platforms;
(xvii) the impact of changes in interest rates and 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;
(xviii) the impact of changes in interest rates and 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;
(xix) the impact of changes in income and expenses due to the change in exchange rates of the yen, the euro and other currencies in which Sony makes significant sales and incurs production costs, or in which Sony’s assets, liabilities and operating results are denominated;
(xx) Sony’s ability to recruit, retain and maintain productive relations with highly skilled personnel;
(xxi) Sony’s ability to prevent unauthorized use or theft of intellectual property rights, to obtain or renew licenses relating to intellectual property rights, and to develop itself against claims that its products or services infringe intellectual property rights owned by others;
(xxii) the impact of changes in interest rates and 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;
(xxiii) the impact of changes in income and expenses due to the change in exchange rates of the yen, the euro and other currencies in which Sony makes significant sales and incurs production costs, or in which Sony’s assets, liabilities and operating results are denominated;
(xxiv) Sony’s ability to conduct successful asset liability management in the Financial Services segment;
(xxv) Sony’s ability to conduct successful asset liability management in the Financial Services segment;

Risks and uncertainties also include the impact of any future events with material adverse impact. The continued impact of COVID-19 could heighten many of the risks and uncertainties noted above. Important information regarding risks and uncertainties is also set forth in Sony’s most recent Form 20-F, which is on file with the U.S. Securities and Exchange Commission.