



MONEYKit
by SonyBank



Sony Q2 FY2001 Results

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Consolidated Results

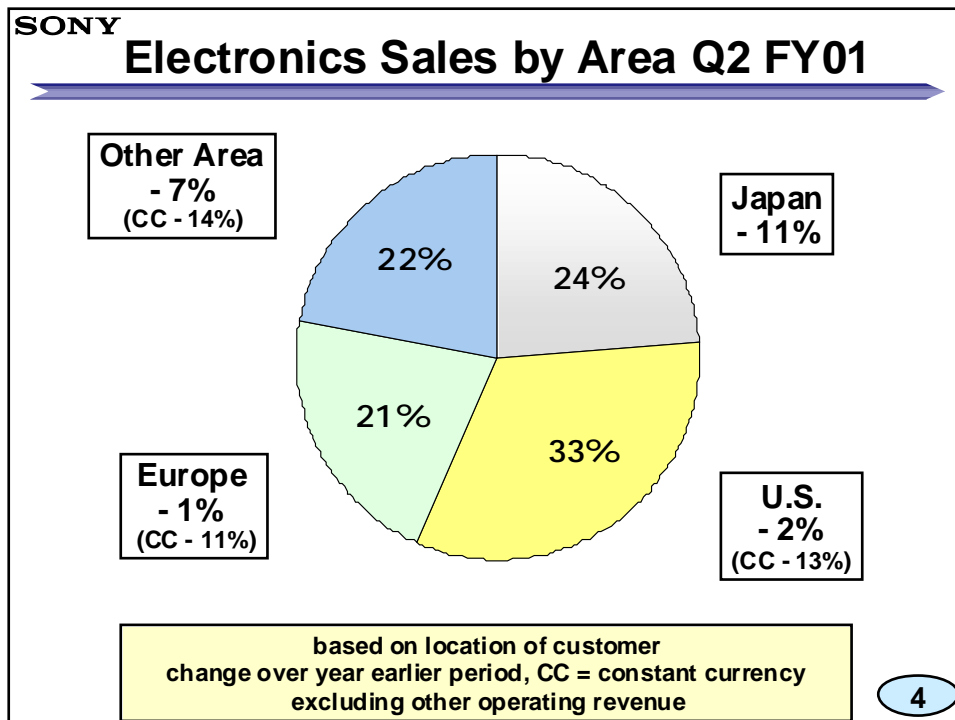
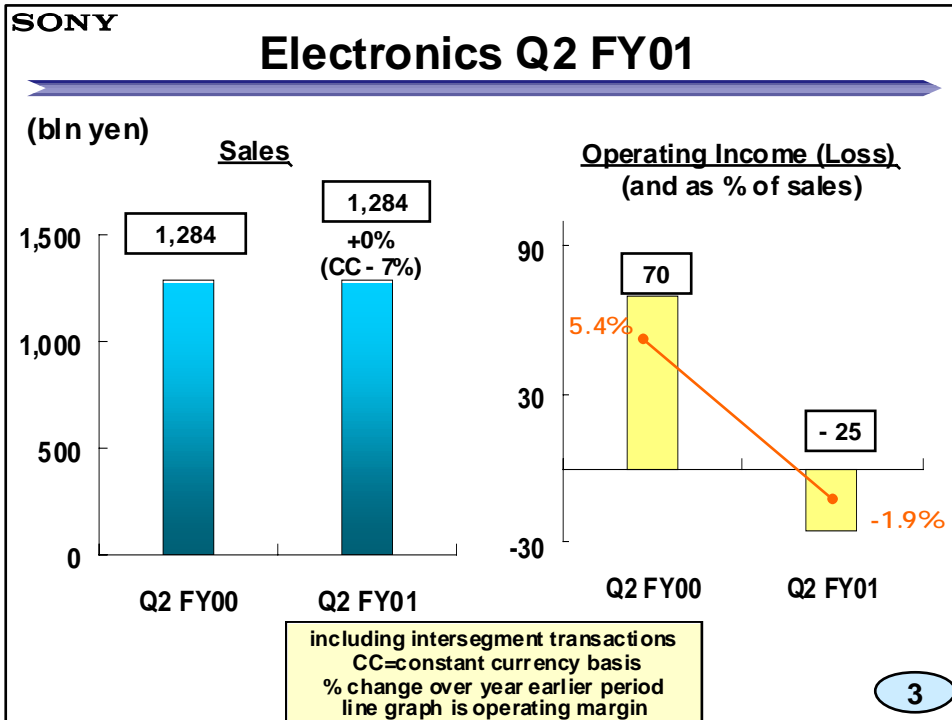
| Q2 FY2001 (three months ended September 30, 2001) | | YOY change, constant currency | |
|----------------------------------------------------------|----------------------|--------------------------------------|-------------------|
| | | YOY change | YOY change |
| Sales and operating revenue | 1,787 bln yen | + 6% | - 2% |
| Operating income (loss) | - 3 bln yen | - 57 bln | - 110 bln |
| Income before income taxes | 0.6 bln yen | - 99% | - 130 bln |
| Net income (loss) | - 13 bln yen | - 32 bln | - 61 bln |

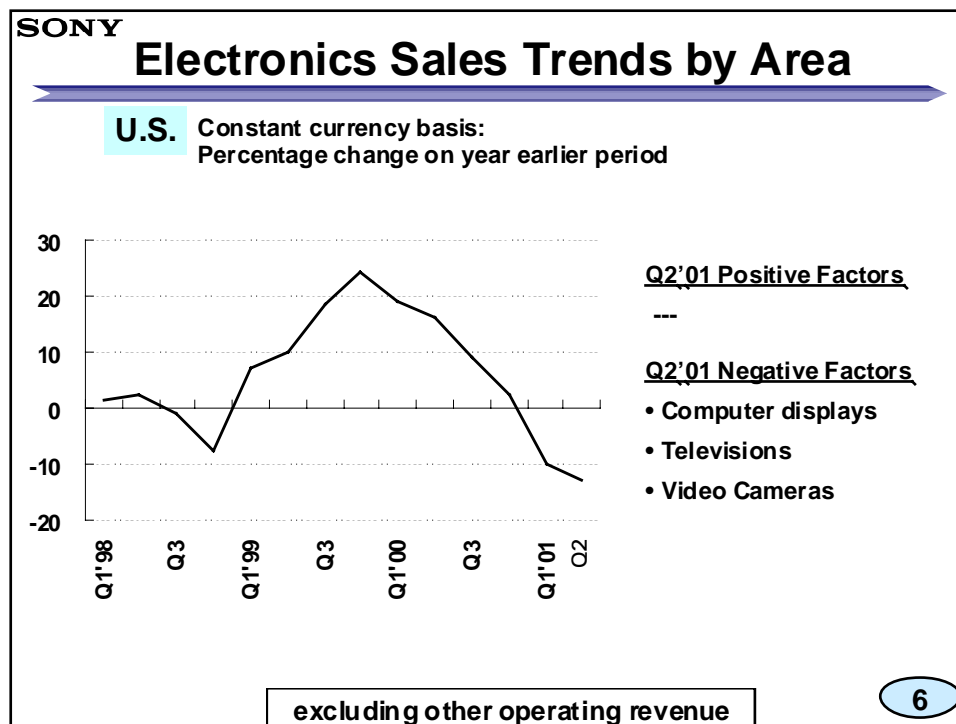
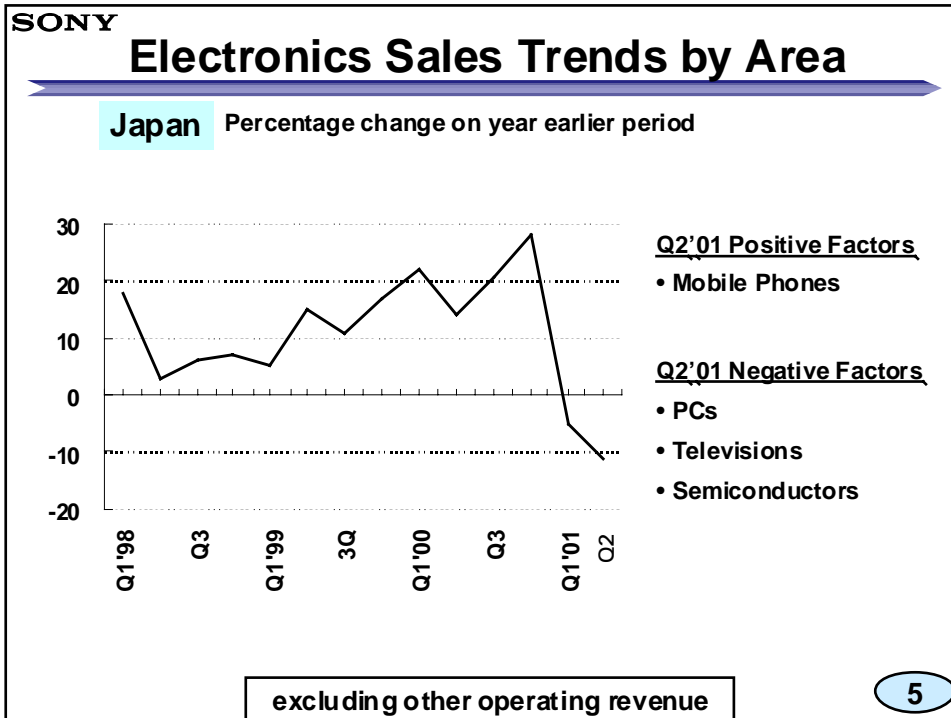
Impact of Exchange Rates (Q2 FY01 vs Q2 FY00)
 (\$1= 121 yen vs 107 yen; 1 euro= 107 yen vs 96 yen) *
 Sales and operating revenue: +135 bln yen
 Operating income: +53 bln yen

Impact of Changes in Accounting Principle
 Impact of change regarding goodwill and other intangible assets:
 Operating income: +4.7 bln yen
 Net income: +4.4 bln yen

* average market rate in period

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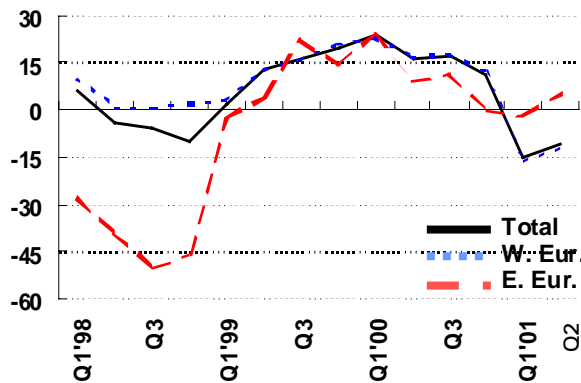


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Electronics Sales Trends by Area

Europe

Constant currency basis:
Percentage change on year earlier period



Q2'01 Positive Factors

Q2'01 Negative Factors

- Video Cameras
- Computer Displays
- PCs

excluding other operating revenue

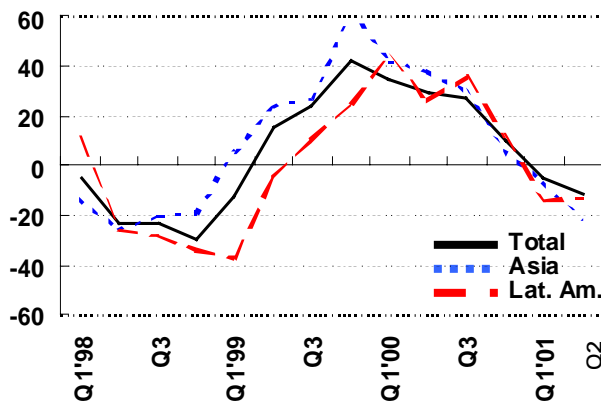
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Electronics Sales Trends by Area

Other Areas

Constant currency basis:
Percentage change on year earlier period



Q2'01 Positive Factors

Q2'01 Negative Factors

- CD-R/RWs
- Televisions
- Semiconductors

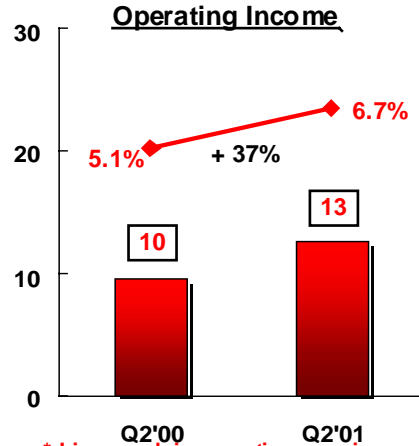
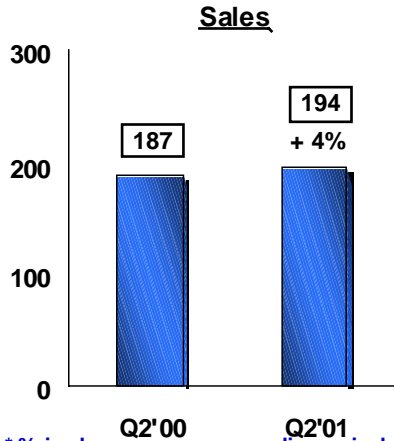
excluding other operating revenue

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Elec. Performance by Product Category

Audio

(bln yen)



* % is change over year earlier period
 * includes internal sales

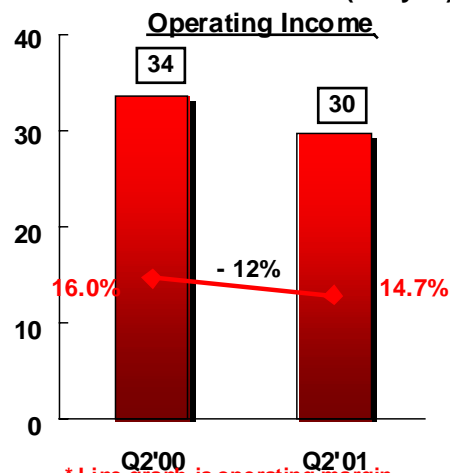
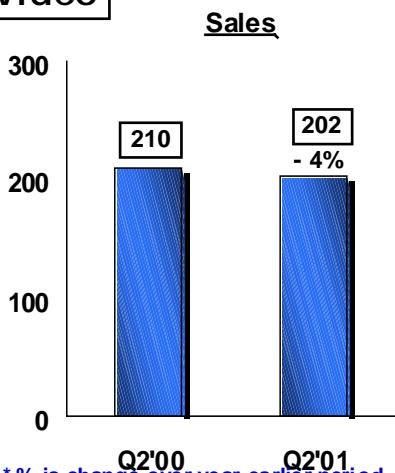
* Line graph is operating margin

Note: Operating income and loss figures by product category reflect allocations of expenses of the Electronics business which Sony believes are reasonable in showing operating results but are not in accordance with US GAAP.

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Elec. Performance by Product Category

Video

(bln yen)



* % is change over year earlier period
 * includes internal sales

* Line graph is operating margin

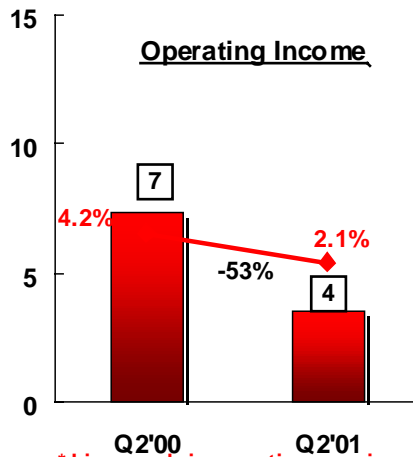
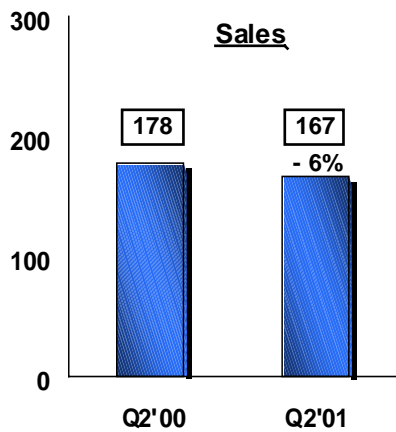
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Elec. Performance by Product Category

Televisions

(bln yen)



* % is change over year earlier period
* includes internal sales

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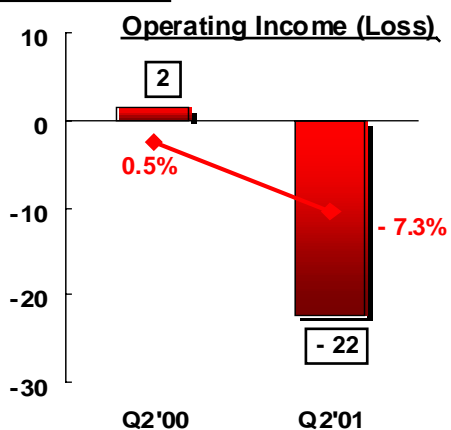
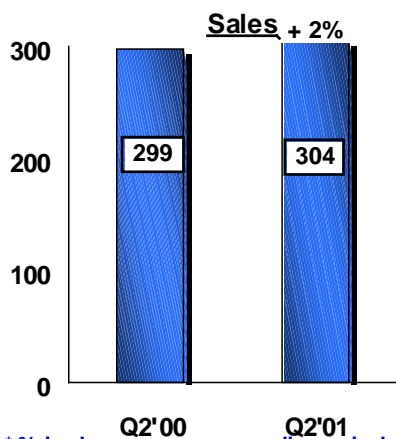
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Elec. Performance by Product Category

Information and Communication

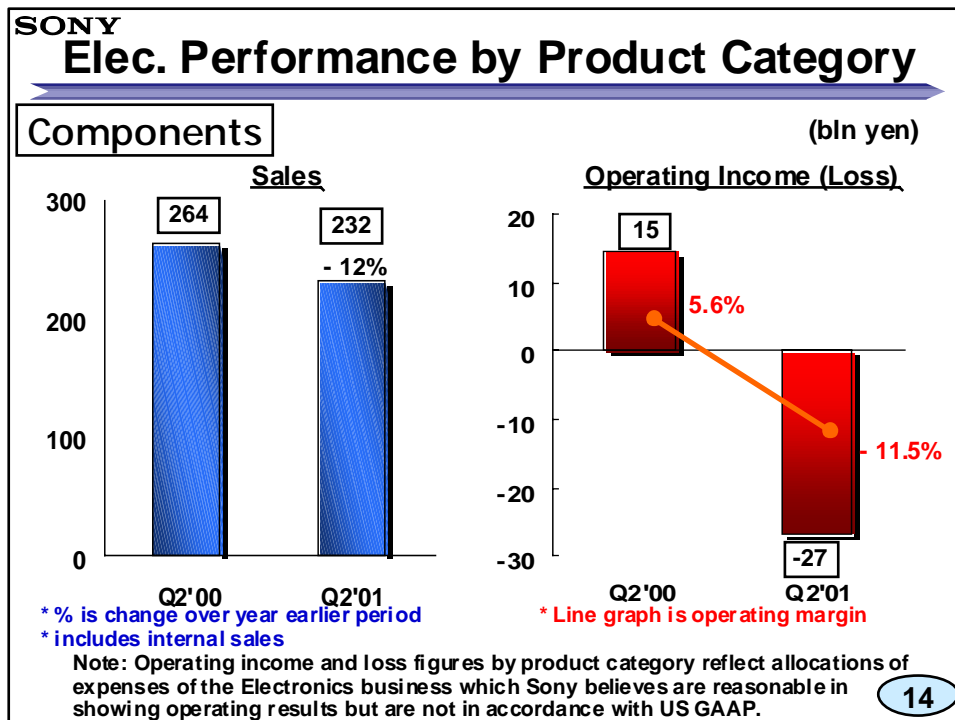
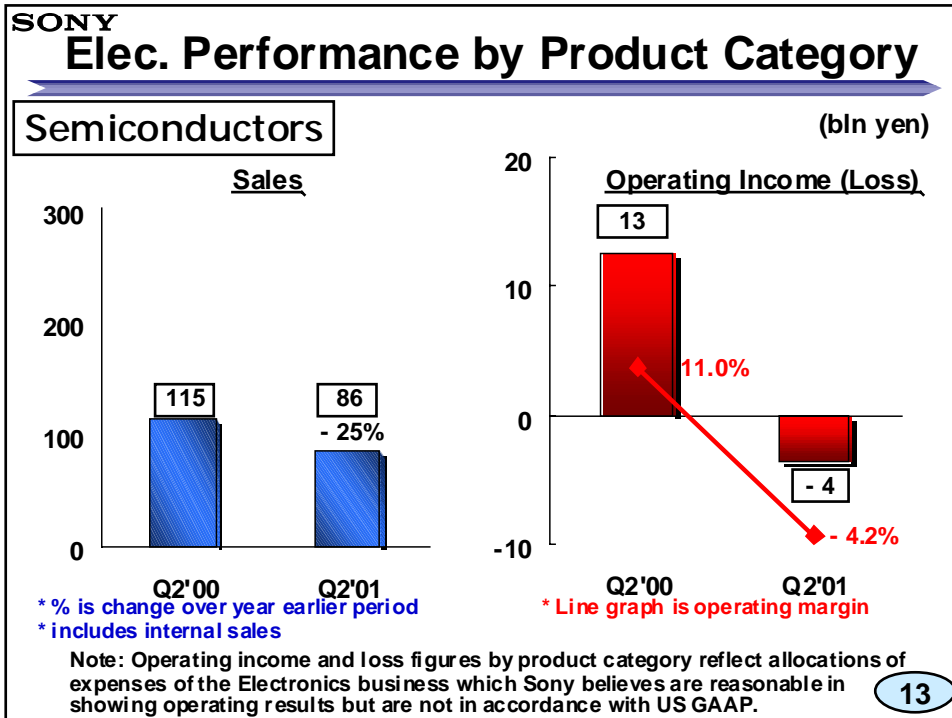
(bln yen)

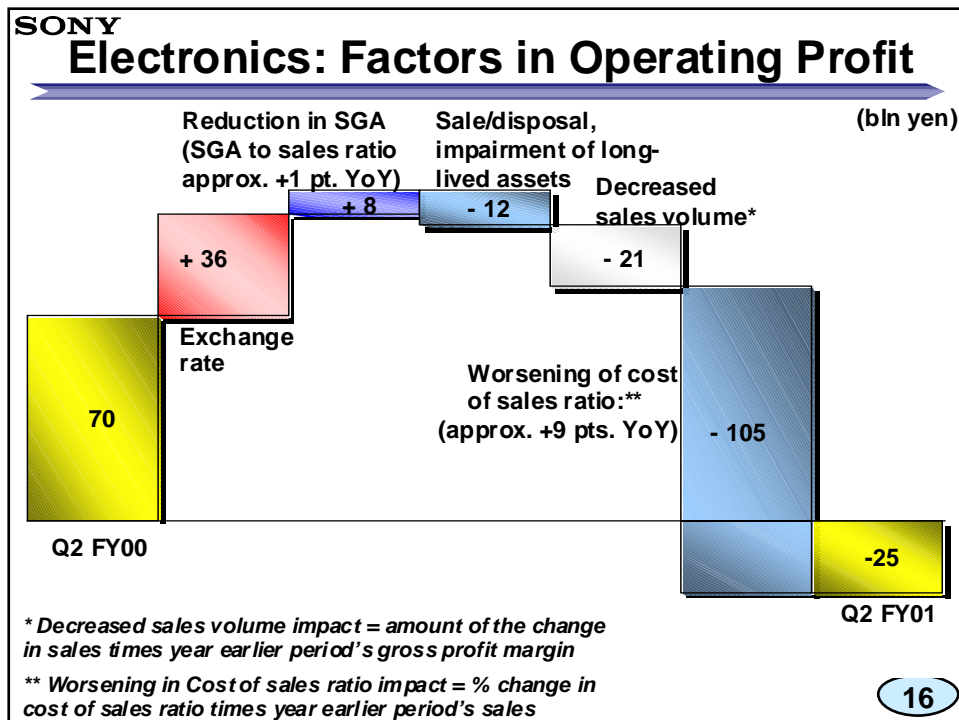
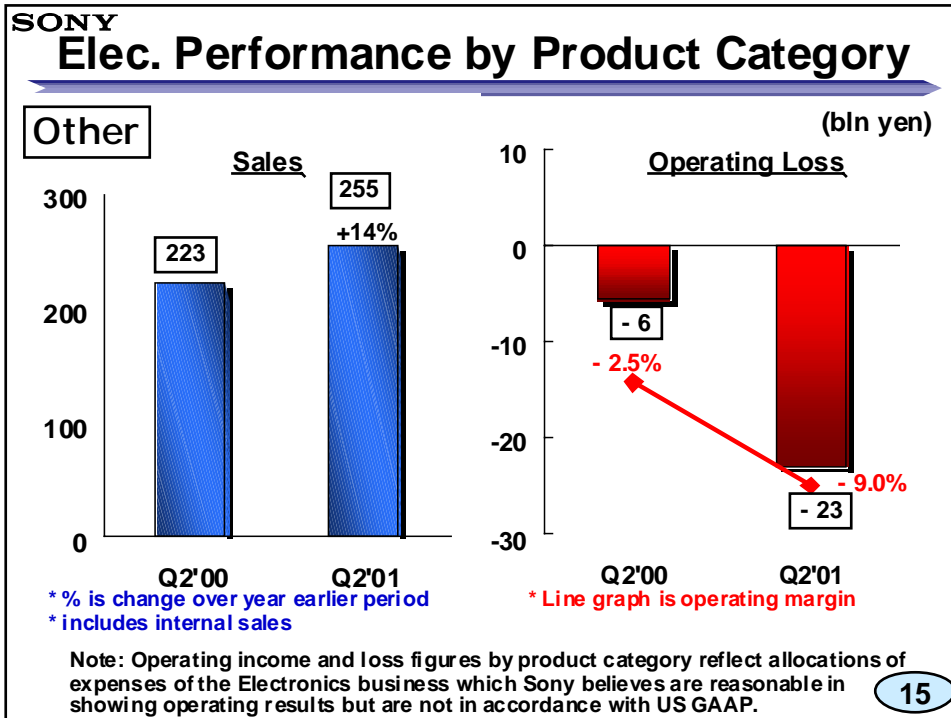


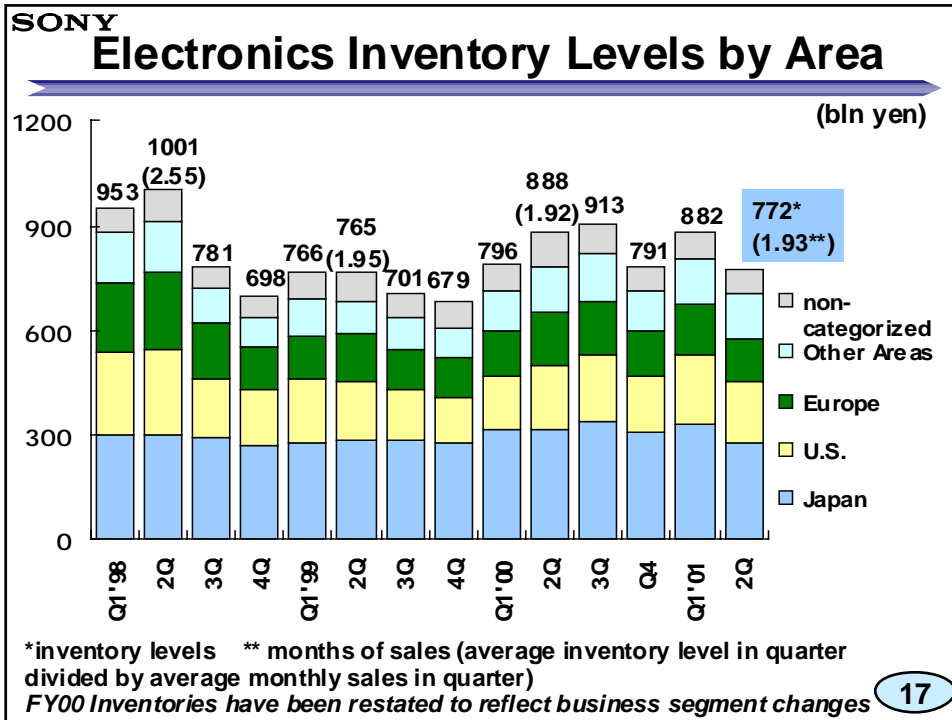
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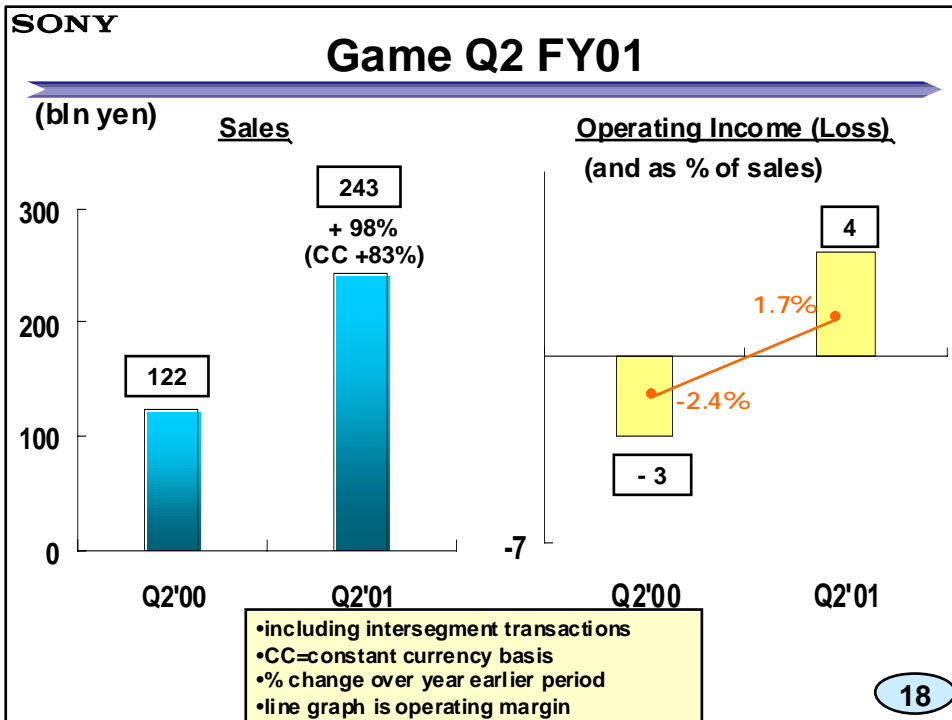
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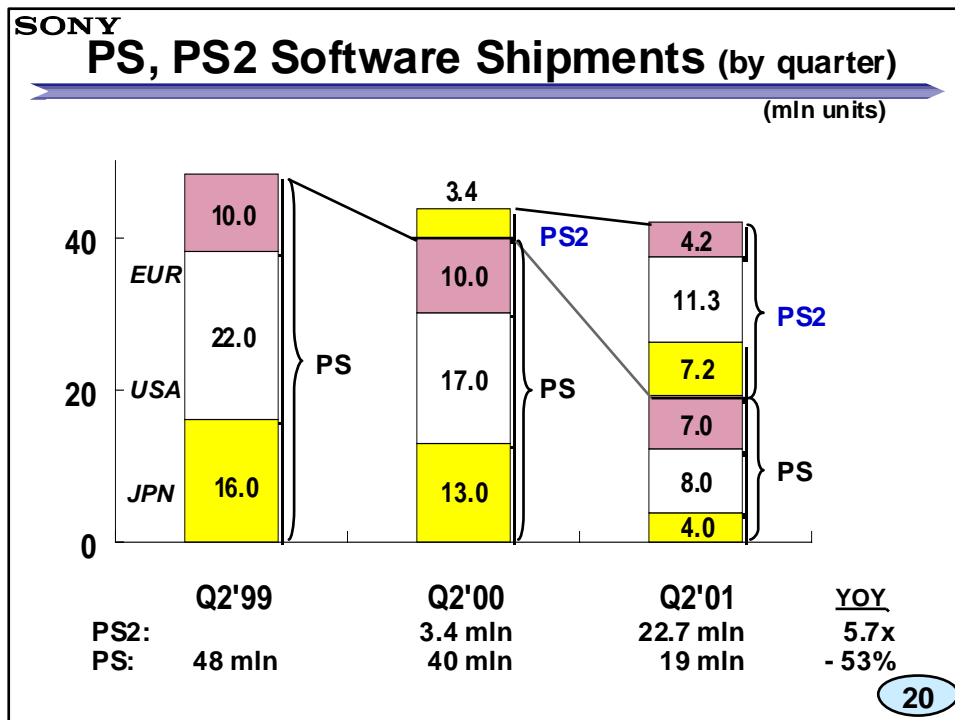
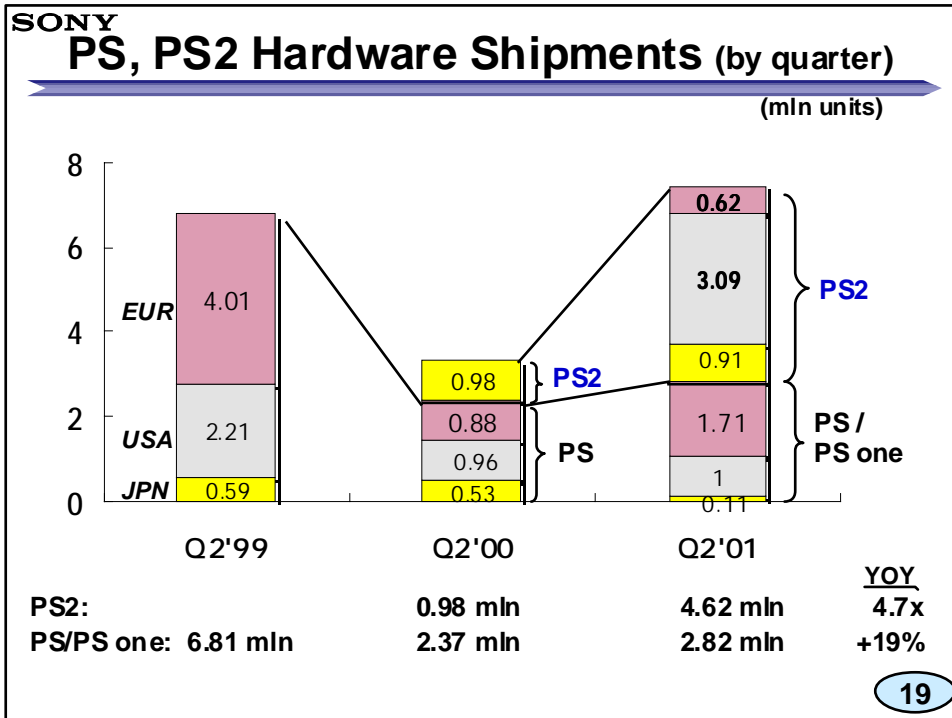


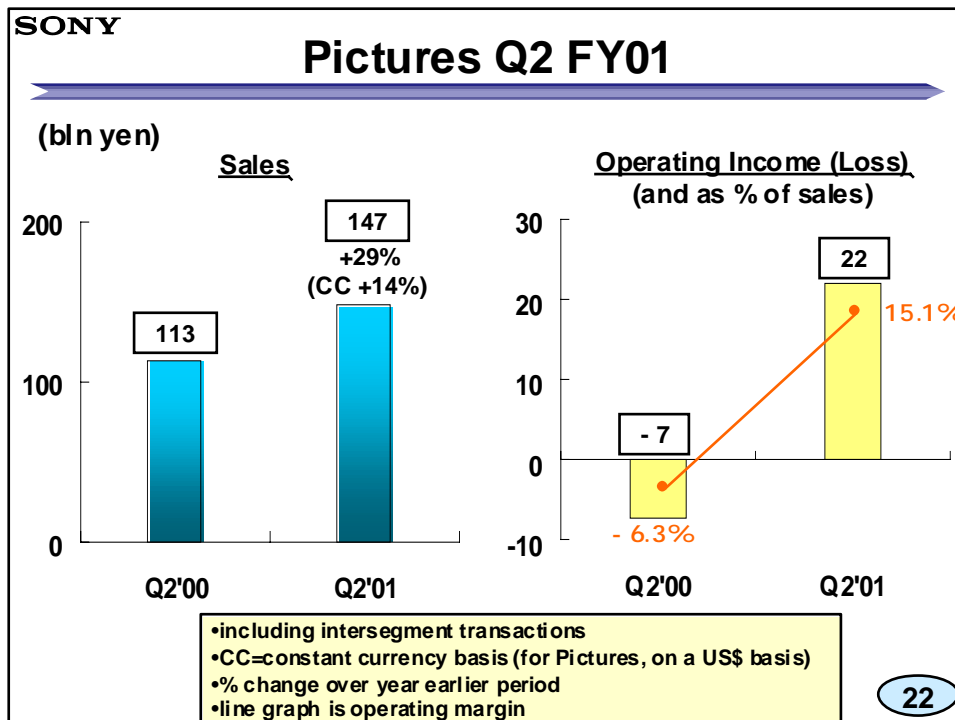
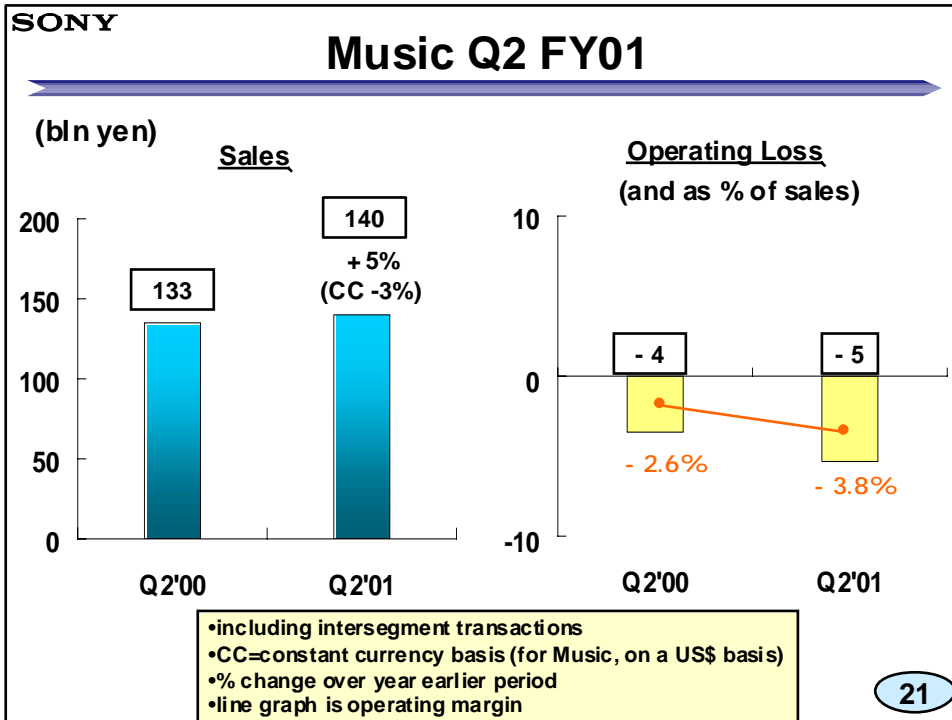


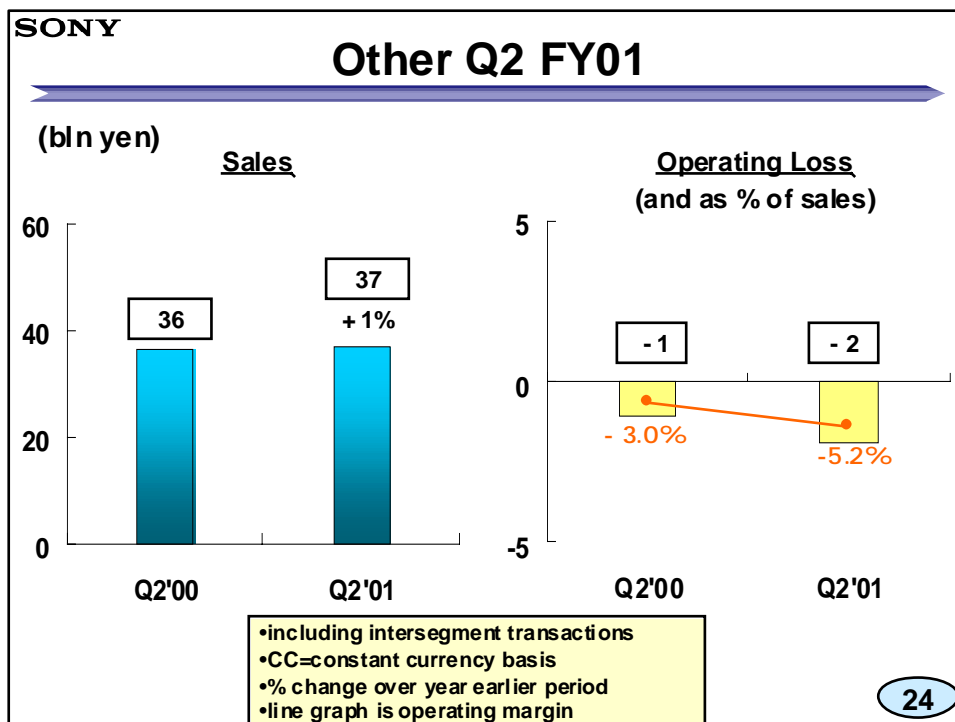
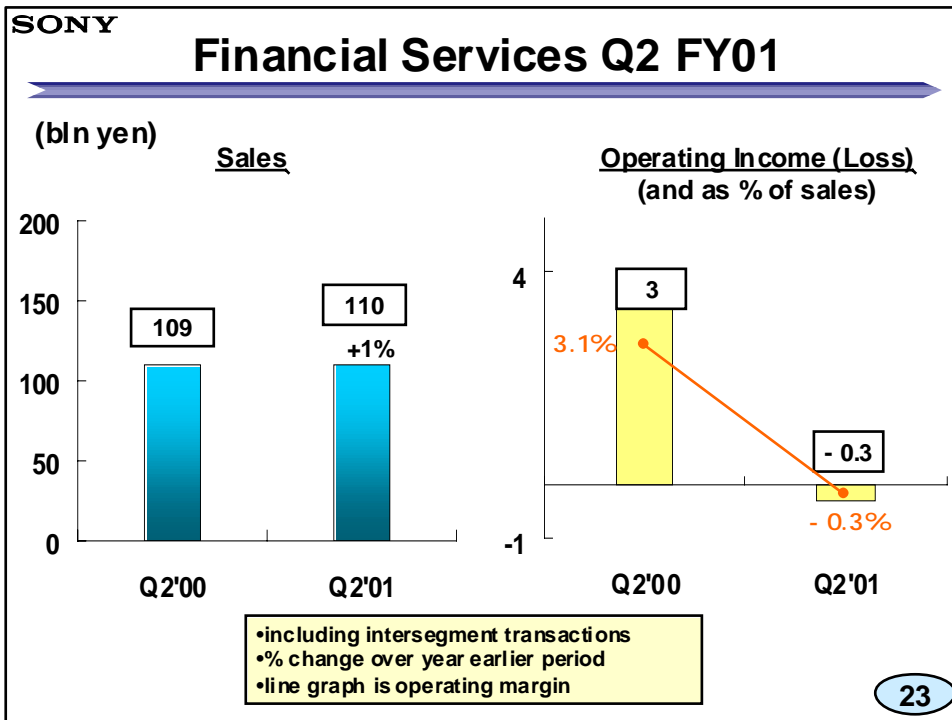
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FY2001 Forecast

| (bln yen) | FY00 | FY01* | YoY change |
|-----------------------------|-------|-------|------------|
| Sales and operating revenue | 7,315 | 7,500 | + 3% |
| Operating income | 225 | 120 | - 47% |
| Income before income taxes | 266 | 70 | - 74% |
| Net income | 17 | 10 | - 40% |

*Assumes new "Goodwill and Other Intangible Assets" accounting standard

Assumed Exchange Rates

| | FY00 | Oct. to Mar. FY01 |
|---------------|-----------|-------------------|
| 1 U.S. dollar | = 110 yen | 115 yen |
| 1 euro | = 99 yen | 105 yen |

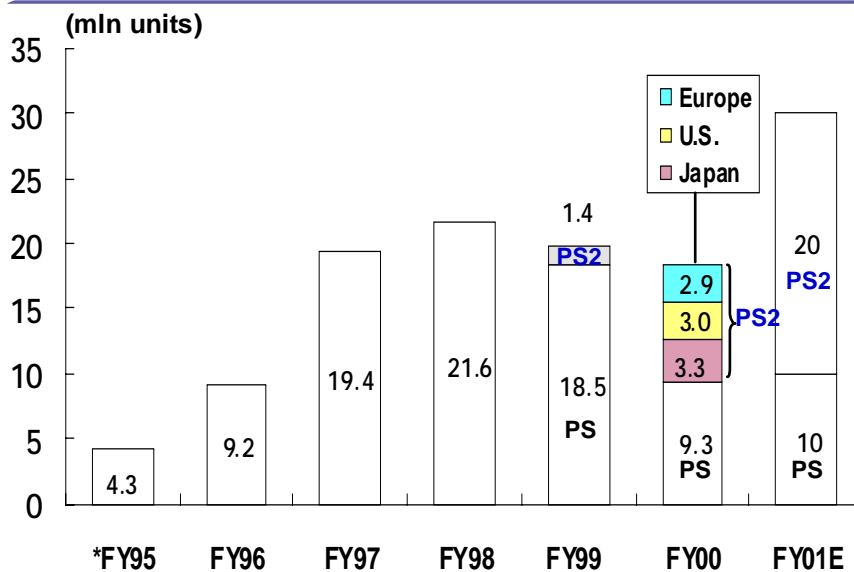
| | FY00 | FY01 | YoY change |
|-------------------------------------|------|------|------------|
| Capital Expenditures | 465 | 350 | - 25% |
| Depreciation & Amortization** | 348 | 390 | + 12% |
| (of that, dep. for tangible assets) | 270 | 330 | + 22% |

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

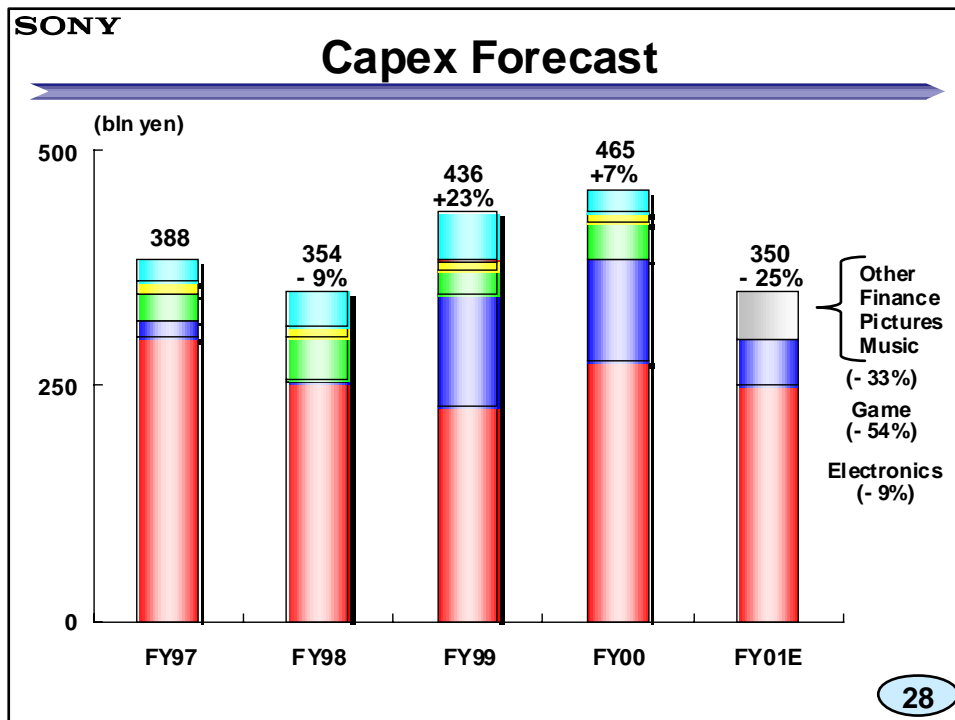
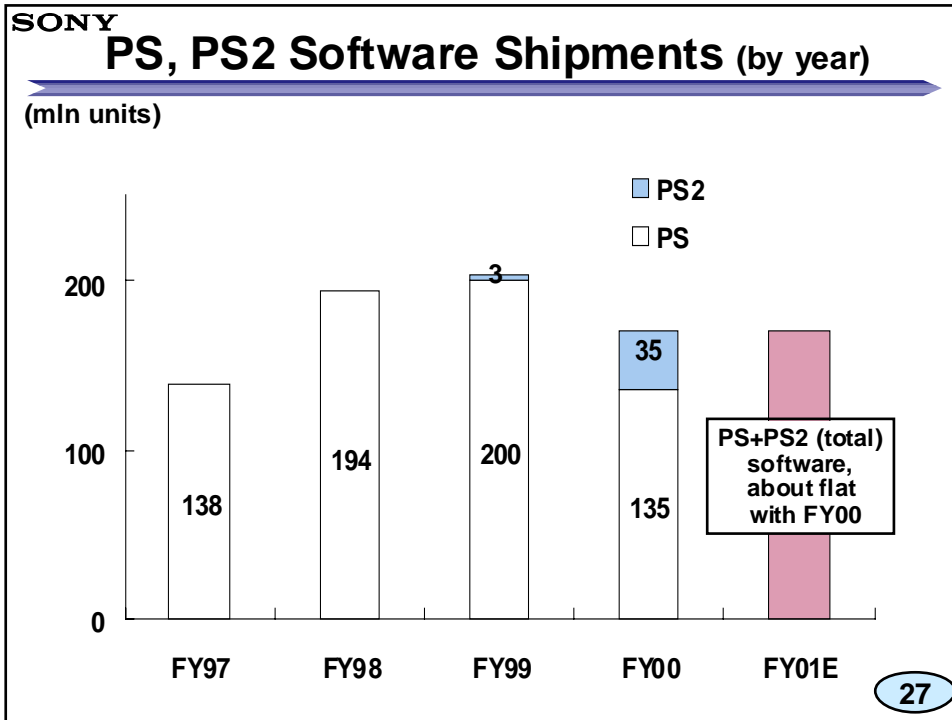
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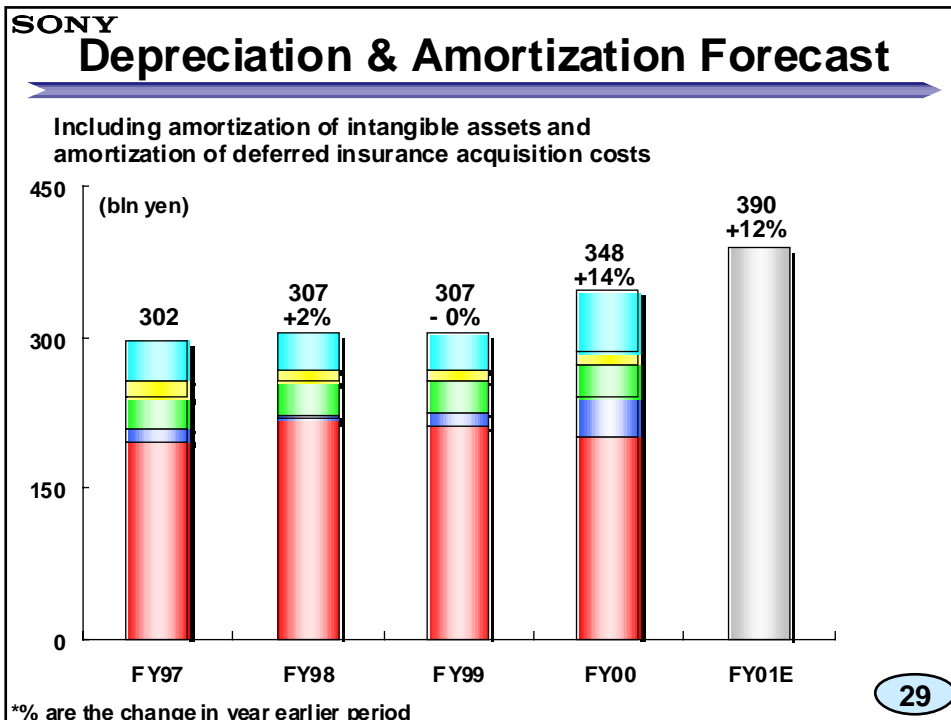
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PS, PS2 Hardware Shipments (by year)



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(Reference Data)

Exchange Rates by Quarter (yen)

| FY2001 | Q1 | Q2 |
|---------------|-----|-----|
| US\$ avg rate | 122 | 121 |
| contract rate | 119 | 121 |
| Euro avg rate | 106 | 107 |
| contract rate | 107 | 107 |

| FY2000 | Q1 | Q2 | Q3 | Q4 |
|---------------|-----|-----|-----|-----|
| US\$ avg rate | 106 | 107 | 109 | 117 |
| contract rate | 106 | 106 | 108 | 112 |
| Euro avg rate | 98 | 96 | 94 | 108 |
| contract rate | 103 | 99 | 94 | 96 |

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