

Electronics Performance by Product Category (Unaudited)

(Billions of yen, millions of U.S. dollars)

Sales and operating revenue	Three months ended December 31			
	2003	2004	Change	2004
Audio				
Customers	¥ 219.6	¥ 184.0	- 16.2%	\$ 1,786
Intercategory and intersegment	2.2	0.0		0
Total	221.8	184.0	- 17.0	1,786
Video				
Customers	310.7	329.7	+ 6.1	3,201
Intercategory and intersegment	3.3	3.5		34
Total	314.0	333.2	+ 6.1	3,235
Televisions				
Customers	306.4	318.4	+ 3.9	3,092
Intercategory and intersegment	0.0	3.0		28
Total	306.4	321.4	+ 4.9	3,120
Information and Communications				
Customers	231.5	218.1	- 5.8	2,117
Intercategory and intersegment	1.8	1.9		19
Total	233.3	220.0	- 5.7	2,136
Semiconductors				
Customers	69.5	53.8	- 22.6	522
Intercategory and intersegment	70.7	101.3		984
Total	140.2	155.1	+ 10.6	1,506
Components				
Customers	169.9	164.7	- 3.0	1,600
Intercategory and intersegment	44.6	35.4		343
Total	214.5	200.1	- 6.7	1,943
Other				
Customers	172.2	170.0	- 1.3	1,650
Intercategory and intersegment	54.1	58.6		569
Total	226.3	228.6	+ 1.0	2,219
Elimination (intercategory)	(132.1)	(131.6)		(1,277)
Total	¥ 1,524.4	¥ 1,510.8	- 0.9%	\$ 14,668
Operating income (loss)	2003	2004	Change	2004
Audio	¥ 17.1	¥ 8.8	- 48.3%	\$ 85
Video	31.2	24.1	- 22.9	234
Televisions	27.2	6.8	- 74.8	66
Information and Communications	0.8	5.3	+ 565.5	51
Semiconductors	16.5	(1.4)	—	(14)
Components	15.9	5.1	- 67.9	50
Other	14.7	14.6	- 0.8	142
Sub Total	123.4	63.3	- 48.6	614
Unallocated corporate expenses and elimination (intercategory)	(11.8)	(3.5)	—	(34)
Restructuring expenses	(47.2)	(10.4)	—	(101)
Total	¥ 64.4	¥ 49.4	- 23.3%	\$ 479

Notes:

- The above table is a breakdown of Electronics sales and operating revenue in the Business Segment Information. The Electronics segment is managed as a single operating segment by Sony's management. However, Sony believes that the information in this table is useful to investors in understanding the product categories in this business segment. In addition, Sony has partly realigned its product category configuration in the Electronics segment. Accordingly, results of the previous year have been restated. (Notes 5, 6 and 7, page F-9 in "Consolidated Financial Results for the Third Quarter Ended December 31, 2004")
- From the second quarter ended September 30, 2004, there has been a change in the method for allocating corporate expenses. As a result of this change, results for the quarter ended December 31, 2003 have been restated.
- "Other" intercategory and intersegment amounts for the previous year primarily include transactions with the Game segment.
- Except for Sales and operating revenue in each product category with respect to customers, the above amounts are not measures conforming with U.S. GAAP. Operating income and loss figures by product category reflect allocations of expenses, including the realized gain or loss from foreign exchange contracts, of the Electronics business which Sony believes are reasonable in showing operating results but are not in accordance with U.S. GAAP.

Electronics Performance by Product Category (Unaudited)

(Billions of yen, millions of U.S. dollars)

<u>Sales and operating revenue</u>	Nine months ended December 31			
	2003	2004	Change	2004
Audio				
Customers	¥ 543.4	¥ 465.4	- 14.4%	\$ 4,518
Intercategory and intersegment	5.8	0.3		3
Total	549.2	465.7	- 15.2	4,521
Video				
Customers	751.7	826.8	+ 10.0	8,027
Intercategory and intersegment	4.5	7.8		76
Total	756.2	834.6	+ 10.4	8,103
Televisions				
Customers	710.2	734.5	+ 3.4	7,131
Intercategory and intersegment	3.8	5.4		52
Total	714.0	739.9	+ 3.6	7,183
Information and Communications				
Customers	625.9	573.8	- 8.3	5,571
Intercategory and intersegment	5.2	5.2		51
Total	631.1	579.0	- 8.2	5,622
Semiconductors				
Customers	187.1	195.7	+ 4.6	1,900
Intercategory and intersegment	187.5	237.1		2,302
Total	374.6	432.8	+ 15.5	4,202
Components				
Customers	464.3	476.8	+ 2.7	4,630
Intercategory and intersegment	129.3	95.8		929
Total	593.6	572.6	- 3.5	5,559
Other				
Customers	432.1	451.8	+ 4.5	4,386
Intercategory and intersegment	216.4	109.6		1,064
Total	648.5	561.4	- 13.4	5,450
Elimination (intercategory)	(372.3)	(336.7)		(3,268)
Total	¥ 3,894.9	¥ 3,849.3	- 1.2%	\$ 37,372
 <u>Operating income (loss)</u>	 2003	 2004	 Change	 2004
Audio	¥ 30.6	¥ 5.1	- 83.2%	\$ 50
Video	80.0	46.5	- 41.9	451
Televisions	19.1	(9.5)	—	(92)
Information and Communications	(6.1)	6.2	—	60
Semiconductors	15.7	6.6	- 57.8	64
Components	40.3	15.2	- 62.4	148
Other	27.6	37.5	+ 35.9	364
Sub Total	207.2	107.6	- 48.1	1,045
Unallocated corporate expenses and elimination (intercategory)	(26.0)	(5.6)	—	(55)
Restructuring expenses	(58.8)	(36.9)	—	(358)
Total	¥ 122.4	¥ 65.1	- 46.8%	\$ 632

Notes:

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Supplemental Information for Q3 FY2004 Earnings

1. Unit Sales/Shipments

(mln units)

	FY00	FY01	FY02	FY03	FY04 Fct	
					Oct Fct	Current
Video Camera	5.5	5.4	5.8	6.6	7.0	7.0
Digital Still Camera	2.6	3.4	5.6	10.0	15.0	14.0
DVD Player	4.0	5.0	7.0	8.5	9.3	9.3
DVD Recorder	-	-	0.02	0.65	2.0	1.7
LCD TV	-	-	-	0.43	0.7	1.0
PDP TV	-	-	-	0.21	0.3	0.3
Projection TV	-	-	-	0.92	1.0	1.25
LCD Rear-Projection TV				0.25	0.49	0.7
CRT Television	11.3	10.0	10.0	9.4	9.4	9.7
VAIO PC	2.5	3.5	3.1	3.2	3.7	3.3
Desktop	0.8	1.4	1.2	1.3	1.3	0.9
Notebook	1.7	2.1	1.9	1.9	2.4	2.4
Outside Japan	1.1	1.8	1.8	2.1	2.5	2.3
Japan	1.4	1.7	1.3	1.1	1.2	1.0

2. Sales and Capital Expenditures for Semiconductors and LCD

(bln yen)

	FY00	FY01	FY02	FY03	FY04 Fct	
					Oct Fct	Current
Semiconductors						
Sales*	367.0	300.0	340.0	400.0	470.0	460.0
Capital Expenditures*	90.0	50.0	41.0	80.0	190.0	160.0
LCD						
Sales	70.0	67.0	85.0	130.0	170.0	160.0
Capital Expenditures**	6.0	42.0	8.0	5.0	7.0	7.0

*As of the fiscal year ending March 31, 2005 (FY04), in association with the business integration of Sony Group's semiconductor manufacturing businesses, included within these figures are sales and capital expenditures for Sony's semiconductor manufacturer

3. PlayStation Hardware and Software Production Shipments

(mln unit)

	FY03					FY04				
	Q1	Q2	Q3	Q4	FY	Q1	Q2	Q3	Q4	FY
Hardware										
PlayStation 2	2.65	8.78	6.83	1.84	20.10	0.71	1.99	7.39		
Japan	0.90	0.66	1.64	1.08	4.28	0.54	0.37	1.58		
North America	1.44	3.77	1.67	0.44	7.32	0	0.70	2.63		
Europe	0.31	4.35	3.52	0.32	8.50	0.17	0.92	3.18		
PlayStation/PS one	0.83	0.96	1.02	0.50	3.31	0.57	0.60	0.84		
Japan	0.10	0.13	0.19	0.11	0.53	0.15	0.18	0.18		
North America	0.37	0.67	0.60	0.31	1.95	0.42	0.28	0.59		
Europe	0.36	0.16	0.23	0.08	0.83	0	0.14	0.07		
PSP								0.51		
Software	39.0	54.0	114.0	47.0	254.0	41.0	59.0	112.0		
PlayStation 2	31.0	44.0	104.0	43.0	222.0	38.0	56.0	109.0		
Japan	6.0	9.0	14.0	12.0	41.0	7.0	9.0	15.0		
North America	15.0	21.0	50.0	16.0	102.0	17.0	30.0	51.0		
Europe	10.0	14.0	40.0	15.0	79.0	14.0	17.0	43.0		
PlayStation	8.0	10.0	10.0	4.0	32.0	3.0	3.0	3.0		
Japan	1.0	1.0	<0.5	<0.5	2.0	<0.5	<0.5	<0.5		
North America	3.0	5.0	5.0	1.0	14.0	1.0	2.0	1.0		
Europe	4.0	4.0	5.0	3.0	16.0	2.0	1.0	2.0		
PSP								1.3		

* Production shipment units of hardware and software are counted upon shipment of the products from manufacturing bases.

4. Exchange Rates Trends

(yen)

	FY03					FY04				
	Q1	Q2	Q3	Q4	FY	Q1	Q2	Q3	Q4	FY
US\$										
Average market rate	117	117	108	106	112	109	109	105		
Weighted average market rate*	117	117	108	106	112	108	109	105		
Forward contract rate	118	117	113	107	114	108	109	108		
Euro										
Average market rate	133	131	128	133	131	131	133	136		
Weighted average market rate*	133	130	127	133	131	131	133	135		
Forward contract rate	131	133	131	129	131	132	132	135		

*Rates based upon the net export amounts of each month