

The Sony logo is displayed in a bold, black, sans-serif font.

Q1 FY2007 Consolidated Results

(Quarter ended June 30, 2007)

Sony Corporation Investor Relations

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Q1 FY07 Consolidated Results

SONY

(bln yen)

	Q1 FY06	Q1 FY07	Change	Change (LC*)
Sales & operating revenue	1,744.2	1,976.5	+13.3%	+7%
Operating income	27.0	99.3	+267.2%	+172%
Income before income taxes	54.0	83.8	+55.0%	
Equity in net income of affiliates	3.6	22.0	+506.4%	
Net income	32.3	66.5	+105.8%	
Net income per share of common stock (diluted)	30.75 yen	63.14 yen	+105.3%	
Restructuring charges**	10.7	3.4	-7.2	

Foreign exchange impact			Average Rate	Q1 FY06	Q1 FY07
Sales & operating revenue:	approx.	+115.4 bln yen	1 Dollar	113 yen	120 yen
Operating income:	approx.	+25.7 bln yen	1 Euro	142 yen	161 yen

* Local currency (LC) basis: change that would have occurred with no year-on-year change in exchange rates
 ** Restructuring charges are recorded as operating expenses

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Q1 FY07 Segments and Affiliates

SONY

(bln yen)

CONSOLIDATED SEGMENTS		Q1 FY06	Q1 FY07	Change	Change (LC*)
Electronics	Sales	1,280.9	1,429.3	+11.6%	+4%
	Operating income	47.4	84.1	+77.3%	+22%
Game	Sales	122.5	196.6	+60.5%	+49%
	Operating income	-26.8	-29.2	-	-
Pictures	Sales	204.8	231.4	+13.0%	+7%
	Operating income	-1.2	3.3	-	-
Financial Services	Revenue	124.1	184.8	+48.9%	
	Operating income	4.6	33.8	+637.1%	
All Other	Sales	88.1	84.2	-4.5%	
	Operating income	4.7	7.8	+63.9%	

* Local currency (LC) basis: change that would have occurred with no year-on-year change in exchange rates
 (for the Pictures segment refers to change on a US\$ basis).

MAJOR EQUITY METHOD AFFILIATES		4/06 – 6/06	4/07 – 6/07	Change
Sony Ericsson (mln euros)	Sales	2,272	3,112	+37%
	Income before taxes	211	327	+55%
SONY BMG (mln dollars)	Sales	872	875	+0.3%
	Income before taxes	-73	31	-

Sony Ericsson Mobile Communications AB & SONY BMG MUSIC ENTERTAINMENT are 50-50 joint ventures with LM Ericsson & Bertelsmann AG, respectively, both of which are accounted for by the equity method.

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FY07 Consolidated Results Forecast

SONY

(bln yen)

	FY06	FY07 FCT	Change
Sales & operating revenue	8,295.7	8,780	+6%
Operating income*	71.8	440	+513%
Restructuring charges (included above)	38.8	35	-10%
Income before income taxes	102.0	420	+312%
Equity in net income of affiliates	78.7	80	+2%
Net income	126.3	320	+153%
Capital Expenditures	414.1	440	+6%
for semiconductors (included above)	150	130	-13%
Depreciation & Amortization**	400.0	430	+7%
Research & Development	543.9	550	+1%

Foreign Exchange Rates	FY06 Actual	FY07 Assumption (Q2 onwards)
1 Dollar	116 yen	Approx. 117 yen
1 Euro	149 yen	Approx. 158 yen

* FY07 operating income forecast includes a gain on the sale of a portion of the site of Sony's former headquarters of approx. 59.0 bln yen, compared to the gain recorded in FY06 of 21.7 bln yen. In addition, FY06 operating income includes a provision of 51.2 bln yen for expenses relating to a notebook computer battery pack recall and our voluntary global replacement program.

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

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Q1 FY07 Structural Reform Progress Report

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	Goal (By end of FY07)	Achievements			
		FY05	FY06	Q1 FY07	FY05 + FY06 + Q1 FY07
Consolidated Operating Income Margin *	5%	3.9%	1.9%	5.2%	-
Electronics Operating Income Margin *	4%	1.4%	4.1%	6.1%	-
Cost Reductions (bln yen)**	200	38	137	10	185
Manufacturing Sites	11 out of 65	9	0	0	9

On Track to the Original Plan

Goals achieved by the end of FY06

Model count reduction (-20% vs. FY05), Headcount reduction (10,000), Asset sales (120 bln yen)

* Operating income margin, excluding restructuring charges, pension return benefits and the provision for expenses relating to a notebook computer battery pack recall and our voluntary global replacement program

** Cost reductions are cumulative

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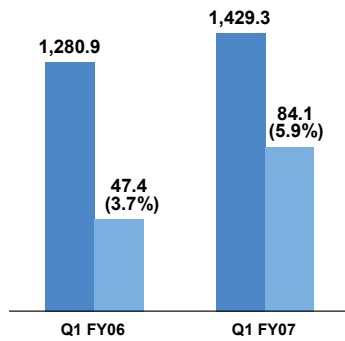
Q1 FY07 Electronics

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Sales & Operating Income

(bln yen)

Q1 FY07 Results



Sales: Increased by 11.6%
(sales to outside customers increased by 7%)

- Increase: Cyber-shot™ digital cameras, BRAVIA™ LCD TVs, Handycam® video cameras
- Decrease: LCD rear-projection TVs, CRT TVs

Operating income: Increased by 77.3%

- (+) factors: Foreign exchange rates impact, sales increase
- (-) factors: SGA increase

By product category:

- Increase: Cyber-shot digital cameras, System LSI, Handycam® video cameras
- Decrease: BRAVIA LCD TVs

Restructuring charges: 2.6 bln yen (Q1 FY06: 10.1 bln yen)

	Change	(LC)
Sales	+11.6%	+4%
Operating Income	+77.3%	+22%

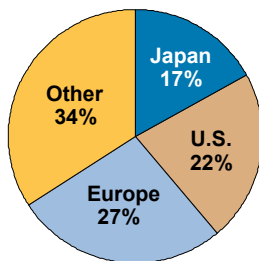
Includes intersegment transactions; "LC" is local currency comparison; % under operating income is operating margin

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Q1 FY07 Electronics Sales by Area

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Sales to outside customers excluding operating revenue
1,294.8 bln yen, +7% (LC -1%)

Japan: -9%

- Increase: Image sensors, Flash memory and HDD Walkman®
- Decrease: Cellular phones, BRAVIA LCD TVs

U.S.: +/- 0% (LC -5%)

- Increase: Cyber-shot digital cameras, BRAVIA LCD TVs
- Decrease: LCD rear-projection TVs, CRT TVs

Europe: +13% (LC +/- 0%)

- Increase: Handycam® video cameras, Cellular phones, VAIO PCs
- Decrease: PC monitors, LCD rear-projection TVs

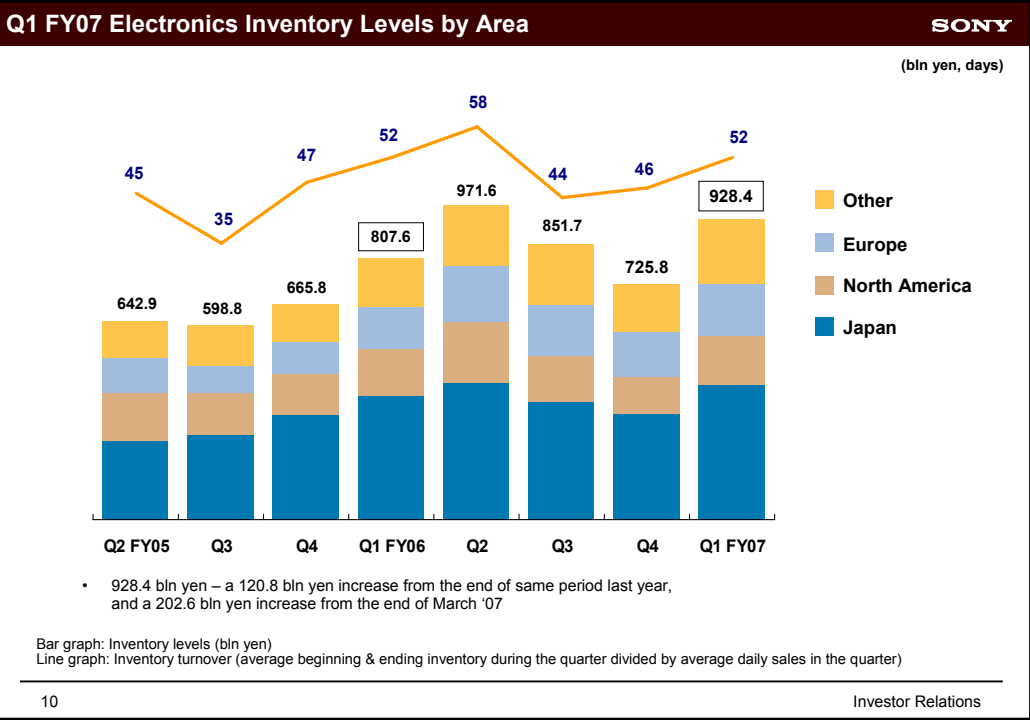
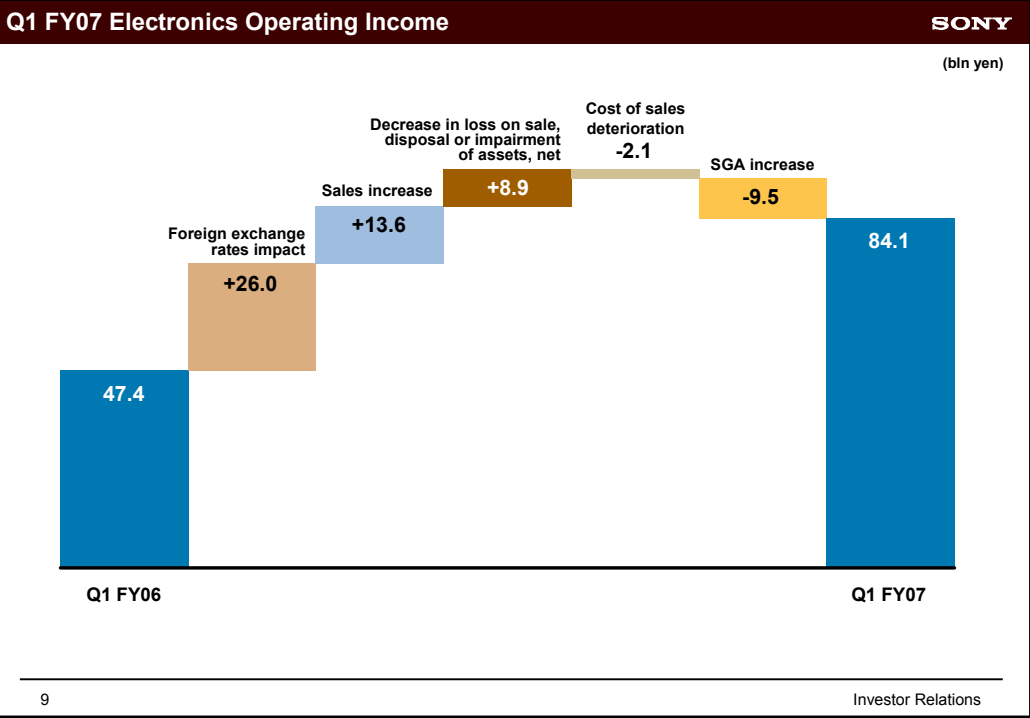
Other Areas: +16% (LC +7%)

- Increase: Cyber-shot digital cameras, BRAVIA LCD TVs
- Decrease: CRT TVs

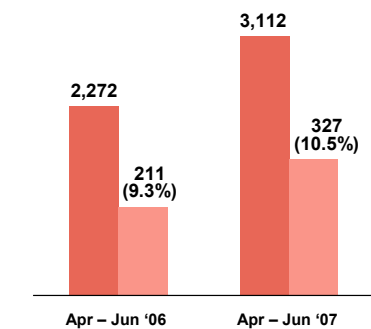
Sales composition is based on customer location (yen basis); Sales are to outside customers and exclude operating revenue; "LC" is local currency comparison

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Sales & Income Before Taxes (mln euro)



Apr '07 - Jun '07 Results

Continues strong sales and profit growth

- Sales increased 37% to 3,112 mln euro, and income before taxes increased 55% to 327 mln euro.
- Unit shipments up 59% YoY to 24.9 mln units.
- Contributors to earnings included Walkman® phones and Cyber-shot phones.
- The increase in low and mid-tier priced phones in the product portfolio resulted in market share increasing 3% YoY, to well over 9%.

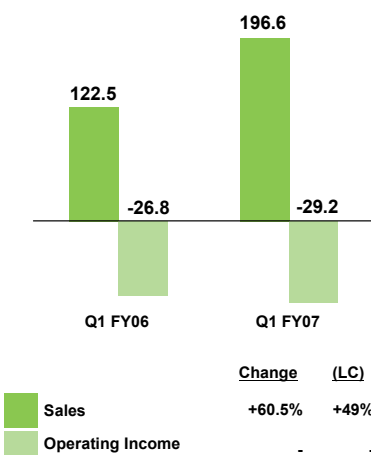
Sony recorded equity in net income of 17.7 bln yen, an increase of 74%

Impact To Sony

	Apr - Jun '06	Apr - Jun '07	Change
Net income (mln euro)	143	220	+54%
Equity in net income recorded by Sony (bln yen)	10.2	17.7	+74%

% under income before taxes is BT margin

Sales & Operating Income (bln yen)



Q1 FY07 Results

Sales:

- Overall segment sales increased as a result of the contribution to sales from PS3.
- Hardware and software sales both increased.

Operating loss:

- Although profit from software increased due to increased hardware penetration, segment losses increased primarily due to the loss arising from the strategic pricing of PS3 at points lower than its production cost.

Inventory:

- 227.0 bln yen.
- Increased due to the introduction of PS3 in all major regions.

Unit Sales*

		Q1 FY06	Q1 FY07	Change
Hardware (mln units)	PS2	2.33	2.70	+16%
	PSP	1.41	2.14	+52%
	PS3	-	0.71	-
Software (mln units)	PS2	32.7	31.1	-5%
	PSP	9.3	9.9	+6%
	PS3	-	4.7	-

* Beginning with Q1 FY07, the method of reporting hardware and software unit sales has been changed from production shipments to recorded sales.

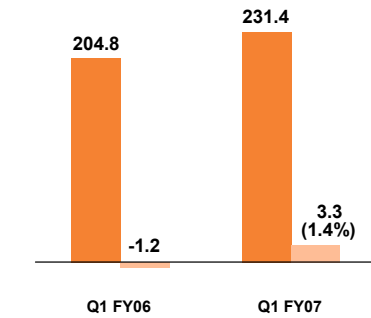
Includes intersegment transactions; "LC" is local currency comparison; % under operating income is operating margin

Q1 FY07 Pictures

SONY

Sales & Operating Income

(bln yen)



	Change	(US\$)
Sales	+13.0%	+7%
Operating Income	-	-

Q1 FY07 Results

Sales: 13.0% increase, 7% increase on a US\$ basis

- Sales increased primarily due to the highly successful worldwide theatrical performance of *Spider-Man 3* combined with growth in advertising revenues from several international channels.

Operating income: 3.3 bln yen compared to a 1.2 bln yen operating loss recorded in the previous year

- Benefited from sales of home entertainment for prior fiscal year films including *Casino Royale* and *Stomp the Yard*. Operating income also benefited from lower marketing expenses incurred for upcoming summer releases.

Includes intersegment transactions; "US\$" is a comparison on the basis of SPE's US dollar consolidated results; % under operating income is operating margin

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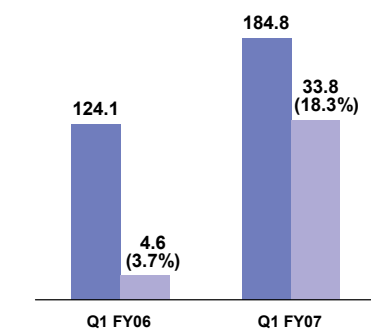
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Q1 FY07 Financial Services

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Financial Service Revenue & Operating Income

(bln yen)



	Change
Revenue	+48.9%
Operating Income	+637.1%

Q1 FY07 Results

Financial service revenue: Increased 48.9% due to higher revenue at Sony Life

- Sony Life revenue: 65% increase
- (+) factor: Primarily due to higher revenue was an improvement in both valuation gains (losses) from convertible bonds in the general account and gains (losses) from investments in the separate account, as well as an increase in insurance premium revenue reflecting an increase in policy amounts in force.

Operating income: Increased 7.4x due to increased income at Sony Life

- Sony Life operating income: 11.2x increase
- (+) factor: Primarily due to improvement in both valuation gains (losses) from convertible bonds in the general account and gains (losses) from investments in the separate account, as well as an increase in insurance premium revenue reflecting an increase in policy amounts in force.
- Sony Assurance and Sony Bank continued to perform well

Sony Life Results

	Q1 FY06	Q1 FY07	Change
Revenue (bln yen)	98.1	161.8	+65%
Operating income (bln yen)	3.1	34.6	+1,018%

Includes intersegment transactions; % under operating income is operating margin

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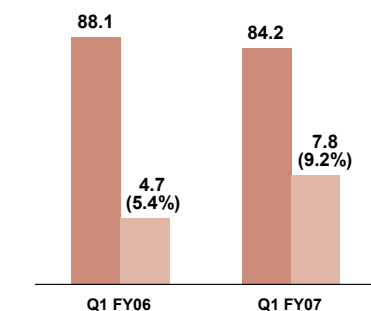
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Q1 FY07 All Other

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Sales & Operating Income

(bln yen)



	Change
Sales	-4.5%
Operating Income	+63.9%

Q1 FY07 Results

Includes SMEI's music publishing business & SMEJ

Sales: 4.5% decrease

- Mainly due to the deconsolidation of Sony retail businesses.
- SMEJ
 - Increase primarily a result of an increase in consignment sales of non-SMEJ titles and album sales.
 - Best-selling albums included YUI's *CAN'T BUY MY LOVE*, Crystal Kay's *ALL YOURS*, and BEAT CRUSADERS' *EPopMAKING~Pop tonu Sogu~*.

Operating income: 7.8 bln yen, increase of 63.9%

- Increase mainly due to increased sales at SMEJ and So-net Entertainment Corporation.

Includes intersegment transactions; % under operating income is operating margin

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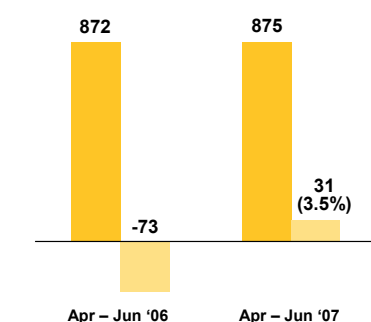
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Apr-Jun '07 SONY BMG MUSIC ENTERTAINMENT (Equity Method Affiliate)

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Sales & Income Before Taxes

(mln dollar)



	Change
Sales	+0.3%
Income Before Taxes	-

Apr '07 - Jun '07 Results

Sales increased 0.3%. Recorded \$31 mln of income before taxes, compared to a loss before income taxes of \$73 mln recorded in the previous year

- Sales: Increase due to the strength of several releases combined with the growth in digital sales, partially offset by the decline in the worldwide physical music market.
- Best selling albums included Avril Lavigne's *The Best Damn Thing*, Kelly Clarkson's *My December* and R. Kelly's *Double Up*.
- Income before taxes: Improved primarily due to lower marketing, overhead and restructuring expenses, as well as a gain on the sale of an interest in a joint venture.
- Income before taxes includes \$29 mln of restructuring charges, a year-on-year reduction of \$18 mln.

Sony recorded equity in net income of 1.2 bln yen

Impact To Sony

	Apr - Jun '06	Apr - Jun '07	Change
Net income (mln dollar)	-81	21	-
Equity in net income recorded by Sony (bln yen)	-4.6	1.2	-

% under income before taxes is BT margin

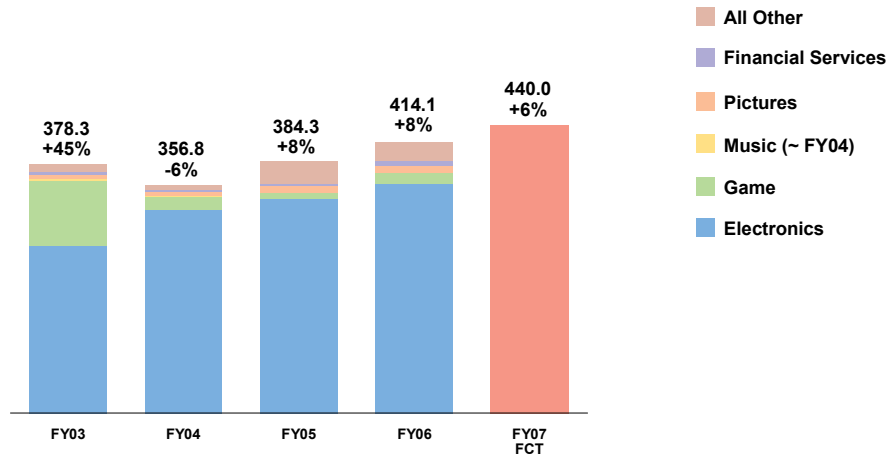
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FY07 Capital Expenditures Forecast

SONY

(bln yen)



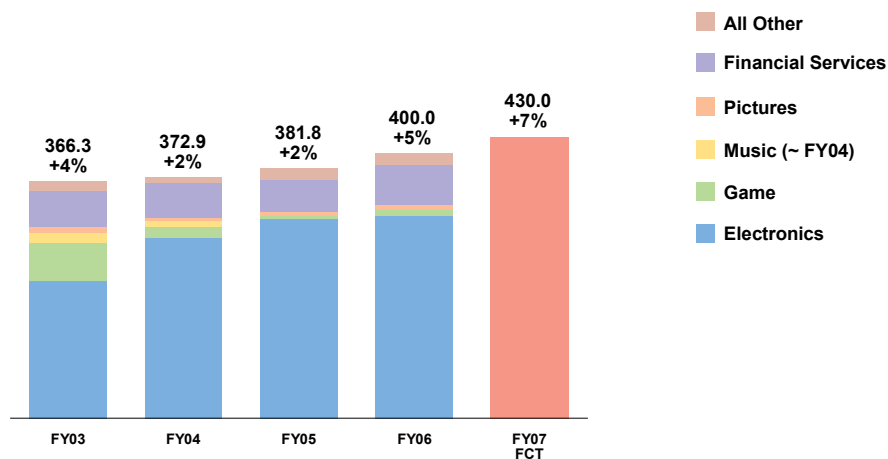
- FY07 (FCT) includes 130.0 bln yen for semiconductors, compared to 150.0 bln in FY06
- No change from May forecast

% is over prior year

FY07 Depreciation & Amortization Forecast

SONY

(bln yen)



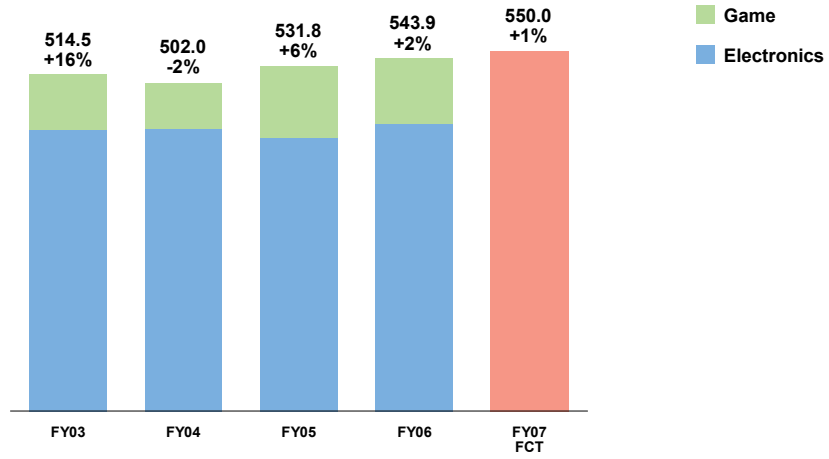
- FY07 (FCT) includes 350 bln yen for depreciation of tangible assets, compared to 315.8 bln in FY06
- No change from May forecast

% is over prior year

FY07 Research & Development Forecast

SONY

(bln yen)



- No change from May forecast

% is over prior year