Sony ESG/ Technology Briefing

Sony's Technology Initiatives

Sony Corporation
Executive Deputy President
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Purpose

Fill the world with emotion, through the power of creativity and technology.
People are the Core of Sony Group’s Business Portfolio

**Move People’s Hearts**

Content Business

Branded Hardware
CMOS Image Sensor

Direct to Consumer Service

**Connect People to People**

Automotive Sensing
(Safety)

Medical Equipment
(Health)

Financial Service
(Assurance)

Support People

Technology’s Contribution to Sony’s Diverse Businesses

**Sony’s Technology**

Game
Network
Services

Pictures

Music

Electronics
Products&
Solutions

Imaging&
Sensing
Solutions

Financial
Services
Diversity/Global

Using Technology to Solve the Challenges of People, Society, and the Planet
### 3R Technology

**Reality**
**Real-time**
**Remote**

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<th>Virtual Production</th>
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<tr>
<td>Virtual Production in Hollywood</td>
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<td>360 Virtual Mixing Environment</td>
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<td>Volumetric Capture</td>
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**AI**

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<tr>
<th>Prediction One</th>
<th>Sony AI</th>
<th>Future Mobility Project</th>
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**Imaging & Sensing**

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<tr>
<th>Intelligent Vision Sensor</th>
<th>AI Sensing Solution</th>
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Partnership to provide AI sensing solutions
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<th>Medical</th>
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<tr>
<td>Flow Cytometers</td>
<td>KIRAVIA Dyes</td>
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<td><img src="image1.png" alt="Flow Cytometers" /></td>
<td><img src="image2.png" alt="KIRAVIA Dyes" /></td>
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<th>Planet/Space</th>
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<td>SOLISS</td>
<td>Sensing IoT</td>
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<td><img src="image3.png" alt="SOLISS" /></td>
<td><img src="image4.png" alt="Sensing IoT" /></td>
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Sony’s Technology 2020
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," "plan," "strategy," "prospect," "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) 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, game and network platforms, smartphones and televisions, 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 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 continued ability to identify the products, services and market trends with significant growth potential, to devote sufficient resources to research and development, to prioritize investments and capital expenditures correctly and to recoup its investments and capital expenditures, including those required for technology development and product capacity;
(vii) Sony's reliance on external business partners, including for the procurement of parts, components, software and network services for its products or services, the manufacturing, marketing and distribution of its products, and its other business operations;
(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 meet operational and liquidity needs as a result of significant volatility and disruption in the global financial markets or a ratings downgrade;
(x) Sony's ability to forecast demands, manage timely procurement and control inventories;
(xi) 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, liabilities and operating results are denominated;
(xii) 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 defend itself against claims that its products or services infringe the intellectual property rights owned by others;
(xiii) 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 defend itself against claims that its products or services infringe the intellectual property rights owned by others;
(xiv) 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.
(xv) risks related to catastrophic disasters, pandemic disease or similar events.
(xvi) the ability of Sony, its third-party service providers or business partners to anticipate and manage cybersecurity risk, including the risk of unauthorized access to Sony's business information and the personally identifiable information of its employees and customers, potential business disruptions or financial losses; and
(xvii) the outcome of pending and/or future legal and/or regulatory proceedings.

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.