Sony IR Day 2018
Music Segment (SMEJ)
May 22, 2018

Business Executive
Sony Corporation

Representative Director
Chief Executive Officer
Sony Music Entertainment (Japan) Inc.

Michinori Mizuno

Director of Board
CFO, Corporate EVP
Sony Music Entertainment (Japan) Inc.

Toshihiro Konno

Agenda
Music Segment (SMEJ)

1. Business Outline
2. Mid-Term Vision
3. FY17 Results / FY18 Forecast
1. Business Outline

Company Profile

Name: Sony Music Entertainment (Japan) Inc.
Established: March, 1968
Location: 4-5 Rokubancho, Chiyoda-ku, Tokyo
Representative Director: Michinori Mizuno
Number of Subsidiaries: Approximately 20
50 Year Journey ~ Business Diversity Starting from CBS/Sony ~

Strengthen Music Business by Vertical Integration

Diversify Business by Horizontal Expansion

1968

Music Biz

Package Solution Biz

Live Solutions Biz

Talent Management Biz

Anime Biz

Character Biz

1968

Est. CBS/Sony Records Inc.

Began publishing business

'75 began record warehouse

Built record factory

1975 began record warehouse

'77 in-house jacket design

'87 built recording studios

1978 built recording studios

1987 in-house jacket design

1978 est. Sony Creative Products

1997 est. SPE VISUAL WORKS

2003 changed name to Aniplex, increased investment

Music Segment (SMEJ)

Business Model

Digital

Real

Content

Artists, songs, recorded music, anime, video, mobile game, characters, etc.

Live

Sony IR Day 2018
2. Mid-Term Vision

Road to General Entertainment Company

◆ Creating and Maximizing Hits
  ✓ Strengthen music and anime IP
  ✓ Leverage IP
Creating and Maximizing Hits ~ Strengthen Music and Anime IP ~

Music Segment (SMEJ)

Expand Business Domain  
(Example: Fate Series)

TV Broadcast

Theatrical

Mobile Game

Visual Package Media

Music

Event

Sony IR Day 2018
Creating and Maximizing Hits ～ Leverage IP～

Sustainable Growth in Mobile Game Business

✔ Fate/Grand Order Retention Initiatives
✔ New Hit IP-Based Products

Mid-term Vision

Road to General Entertainment Company

◆ Overseas Expansion
◆ New Businesses
Overseas Expansion - countries/regions

- France
- Germany
- China (Shanghai) Representative Office
- US (LA) Based Company

Live Venues in Asia
- New Taipei
- Singapore
- Kuala Lumpur
- Australia

New Businesses

Sports
- B.LEAGUE
- SUNWOLVES

Event
- AnimeJapan 2018

AI
- PROJECT Samantha

VR
- Goldbreath
3. FY17 Results / FY18 Forecast
Sony IR Day 2018

FY18 Operating Profit Forecast Variance from FY17

Music Segment (SMEJ)

Operating Income

FY17*
(Excludes One-Time Factor)

Mobile Game
Music/Anime
Other

FY18 Forecast

SONY