

Sony's Purpose & Values

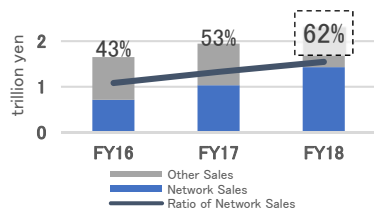


- Sony defines its purpose and as to “fill the world with emotion, through the power of creativity and technology.”
- Sony's Purpose & Values serve as the basis of and guide the activities of all Sony Group employees around the world.

Learn More About Sony's Purpose & Values

https://www.sony.net/SonyInfo/CorporateInfo/purpose_and_values/

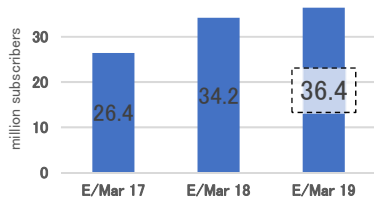
G&NS: Growth of PlayStation®



Growth of Network Sales*

- Since its launch, PlayStation®4 (PS4™), network sales have been driven by PlayStation™Network (PSN) software sales and the membership growth of PlayStation®Plus (PS Plus)
- Network sales exceeded 50% of total sales in FY17, and grew to 62% in FY18.

*Network sales includes network services relating to game, video and music content.



PS Plus Membership Trends

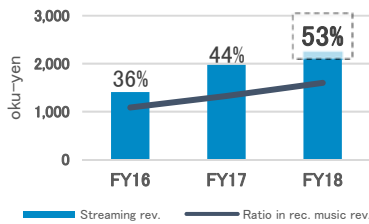
- Membership of PS Plus, a paid subscription service, has steadily increased since the launch of PS4. As of March 31, 2019, the number of active subscribers has reached 36.4 million.
- As of March 31, 2019, PSN's Monthly Active User count was more than 94 million.

Major Upcoming 1st Party Titles

- *The Last of US Part II*
- *Ghost of Tsushima*
- *Death Stranding*



Music



The Largest Music Company in the World*

- With the full consolidation of EMI Music Publishing, Sony Group, including Sony/ATV Music Publishing, now holds the world's largest music publishing catalog. Sony Music Entertainment is the world's second largest music production company. When combined with Sony Music Entertainment (Japan) and its subsidiaries operating a variety of music related businesses, Sony Group has the strong position of being the largest music company in the world

*Based on the total sales of the Music segment (total sales of Sony Music Entertainment, Sony/ATV Music Publishing LLC, EMI Music Publishing and Sony Music Entertainment (Japan) Inc.) for the fiscal year ended March 31, 2019, under the assumption that EMI Music Publishing had been our wholly-owned subsidiary from April 1, 2018.

Growth of Streaming Revenue*

- Revenue from streaming has dramatically increased year after year, and in FY18, the share of recorded music revenue from subscription streaming broke 50%.

*Streaming revenue includes digital audio, digital video and digital radio, and includes revenue from both subscription and ad-supported services.

Sony Music Artists



P!NK



Travis Scott



Khalid

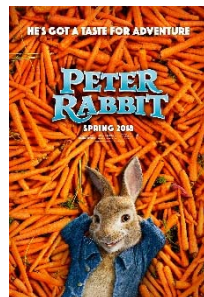


Hikaru Utada

Pictures

2018 Hit Titles with Worldwide Box Office Revenue

- Jumanji: Welcome to the Jungle – \$963.2 million
- Peter Rabbit – \$351.8 million
- Hotel Transylvania 3: Summer Vacation – \$528.8 million
- Venom – \$856.1 million
- Spider-Man: Into the Spider-Verse – \$375.8 million



▪ **2019 Titles with Release Date***

- Men in Black: International – June 14, 2019
- Spider-Man: Far From Home – July 2, 2019
- Once Upon a Time...in Hollywood – July 26, 2019
- Charlie's Angels – November 15, 2019
- Jumanji: Welcome to the Jungle Sequel – December 13, 2019
- Little Women – December 25, 2019

*Release date in the U.S.



Men in Black: International



Spider-Man: Far From Home



Once Upon a Time...in Hollywood



Charlie's Angels



Jumanji: Welcome to the Jungle Sequel



Little Women

IP Synergy / Technology Synergy



PS4 Exclusive Title *Marvel's Spider-Man*

- A PS4 exclusive title featuring Spider-Man, Sony Pictures' most iconic popular franchise.
- Since its launch in September 2018, it has broken 9 million in cumulative units* sold through globally.

*From September 7, 2018 to November 25, 2018. Includes cumulative physical units sold through on Blu-ray Disc™ according to Sony Interactive Entertainment data as well as online downloads including from PlayStation™Store.



Innovation Studios

- Built within the Sony Pictures lot, Innovation Studios is involved in the making of VR, AR, and MR content in addition to conventional video production.
- By leveraging technology such as digital set scanning, which can virtually reproduce studio sets, Innovation Studios aims to enhance creativity in video production.



**Hikaru Utada Laughter in the Dark Tour 2018
- HIKARI & CHIKAI - VR**

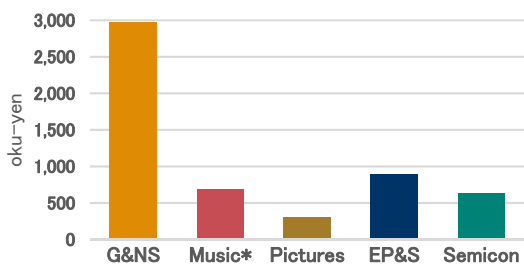
- Recorded two songs from the “Hikaru Utada Laughter in the Dark Tour 2018.”
- Using PlayStation®VR (PS VR), viewers can take a look around the live concert stage, enjoy a front-row view of the performance, and immerse themselves in the concert from three different angles.

360 Reality Audio

- Provides an immersive music experience that feels just like being at a live concert.
- Uses Sony’s object-based spatial audio technology and enables creation of a 360-degree musical experience by mapping sound sources such as vocals, chorus and instruments with positional information of distance and angle.

EP&S (Electronics Products & Solutions)

FY18 Cash flow by segment (Operating and Investing)



* Excluding expenses to acquire EMI Music Publishing (▲2,442 oku-yen)

- For FY18, EP&S segment generated net cash flow approximately 90 billion yen, second only to Game & Network Services segment*.

*The total amount of net cash flow generated by the Home Entertainment & Sound segment, Imaging Products & Solutions segment and the Mobile Communications segment in FY18.

Major Products of EP&S



α™ Digital Camera and Interchangeable Lenses



BRAVIA® MASTER Series
A9G Series 4K OLED TV



1000X Series Wireless Noise Canceling
Stereo Headphones

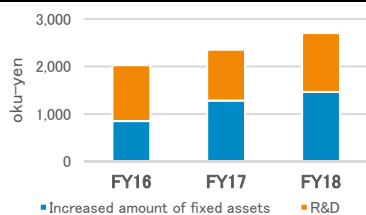


Xperia 1
Smartphone



CineAlta Camera
VENICE

Semiconductors: CMOS Image Sensors



Investments for Growth of Semiconductors segment (Capital Investments/R&D)

- Proactively investing in the Semiconductors segment for further growth in the image sensor business.

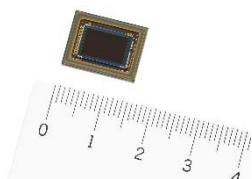
Commercialization of IMX490 CMOS Image Sensor for Automotive Cameras

- Simultaneously achieves HDR and LED flicker*¹ mitigation functions at industry's highest*² 5.4-effective-megapixels*³.
- Contributes to highly accurate recognition ability in autonomous vehicles under various traffic conditions and levels of luminosity.

*1 LED flickering that occurs when photographing LED indicators, traffic lights, etc.

*2 As of announcement on December 18, 2018

*3 Based on image sensor effective pixel specification method



Social Value Created by Technology

Contributing to Safety



Safety Cocoon

- Sensing technology provides 360-degree monitoring in a variety of daily driving scenarios.
- Helps ensure vehicle safety by enabling early risk avoidance.



ORBEYE*

- Surgical microscope system incorporating wide range of expertise and the latest advances in 4K 3D technology.
- Supports highly delicate surgical procedures such as neurosurgery in real time through 4K 3D images.
- Use of 55-inch 4K 3D monitor facilitates team surgery and contributes to reduce surgeon fatigue in the operating room by eliminating the need for extensive viewing via microscope eyepieces.

*Developed by Sony Olympus Medical Solutions Inc.

Nurturing Future Engineers and Creators



KOOV

- A robotics programming kit that allows users to combine colorful blocks and electronic models to bring them to life with code.
- Stimulates children's curiosity and creativity to nurture the young pioneers of tomorrow.



MESH

- IoT blocks that give shape to ideas using programming.
- Combines blocks equipped with motion sensors, lights, buttons, light sensors, and other features with everyday objects to add smart features to them with no need for expertise in circuits or network programming.



toio™

- A robotic toy by Sony Interactive Entertainment that lets children manipulate and program cube-shaped robots and let their imaginations run wild.
- Let children enjoy playing across a variety of genres such as action/puzzle games and programming alongside friends and family.

■ Addressing Social Issues



Synecoculture

- An agricultural method constituted by extremely diverse mixed communities of edible species that allows creation and management of highly useful, valuable and biodiverse ecosystems with ICT support.
- Aims to enable small-medium scale farms, which account for 90% of agricultural holdings and produces up to 80% of basic commodities to promote biodiversity through food production.

(Masatoshi Funabashi, Sony Computer Science Laboratories)



P2P Food Lab

- Supports small scale farmers practicing agro-ecology through research into advanced crop monitoring and weeding robots.
- Aims to harness technologies to contribute reducing environmental footprint.

(Peter Hanappe, Sony Computer Science Laboratories)



Prosthetic Limb for Athletes

- Aims to re-examine the definition of the human body through research into prosthetics.
- One of the goals is for athletes using prosthetics to one day break the world records set by non-disabled athletes.

(Ken Endo, Sony Computer Science Laboratories)

Origin of Data

Following figures are prepared based on data from “Supplemental Information for the Consolidated Financial Results for the Fourth Quarter Ended March 31, 2019” published by Sony Corporation on April 26, 2019.

“Supplemental Information for the Consolidated Financial Results for the Fourth Quarter Ended March 31, 2019” URL:
https://www.sony.co.jp/SonyInfo/IR/library/presen/er/pdf/18q4_supplement.pdf

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- Hotel Transylvania 3: Summer Vacation © 2018 Sony Pictures Animation Inc. and MRC II Distribution Company L.P. All Rights Reserved.
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- Marvel's Spider-Man © 2019 MARVEL © 2019 Sony Interactive Entertainment LLC. Developed by Insomniac Games, Inc.

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- *Hikaru Utada Laughter in the Dark Tour 2018 – HIKARI & CHIKAI – VR* ©2018 U3MUSIC/Sony Music Entertainment (Japan) Inc. ©2018 Sony Interactive Entertainment Inc.

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- (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 recruit, retain and maintain productive relations with highly skilled personnel;

- (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) shifts in customer demand for financial services such as life insurance and Sony's ability to conduct successful asset liability management in the Financial Services segment;
- (xvi) risks related to catastrophic disasters or similar events;
- (xvii) 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
- (xviii) 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. 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.