

**MUSIC**

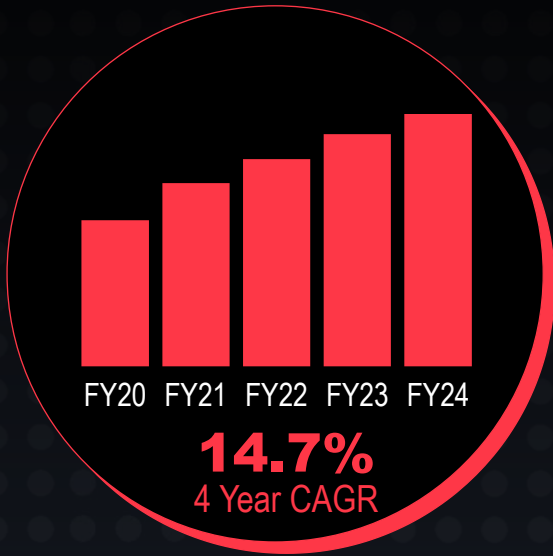
# **Music Segment (SMG)**

Chairman, Sony Music Group  
CEO, Sony Music Entertainment

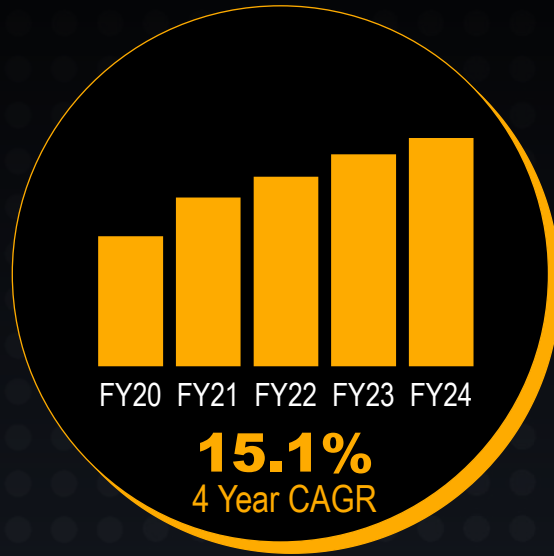
**Rob Stringer**

# Record-Breaking SMG Financials In Key Metrics

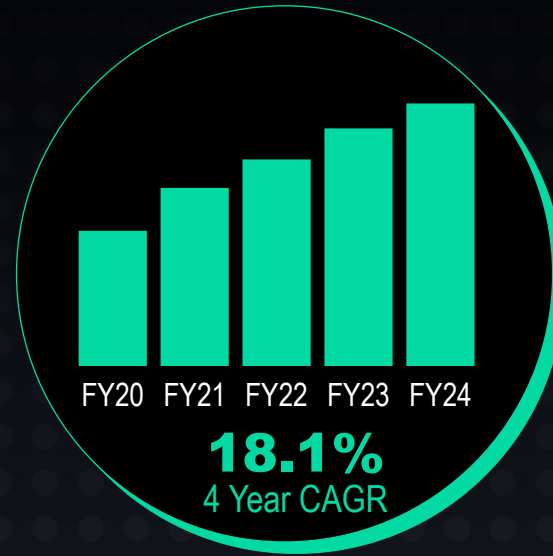
## Total Revenues



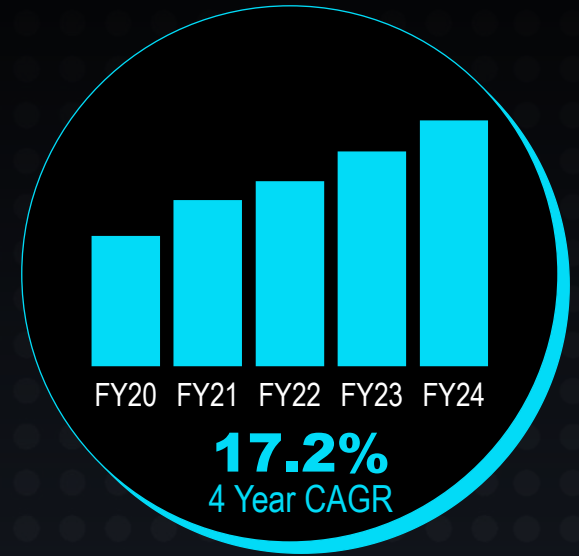
## Streaming Revenues



## Adjusted Operating Income<sup>3</sup>



## Adjusted OIBDA<sup>3</sup>



FY24 all-time high; Up **+\$3.9B** since FY20 and exceeded market growth of **11.3%**<sup>1,2</sup>

Outpaced market growth<sup>1</sup>; Increased **~\$2.8B** since FY20

Industry-leading OI margins

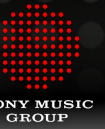
Industry-leading **25%+** margins

1) Industry Recorded Music Source: IFPI Global Music Report 2025

2) Industry Publishing Source: Music & Copyright

3) Adj. Operating Income and Adj. OIBDA (Adj. OIBDA = Operating Income + Depreciation and amortization expense – the profit and loss amount that Sony deems non-recurring) are not measures in accordance with IFRS or US GAAP. However, Sony believes that these disclosures may be useful information to investors.

\* Revenues and Streaming Revenues are based on US GAAP for the period for FY19 and FY20, and on IFRS for FY21 and onwards; CAGR is calculated as a simple comparison between FY19 result based on US GAAP and FY23 result based on IFRS



# Global Creative Success



**Beyoncé**



SONY MUSIC



SONY MUSIC PUBLISHING



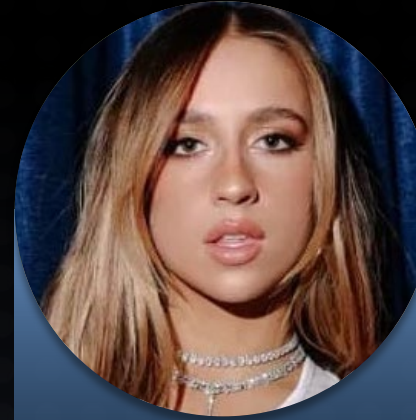
**Tyler, The Creator**



SONY MUSIC



SONY MUSIC PUBLISHING



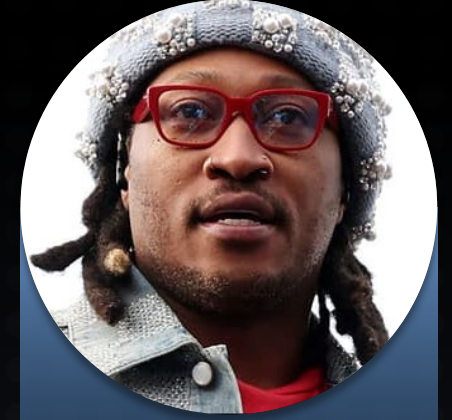
**Tate McRae**



SONY MUSIC



SONY MUSIC PUBLISHING



**Future**



SONY MUSIC



**Bad Bunny**



SONY MUSIC

**RIMAS**



**Edgar Barrera**



SONY MUSIC PUBLISHING



**Chappell Roan**



SONY MUSIC PUBLISHING



**Charlie XCX**



SONY MUSIC PUBLISHING

# Investing In Growing Repertoire & Creative Ventures

## BROAD & GROWING GLOBAL ECOSYSTEM

Repertoire Centers

Label Services

Artist Services

DIY Distribution

Music Publishing

### SELECT INVESTMENTS

QUEEN

Pink Floyd



mass appeal



WATIB RECORDS

GMC  
THE MERCH COLLECTIVE



DRM

TGR MUSIC GROUP

NAPALM RECORDS

ROAST PRODUCTIONS

BLACK SKY CREATIVE

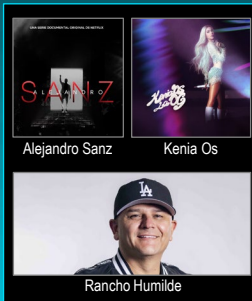
WV

# Expanding Presence In High-Growth Markets

## Latin America



Top 100 Tracks Per Week In Region<sup>1</sup>  
**40.4**  
Tracks On Average



Continued Chart Success

Expanding Artist Opportunities

## Asia Region



Chart Success

Asia Catalogs

India Repertoire Growth

**#1** major label group in India

## Eastern Europe



Label Acquisitions/ Market Expansion

Catalog Acquisition

Expanding footprint in fast growing music markets

## Africa & Middle East



Middle East New Services

Middle East Catalogs

Africa Repertoire Growth

Growing services, content and artists globally

**#1** across the region

1) Source: Spotify Top 100 for Latin America in FY24

# SMG Core Value Proposition – Label & Artist Services Spotlight

## Leading Independent Distribution & Services Organization



The  
**Orchard**®

**AWAL**

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**26,000**

Orchard  
Label Partners

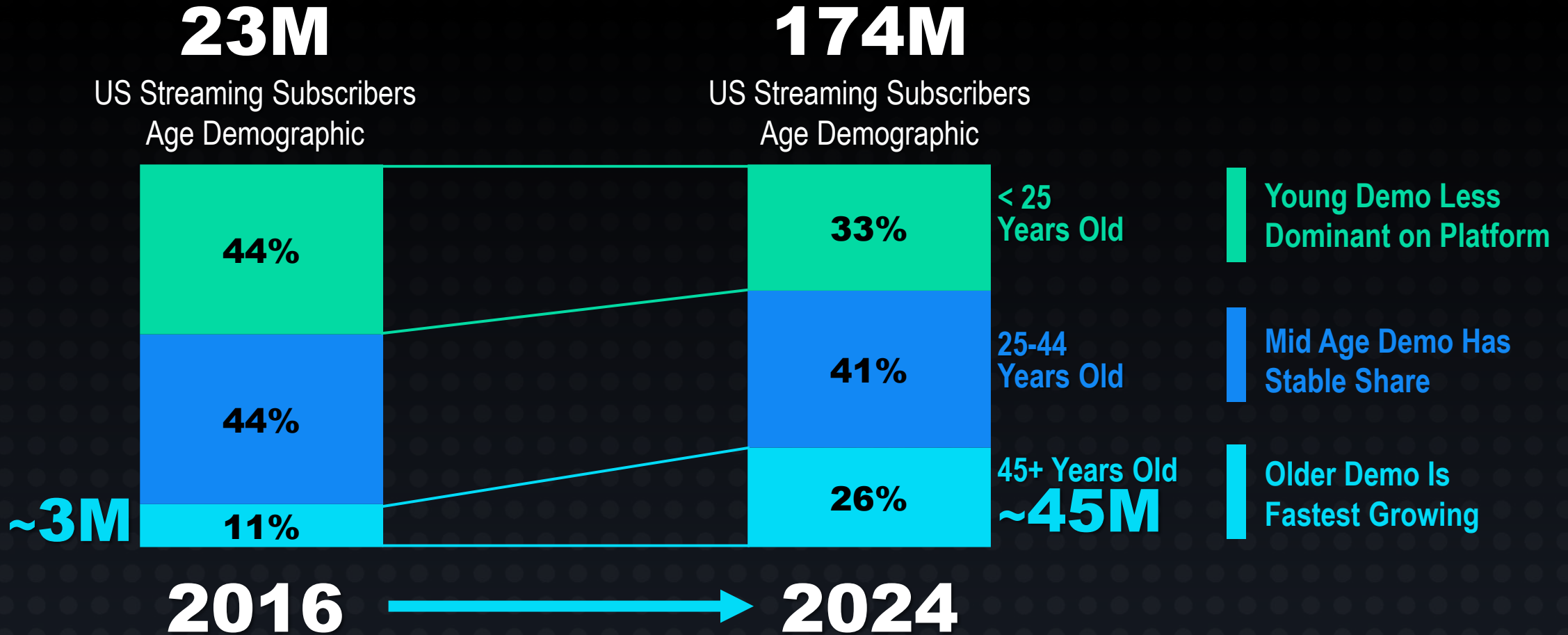
**20,000+**

AWAL  
Artists

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**Doubled** Sales Between CY20 and CY24

# Consumption Shift As Streaming Reaches Mainstream



Streaming behavior of older, lean-back consumers leads to greater consumption of catalog

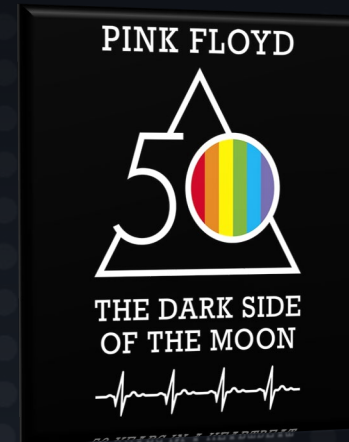
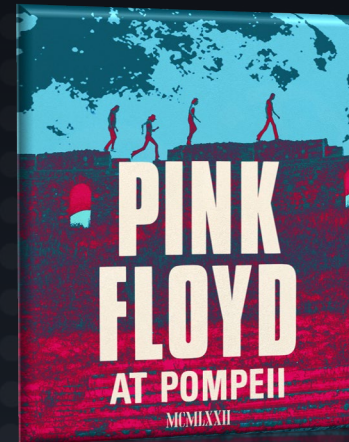
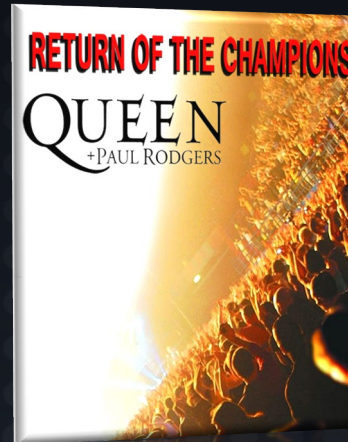
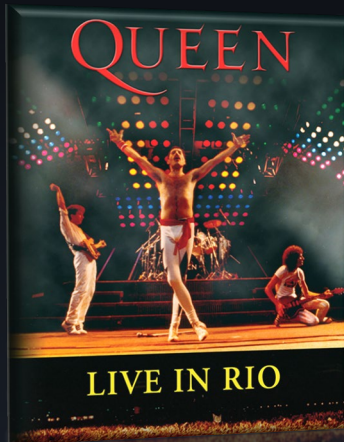
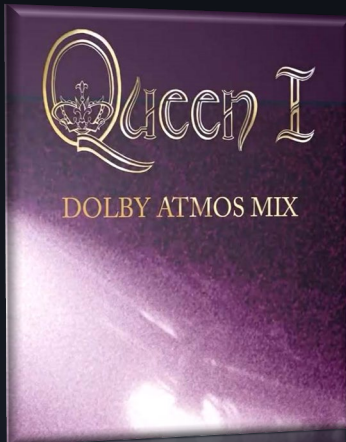
1) Source: Estimated from RIAA US Subscriber Data and SME Internal Research

# Investing In Catalog

## Queen



## Pink Floyd



# Supporting Wider Talent Endeavors

## Merchandise



CEREMONY OF ROSES



Tyler, The Creator



Dua Lipa



JENNIE



Megan Moroney



Zach Bryan

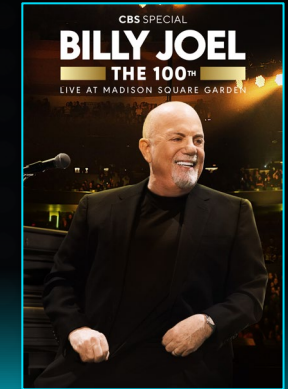
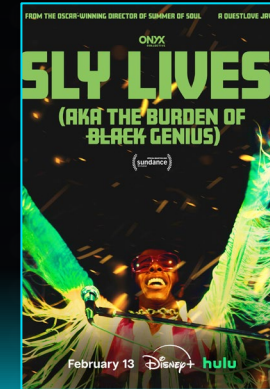
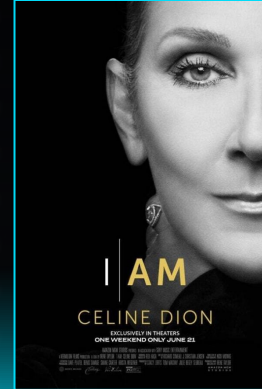


LISA

## Sony Music Vision



SONY MUSIC VISION



## Neighboring Rights



## Live, Experiential & Touring



## Ticketing Services



## Recording Studios



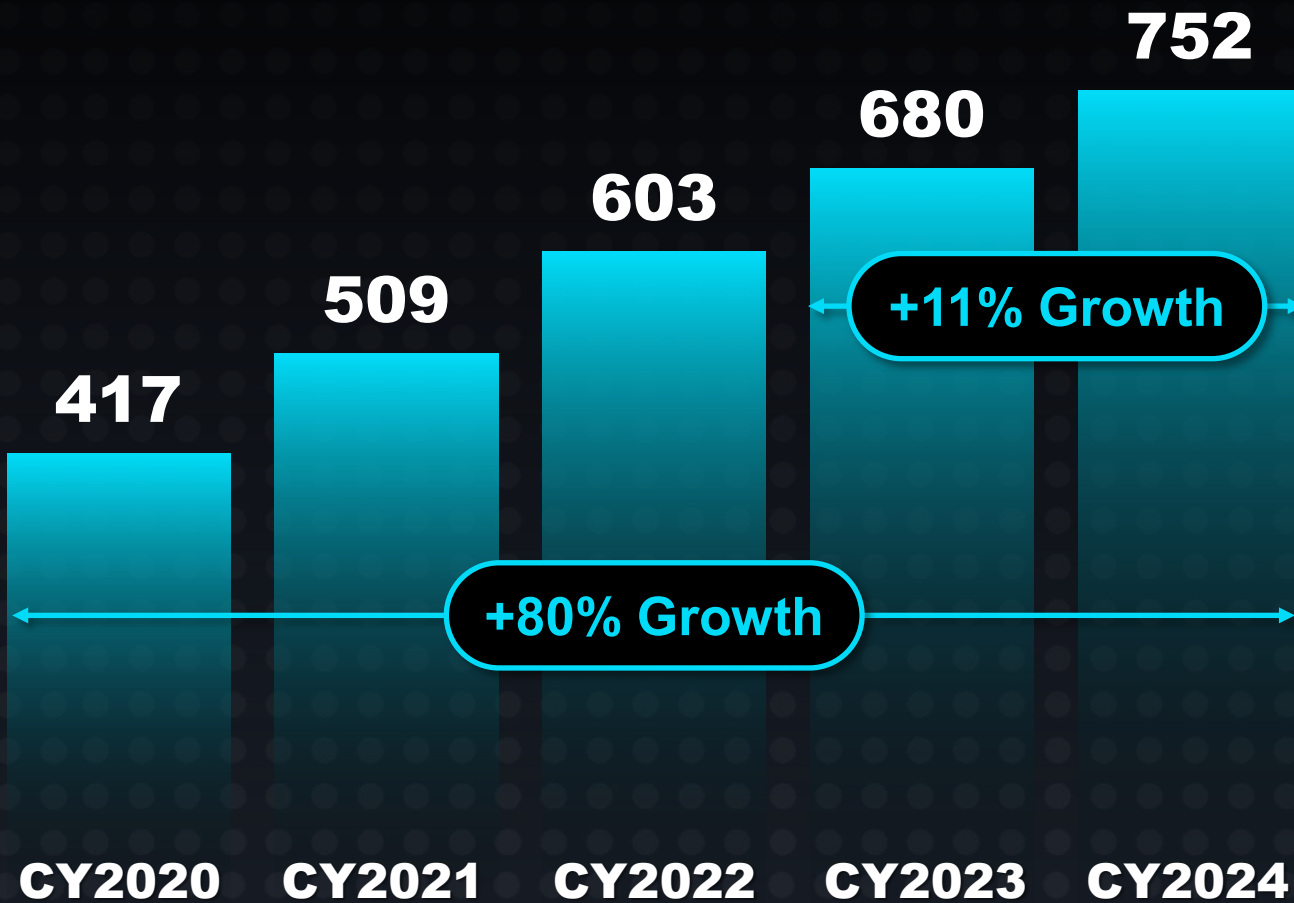
## Artist Management





# Evolution of Global Streaming

## Total Global Users Of Paid Subscription Accounts (m)



## 100s of Partners Globally



# Continued Growth in Data & Technology Capabilities

Intuitive Solutions for  
Transparency & Insights


 **Artistportal.**

 **SCORE**

 **Go**

 **Insights**

Robust Tools Driving Fan  
Connections & Analytics

  
**fansifter**<sup>™</sup>  
First Party Fan Data Platform

  
*Songwhip*

**T.A.D.A.S**

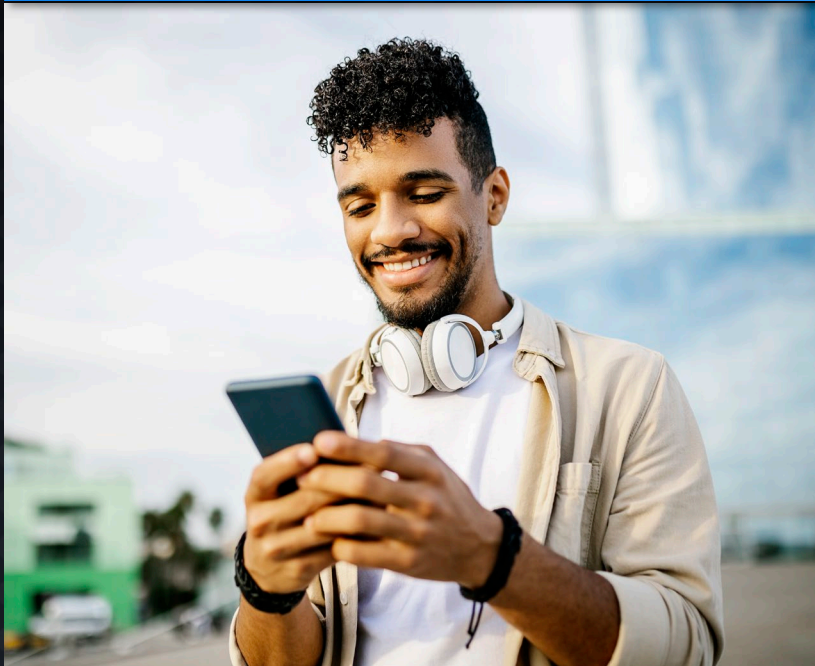
**apollo**  
**INSIGHTS**

Fully-Owned Internally Developed & Acquired Tools

# Navigating Gen AI In Music's Transformation Era

SME Has Actively Engaged with **800+** Companies on AI

## New Consumer Products

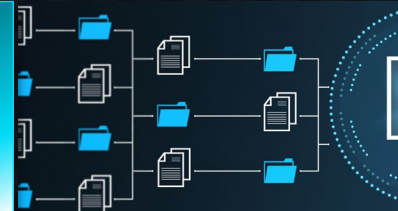


## Innovative Creator Solutions

Content Protection & Detection



Enhanced Metadata



Audio Tuning and Translation



# Navigating Gen AI In Music's Transformation Era

## SMG Deeply Involved in Shaping the Future of Music

Copyright is an  
Undeniable Legal  
Right



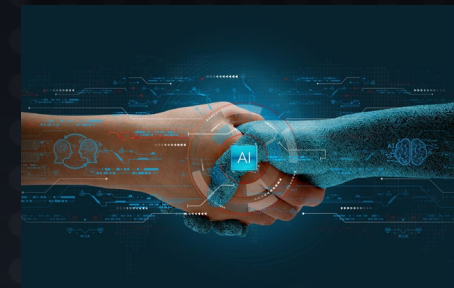
Clarity is Needed to  
Foster Innovation

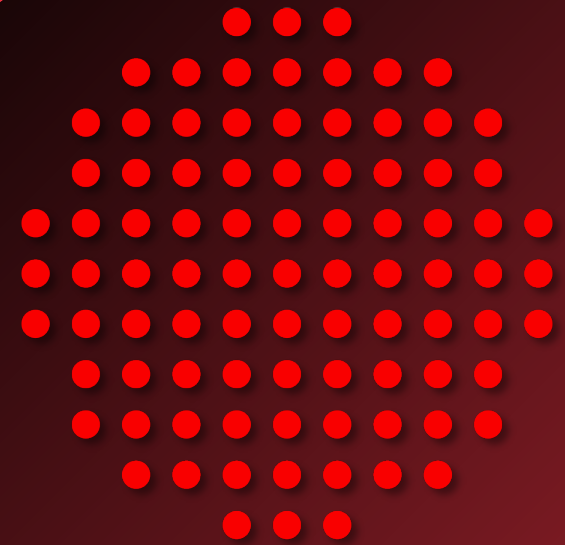


AI Tech Should Not  
Be Subsidized By  
Governments



Developing A  
Functioning  
Marketplace Is The  
Only Appropriate  
Path Forward





**SONY MUSIC  
GROUP**

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- (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;
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- (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 equity and bond 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, geopolitical conflicts, pandemic disease 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. The continued impact of developments relating to the situations in Ukraine and Russia and in the Middle East, as well as the series of changes in U.S. tariff policy, 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.