



Sony Q1 FY2001 Results

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Consolidated Results

Q1 FY2001 (three months ended June 30, 2001)

		YOY change	YOY change, local currency
Sales and operating revenue	1,638 bln yen	+ 5%	- 3%
Operating income	3 bln yen	- 90%	- 56 bln
Income (loss) before income taxes	- 14 bln yen	- 51 bln	
Net income (loss)	- 30 bln yen	+ 62 bln	

Impact of Exchange Rates (Q1 FY01 vs Q1 FY00)

(\$1 = 122 yen vs 106 yen; 1 euro = 106 yen vs 98 yen) *

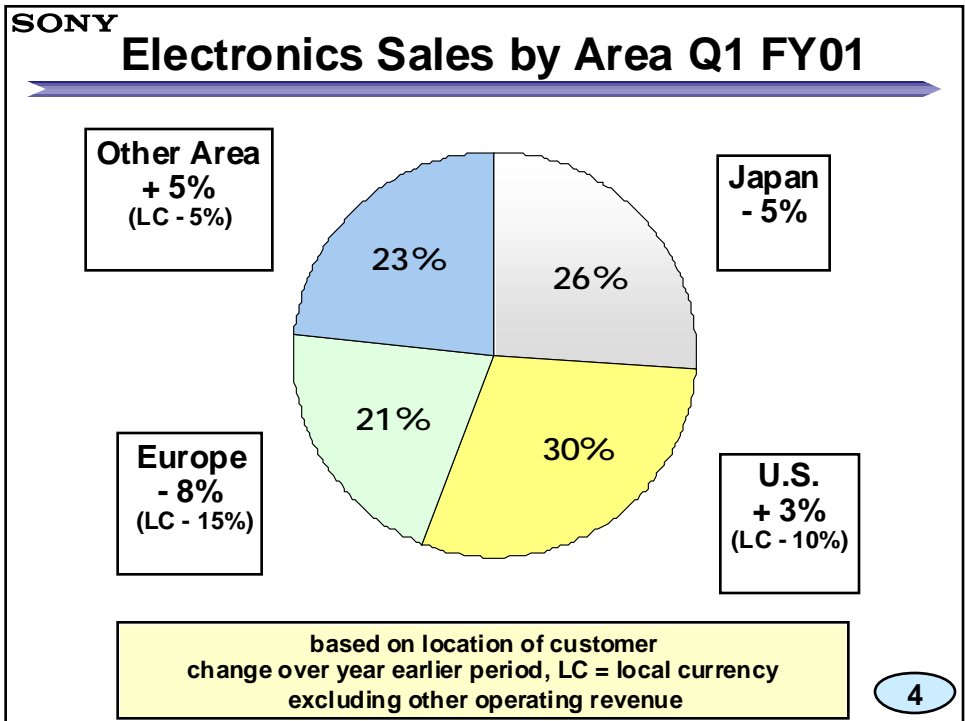
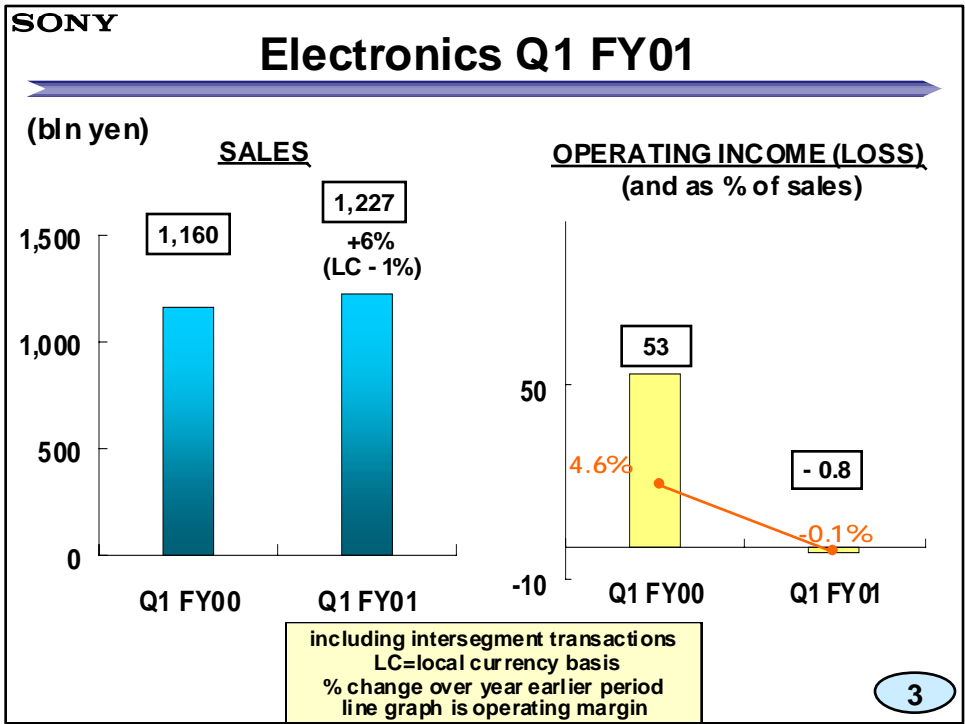
Sales: +121 bln yen Operating income: +28 bln yen

Impact of Changes in Accounting Principle

- Impact of change regarding goodwill and other intangible assets:
Operating income: +5.1 bln yen Net income: +4.8 bln yen
- Impact of change in derivatives and hedge accounting standards:
Net income: +6 bln yen

3. In the year earlier period, one-time non-cash cumulative effect adjustment of ¥101.7 bln loss (net-of-tax) for a change in acctg. principle in the pictures industry and ¥2.8 bln loss (net-of-tax) for a change in acctg. principle for revenue recognition, were recorded.

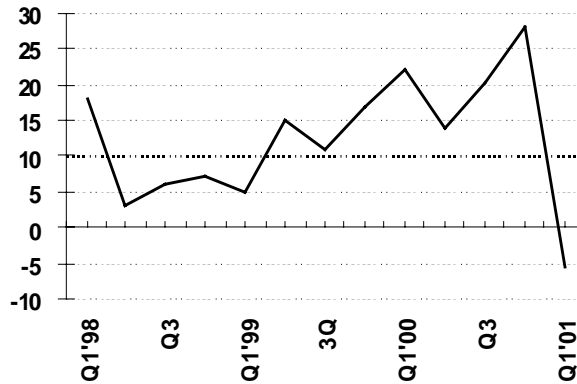
* average market rate in period



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Electronics Sales Trends by Area

Japan Percentage change on year earlier period



Q1'01 positive factors

- PCs
- digital still cameras

Q1'01 negative factors

- mobile phones
- video cameras

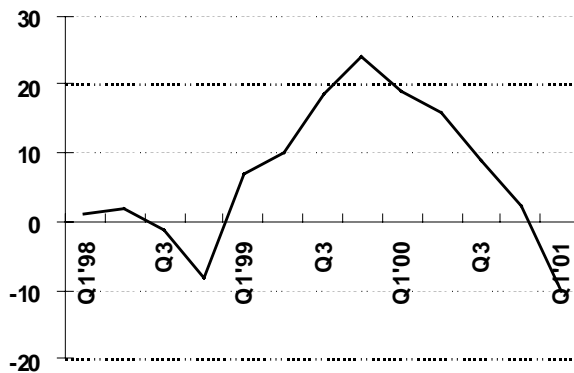
excluding other operating revenue

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Electronics Sales Trends by Area

U.S. Local currency base:
Percentage change on year earlier period



Q1'01 positive factors

- video cameras

Q1'01 negative factors

- computer displays
- digital still cameras
- broadcast & professional-use equipment

excluding other operating revenue

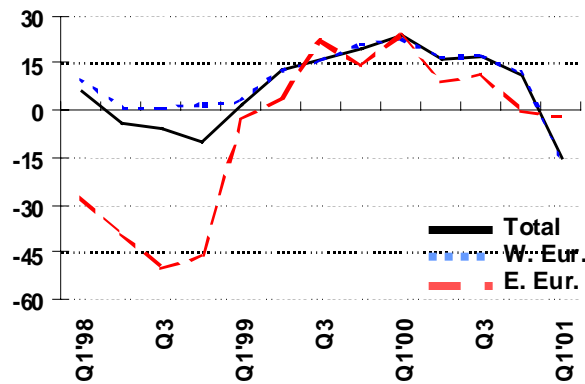
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Electronics Sales Trends by Area

Europe

Local currency base:
Percentage change on year earlier period



Q1'01 negative factors

- televisions

excluding other operating revenue

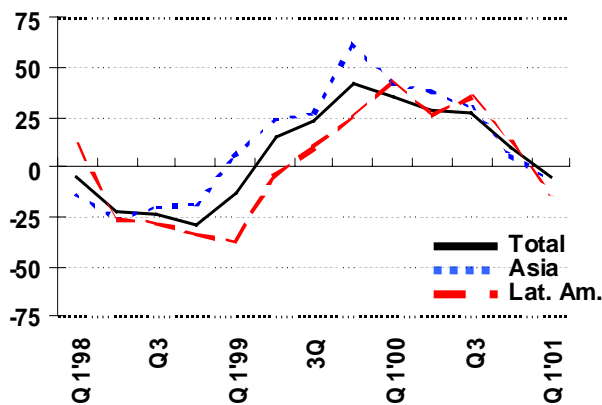
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Electronics Sales Trends by Area

Other Areas

Local currency base:
Percentage change on year earlier period



Q1'01 positive factors

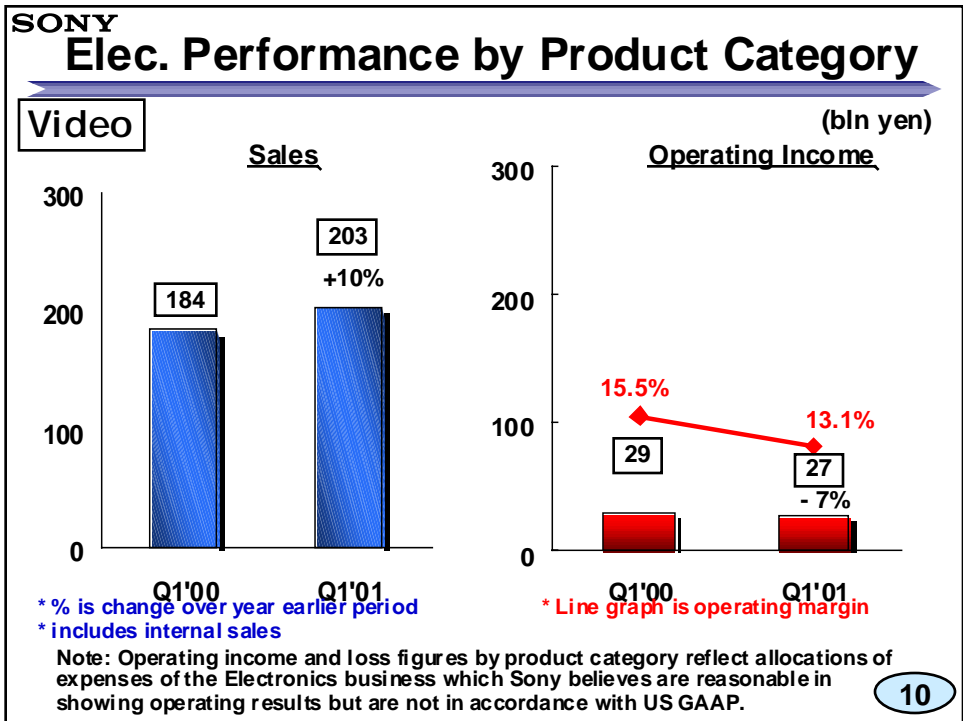
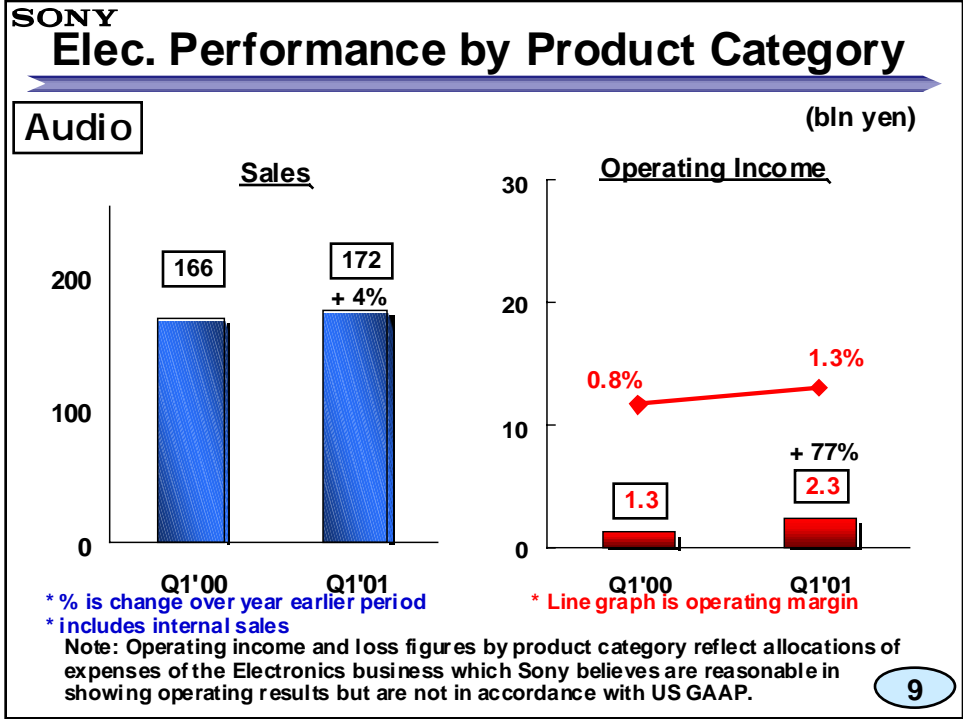
- video cameras
- low temp. LCDs

Q1'01 negative factors

- CD-R/RWs
- televisions

excluding other operating revenue

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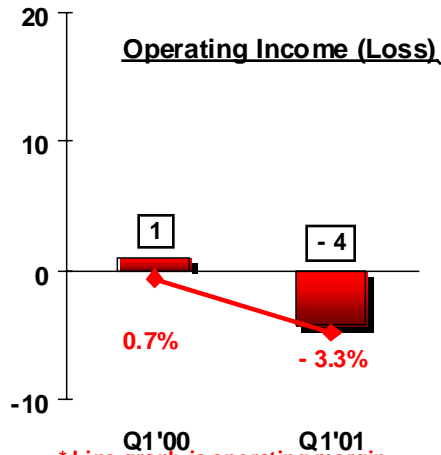
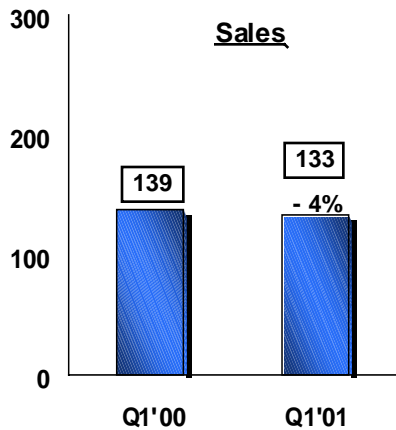


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Elec. Performance by Product Category

Televisions

(bln yen)



* % is change over year earlier period
* includes internal sales

Note: Operating income and loss figures by product category reflect allocations of expenses of the Electronics business which Sony believes are reasonable in showing operating results but are not in accordance with US GAAP.

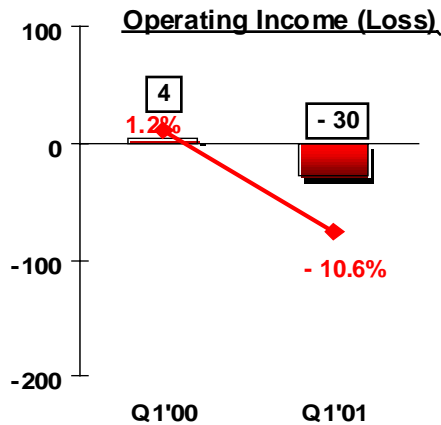
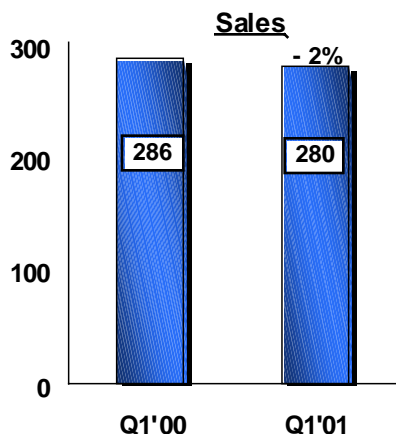
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Elec. Performance by Product Category

Information and Communication

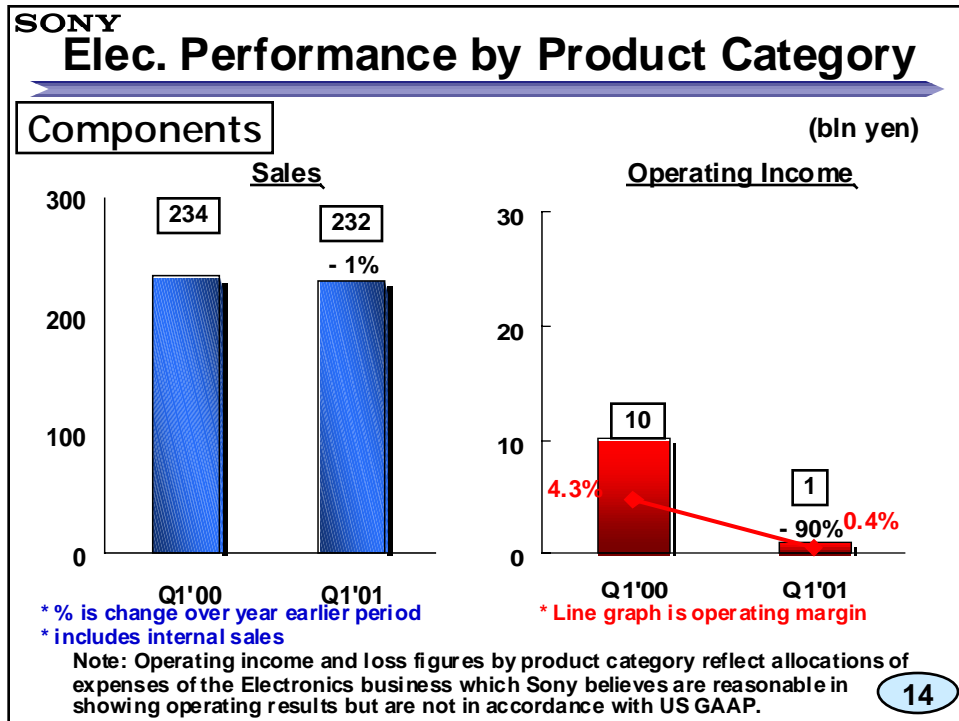
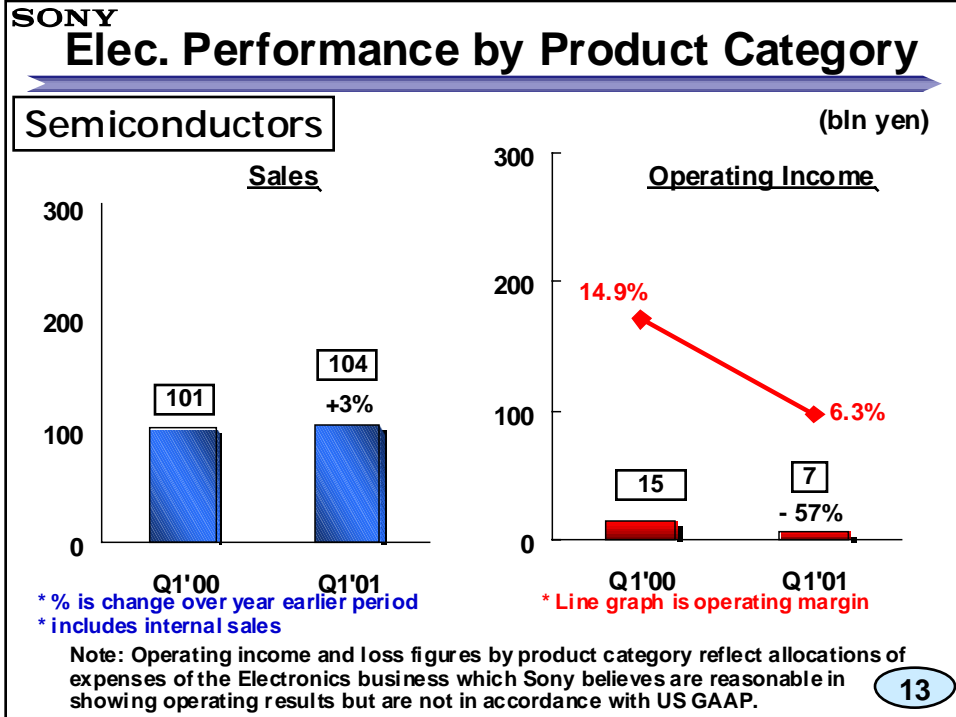
(bln yen)

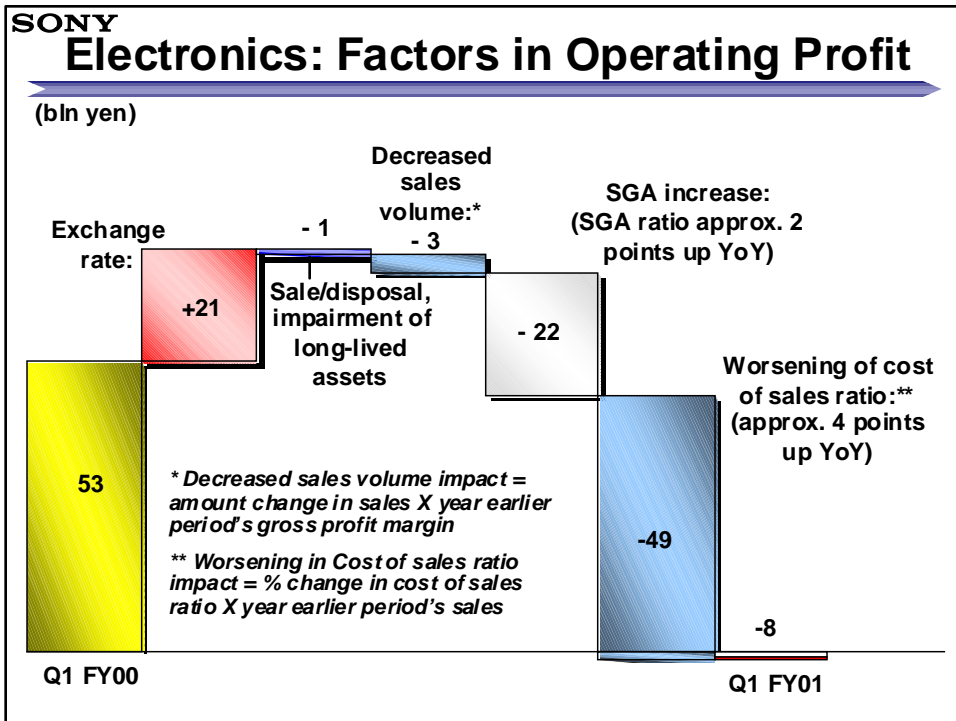
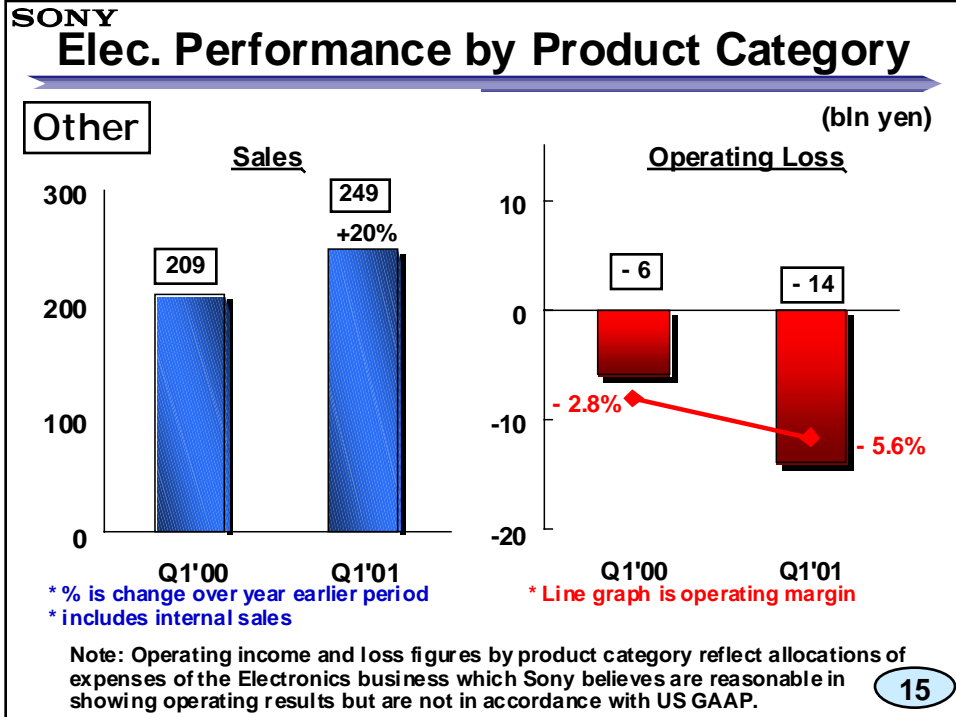


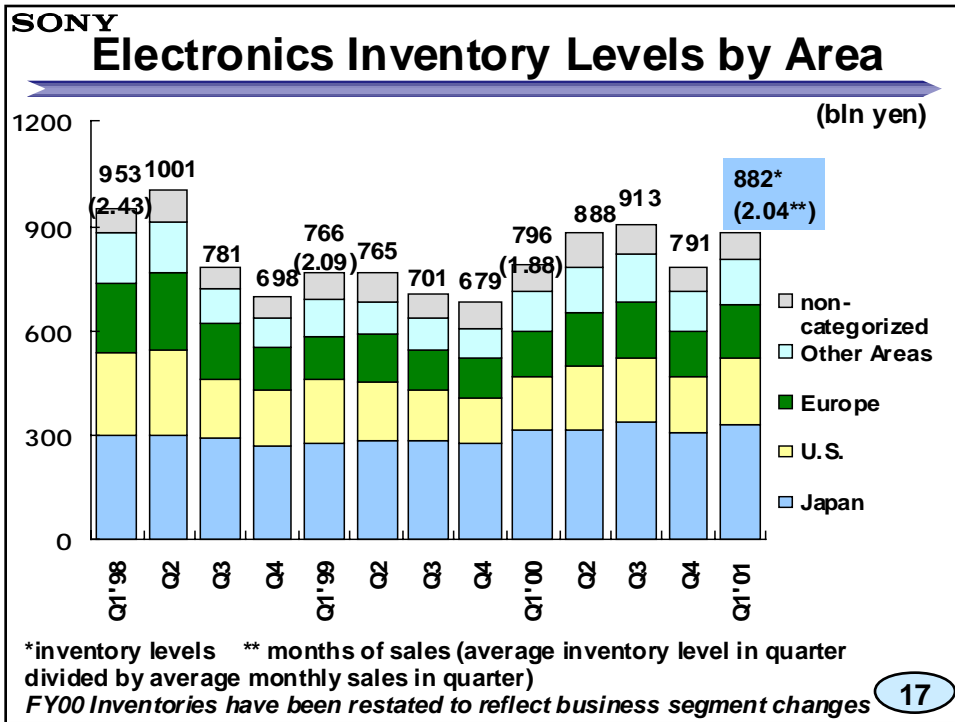
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* includes internal sales

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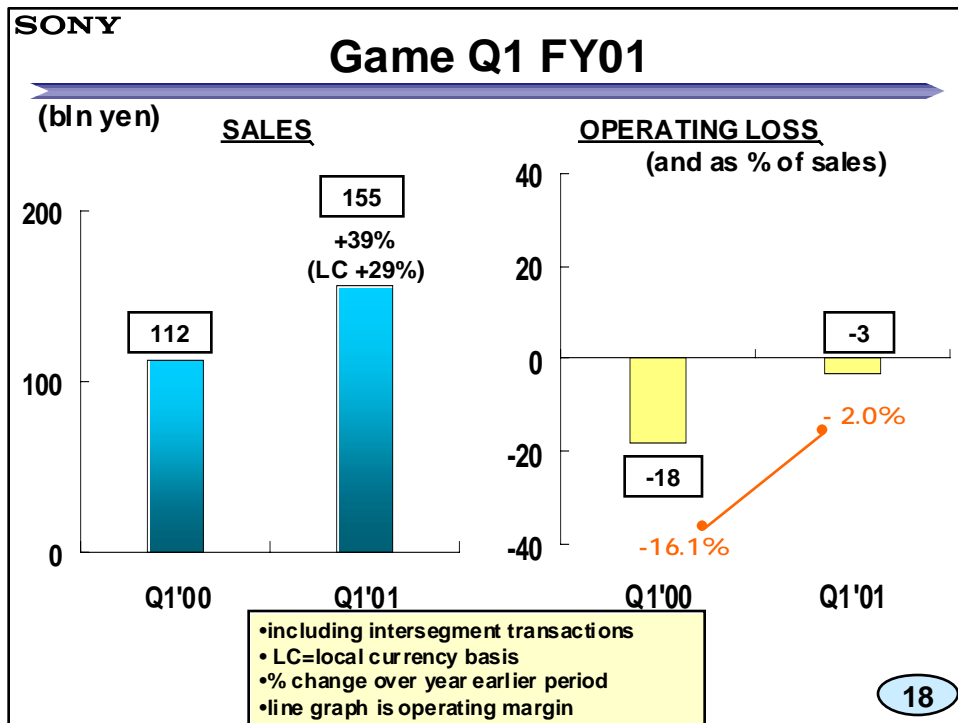
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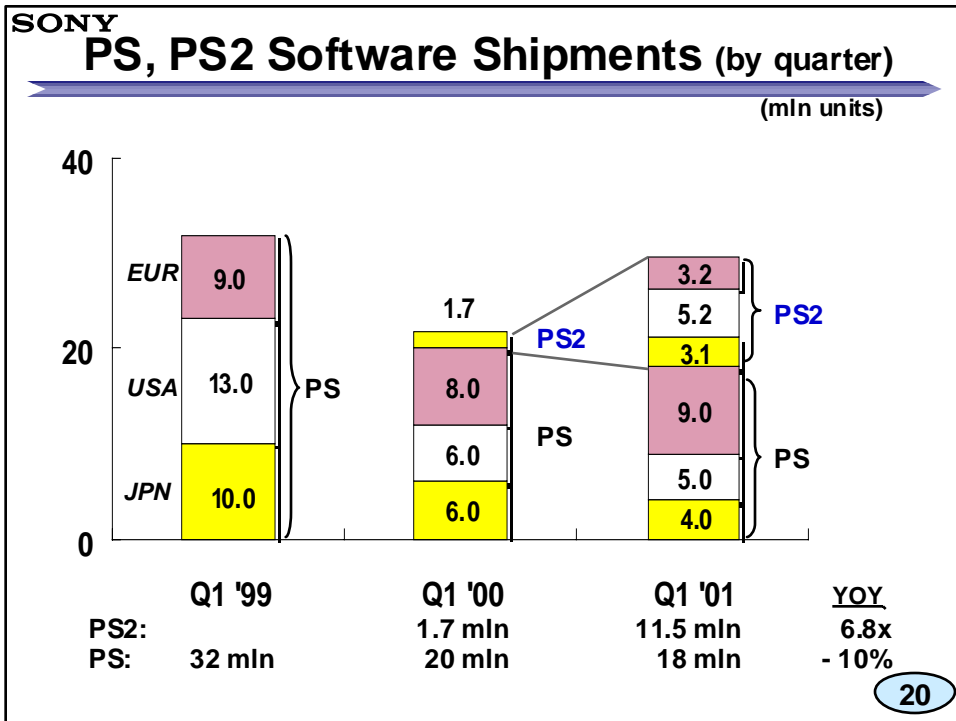
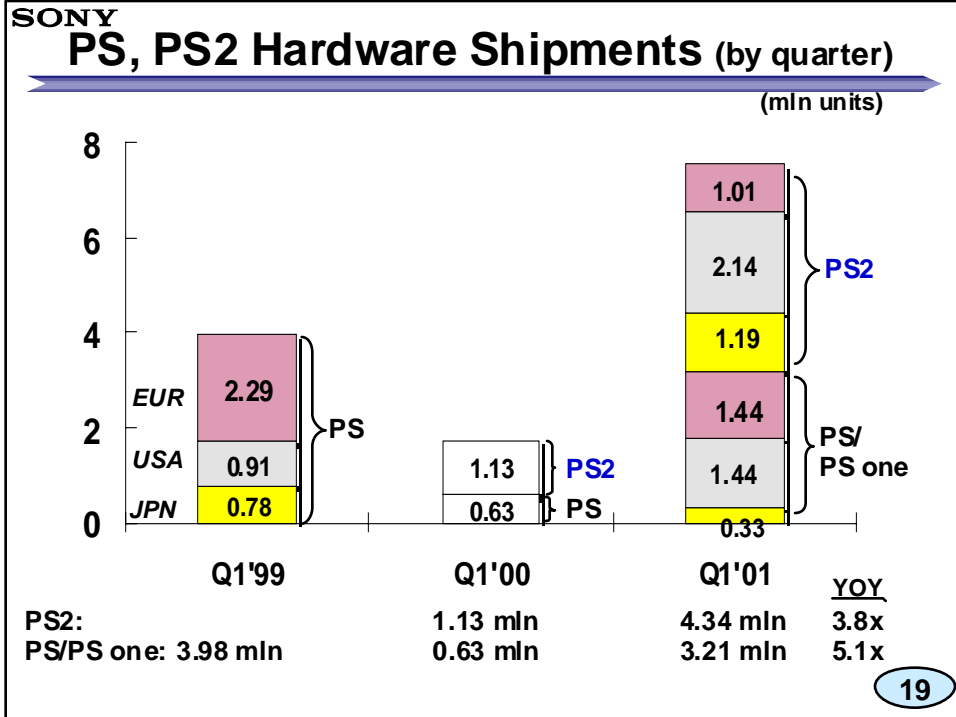


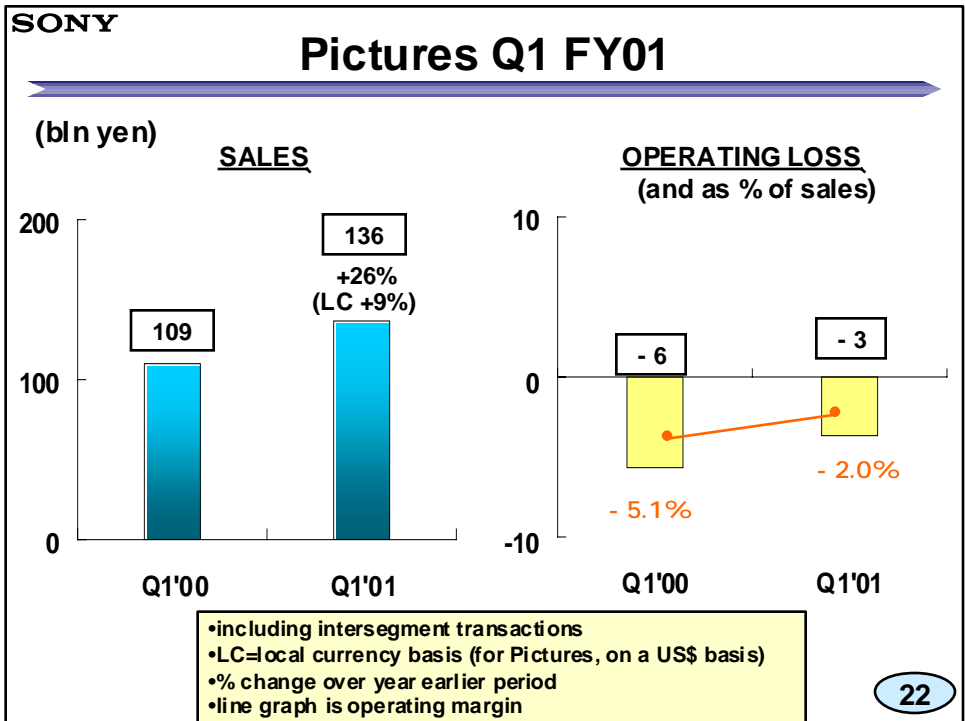
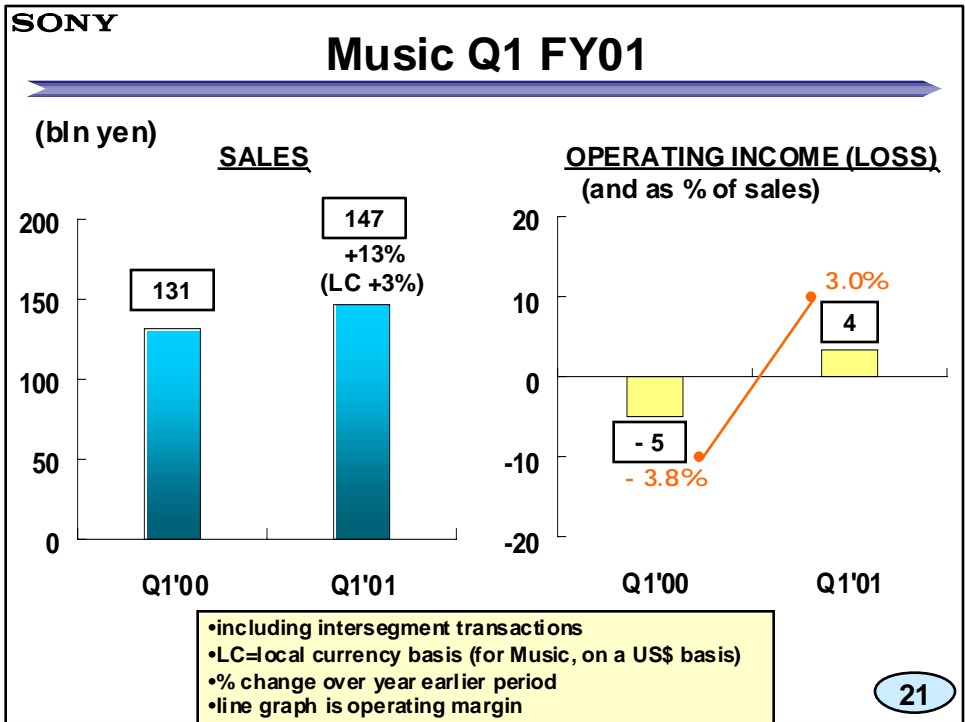


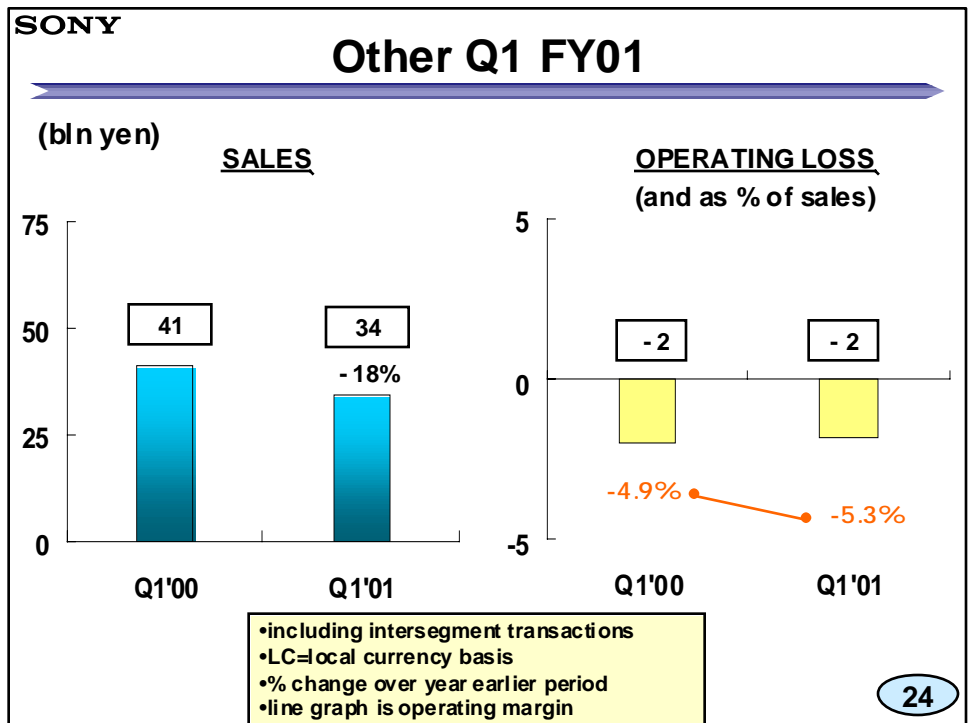
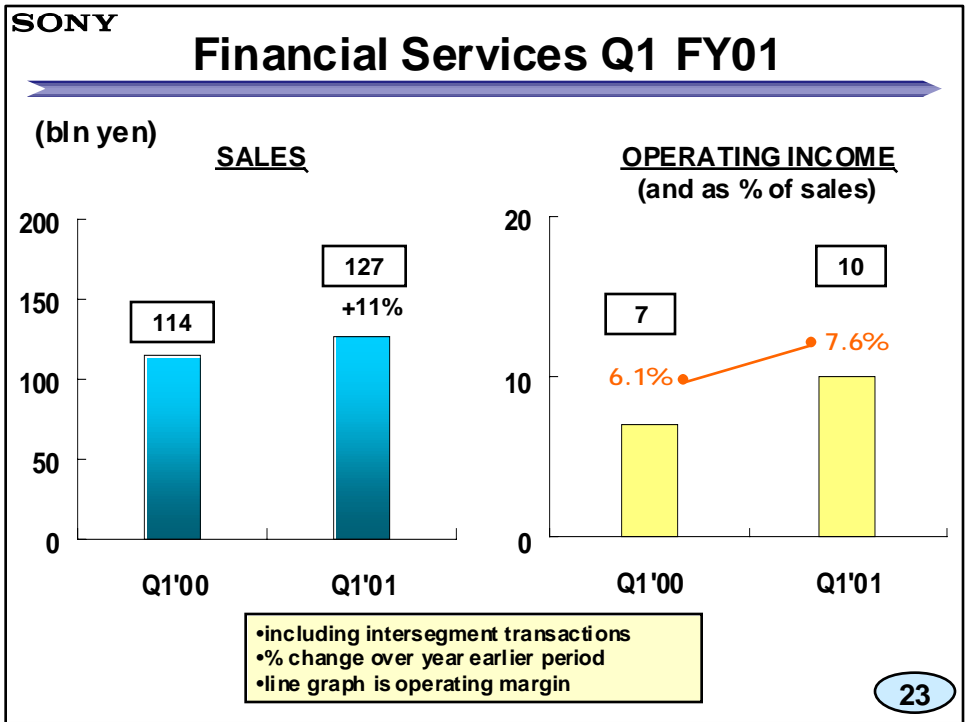
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FY2001 Forecast

(bln yen)	As of April	Current*	YoY change
Sales and operating revenue	8,000	7,700	+ 5%
Operating income	300	250	+ 11%
Income before income taxes	280	200	- 25%
Net income	150	90	5.4 x

*Includes "Goodwill and Other Intangible Assets" account. standard

Assumed Exchange Rates

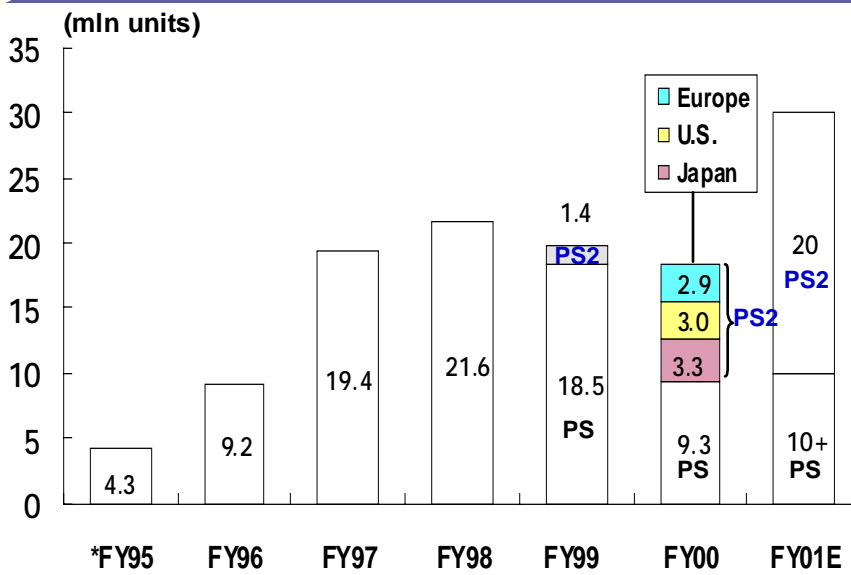
	As of April	Current
1 U.S. dollar	= 115 yen	120 yen (Jul-Mar)
1 euro	= 105 yen	100 yen (Jul-Mar)

	As of April	Current	YoY change
Capital Expenditures	400	350	- 25%
Depreciation & Amortization	410	390	+ 12%
(of that, dep. for tangible assets)	330	330	+ 22%

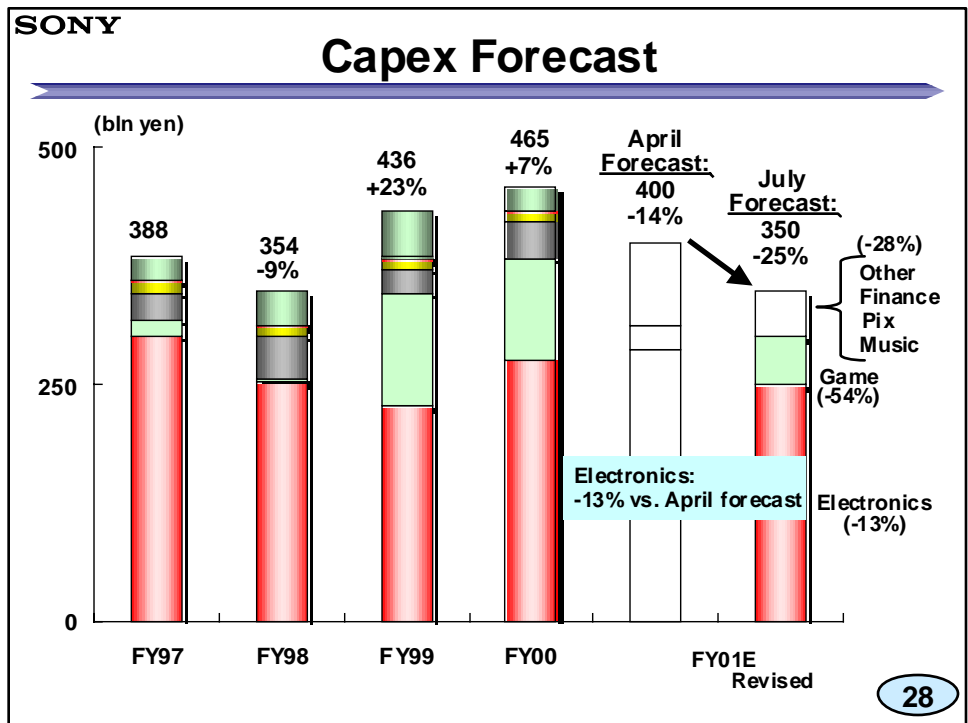
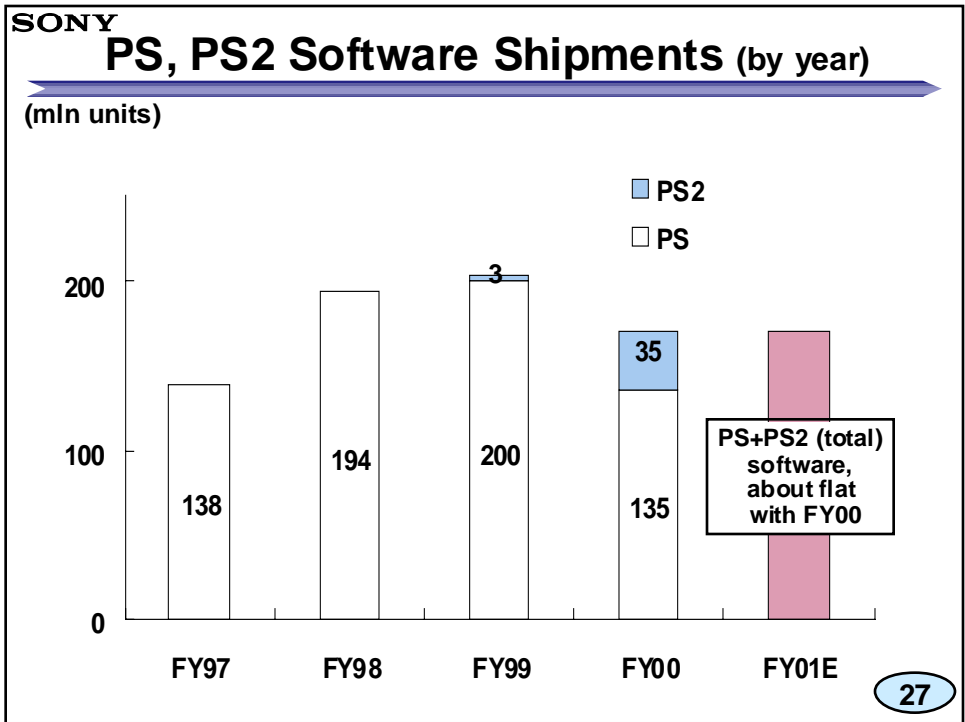
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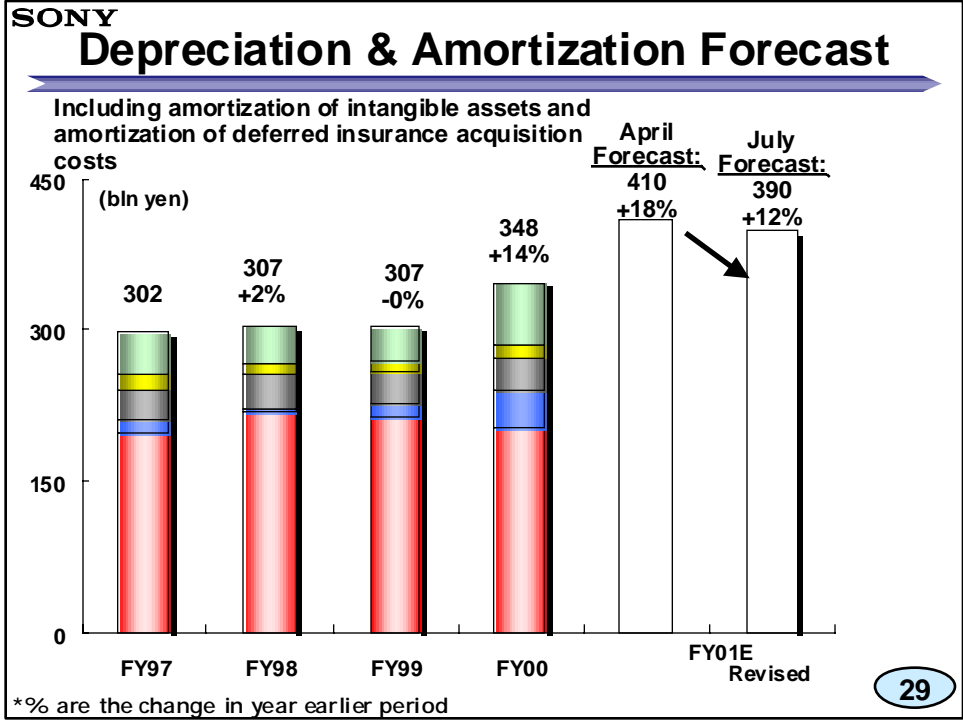
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PS, PS2 Hardware Shipments (by year)



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(Reference Data)

Changes to Exchange Rate
(yen)

FY2001	Q1				
US\$ avg rate	122				
contract rate	119				
Euro avg rate	106				
contract rate	107				

FY2000	Q1	Q2	Q3	Q4
US\$ avg rate	106	107	109	117
contract rate	106	106	108	112
Euro avg rate	98	96	94	108
contract rate	103	99	94	96

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