



## Sony Q1 FY2002 Results

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## Consolidated Results

### Q1 FY2002 (three months ended June 30, 2002)

			YOY change	YOY change, Local Currency*
Sales and operating revenue	1,722	bln yen	+ 5%	+2%
Operating income	52	bln yen	17.3x	11x
Income before income taxes	117	bln yen	(+131 bln yen)	
Net income	57	bln yen	(+87 bln yen)	

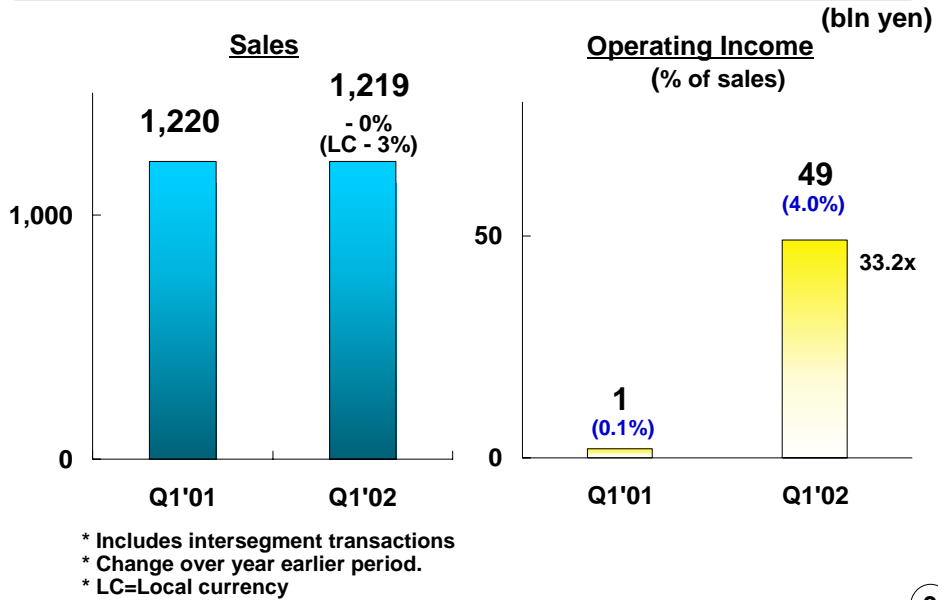
### Impact of Exchange Rates (Q1'01 vs Q1'02)

	Q1'01	→	Q1'02
\$1	122 yen		126 yen
Euro1	106 yen		115 yen

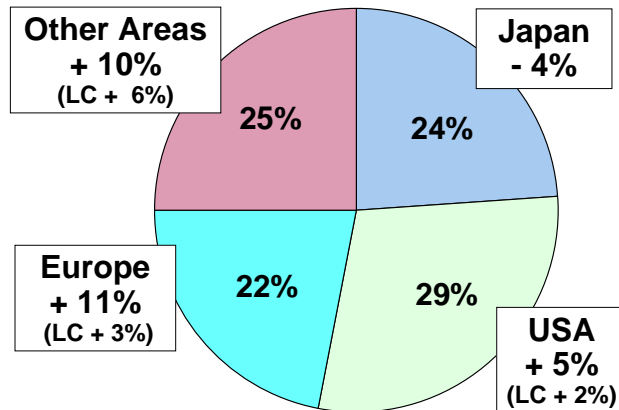
Sales and operating revenue: + 54 bln yen  
 Operating income: + 20 bln yen

\* Calculation based on the assumption of no change in currency exchange rates

# Electronics Q1 FY02



# Electronics Sales by Area Q1'02

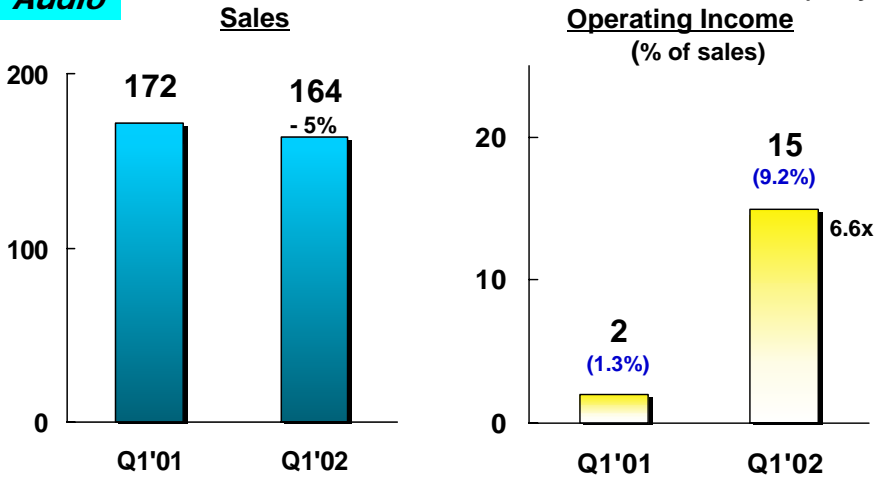


- \* Based on location of customer
- \* Change over year earlier period
- \* LC = local currency
- \* Excluding other operating revenue

# Elec. Performance by Product Category

## Audio

(bln yen)



- \* Change over year earlier period
- \* Includes internal sales

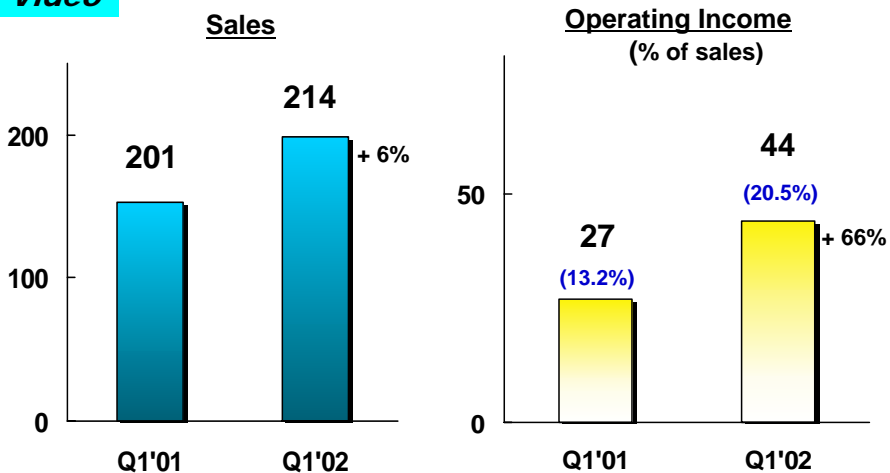
Note: Operating income (loss) by product category reflects allocations of expenses of the Electronics business which Sony believes are reasonable in showing operating results but are not in accordance with US GAAP.

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# Elec. Performance by Product Category

## Video

(bln yen)



- \* Change over year earlier period
- \* Includes internal sales

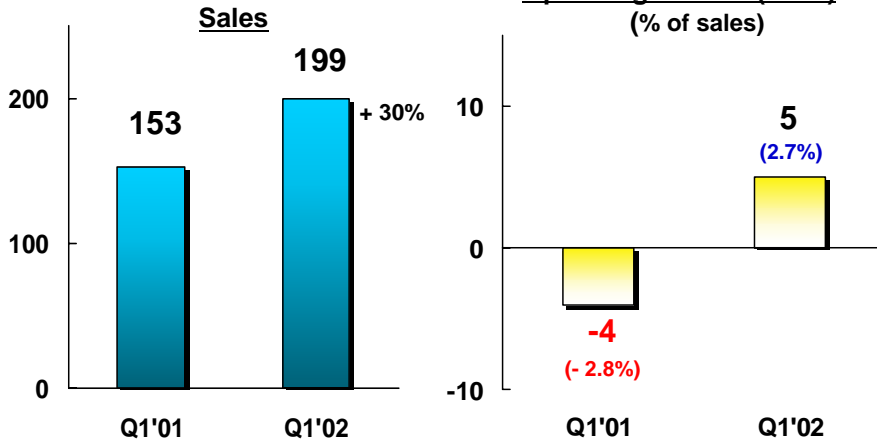
Note: Operating income (loss) by product category reflects allocations of expenses of the Electronics business which Sony believes are reasonable in showing operating results but are not in accordance with US GAAP.

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# Elec. Performance by Product Category

## Televisions

(bln yen)



- \* Change over year earlier period
- \* Includes internal sales

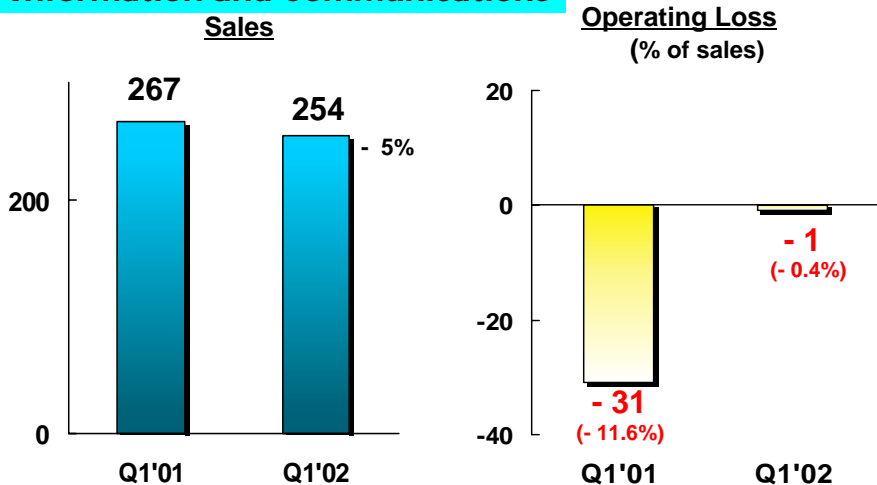
Note: Operating income (loss) by product category reflects allocations of expenses of the Electronics business which Sony believes are reasonable in showing operating results but are not in accordance with US GAAP.

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# Elec. Performance by Product Category

## Information and Communications

(bln yen)



- \* Change over year earlier period
- \* Includes internal sales

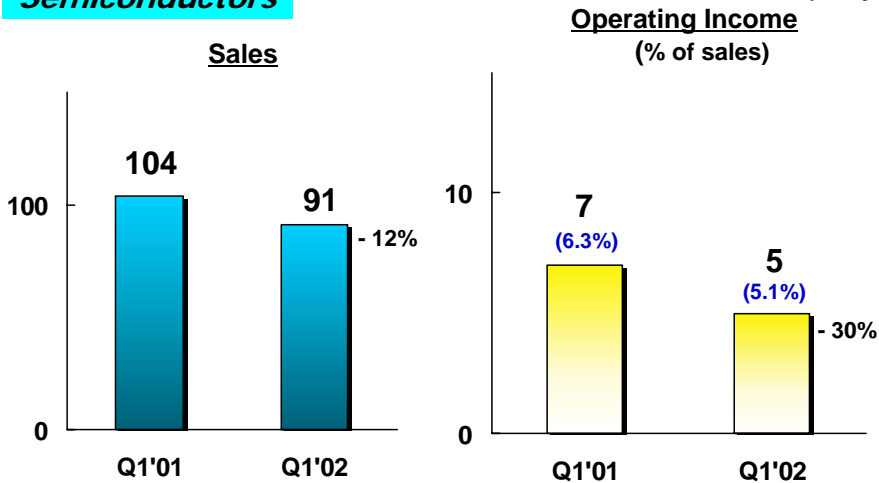
Note: Operating income (loss) by product category reflects allocations of expenses of the Electronics business which Sony believes are reasonable in showing operating results but are not in accordance with US GAAP.

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# Elec. Performance by Product Category

## Semiconductors

(bln yen)



- \* Change over year earlier period
- \* Includes internal sales

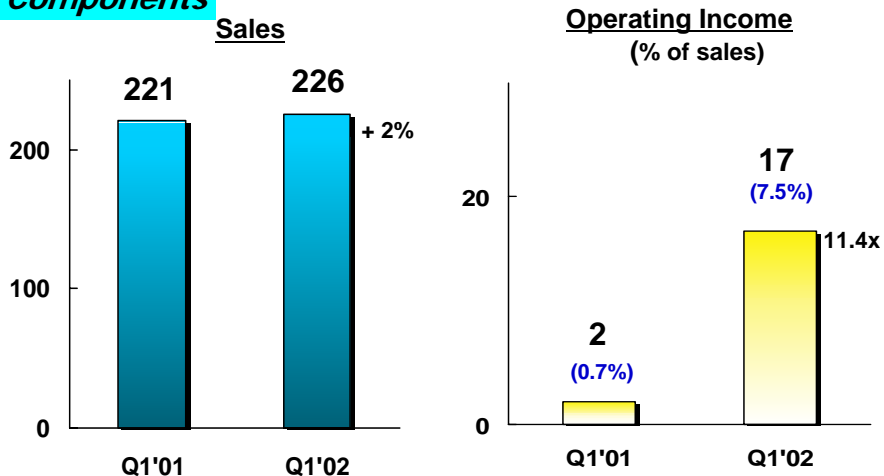
Note: Operating income (loss) by product category reflects allocations of expenses of the Electronics business which Sony believes are reasonable in showing operating results but are not in accordance with US GAAP.

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# Elec. Performance by Product Category

## Components

(bln yen)



- \* Change over year earlier period
- \* Includes internal sales

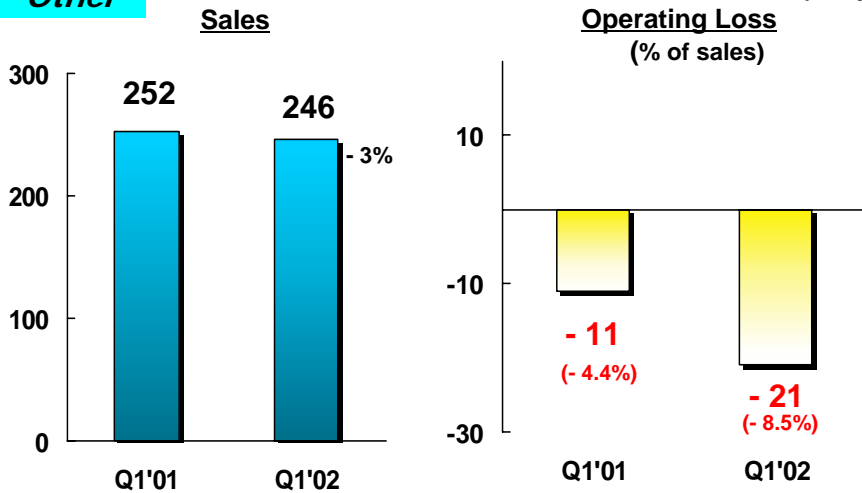
Note: Operating income (loss) by product category reflects allocations of expenses of the Electronics business which Sony believes are reasonable in showing operating results but are not in accordance with US GAAP.

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# Elec. Performance by Product Category

**Other**

(bln yen)



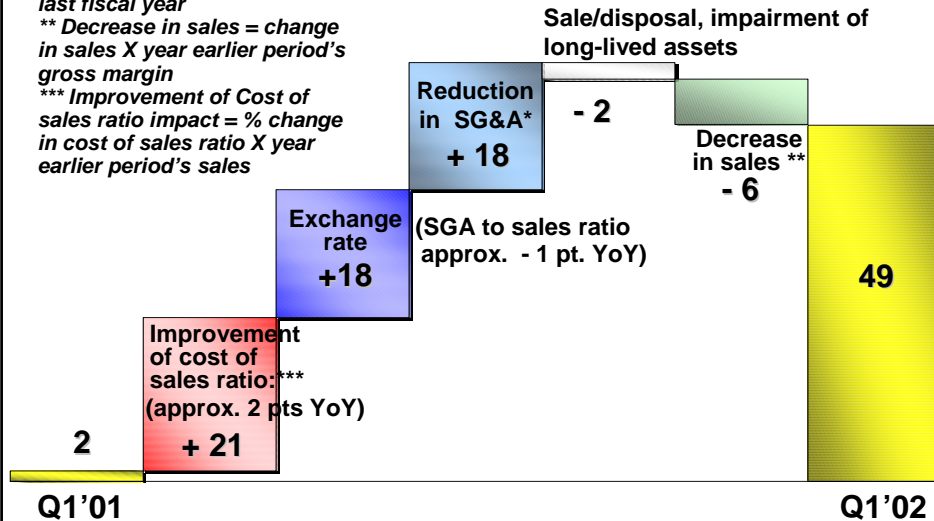
\* Change over year earlier period  
\* Includes internal sales

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

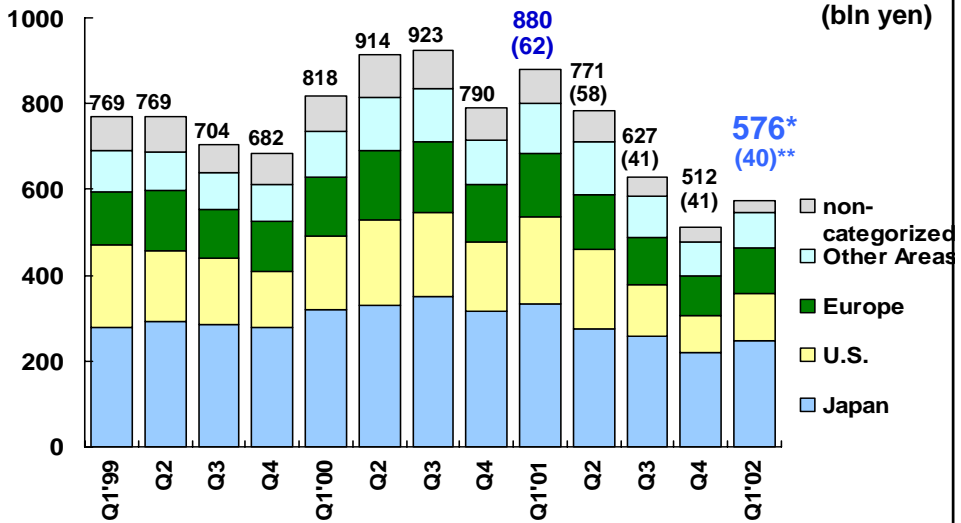
# Electronics: Operating Profit Breakdown Q1'02

(bln yen)

\* Revenue basis compared to last fiscal year  
\*\* Decrease in sales = change in sales X year earlier period's gross margin  
\*\*\* Improvement of Cost of sales ratio impact = % change in cost of sales ratio X year earlier period's sales



# Electronics Inventory Levels by Area



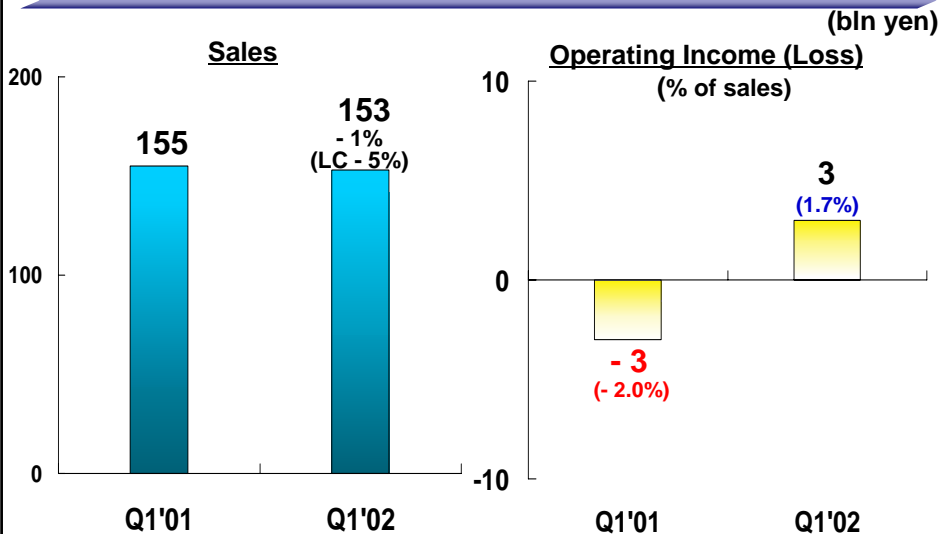
\* Inventory levels

\*\* Turnover days (average inventory in quarter divided by average daily sales in quarter)

Inventories have been restated to reflect business segment changes

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# Game Q1 FY02



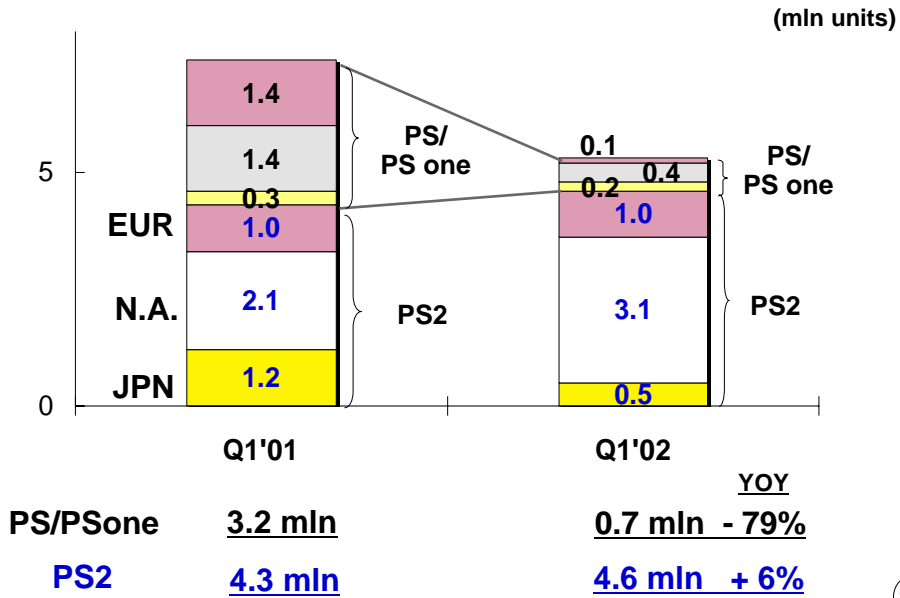
\* Includes intersegment transactions

\* Change over year earlier period.

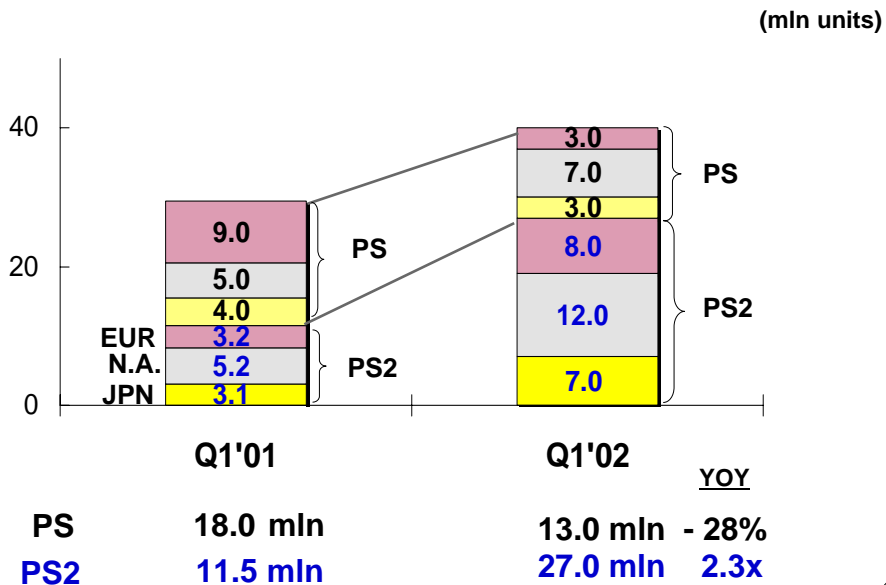
\* LC=Local currency

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# Playstation Hardware Shipments

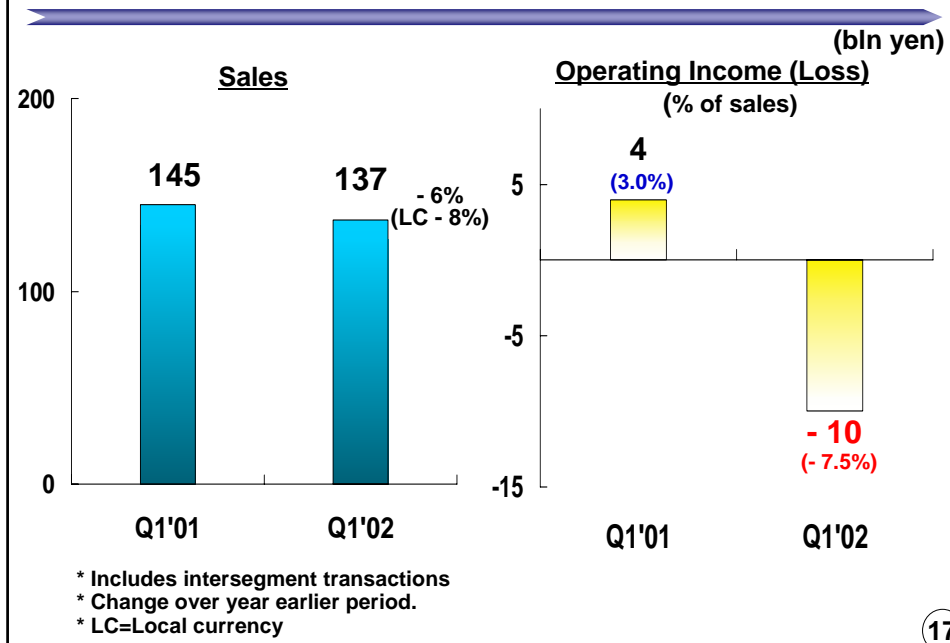


# Playstation Software Shipments

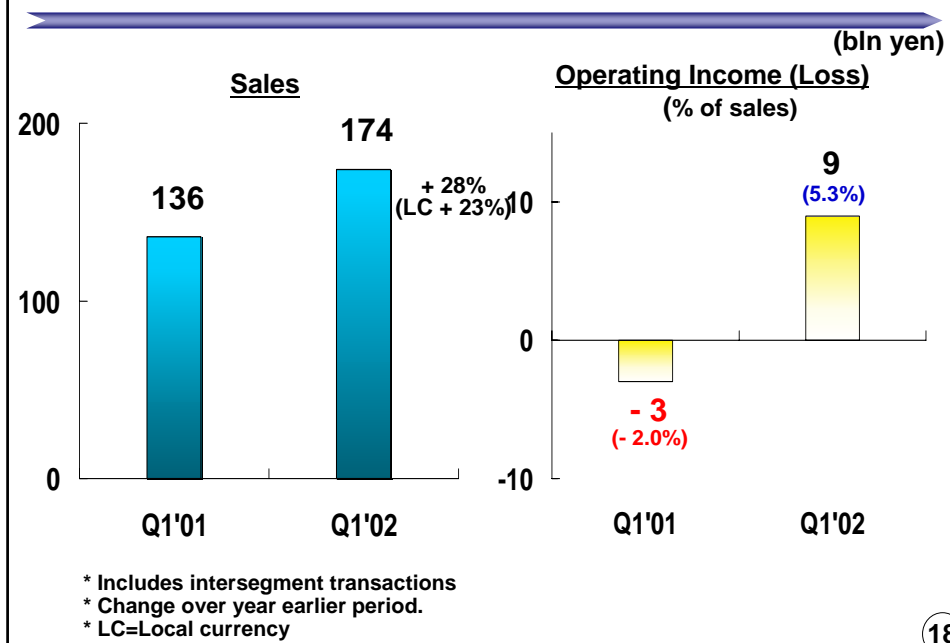




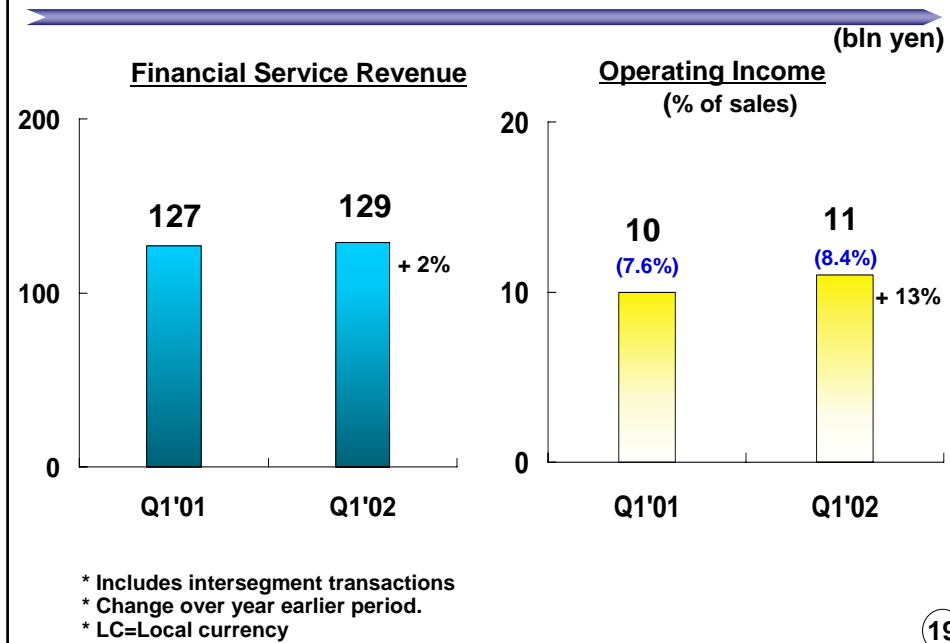
## Music Q1 FY02



## Pictures Q1 FY02

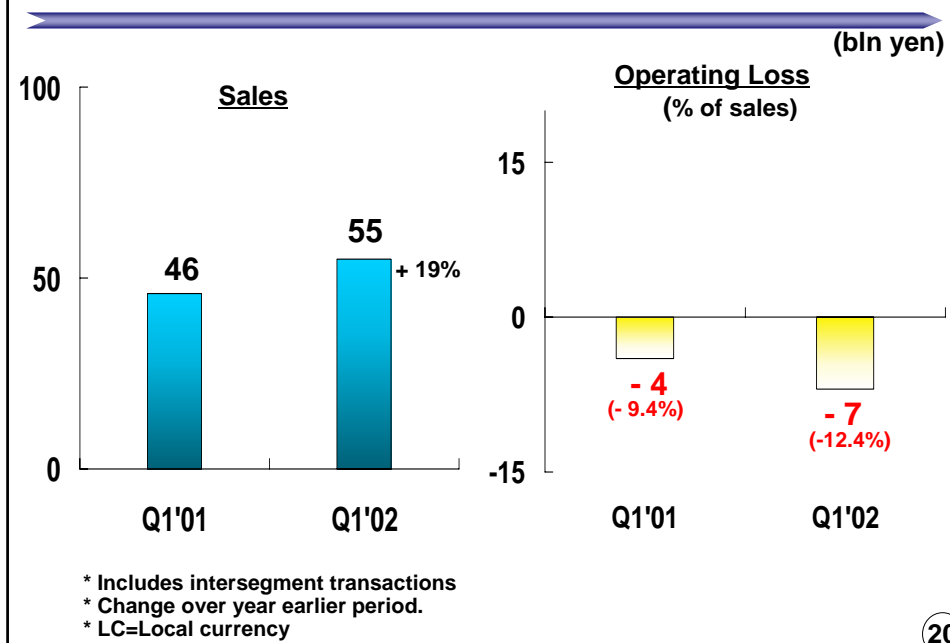


## Financial Services Q1 FY02



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## Other Q1 FY02



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# FY2002 Forecast

As of July 25, 2002

(bln yen)	FY01	<b>FY02E</b>	YoY	April Forecast
Sales and operating revenue	7,578	<b>7,700</b>	+ 2%	8,000
Operating income	135	<b>280</b>	2.1x	280
Income before income taxes	93	<b>310</b>	3.3x	310
Net income	15	<b>150</b>	9.8x	150
Capital Expenditures	327	<b>280</b>	- 14%	280
Depreciation & Amortization*	354	<b>350</b>	- 1%	350
(of that, dep. for tangible assets)	298	<b>260</b>	- 13%	260

\*Including amortization expenses for intangible assets and for deferred insurance acquisition costs

### Exchange Rates:

1 U.S. dollar  
1 euro

Average  
FY01  
= 124 yen  
= 109 yen

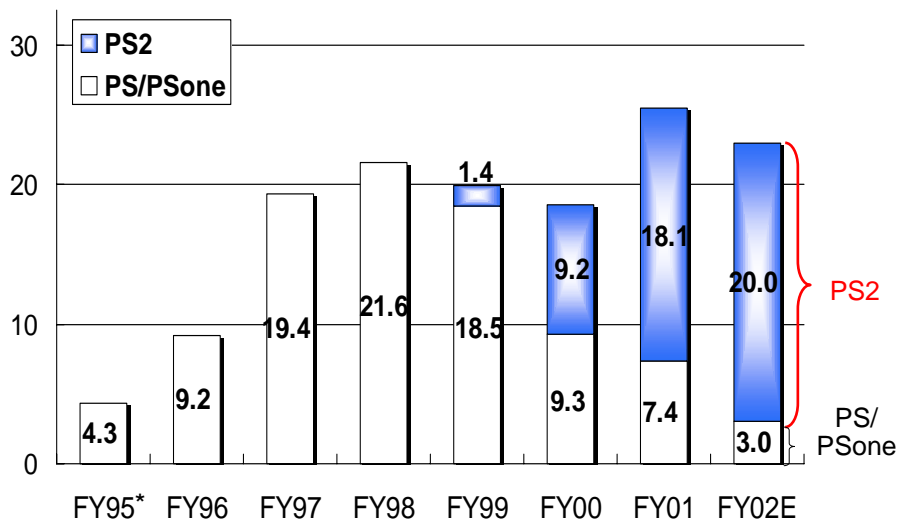
Assumed  
Q2'02 - Q4'02  
approx. 115 yen  
approx. 115 yen

April  
Forecast  
130 yen  
115 yen

(21)

# Playstation Hardware Shipments & Forecast

(mln units)

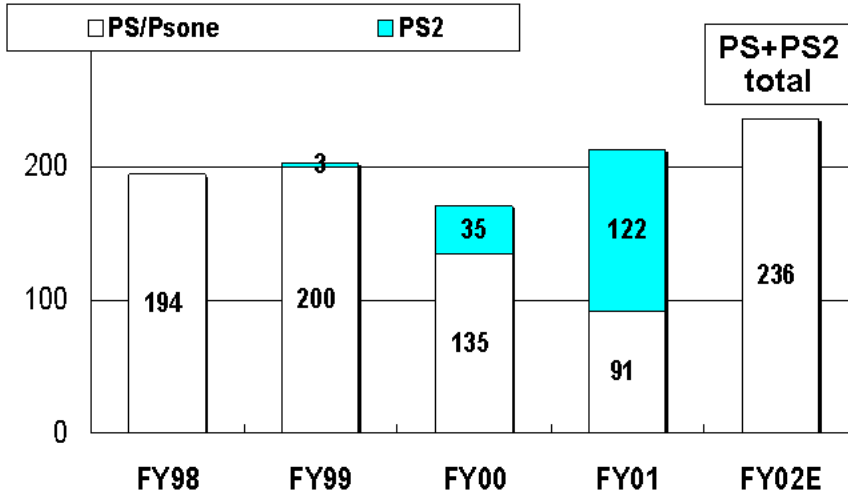


Cumulative from Dec '94 to Mar '96

(22)

# Playstation Software Shipments & Forecast

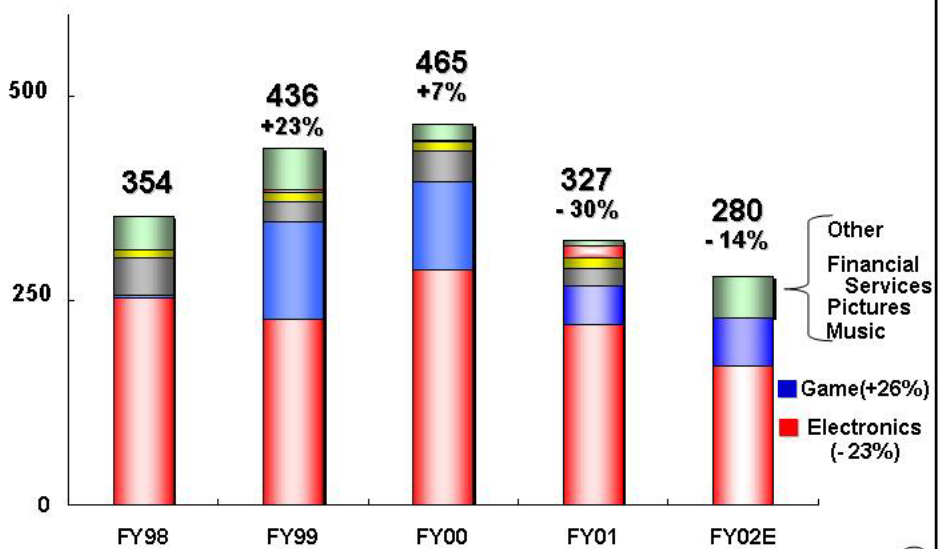
(mln units)



(23)

# FY02 Capex Forecast

(bln yen)



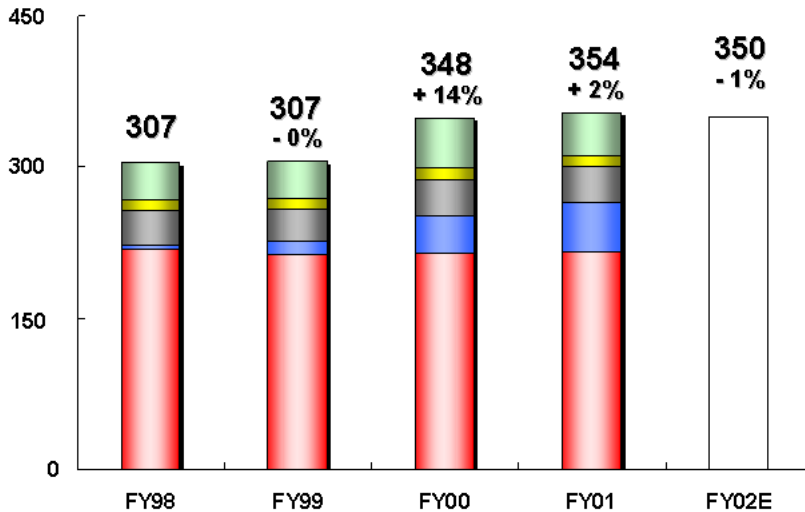
% change over prior year

(24)

# FY02 Depreciation & Amortization Forecast

Including amortization of intangible assets and amortization of deferred insurance acquisition costs

(bln yen)



% change over prior year

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## Sony Ericsson Mobile Communications

	<b>Q2'02 Results</b>	
	<i>Apr. - Jun. 2002</i>	
	<u>US GAAP, Mil. Euro</u>	
	<b>Net Sales</b>	<b>950</b>
<b>Net Income</b>	<b>- 83</b>	
<b>Numbers of units shipped</b>		<b>5 Mil. units</b>

\*Figures for the same period of the previous year are not available.

\*SEMC is counted as an affiliated company accounted at equity method for Sony and 50% of its net income (loss) will be recorded in net income of Sony's consolidated statements of income.

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# (Reference Data)

## Exchange Rates by Quarter (yen)

FY2002	Q1	Q2	Q3	Q4	FY
<b>US\$</b>					
average market rate	126				
*weighted average market rate	126				
Fwd. contract rate	128				
<b>Euro</b>					
average market rate	115				
*weighted average market rate	115				
Fwd. contract rate	115				

FY2001	Q1	Q2	Q3	Q4	FY
<b>US\$</b>					
average market rate	122	121	123	132	124
*weighted average market rate	122	121	122	131	123
Fwd. contract rate	119	121	119	117	119
<b>Euro</b>					
average market rate	106	107	109	115	109
*weighted average market rate	106	107	109	115	108
Fwd. contract rate	107	107	107	108	107

\*The above rates are the weighted average rates based upon the net export amounts of each month