

FY2015 Consolidated Financial Results

(Fiscal year ended March 31, 2016)

Sony Corporation

FY2015 Consolidated Results

	FY14	FY15	Change	(Bln Yen)
Sales & operating revenue	8,215.9	8,105.7	-1.3%	
Operating income	68.5	294.2	+329.2%	
Income before income taxes	39.7	304.5	+666.5%	
Net income attributable to Sony Corporation's stockholders	-126.0	147.8	-	
Net income attributable to Sony Corporation's stockholders per share of common stock (diluted)	-113.04 yen	117.49 yen	-	
Restructuring charges ^{*1}	98.0	38.3	-61.0%	
Capital expenditure ^{*2}	251.0	468.9	+86.8%	
Depreciation and amortization ^{*3}	354.6	397.1	+12.0%	
Research and development expenses	464.3	468.2	+0.8%	
Average rate				
1 US dollar	109.9 yen	120.1 yen		
1 Euro	138.8 yen	132.6 yen		

*1 Restructuring charges are included in operating income as operating expenses (applies to all following pages)

*2 Does not include the increase in intangible assets resulting from acquisitions (applies to all following pages)

*3 Includes amortization expenses for intangible assets and for deferred insurance acquisition costs (applies to all following pages)

Q4 FY2015 Consolidated Results

(Bln Yen)

	Q4 FY14	Q4 FY15	Change
Sales & operating revenue	1,937.7	1,824.1	-5.9%
Operating income	-97.8	-92.9	-
Income before income taxes	-106.5	-99.7	-
Net income attributable to Sony Corporation's stockholders	-106.8	-88.3	-
Net income attributable to Sony Corporation's stockholders per share of common stock (diluted)	-91.39 yen	-70.03 yen	-
Restructuring charges	64.3	16.4	-74.4%
Capital expenditure	81.5	139.6	+71.3%
Depreciation and amortization	103.5	122.0	+17.8%
Research and development expenses	124.0	128.1	+3.3%
Average rate			
1 US dollar	119.1 yen	115.4 yen	
1 Euro	134.4 yen	127.2 yen	

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FY2015 Results by Segment

(Bln Yen)

		FY14	FY15	Change	FX Impact
Mobile Communications (MC)	Sales	1,410.2	1,127.5	-20.0%	-0%
	Operating income	-217.6	-61.4	+156.1 bln yen	-67.5 bln yen
Game & Network Services (G&NS)	Sales	1,388.0	1,551.9	+11.8%	+2%
	Operating income	48.1	88.7	+40.6 bln yen	-47.7 bln yen
Imaging Products & Solutions (IP&S)	Sales	723.9	711.2	-1.7%	+3%
	Operating income	41.8	72.1	+30.4 bln yen	-1.6 bln yen
Home Entertainment & Sound (HE&S)	Sales	1,238.1	1,159.0	-6.4%	+2%
	Operating income	24.1	50.6	+26.5 bln yen	-36.7 bln yen
Devices	Sales	927.1	935.8	+0.9%	+7%
	Operating income	89.0	-28.6	-117.6 bln yen	+24.7 bln yen
Pictures	Sales	878.7	938.1	+6.8%	+6%
	Operating income	58.5	38.5	-20.0 bln yen	
Music	Sales	559.2	617.6	+10.4%	+5%
	Operating income	60.6	87.3	+26.7 bln yen	
Financial Services	Revenue	1,083.6	1,073.1	-1.0%	
	Operating income	193.3	156.5	-36.8 bln yen	
All Other	Sales	386.6	333.2	-13.8%	
	Operating income	-95.0	2.0	+97.0 bln yen	
Corporate and elimination	Sales	-379.5	-341.8	-	
	Operating income	-134.4	-111.5	+22.8 bln yen	
Consolidated total	Sales	8,215.9	8,105.7	-1.3%	
	Operating income	68.5	294.2	+225.6 bln yen	

- Due to Sony's modification to its organizational structure from April 1, 2015, certain figures in FY14 have been reclassified to conform to the presentation of FY15 (applies to all following pages)
- Sales and Revenue in each business segment represents sales and revenue recorded before intersegment transactions are eliminated. Operating income in each business segment represents operating income reported before intersegment transactions are eliminated and excludes unallocated corporate expenses (applies to all following pages)
- Both Sales and Revenue include operating revenue and intersegment sales (applies to all following pages)
- For definition of FX Impact, please see P.11 of "Consolidated Financial Results for the Fiscal Year Ended March 31, 2016" (applies to all following pages)

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Q4 FY2015 Results by Segment

		Q4 FY14	Q4 FY15	Change	FX Impact
Mobile Communications (MC)	Sales	294.9	183.2	-37.9%	-2%
	Operating income	-55.7	-42.1	+13.7 bln yen	+1.0 bln yen
Game & Network Services (G&NS)	Sales	289.5	315.5	+9.0%	-1%
	Operating income	-5.6	5.1	+10.7 bln yen	+0.2 bln yen
Imaging Products & Solutions (IP&S)	Sales	177.3	160.4	-9.6%	-4%
	Operating income	-9.6	6.5	+16.1 bln yen	-3.2 bln yen
Home Entertainment & Sound (HE&S)	Sales	234.4	214.8	-8.3%	-5%
	Operating income	-19.8	-7.3	+12.5 bln yen	-3.6 bln yen
Devices	Sales	224.6	189.9	-15.5%	-2%
	Operating income	-4.6	-79.9	-75.3 bln yen	-1.5 bln yen
Pictures	Sales	295.1	320.7	+8.7%	-4%
	Operating income	45.5	52.3	+6.8 bln yen	
Music	Sales	151.1	167.5	+10.9%	-2%
	Operating income	10.9	13.6	+2.7 bln yen	
Financial Services	Revenue	262.2	260.9	-0.5%	
	Operating income	51.0	17.2	-33.8 bln yen	
All Other	Sales	81.0	74.2	-8.4%	
	Operating income	-48.5	-4.3	+44.1 bln yen	
Corporate and elimination	Sales	-72.4	-63.1	-	
	Operating income	-61.3	-53.9	+7.4 bln yen	
Consolidated total	Sales	1,937.7	1,824.1	-5.9%	
	Operating income	-97.8	-92.9	+4.9 bln yen	

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FY2016 Results Forecast by Segment

		FY15 Results	FY16 FCT	Change from FY15	Segment Forecast Rate Assumption
Mobile Communications (MC)	Sales	1,127.5	-	-	1 US dollar 113 yen
	Operating income	-61.4	-	-	
Game & Network Services (G&NS)	Sales	1,551.9	-	-	1 Euro 129 yen
	Operating income	88.7	-	-	
Imaging Products & Solutions (IP&S)	Sales	684.0	-	-	
	Operating income	69.3	-	-	
Home Entertainment & Sound (HE&S)	Sales	1,159.0	-	-	
	Operating income	50.6	-	-	
Devices	Sales	963.0	-	-	
	Operating income	-29.3	-	-	
Pictures	Sales	938.1	1,010	+7.7%	
	Operating income	38.5	43	+4.5 bln yen	
Music	Sales	617.6	550	-11.0%	
	Operating income	87.3	63	-24.3 bln yen	
Financial Services	Revenue	1,073.1	1,140	+6.2%	
	Operating income	156.5	150	-6.5 bln yen	
All Other, Corporate and elimination	Operating income	-106.0	-	-	
Consolidated total	Sales	8,105.7	-	-	
	Operating income	294.2	-	-	

· Due to the impact of the earthquake of April 14, 2016 and subsequent earthquakes in the Kumamoto region, Sony is currently unable to formulate a forecast for the MC, G&NS, IP&S, HE&S and Devices segments and for the consolidated results for FY16

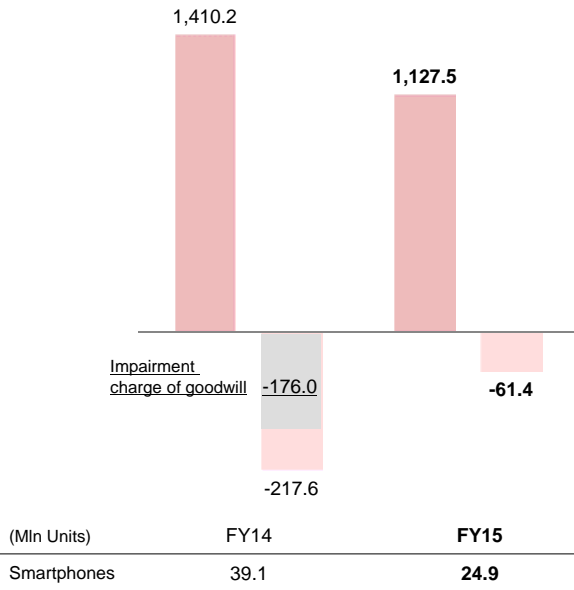
· Due to Sony's modification to its organizational structure on April 1, 2016, certain figures in FY15 have been reclassified to conform to the presentation of FY16 (see Page 24 for more details).

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Mobile Communications Segment

Sales and Operating Income

■ Sales
■ Operating Income (Bln Yen)



FY2015

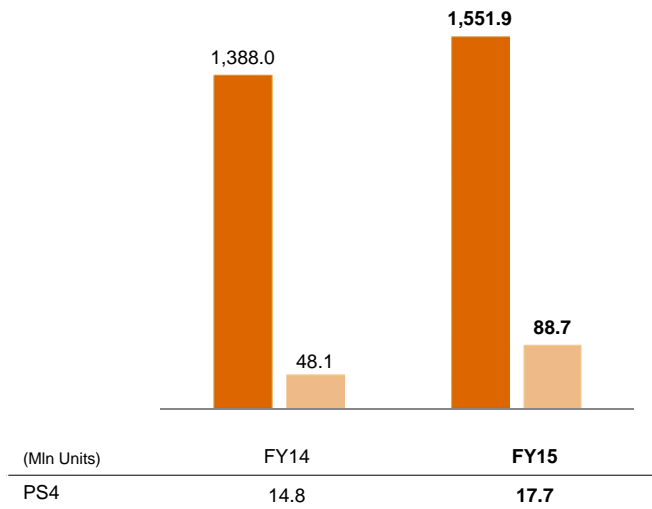
- Sales: 20.0% decrease (FX Impact: -0%)
 - (-) Significant decrease in smartphone unit sales resulting from a strategic decision not to pursue scale in order to improve profitability
 - (+) Improvement in the product mix of smartphones, reflecting an increased focus on high value-added models
- OI: 156.1 bln yen improvement (FX Impact: -67.5 bln yen)
 - (+) Absence of the goodwill impairment charge of 176.0 billion yen recorded in FY 2014
 - (+) Improvement in product mix
 - (+) Cost reductions
 - (-) Decrease in smartphone unit sales
 - (-) Negative impact of the appreciation of the U.S. dollar, reflecting the high ratio of U.S. dollar-denominated costs
 - (-) Increase in the restructuring charges

Game & Network Services Segment

Sales and Operating Income

(Bln Yen)

■ Sales
■ Operating Income



FY2015

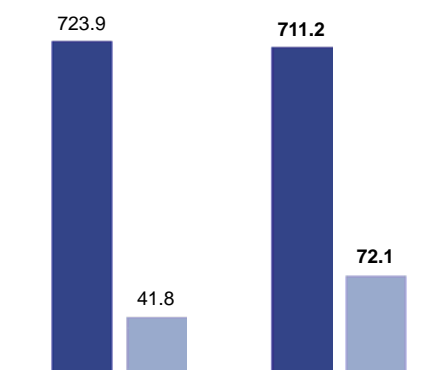
- Sales: 11.8% increase (FX Impact: +2%)
 - (+) Increase in PS4 software sales including sales through the network
 - (+) Increase in PS4 hardware unit sales
 - (-) Decrease in PS3 software and hardware sales
- OI: 40.6 bln yen increase (FX Impact: -47.7 bln yen)
 - (+) Increase in PS4 software sales
 - (+) PS4 hardware cost reductions
 - (+) Absence of 11.2 bln yen write-down of PS Vita and PS TV components recorded in FY14
 - (-) Negative impact of the appreciation of the U.S. dollar, reflecting the high ratio of U.S. dollar-denominated costs
 - (-) Decrease in PS3 software sales

Imaging Products & Solutions Segment

Sales and Operating Income

(Bln Yen)

■ Sales
■ Operating Income



(Mln Units)

	FY14	FY15
Digital Cameras ¹	8.5	6.1

FY2015

- Sales: 1.7% decrease (FX Impact: +3%)
 - (-) Decreases in unit sales of video cameras and digital cameras² reflecting a contraction of the market
 - (+) Improvement in the product mix of digital cameras reflecting a shift to high value-added models
- OI: 30.4 bln yen increase (FX Impact: -1.6 bln yen)
 - (+) Improvement in the product mix of digital cameras
 - (+) Cost reductions

¹ Includes compact digital cameras and interchangeable single-lens cameras / Excludes interchangeable lenses (applies to all following pages)

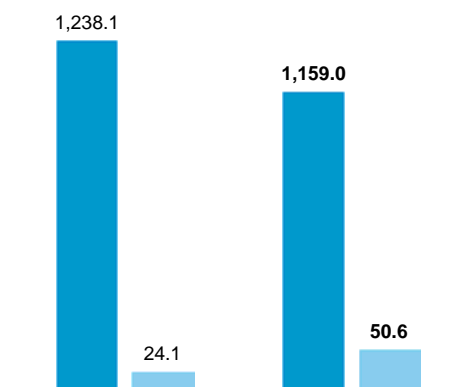
² Includes compact digital cameras, interchangeable single-lens cameras and interchangeable lenses

Home Entertainment & Sound Segment

Sales and Operating Income

(Bln Yen)

■ Sales
■ Operating Income



TV Business
(included above)

	FY14	FY15
Sales	835.1	797.8
Operating Income	8.3	25.8
LCD TVs (Mln Units)	14.6	12.2

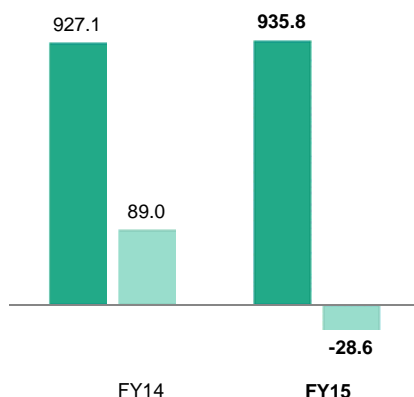
FY2015

- Sales: 6.4% decrease (FX Impact: +2%)
 - (-) Decrease in LCD TV unit sales
 - (-) Decrease in home audio and video unit sales reflecting a contraction of the market
 - (+) Improvement in the product mix of LCD TVs reflecting a shift to high value-added models
 - (+) Impact of foreign exchange rates
- OI: 26.5 bln yen increase (FX Impact: -36.7 bln yen)
 - (+) Cost reductions
 - (+) Improvement in product mix
 - (-) Negative impact of the appreciation of the U.S. dollar reflecting the high ratio of U.S. dollar-denominated costs
 - (-) Decrease in sales

Devices Segment

Sales and Operating Income

■ Sales
■ Operating Income (Bln Yen)



Semiconductor Sales for Image Sensors (included above)	614.3 454.4	655.1 477.6
Semiconductor CAPEX for Image Sensors (included above)	70.0 44.0	253.0 205.0

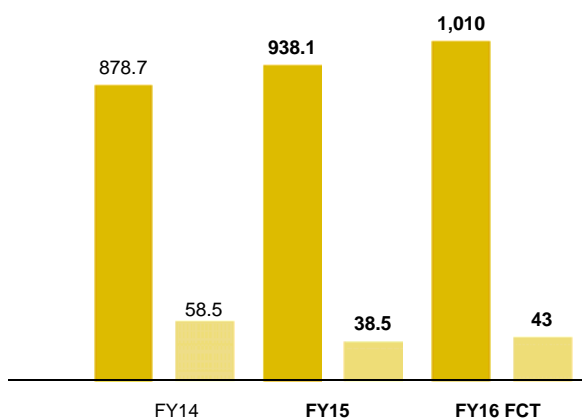
FY2015

- Sales: 0.9% increase (FX Impact: +7%)
 - (+ Impact of foreign exchange rates
 - (+ Increase in camera modules and image sensor sales
 - (-) Decrease in battery business sales
- OI: 117.6 bln yen deterioration (FX Impact: +24.7 bln yen)
 - (-) Deterioration in the operating results of the camera module business, including the recording of a 59.6 billion yen (528 million U.S. dollars) impairment charge related to long-lived assets
 - (-) Deterioration in the operating results of the battery business, including the recording of a 30.6 billion yen (271 million U.S. dollars) impairment charge related to long-lived assets
 - (-) Increases in depreciation and amortization expenses as well as in research and development expenses
 - (+ Positive impact of foreign exchange rates

Pictures Segment

Sales and Operating Income

■ Sales
■ Operating Income (Bln Yen)



FY2015

- Sales: 6.8% increase (U.S. dollar basis: essentially flat year-on-year)
The following sales analysis is on a U.S. dollar basis
 - (+ Increase in Media Network sales due to higher advertising revenues in India and the United Kingdom
 - (+ Increase in Television Productions sales due to higher subscription video-on-demand licensing revenues for *Breaking Bad*, *The Blacklist* and *Better Call Saul*
 - (-) Impact of foreign exchange rates
 - (-) Decrease in Motion Pictures sales
 - (-) a decrease in home entertainment revenues as FY14 benefited from the strong home entertainment performances of *The Amazing Spider-Man 2*, *22 Jump Street* and *Heaven Is For Real*
 - (+ Higher theatrical revenues in FY15 driven by the strong worldwide theatrical performances of *Spectre* and *Hotel Transylvania 2*
- OI: 20.0 bln yen decrease
 - (-) Decrease in home entertainment revenues
 - (-) Underperformance of *The Walk* and *The Brothers Grimsby*
 - (-) Negative impact of foreign exchange rates
 - (+ Higher Media Network revenue in India and the United Kingdom
 - (+ Strong worldwide theatrical performance of *Hotel Transylvania 2*

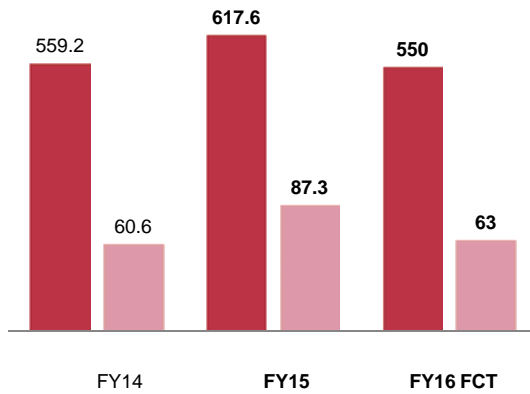
FY2016 Forecast

- Sales: 7.7% increase
 - (+ Increase in Media Networks sales
- OI: 4.5 bln yen increase
 - (+ Increase in Media Networks sales

Music Segment

Sales and Operating Income

■ Sales
■ Operating Income (Bln Yen)



Recorded Music Category Revenue	383.4	412.7	-
Streaming ^{*1} Revenue Percentage (included above)	19%	27%	-

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

FY2015

- Sales: 10.4% increase (FX Impact: +5%)
 - (+) Significantly higher Visual Media and Platform sales reflecting the continued strong performance of a game application for mobile devices
 - (+) Increase in Recorded Music sales
 - (+) Higher digital streaming revenues
 - (-) Worldwide decline in physical and digital download sales
- OI: 26.7 bln yen increase
 - (+) Gain recorded on the remeasurement to fair value of SME's 51% equity interest in Orchard Media, Inc.
 - (+) Increase in digital streaming revenues in Recorded Music
 - (+) Increase in Visual Media and Platform sales
 - (-) Decline in physical and digital download sales in Recorded Music

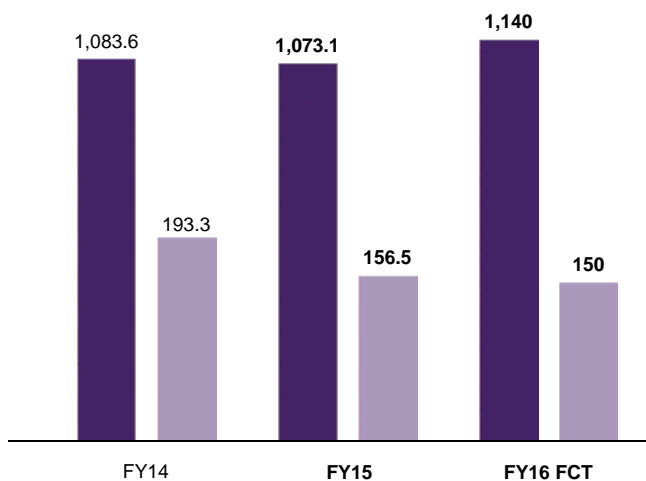
FY2016 Forecast

- Sales: 11.0% decrease
 - (-) Impact of foreign exchange rates
 - (-) Lower sales from Recorded Music's titles compared to the hit titles in FY15
- OI: 24.3 bln yen decrease
 - (-) Recording of remeasurement gain associated with acquiring the remaining shares of The Orchard in FY15
 - (-) Decrease in sales

Financial Services Segment

Financial Services Revenue and Operating Income

■ Financial Services Revenue
■ Operating Income (Bln Yen)



FY2015

- Revenue: 1.0% decrease
 - Revenue at Sony Life: essentially flat year-on-year (revenue: 952.6 bln yen)
 - (-) Deterioration in investment performance in the separate account driven by the deterioration in the stock market
 - (+) Increase in insurance premium revenue reflecting a steady increase in policy amount in force
- OI: 36.8 bln yen decrease
 - (-) Decrease in OI of Sony Life (39.2 bln yen decrease, OI: 138.8 bln yen)
 - (-) Increases in the amortization of deferred insurance acquisition costs and the provision of policy reserves, primarily driven by a significant decrease in interest rates and the deterioration in the stock market

FY2016 Forecast

- Revenue: 6.2% increase
 - (+) Increase in insurance premium revenue reflecting an increase in policy amount in force at Sony Life
- OI : 6.5 bln yen decrease
 - (-) Primarily due to not incorporating into the forecast the impact of market fluctuations, such as foreign exchange net gains on foreign currency-denominated customer deposits at Sony Bank realized in FY15

Return on Invested Capital (ROIC) by Segment Results

	FY14	FY15
Mobile Communications (MC)	—	—
Game & Network Services (G&NS)	7.8%	14.9%
Imaging Products & Solutions (IP&S)	16.5%	30.4%
Home Entertainment & Sound (HE&S)	7.9%	20.7%
Devices	11.0%	—
Pictures	5.5%	3.0%
Music	18.2%	21.6%

ROIC is operating income after tax divided by invested capital

Tax Rate: A 34% rate has been applied to all segments

Invested Capital: The total of long-lived assets, goodwill, investment and inventory have been used for the MC, G&NS, IP&S, HE&S and Devices segments
The total of equity and net debt have been used for the Pictures and Music segments (deposits in group companies are excluded from debt)

The amount of inventory of the MC, G&NS, IP&S, HE&S and Devices segments and the invested capital of the Pictures and Music segments have been calculated by averaging the amount of each at five points in time -- the beginning of the fiscal year and the end of each four quarters

The amount of long-lived assets, goodwill and investment of the MC, G&NS, IP&S, HE&S and Devices segments have been calculated by averaging the amount at the beginning and end of the fiscal year

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Inventory by Segment

	(Bln Yen)								
	FY13	FY14				FY15			
		Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
Mobile Communications (MC)	132.5	116.8	142.3	144.0	94.0	129.6	149.9	120.4	84.5
Game & Network Services (G&NS)	91.9	128.2	193.7	97.4	86.6	116.8	220.7	75.2	84.2
Imaging Products & Solutions (IP&S)	80.8	85.5	91.6	99.3	77.9	88.8	84.7	79.4	68.7
Home Entertainment & Sound (HE&S)	157.6	174.4	219.7	164.5	133.0	149.1	156.0	119.1	105.3
Devices	157.0	176.8	177.4	167.1	171.9	193.5	222.2	250.6	257.2
Pictures	39.6	44.6	48.0	49.7	54.1	55.9	53.2	48.5	43.6
Music	13.2	13.1	14.1	16.4	14.5	14.7	15.8	16.3	14.1
All Other and Corporate	61.3	52.6	60.0	43.1	33.4	32.0	45.7	32.2	25.5
Consolidated total	733.9	792.0	946.8	781.5	665.4	780.4	948.2	741.7	683.1

Exchange rate at period-end	1 US dollar	102.9 yen	101.4 yen	109.5 yen	119.5 yen	120.2 yen	122.5 yen	120.0 yen	120.5 yen	112.7 yen
	1 Euro	141.7 yen	138.3 yen	138.9 yen	145.3 yen	130.3 yen	137.2 yen	135.0 yen	131.8 yen	127.7 yen

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Long-lived Assets and Goodwill by Segment

		FY14	FY15				(Bln Yen)
			Q1	Q2	Q3	Q4	
Mobile Communications (MC)	Long-lived assets	92.1	90.2	84.8	85.1	84.6	
	Goodwill	3.3	3.3	3.3	3.3	3.3	
Game & Network Services (G&NS)	Long-lived assets	122.8	126.6	125.5	124.9	123.3	
	Goodwill	154.4	155.2	154.5	154.5	152.3	
Imaging Products & Solutions (IP&S)	Long-lived assets	68.9	67.4	66.1	63.1	63.4	
	Goodwill	6.9	7.2	8.5	8.4	8.3	
Home Entertainment & Sound (HE&S)	Long-lived assets	22.9	27.4	22.0	23.2	22.5	
	Goodwill	-	-	-	-	-	
Devices	Long-lived assets	352.1	365.9	412.8	427.3	427.3	
	Goodwill	37.8	39.0	38.9	40.5	56.8	
Pictures	Long-lived assets	143.5	146.7	148.8	146.7	141.4	
	Goodwill	224.2	230.8	235.3	235.5	221.5	
Music	Long-lived assets	244.8	263.6	257.9	254.6	240.6	
	Goodwill	132.4	171.1	167.9	168.1	161.8	
Financial Services	Long-lived assets	50.4	49.3	50.2	48.1	47.7	
	Goodwill	2.3	2.3	2.3	2.3	2.3	
All Other and Corporate	Long-lived assets	284.1	292.4	283.3	282.7	285.5	
	Goodwill	-	-	-	-	-	
Consolidated total	Long-lived assets	1,381.6	1,429.5	1,451.4	1,455.7	1,436.3	
	Goodwill	561.3	608.9	610.7	612.6	606.3	

· Long-lived assets include property, plant and equipment and intangible assets

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Depreciation & Amortization by Segment

	FY13	FY14					FY15					(Mln Yen)
		Q1	Q2	Q3	Q4	FY	Q1	Q2	Q3	Q4	FY	
Mobile Communications (MC)	23,815	6,949	4,951	6,072	6,156	24,128	6,196	6,011	6,049	5,930	24,186	
Game & Network Services (G&NS)	16,529	4,000	4,426	4,740	5,170	18,336	4,640	4,507	5,603	6,048	20,798	
Imaging Products & Solutions (IP&S)	39,589	7,150	8,492	7,449	9,531	32,622	7,268	7,130	6,757	7,317	28,472	
Home Entertainment & Sound (HE&S)	25,806	6,105	6,138	6,356	6,639	25,238	5,581	5,806	5,428	4,966	21,781	
Devices	106,472	21,014	21,588	21,967	23,226	87,795	24,135	26,935	27,836	27,069	105,975	
Pictures	18,078	4,565	4,691	5,241	5,483	19,980	5,252	5,471	5,922	5,730	22,375	
Music	15,572	3,594	3,669	3,652	3,729	14,644	4,181	4,624	4,650	4,340	17,795	
Financial Services	54,348	15,619	13,602	13,770	23,232	66,223	16,521	24,044	16,005	45,700	102,270	
All Other	25,416	2,531	2,262	2,414	4,300	11,507	1,444	1,548	4,564	2,730	10,286	
Corporate	51,070	12,771	12,630	12,672	16,078	54,151	11,803	10,958	8,261	12,131	43,153	
Consolidated total	376,695	84,298	82,449	84,333	103,544	354,624	87,021	97,034	91,075	121,961	397,091	

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Restructuring Charges by Segment

(Mln Yen)

	FY13	FY14					FY15				
		Q1	Q2	Q3	Q4	FY	Q1	Q2	Q3	Q4	FY
Mobile Communications (MC)	3,611	13	44	1,790	3,944	5,791	8,052	4,258	2,636	6,692	21,638
Game & Network Services (G&NS)	371	64	-	12	7,196	7,272	15	-	120	-	135
Imaging Products & Solutions (IP&S)	3,820	129	71	315	6,824	7,339	44	16	4	140	204
Home Entertainment & Sound (HE&S)	1,592	540	37	3	1,380	1,960	-57	5	555	704	1,207
Devices	8,894	542	2,823	220	3,837	7,422	-30	34	26	-121	-91
Pictures	6,735	-	16	166	1,736	1,918	49	121	-169	1,605	1,606
Music	685	25	35	1,317	737	2,114	77	258	104	1,429	1,868
Financial Services	-	-	-	-	-	-	-	-	-	-	-
All Other and Corporate	54,881	13,949	6,398	5,225	38,648	64,220	1,981	913	2,806	5,992	11,692
Consolidated total	80,589	15,262	9,424	9,049	64,302	98,036	10,131	5,605	6,082	16,441	38,259

· Restructuring Charges include depreciation associated with restructured assets

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Research & Development by Segment

(Bln Yen)

	FY13	FY14	FY15
Mobile Communications (MC)	83.4	91.0	78.1
Game & Network Services (G&NS)	88.7	89.1	91.9
Imaging Products & Solutions (IP&S)	69.7	67.3	64.1
Home Entertainment & Sound (HE&S)	55.2	49.3	44.8
Devices	96.7	104.8	131.0
Corporate R&D	42.1	38.1	32.5
Consolidated total	466.0	464.3	468.2

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Results by Segment

(Mln Yen)

		FY13	FY14					FY15				
			Q1	Q2	Q3	Q4	FY	Q1	Q2	Q3	Q4	FY
Mobile Communications (MC)	Sales	1,265,014	334,980	329,466	450,858	294,911	1,410,215	280,524	279,225	384,514	183,210	1,127,473
	Operating income	8,721	-1,609	-170,588	10,356	-55,733	-217,574	-22,924	-20,601	24,148	-42,058	-61,435
Game & Network Services (G&NS)	Sales	1,043,858	257,530	309,479	531,537	289,483	1,388,029	288,589	360,682	587,088	315,534	1,551,893
	Operating income	-18,845	4,319	21,790	27,608	-5,613	48,104	19,459	23,920	40,168	5,121	88,668
Imaging Products & Solutions (IP&S)	Sales	743,805	165,192	179,407	201,931	177,320	723,850	171,255	187,663	191,890	160,384	711,192
	Operating income	12,201	14,550	17,169	19,660	-9,600	41,779	18,408	23,582	23,688	6,456	72,134
Home Entertainment & Sound (HE&S)	Sales	1,199,738	293,743	289,659	420,247	234,408	1,238,057	253,149	289,065	401,992	214,836	1,159,042
	Operating income	-20,982	8,834	9,065	25,993	-19,790	24,102	10,923	15,763	31,151	-7,279	50,558
Devices	Sales	741,820	176,085	240,415	285,944	224,636	927,080	237,897	258,103	249,875	189,905	935,780
	Operating income	-16,937	11,500	28,335	53,833	-4,637	89,031	30,342	32,690	-11,672	-79,940	-28,580
Pictures	Sales	829,584	194,770	182,183	206,580	295,148	878,681	171,549	183,742	262,119	320,732	938,142
	Operating income	51,619	7,831	-1,041	6,219	45,518	58,527	-11,687	-22,466	20,358	52,302	38,507
Music	Sales	516,956	120,037	120,619	167,525	151,063	559,244	130,191	138,671	181,234	167,548	617,644
	Operating income	52,406	11,634	12,163	25,923	10,884	60,604	31,750	14,590	27,407	13,576	87,323
Financial Services	Revenue	993,846	246,967	269,576	304,926	262,160	1,083,629	279,386	210,732	322,043	260,908	1,073,069
	Operating income	170,292	43,772	47,686	50,850	50,999	193,307	45,972	41,175	52,220	17,176	156,543
All Other	Sales	761,772	102,327	85,731	117,595	80,950	386,603	77,576	84,688	96,798	74,179	333,241
	Operating income	-120,245	-17,092	-16,855	-12,576	-48,454	-94,977	-2,097	2,728	5,689	-4,311	2,009
Corporate and elimination	Sales	-329,128	-81,723	-105,024	-120,394	-72,367	-379,508	-82,057	-99,831	-96,741	-63,135	-341,764
	Operating income	-91,735	-13,925	-33,312	-25,771	-61,346	-134,355	-23,239	-23,363	-11,012	-53,916	-111,530
Consolidated total	Sales	7,767,266	1,809,908	1,901,511	2,566,749	1,937,712	8,215,880	1,808,059	1,892,740	2,580,812	1,824,101	8,105,712
	Operating income	26,495	69,814	-85,588	182,095	-97,773	68,548	96,907	88,018	202,145	-92,873	294,197
Average rate	1 US dollar	100.2 yen	102.2 yen	103.9 yen	114.5 yen	119.1 yen	109.9 yen	121.3 yen	122.2 yen	121.4 yen	115.4 yen	120.1 yen
	1 Euro	134.4 yen	140.1 yen	137.8 yen	143.0 yen	134.4 yen	138.8 yen	134.2 yen	135.9 yen	133.0 yen	127.2 yen	132.6 yen

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Sales to Customers by Product Category (to external customers)

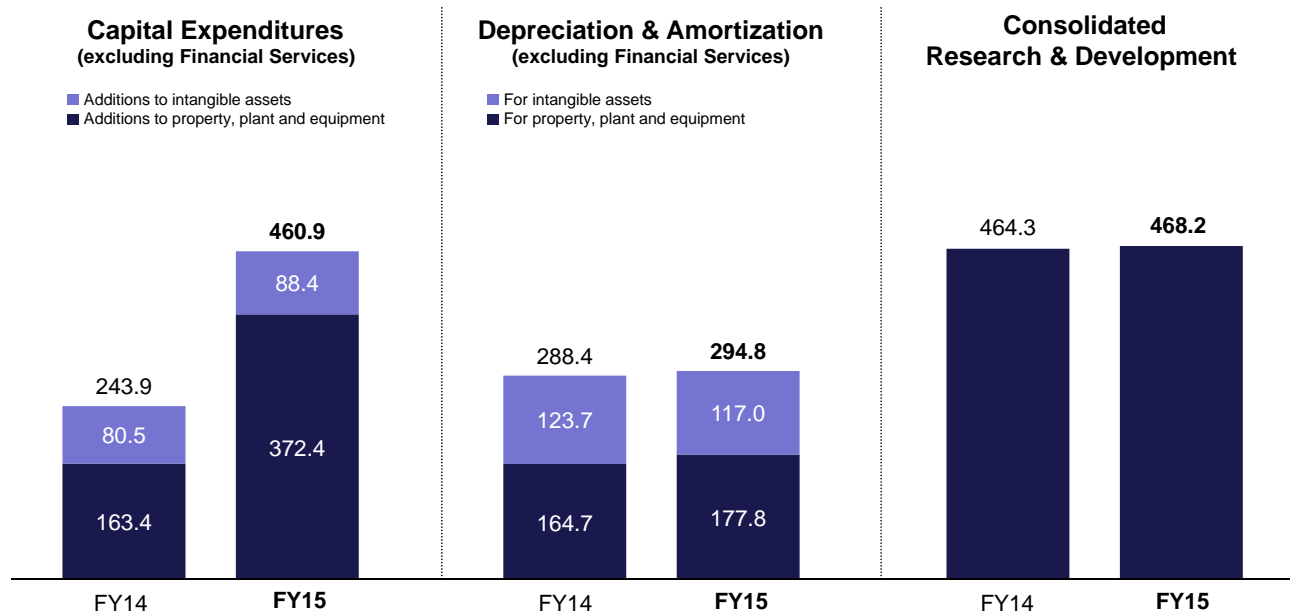
(Mln Yen)

		FY13	FY14					FY15				
			Q1	Q2	Q3	Q4	FY	Q1	Q2	Q3	Q4	FY
Mobile Communications (MC)		1,262,849	334,742	329,212	450,600	294,625	1,409,179	279,536	278,279	382,262	181,848	1,121,925
	Hardware	513,425	136,873	160,689	321,744	114,451	733,757	129,465	168,434	326,589	97,341	721,829
Game & Network Services (G&NS)	Network	200,229	69,253	71,123	102,025	109,066	351,467	105,801	111,534	152,067	159,916	529,318
	Other	232,825	25,242	53,942	75,473	52,265	206,922	30,632	61,114	86,564	50,318	228,628
	Total	946,479	231,368	285,754	499,242	275,782	1,292,146	265,898	341,082	565,220	307,575	1,479,775
Imaging Products & Solutions (IP&S)	Digital Imaging Products	442,723	106,135	109,565	126,361	90,533	432,594	107,156	112,844	119,397	78,835	418,232
	Professional Solutions	277,417	55,716	64,822	70,658	80,707	271,903	57,120	67,411	64,943	73,201	262,675
	Other	19,660	2,876	3,563	4,300	4,902	15,641	5,746	5,559	5,772	6,484	23,561
	Total	739,800	164,727	177,950	201,319	176,142	720,138	170,022	185,814	190,112	158,520	704,468
Home Entertainment & Sound (HE&S)	Televisions	754,308	204,989	199,742	280,572	149,765	835,068	168,920	203,008	278,470	147,366	797,764
	Audio and Video	431,519	87,414	89,023	138,013	82,364	396,814	81,311	85,162	121,975	66,498	354,946
	Other	10,871	646	99	1,097	1,962	3,804	2,256	31	119	-31	2,375
	Total	1,196,698	293,049	288,864	419,682	234,091	1,235,686	252,487	288,201	400,564	213,833	1,155,085
Devices	Semiconductors	342,072	84,948	118,095	162,884	135,088	501,015	140,415	149,510	155,881	113,177	558,983
	Components	207,833	50,039	54,287	59,415	54,194	217,935	50,155	52,216	49,040	45,905	197,316
	Other	2,493	1,748	1,464	2,457	1,341	7,010	2,435	2,255	2,946	2,822	10,458
	Total	552,398	136,735	173,846	224,756	190,623	725,960	193,005	203,981	207,867	161,904	766,757
Pictures	Motion Pictures	422,255	104,626	97,339	100,723	131,565	434,253	58,175	91,152	149,140	148,888	447,355
	Television Productions	247,568	42,362	44,259	51,831	114,004	252,456	50,975	42,333	54,863	121,944	270,115
	Media Networks	158,845	47,678	40,309	53,916	47,702	189,605	62,270	50,101	55,797	50,189	218,357
	Total	828,668	194,666	181,907	206,470	293,271	876,314	171,420	183,586	259,800	321,021	935,827
Music	Recorded Music	347,684	79,395	80,429	122,211	101,315	383,350	89,328	90,567	131,637	101,186	412,718
	Music Publishing	66,869	16,288	16,366	16,675	21,630	70,959	17,844	17,698	16,721	18,995	71,258
	Visual Media and Platform	83,777	19,178	19,921	23,924	23,172	86,195	19,808	26,814	28,596	41,775	116,993
	Total	498,330	114,861	116,716	162,810	146,117	540,504	126,980	135,079	176,954	161,956	600,969
Financial Services		988,944	245,750	268,192	303,211	260,451	1,077,604	277,689	209,035	320,368	259,227	1,066,319
All Other		701,089	82,231	64,074	91,598	60,791	298,694	58,710	61,309	71,564	50,566	242,149
Corporate		52,011	11,779	14,996	7,061	5,819	39,655	12,312	6,374	6,101	7,651	32,438
Consolidated total		7,767,266	1,809,908	1,901,511	2,566,749	1,937,712	8,215,880	1,808,059	1,892,740	2,580,812	1,824,101	8,105,712

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CAPEX and Depreciation & Amortization excluding Financial Services / Consolidated R&D

(Bln Yen)



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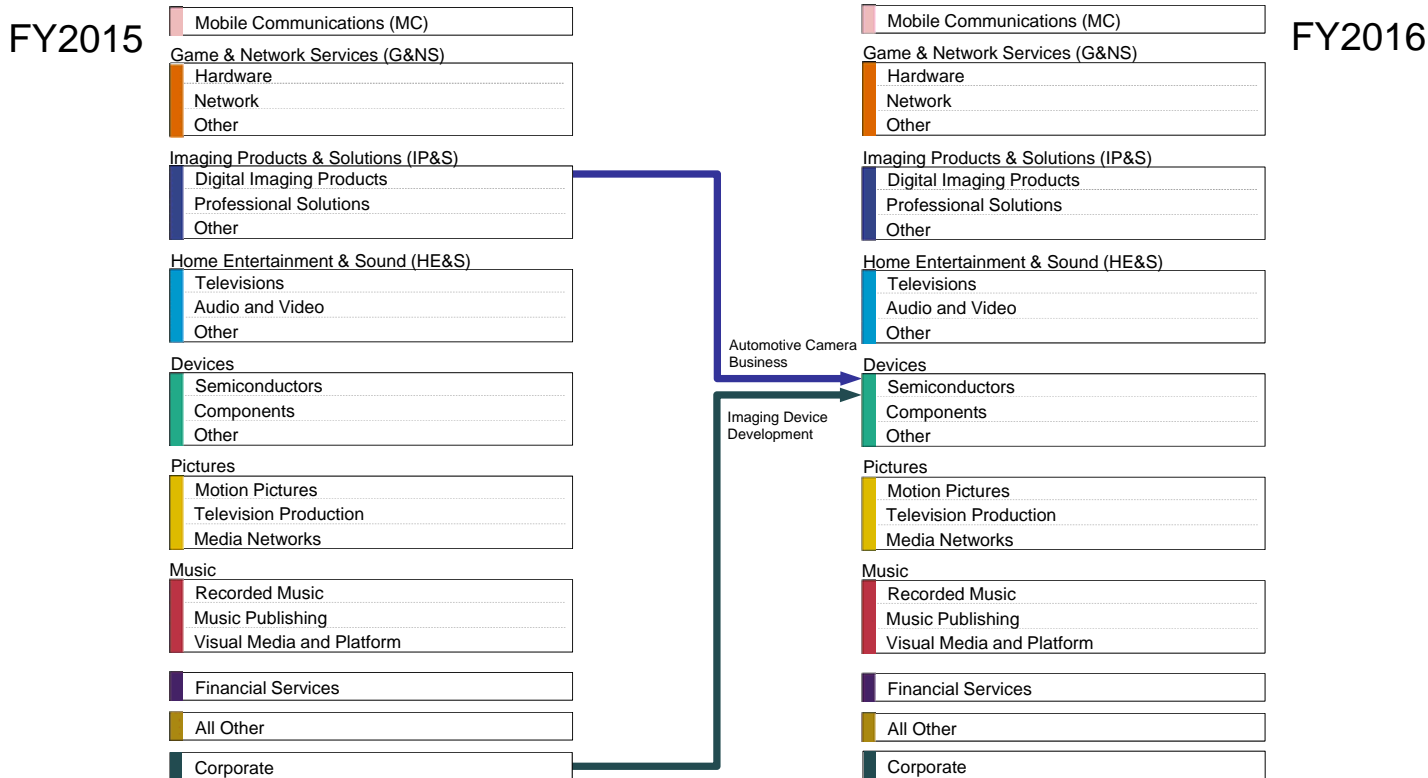
Unit Sales for Key Electronics Products (Quarterly Results)

(Mln units)

	FY14					FY15				
	Q1	Q2	Q3	Q4	FY	Q1	Q2	Q3	Q4	FY
Consumer Electronics										
Smartphones	9.4	9.9	11.9	7.9	39.1	7.2	6.7	7.6	3.4	24.9
Digital Cameras	2.2	2.2	2.6	1.5	8.5	1.7	1.6	1.8	1.0	6.1
LCD TVs	3.6	3.6	4.7	2.7	14.6	2.6	3.0	4.2	2.4	12.2
Game										
PS4	2.7	3.3	6.4	2.4	14.8	3.0	4.0	8.4	2.3	17.7

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Segment and Category Realignment



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Cautionary Statement

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- (ii) 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 and liabilities are denominated;
- (iii) 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 televisions, game platforms and smartphones, 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 consumer preferences;
- (iv) Sony's ability and timing to recoup large-scale investments required for technology development and production capacity;
- (v) Sony's ability to implement successful business restructuring and transformation efforts under changing market conditions;
- (vi) Sony's ability to implement successful hardware, software, and content integration strategies for all segments excluding the Financial Services segment, and to develop and implement successful sales and distribution strategies in light of the Internet and other technological developments;
- (vii) Sony's continued ability to devote sufficient resources to research and development and, with respect to capital expenditures, to prioritize investments correctly (particularly in the electronics businesses);
- (viii) Sony's ability to maintain product quality;
- (ix) the effectiveness of Sony's strategies and their execution, including but not limited to the success of Sony's acquisitions, joint ventures and other strategic investments;
- (x) significant volatility and disruption in the global financial markets or a ratings downgrade;
- (xi) Sony's ability to forecast demands, manage timely procurement and control inventories;
- (xii) the outcome of pending and/or future legal and/or regulatory proceedings;
- (xiii) 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;
- (xiv) the impact of 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) Sony's ability to anticipate and manage cybersecurity risk, including the risk of unauthorized access to Sony's business information, potential business disruptions or financial losses; and
- (xvi) risks related to catastrophic disasters or similar events.

Risks and uncertainties also include the impact of any future events with material adverse impact.

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