

SONY

Sony IR Day 2018

Music Segment (SMEJ)

May 22, 2018

Business Executive
Sony Corporation

Representative Director
Chief Executive Officer
Sony Music Entertainment (Japan) Inc.

Michinori Mizuno

Director of Board
CFO, Corporate EVP
Sony Music Entertainment (Japan) Inc.

Toshihiro Konno

Agenda

Music Segment (SMEJ)

- 1. Business Outline**
- 2. Mid-Term Vision**
- 3. FY17 Results / FY18 Forecast**

1. Business Outline

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Company Profile

Music Segment (SMEJ)

Name: Sony Music Entertainment (Japan) Inc.

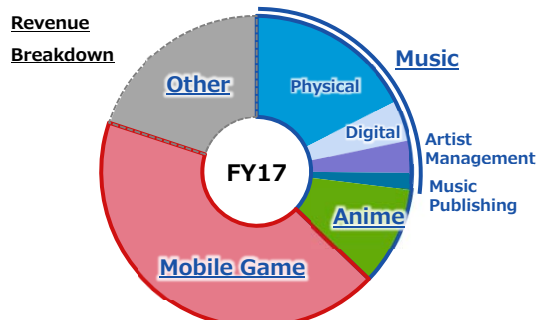
Established: March, 1968

Location: 4-5 Rokubancho, Chiyoda-ku, Tokyo

Representative Director: Michinori Mizuno

Number of Subsidiaries: Approximately 20

SonyMusic



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50 Year Journey

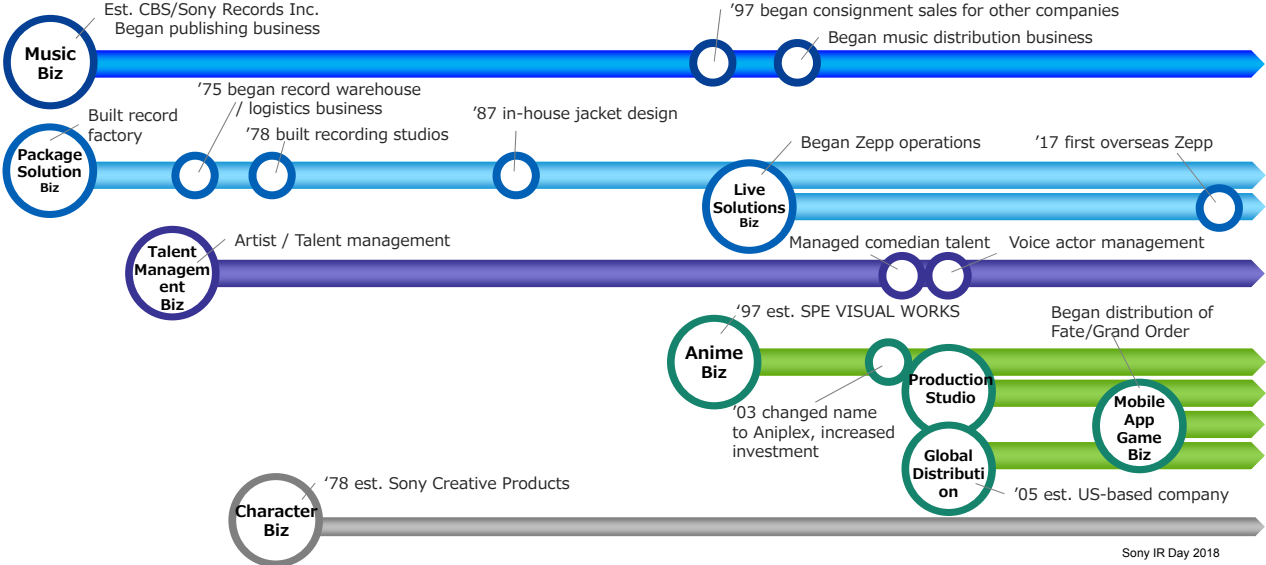
~ Business Diversity Starting from CBS/Sony ~

Music Segment (SMEJ)

Strengthen Music Business by Vertical Integration

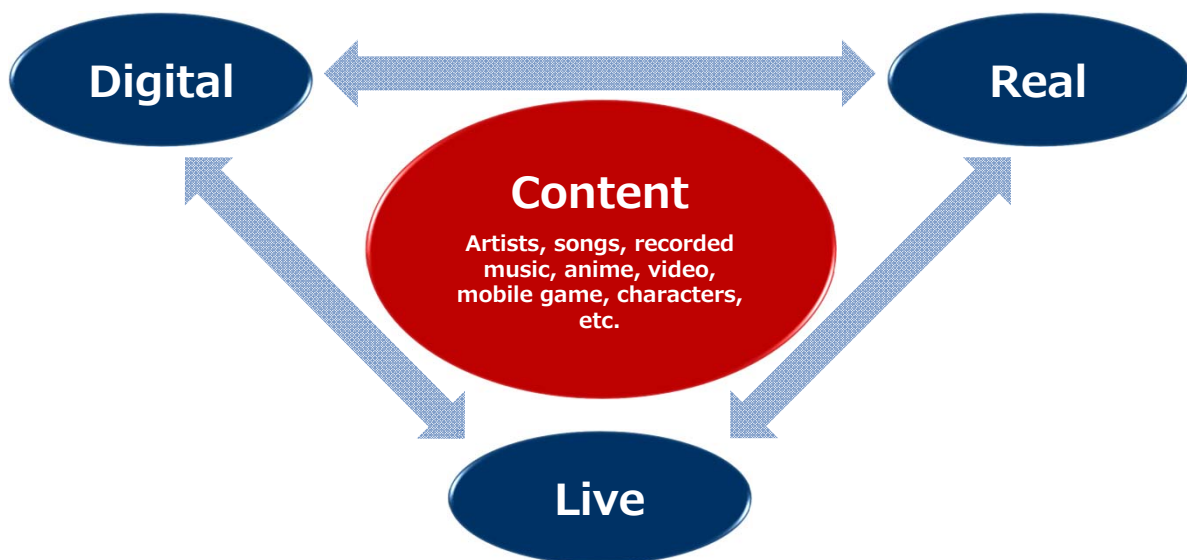
Diversify Business by Horizontal Expansion

1968



Business Model

Music Segment (SMEJ)



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2. Mid-Term Vision

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Mid-term Vision

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Road to General Entertainment Company

◆ Creating and Maximizing Hits

- ✓ Strengthen music and anime IP
- ✓ Leverage IP

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Creating and Maximizing Hits ~ Strengthen Music and Anime IP ~ Music Segment (SME)



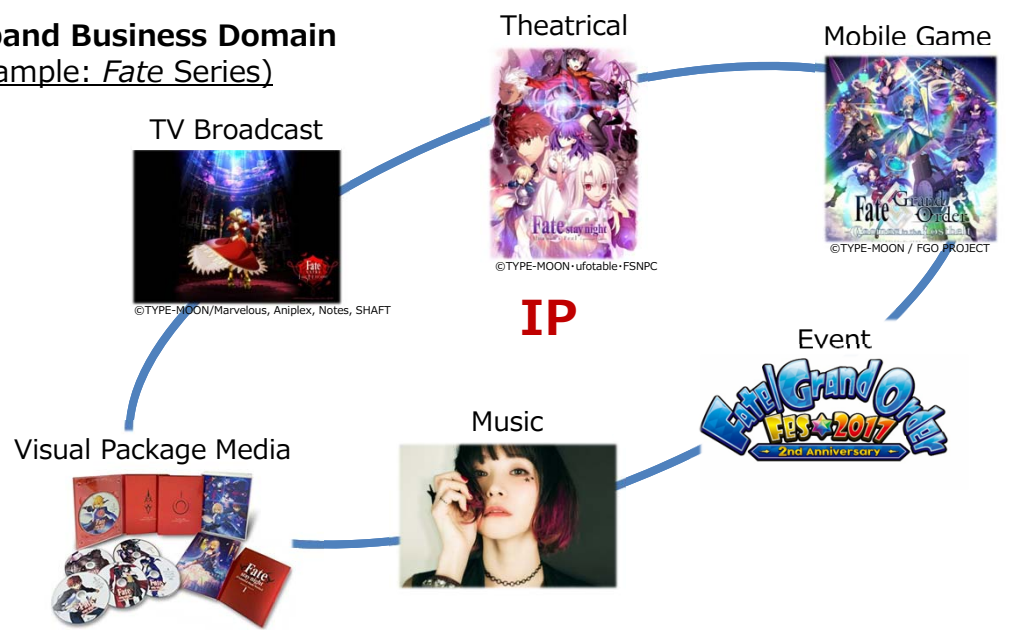
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Creating and Maximizing Hits ~ Leverage IP ~ Music Segment (SME)

Expand Business Domain
(Example: *Fate Series*)



©TYPE-MOON/Marvelous, Aniplex, Notes, SHAFT

©TYPE-MOON・ufotable・FSNPC

©TYPE-MOON / FGO PROJECT

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Creating and Maximizing Hits ~ Leverage IP ~

Music Segment (SMEJ)

Sustainable Growth in Mobile Game Business

✓ Fate/Grand Order Retention Initiatives

✓ New Hit IP-Based Products



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Mid-term Vision

Music Segment (SMEJ)

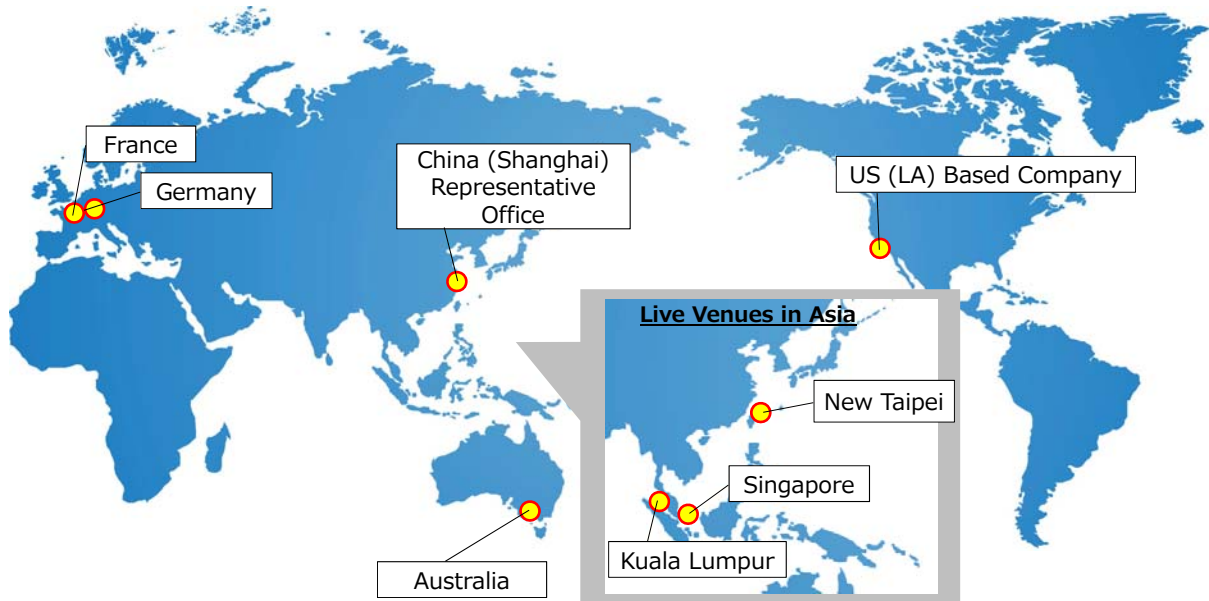
Road to General Entertainment Company

- ◆ Overseas Expansion
- ◆ New Businesses

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Overseas Expansion - countries/regions

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New Businesses

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Sports



Event



AI

PROJECT **Samantha**

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VR



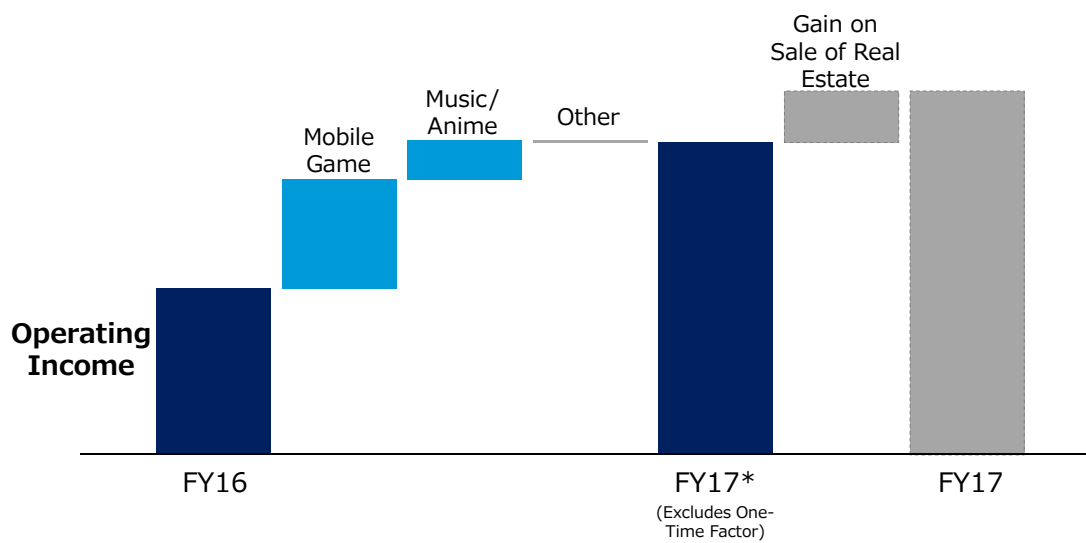
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3. FY17 Results / FY18 Forecast

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FY17 Operating Profit Variance from FY16

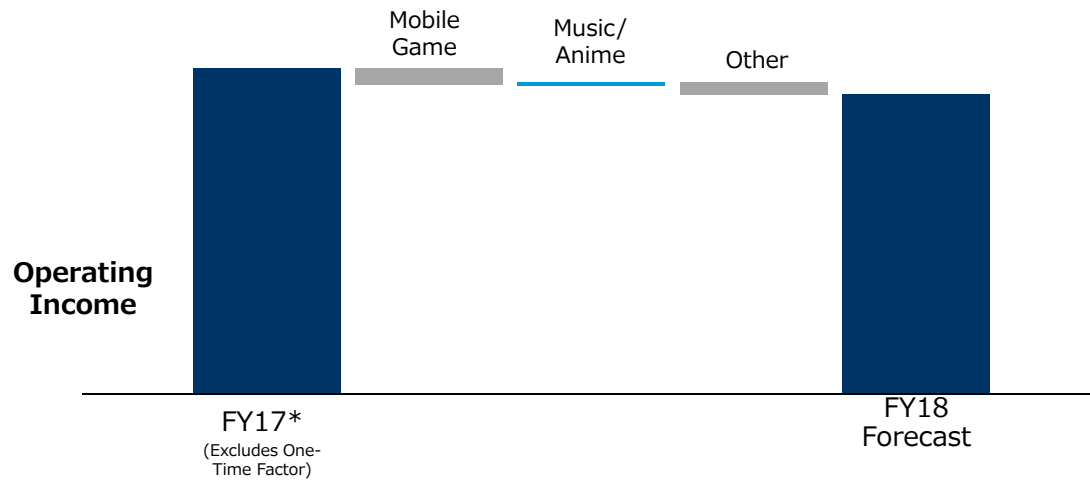
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FY18 Operating Profit Forecast Variance from FY17

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