

August 23, 2012

Sony Corporation

**SONY MOBILE COMMUNICATIONS ANNOUNCES NEW OPERATIONAL  
STRUCTURE AND REDUCTION IN WORKFORCE**

London, August 23, 2012 -- Sony Mobile Communications AB, a consolidated subsidiary of Sony Corporation, made the announcement noted above. For further detail, please refer to the attached press release.

Sony is evaluating the actual impact of this workforce reduction on its consolidated results for the fiscal year ending March 31, 2013, but no material impact is currently anticipated.

## Press Release

# **Sony Mobile Communications Announces New Operational Structure and Reduction in Workforce**

**LONDON, UK – August 23, 2012** – Sony Mobile Communications AB (“Sony Mobile”) today announced that it is altering the global operational structure of its development sites in Tokyo, Japan, Lund, Sweden and Beijing, China. In October 2012, Sony Mobile will move its corporate headquarters and certain other functions from Lund, Sweden, to Tokyo, Japan. Sony Mobile has also redefined the roles and responsibilities of each major development site to leverage the strengths of each respective site. These measures aim to enhance operational and development capabilities of Sony Mobile such as time to market efficiency, streamline supply chain management and drive greater integration with the wider Sony group.

“Sony has identified the mobile business as one of its core businesses and the Xperia™ smartphone portfolio continues to gain momentum with customers and consumers worldwide,” said Kunimasa Suzuki, President and CEO of Sony Mobile. “We are accelerating the integration and convergence with the wider Sony group to continue enhancing our offerings, and a more focused and efficient operational structure will help to reduce Sony Mobile’s costs, enhance time to market efficiency and bring the business back to a place of strength.”

In relation to the operational structure changes, Sony Mobile plans to reduce its global headcount by approximately 15 percent (approximately 1000 personnel, including consultants) throughout the financial years of 2012 and 2013 (i.e. by the end of March 2014) as the company seeks to increase operational efficiency, reduce costs and drive profitable growth.

Today Sony Mobile filed a redundancy notification (“varsel”) with the Swedish authorities to notify them that the company expects around 650 employees across

a number of functions at Sony Mobile in Lund to be affected by job closures. The remaining headcount reductions will be primarily consultants in Sweden. Lund will continue to be an important strategic site for Sony Mobile, with the main focus on software and application development.

Sony Mobile is a wholly-owned subsidiary of Sony Corporation, following Sony Corporation's acquisition of Telefonaktiebolaget LM Ericsson's 50% stake in Sony Ericsson Mobile Communications AB, completed on February 15, 2012.

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For more information, images and videos please visit: [pressreleases.sonymobile.com](http://pressreleases.sonymobile.com)

**About Sony Mobile Communications**

Sony Mobile Communications is a subsidiary of Tokyo-based Sony Corporation, a leading global innovator of audio, video, game, communications, key device and information technology products for both the consumer and professional markets. With its music, pictures, computer entertainment and online businesses, Sony is uniquely positioned to be the leading electronics and entertainment company in the world. Through its Xperia™ smartphone portfolio, Sony Mobile Communications delivers the best of Sony technology, premium content and services, and easy connectivity to Sony's world of networked entertainment experiences. For more information: [www.sonymobile.com](http://www.sonymobile.com)