

# Materiality

## Overview and Purpose of Materiality Analysis

Sony recognizes that stakeholders expect it to maintain a well-defined stance and take action to address the issues facing society and the global environment, in addition to delivering emotional experiences through its business. We also think it is important to clarify priorities in sustainability management and work on them continuously. To ensure that the Group's sustainability initiatives are compatible with changes in the social environment and the expectations of stakeholders, Sony regularly identifies and analyzes material topics related to sustainability with a medium- to long-term perspective, and we reviewed those topics in FY2025. In this review, referring to the newly formulated Creative Entertainment Vision, our Sustainability Vision, and various changes in the social environment and range of stakeholder needs, we assessed the influence that Sony has on society and the environment and vice versa, and after discussion with the management team, we identified the most important topics: diversity, respect for human rights, and climate change. Until now, we have identified "technology for sustainability" as one of our most important topics. However, as Sony already applies its technology to address various social and environmental issues and improve accessibility, we are now positioning technology as a means of addressing a broad range of sustainability issues.

## The Materiality Assessment Process

### Step 1: Identify and classify material topics

Based on internal and external information and documents, Sony selected material topics with high relevance. References included the Global Reporting Initiative (GRI) Standards and the Sustainability Accounting Standards Board (SASB) standards, which are global guidelines for sustainability reporting, the ISO 26000 international standard for corporate social responsibility, the SDGs, which are globally agreed goals for building a sustainable world, and the EU Corporate Sustainability Reporting Directive (CSRD) and the European Sustainability Reporting Standard (ESRS).

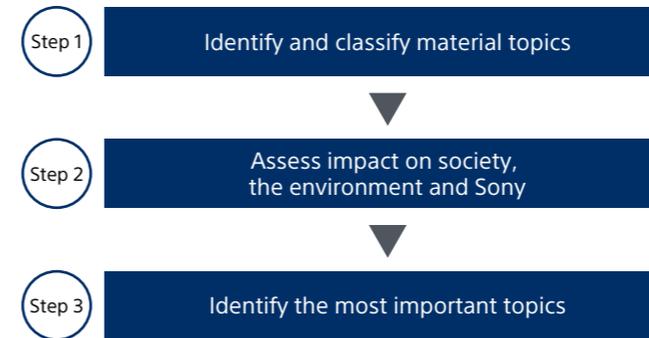
### Step 2: Assess impact on society, the environment and Sony

Topics identified and classified in Step 1 were assessed from the perspectives of Sony's impact on society and the environment, as well as the impact on Sony from society and the environment, taking into account our Creative Entertainment Vision, Sustainability Vision, medium- to long-term societal changes, and the needs of our stakeholders.

### Step 3: Identify the most important topics

Based on the assessment conducted in Step 2, the most important topics were identified with CEO approval, after being reviewed by top management and the executive committee. The identified most important topics were reported to the Board of Directors.

Materiality Assessment Steps



## Analysis Results and Sony Group Material Topics

As a result of the aforementioned assessment process, diversity, respect for human rights and climate change were identified as the most important topics.

The Sustainability Report 2025 classifies Sony's materiality topics, including the above, into major sustainability efforts areas: employees, occupational health & safety, respect for human rights, responsible AI, accessibility, quality and customer service, responsible supply chain, community engagement, environment, technology, ethics and compliance, and corporate governance.

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## Strategy and Targets for the Most Important Topics, and Major Initiatives

### Diversity

Diversity has been core to Sony DNA since the company’s founding and is essential to generating innovation. The intersection of employees with diverse backgrounds drives the creation of new businesses, and the diversification of the businesses expands opportunities for active employee involvement.

We must remain an organization that embraces diverse perspectives and opinions of an equally diverse pool of talent, leveraging the diversity of our businesses and our people as a strength that creates even greater value. Sony has identified the key elements needed to remain an organization that embraces diverse perspectives. These are: Diversity of People—bringing together people of all backgrounds; Diversity of Experience—encouraging collaboration among individuals from different fields, and enabling employees to gain new experiences by working internationally or across business areas; and finally, Leadership and Corporate Culture that Embraces Diverse Perspectives—leaders who draw on the unique strengths of individuals to guide the organization, and a culture that welcomes a variety of perspectives and values. These principles are reflected in the Sony Group’s human resource initiatives.

To further ensure diversity within Sony’s management team, we aim to increase the percentage of women and persons of non-Japanese origin among executives\* at Sony Group Corporation in Japan to more than 30% each, by 2030. As of the end of March 2025, these figures stood at 18.8% and 28.1%, respectively.

In terms of the diversification of the backgrounds of Sony’s employees, as of March 31, 2025, the percentage of women in the workforce was 34.2% and the percentage of women in management positions was 31.6% across the Sony Group. Sony also hires and provides workplace support for people with disabilities. Beyond complying with the laws, rules, and regulations of each country and region in which it operates, Sony is devoted to creating inclusive workplaces where all employees, regardless of disability, can build careers. In Japan, Sony exceeds the legally mandated employment

rate for persons with disabilities.

For their diverse employee experiences, we proactively hire people who have worked in other companies or job categories. These people accounted for roughly half of those who joined Sony in Japan in FY2024. To help our employees build their careers through their own initiative, we conduct various career development programs and actively support the enhancement of experience within the Sony Group. In fostering leadership, Sony offers various opportunities to develop the mindset and skills to actively incorporate diverse perspectives and translate them into organizational strength. Sony believes the true measure of whether its diverse employees feel a sense of purpose and are empowered to pursue their own forms of “*Kando* (emotion)” lies in overall employee engagement. To assess this, employee surveys are regularly conducted and monitored. The Sony Group as a whole endeavors to increase the accessibility of its products and services, and undertakes initiatives related to diversity and social justice in its interaction with society. In 2020, the Group established the 100 million USD “Global Social Justice Fund” to support initiatives that promote belonging and help build strong, supportive communities.

\* Directors, Senior Executives including Corporate Executive Officers, and other officers

→ [Employees](#)

### Respect for Human Rights

Through the “Sony Group Human Rights Policy,” Sony is committed to respecting the internationally recognized human rights of individuals potentially affected by its business activities throughout its value chain. Sony also strives to avoid causing or contributing to adverse human rights impacts that may arise from its operations, products, services and/or business relationships, and is dedicated to taking reasonably necessary actions to help remediate any impacts that may occur. Sony has established and implemented Group policies for specific areas, such as the “Sony Supply Chain Code of Conduct” which sets forth the code of conduct for Sony’s own manufacturing sites and suppliers of electronics products, with the aim to work towards a responsible supply chain, and the “Sony Group AI Ethics Guidelines,” which guide all Sony officers and employees to utilize AI and/or conduct AI-related R&D in a manner that conforms with Sony’s values and emerging social norms. Sony conducts human rights risk impact assessments in line with the frameworks regarding human rights due diligence set out in the United Nations Guiding Principles on Business and Human Rights (UNGP) issued by the United Nations Human Rights Council and the OECD Guidelines for Multinational Enterprises on Responsible Business Conduct. After identifying potential human rights risks by considering the characteristics of each business operation and the value chains important to each business, the assessments further identified three areas as priority areas for enhancing initiatives throughout the Sony Group: responsible supply chains, respect for diversity and responsible development and use of technologies. For issues where significant adverse human rights impacts are identified or are of concern in these priority areas, Sony promotes initiatives to prevent or mitigate those impacts for each of these areas. In the fiscal year ended March 31, 2025, each Business Unit conducted a human rights risk impact assessment to review the specific human rights risks inherent to each business segment and the current status of initiatives addressing these risks. This assessment aimed to evaluate the need for improvements or new measures and to reassess the human rights issues that each Business Unit should prioritize. The assessments were carried out by each Business Unit, utilizing the evaluation criteria established by the Sustainability Department, and incorporating insights from external experts or

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relevant internal departments. In December 2024, the Sustainability Department received reports from each Business Unit on the key areas of focus, the status of initiatives, and future plans for each Business Unit during an internal global conference.

→ [Respect for Human Rights](#)

## Climate Change

Under the “Road to Zero,” a long-term environmental plan established in 2010 that aims to achieve a zero environmental footprint for the entire Sony Group by the year 2050, Sony is promoting environmental impact reduction activities in each of the following four perspectives: climate change, resources, chemical substances, and biodiversity. In May 2022, Sony announced that it had determined to accelerate its environmental impact reduction activities in the climate change area and to push its goal of achieving a net-zero footprint throughout the entire value chain, moving the target year from 2050 to 2040. Sony’s net-zero\*1 target for 2040 was approved as the net-zero target for the Science Based Targets initiative (“SBTi”)\*2 in August 2022. In April 2025, Sony Group Corporation established “Green Management 2030,” the Group’s new medium-term environmental targets\*3 effective from the fiscal year ending March 31, 2027, through the fiscal year ending March 31, 2031.

\*1 Sony’s net-zero target follows the SBTi Corporate Net-zero Standard below:  
 (a) reducing Scope 1, 2 and 3 emissions to zero or a residual level consistent with reaching net-zero emissions at the global or sector level in eligible 1.5°C scenarios or sector pathways; and (b) neutralizing any residual emissions at the net-zero target date – and any GHG emissions released into the atmosphere thereafter.

\*2 Based Targets initiative (SBTi) is a global initiative that encourages companies to set science based targets to reduce their GHG emissions toward the goal of limiting the increase in global average temperature due to climate change to 1.5°C above pre-industrial levels

\*3 Sony is working toward achieving its long-term environmental plan, the “Road to Zero,” by setting medium-term (five-year) environmental targets. Sony is currently engaged in initiatives focused on reducing environmental impact to achieve the goals set under “Green Management 2025” for the fiscal year ended March 31, 2022, through the fiscal year ending March 31, 2026.

Sony’s interim goals for the above 2040 net-zero target are as follows:

1. By 2030, Sony aims to make direct and indirect GHG emissions (Scopes 1 and 2) of its own business operations net-zero. For other emissions originating from stages such as products, supply chains, and logistics (Scope 3), Sony aims to reduce GHG emissions during product use by 45% compared to the fiscal year ended March 31, 2019 by 2035. By 2040, Sony aims to achieve net-zero emissions in all Scopes.
2. By 2030, Sony aims to achieve 100% renewable electricity used at its own business sites. The percentage of electricity use derived

from renewable energy targeted to be achieved as of the end of the fiscal year ending March 31, 2026 has been set at 35%.

To achieve the targets in 1 and 2 above, Sony intends to implement the following measures:

- Continuous reduction of environmental impact at Sony Group’s own business sites: Acceleration of energy saving, installation of solar power generation equipment, and introduction of renewable energy throughout the Sony Group. Virtual PPA (Power Purchase Agreement) using the FIP (Feed-in-Premium) system in Japan
- Promotion of energy-efficient products: Acceleration of initiatives to reduce annual power consumption of Sony products.
- Strengthening efforts with partners: Encouragement of business partners engaged in parts, materials and finished product manufacturing to manage their GHG emissions, save energy, and convert to renewable energy.
- Contribution to carbon removal/fixation\*4: Exploration of investments in start-ups engaged in carbon removal, and development of an index integrating biodiversity and carbon fixation associated with augmented ecosystem businesses, such as Synecoculture™\*5 being rolled out by Syneco, Inc.

\*4 Process by which carbon from the atmosphere is converted into organic compounds.  
 \*5 Synecoculture is a trademark of Sony Group Corporation.

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