SONY

Q1 FY2017 Consolidated Financial Results

(Three months ended June 30, 2017)

August 1, 2017

Sony Corporation

Q1 FY2017 Consolidated Results

Q1 FY17 Change Sales & operating revenue 1,613.2 1,858.1 +15.2% Operating income 56.2 157.6 +180.5% Income before income taxes 57.0 148.9 +161.1% Net income attributable to Sony Corporation's 21.2 80.9 +282.1% stockholders Net income attributable to Sony Corporation's stockholders per share of common stock (diluted) 16.44 yen 62.70 yen +281.4% Restructuring charges*1 1.7 2.4 +39.7% 66.0 67.4 +2.1% Additions to long-lived assets*2 Depreciation and amortization*3 93.6 83.3 -11.0% 110.2 101.8 -7.6% Research and development expenses Average rate 1 US dollar 108.1 yen 111.1 yen

122.1 yen

122.1 yen

Q1 FY16

1 Euro

(Bln Yen)

^{*11} 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 amontization expenses for intangible assets and for deferred insurance acquisition costs (applies to all following pages)

Operating Income Excluding One-time Items*

	Operating Income	Operating Income Excluding One-time Items
Q1 FY16	56.2 bln yen	109.4 bin yen
Q1 FY17	157.6 bln yen	120.8 bln yen
Change from FY16	+101.4 bln yen	+11.4 bin yen (+10.4%)

One-time Items*

- Impact of the 2016 Kumamoto Earthquakes (-34.2 bln yen)
- Insurance recoveries related to the 2016 Kumamoto Earthquakes (+1.3 bln yen)
- Impairment charge against long-lived assets resulting from the termination of development and manufacturing of highfunctionality camera modules (-20.3 bln yen)
- Gain resulting from the sale of an equity interest in a manufacturing subsidiary in the camera modules business
- Insurance recoveries related to the 2016 Kumamoto Earthquakes (+9.3 bln yen)

*The above monetary amounts have been separately disclosed in the "Consolidated Financial Results" for the first quarters ended June 30, 2016 and 2017 and the "Handout" for the first quarters ended June 30, 2016 and 2017.

Q1 FY2017 Results by Segment [Reclassified]

		Q1 FY16	Q1 FY17	Change	FX Impact
Mobile Communications	Sales	185.9	181.2	-2.5%	+1%
(MC)	Operating income	0.4	3.6	+3.2 bln yen	+1.4 bln yen
Game& Network Services (G&NS)	Sales	330.4	348.1	+5.4%	+1%
Gained Network Services (Gains)	Operating income	44.0	17.7	-26.3 bln yen	-2.4 bln yen
Imaging Products &	Sales	122.2	155.6	+27.3%	+1%
Solutions (IP&S)	Operating income	7.5	23.2	+15.7 bln yen	-0 bln yen
Home Entertainment &	Sales	235.9	256.9	+8.9%	+2%
Sound (HE&S)	Operating income	20.2	22.6	+2.3 bln yen	+0.2 bln yen
Semiconductors	Sales	144.4	204.3	+41.4%	+3%
Semiconductors	Operating income	-43.5	55.4	+99.0 bln yen	+2.5 bln yen
Pictures	Sales	183.3	205.8	+12.3%	+3%
Pictures	Operating income	-10.6	-9.5	+1.1 bln yen	
Music	Sales	141.9	168.6	+18.8%	+2%
Widsic	Operating income	15.9	25.0	+9.1 bln yen	
Financial Services	Revenue	232.7	303.2	+30.3%	
Financial Services	Operating income	48.5	46.2	-2.3 bln yen	
All Other	Sales	100.8	109.2	+8.4%	
All Other	Operating income	-7.0	-8.2	-1.3 bln yen	
Corporate and elimination	Sales	-64.4	-74.7	-	
Corporate and eminidation	Operating income	-19.3	-18.5	+0.8 bln yen	
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Consolidated total	Sales	1,613.2	1,858.1	+15.2%	
	Operating income	56.2	157.6	+101.4 bln yen	

Due to Sony's realignment of its business segments in Q1 FY2017, certain figures in past fiscal years have been reclassified to conform to the presentation of FY17 (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 corporates be spanses (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.7 of "Consolidated financial Results for the First Quarter Ended June 30, 2017" (applies to all following pages)

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FY2017 Consolidated Results Forecast

(Bln Yen)

	FY16	FY17 April FCT	FY17 August FCT	Change from April FCT
Sales & operating revenue	7,603.3	8,000	8,300	+3.8%
Operating income	288.7	500	500	-
Income before income taxes	251.6	470	470	-
Net income attributable to Sony Corporation's stockholders	73.3	255	255	-
Restructuring charges	60.2	15	15	-
Additions to long-lived assets	272.2	330	330	-
Depreciation & amortization	327.0	355	355	-
Research & development expenses	447.5	450	450	-
Foreign exchange rates	Actual	Assumption	Assumption (Q2-Q4 FY17)	Dividend per Share (Planned)
1 US dollar	108.4 yen	Approx. 105 yen	Approx. 110 yen	Interim 12.5 yer
1 Euro	118.8 yen	Approx. 110 yen	Approx 120 yen	Year-end Undecide

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FY2017 Results Forecast by	/ Segment [Red	classified]
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		FY16	FY17 April FCT	FY17 August FCT	Change from April FCT
Mobile Communications	Sales	759.1	820	820	-
(MC)	Operating income	10.2	5	5	-
Game &	Sales	1,649.8	1,890	1,980	+4.8%
Network Services (G&NS)	Operating income	135.6	170	180	+10 bln yen
Imaging Products &	Sales	579.6	640	650	+1.6%
Solutions (IP&S)	Operating income	47.3	60	72	+12 bln yen
Home Entertainment &	Sales	1,039.0	1,120	1,170	+4.5%
Sound (HE&S)	Operating income	58.5	58	58	-
Semiconductors	Sales	773.1	880	860	-2.3%
Semiconductors	Operating income	-7.8	120	130	+10 bln yen
Pictures	Sales	903.1	1,020	1,020	-
Pictures	Operating income	-80.5	39	39	-
Music	Sales	647.7	630	630	-
Wusic	Operating income	75.8	75	75	-
Figure del Complete	Revenue	1,087.5	1,170	1,170	-
Financial Services	Operating income	166.4	170	170	-
All Other, Corporate and elimination	Operating income	-116.7	-197	-229	-32 bln yen
Consolidated total	Sales	7,603.3	8,000	8,300	+3.8%
Consolidated total	Operating income	288.7	500	500	-

	(Bln Yen)				
Segment For	ecast				
FX Rate Assumption					
(Q2-Q4 FY	17)				

1 US dollar 112 yen1 Euro 128 yen

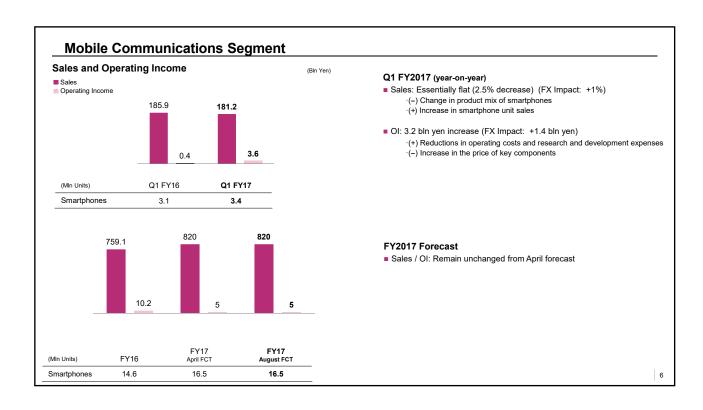
Consolidated Forecast FX Rate Assumption (Q2-Q4 FY17)

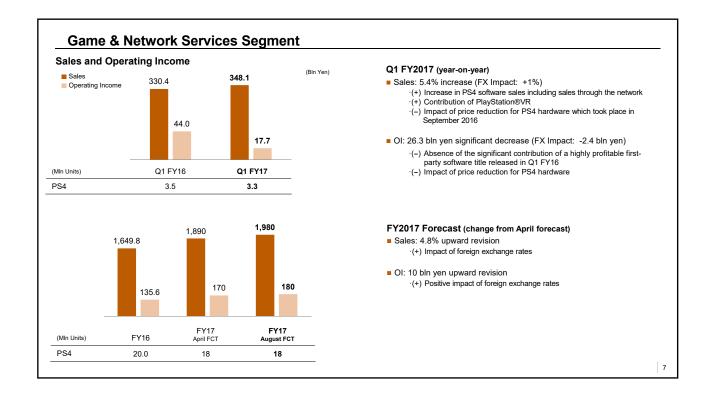
1 US dollar 110 yen 1 Euro 120 yen

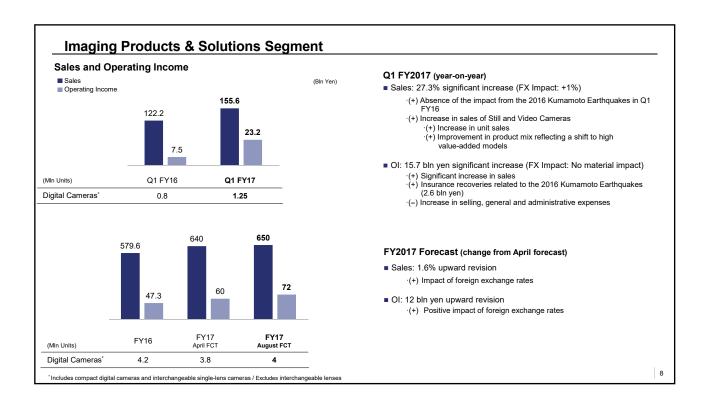
An approximate -40 billion yen impact on consolidated operating income resulting from the difference between the two FX rate assumptions above has been included in the forecast for All Other, Corporate and elimination.

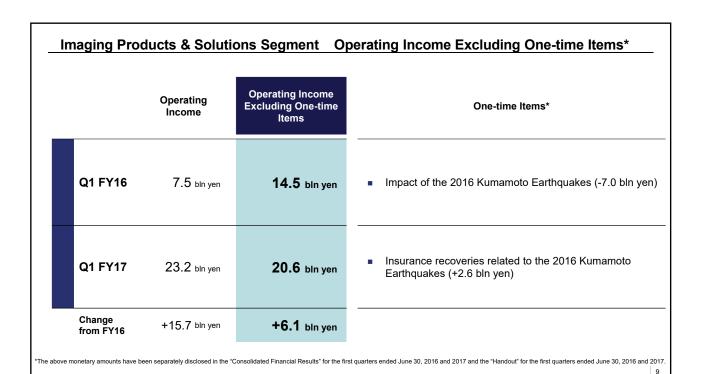
This -40 billion yen impact includes the impact of emerging market currencies.

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Home Entertainment & Sound Segment Sales and Operating Income ■ Sales ■ Operating Income (Bln Yen) 256.9 235.9 22.6 20.2 (Mln Units) Q1 FY16 Q1 FY17 2.5 1,170 1,120 1 039 0 58.5 58 58 FY17 August FCT FY17 April FCT FY16 TVs 12.1 12 12

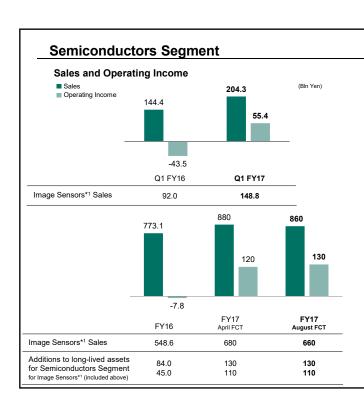
Q1 FY2017 (year-on-year)

- Sales: 8.9% increase (FX impact: +2%)
 - ·(+) Improvement in product mix of televisions reflecting a shift to high value-added models
 - ·(-) Decrease in unit sales of televisions
- OI: 2.3 bln yen increase (FX Impact: +0.2 bln yen)
 - (+) Improvement in product mix of televisions reflecting a shift to high value-added models
 - ·(-) Increase in the price of key components ·(-) Increase in marketing costs

FY2017 Forecast (change from April forecast)

- Sales: 4.5% upward revision
 - ·(+) Impact of foreign exchange rates
- OI: Remain unchanged from April forecast
 - ·(+) Positive impact of foreign exchange rates
 - ·(-) More conservative estimation of unit selling prices

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Q1 FY2017 (year-on-year)

- Sales: 41.4% significant increase (FX Impact: +3%)
 (+) Significant increase in sales of image sensors

 - ·(+) Significant increase in unit sales of image sensors for mobile products
 ·(+) Absence of the impact of a decrease in production due to the

 - 2016 Kumamoto Earthquakes in Q1 FY16

 (-) Significant decrease in sales of camera modules, a business which was downsized
- OI: 99.0 bln yen significant improvement (FX Impact: +2.5 bln yen)

 - (+) Increase in sales
 (+) 27.5 bln yen gain resulting from the sale of the entire equity interest in a manufacturing subsidiary in the camera module business
 - ·(+) 6.7 bln yen in insurance recoveries related to the 2016 Kumamoto Earthquakes

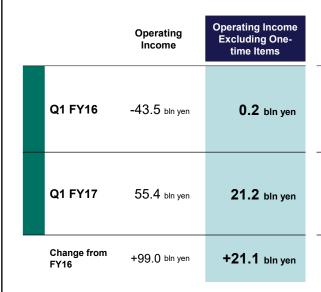
 - -(+) Absence of the 20.3 bln yen impairment charge against long-lived assets for camera modules recorded in Q1 FY16
 -(+) Absence of the net charges of 13.6 bln yen*2 for expenses resulting from the 2016 Kumamoto Earthquakes recorded in Q1 FY16

FY2017 Forecast (change from April forecast)

- Sales: 2.3% downward revision
 - · (–) Lower-than-expected unit sales of image sensors for mobile products · (+) Impact of foreign exchange rates
- OI: 10 bln yen upward revision
 - ·(+) Lower-than-expected production costs ·(+) Positive impact of foreign exchange rate ·(-) Decrease in sales of image sensors

- *1 Category changes Image sensors with sensing capabilities previously included in Other are now integrated into the Image Sensors category.
 *2 Includes repair costs of certain fixed assets and a loss on disposal of inventories directly damaged by the earthquakes (net of probable insurance recoveries) as well as idle facility costs at manufacturing sites affected by the earthquakes. Does not include lost profit from missed sales opportunities.

Semiconductors Segment Operating Income Excluding One-time Items*

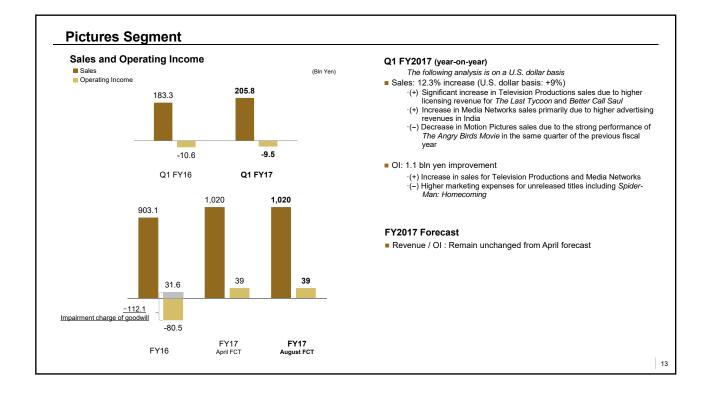


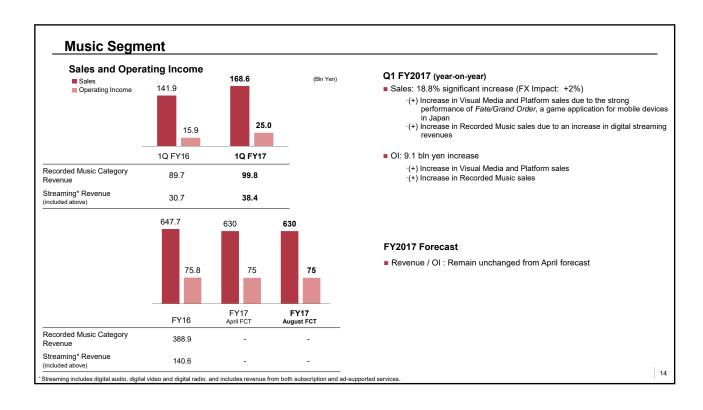
One-time Items*

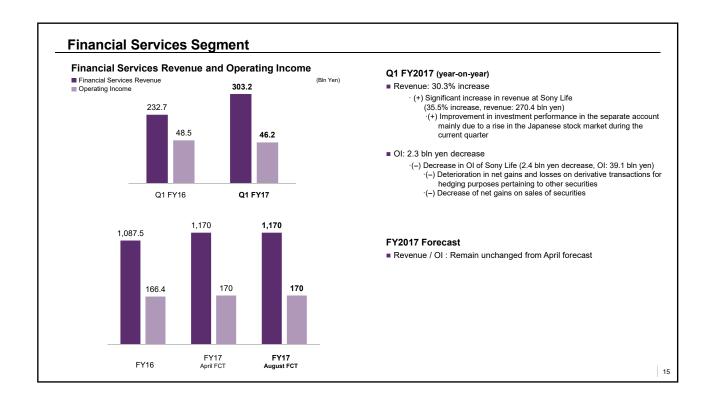
- Impact of the 2016 Kumamoto Earthquakes (-24.7 bln yen)
- Insurance recoveries related to the 2016 Kumamoto Earthquakes (+1.3 bln yen)
- Impairment charge against long-lived assets resulting from the termination of development and manufacturing of highfunctionality camera modules (-20.3 bln yen)
- Gain resulting from the sale of an equity interest in a manufacturing subsidiary in the camera modules business (+27.5 bln yen)
- Insurance recoveries related to the 2016 Kumamoto Earthquakes (+6.7 bln yen)

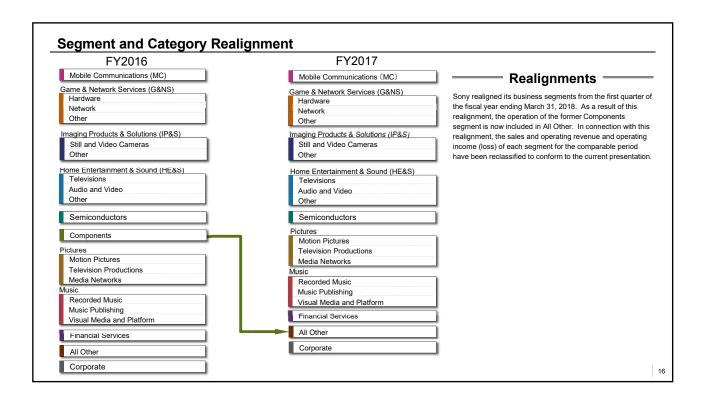
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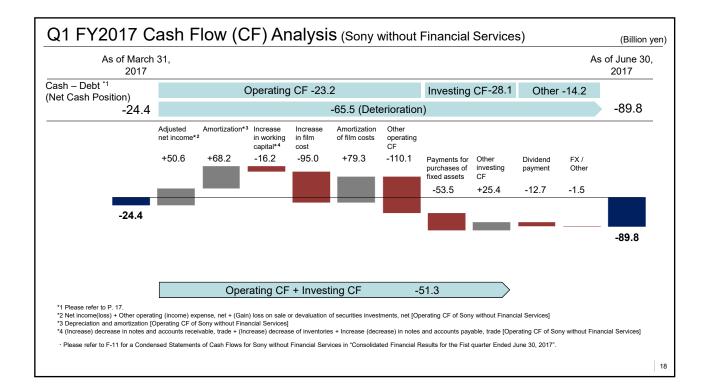


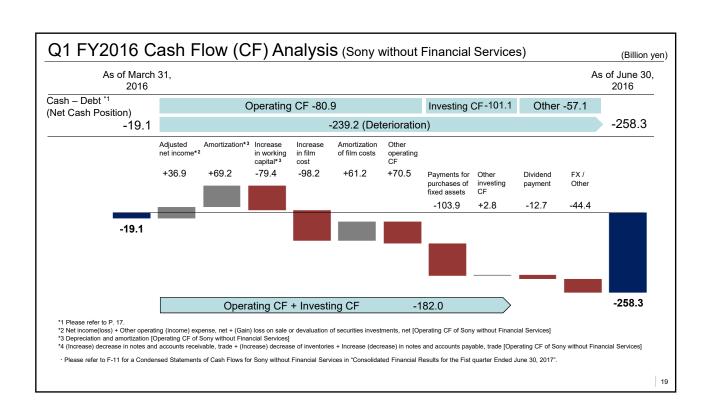
Cash, Debt Balance (Sony without Financial Services)

(Billion yen)

		FY15 (As of March 31, 2016)	Q1 FY16 (As of June 30, 2016)	FY16 (As of March 31, 2017)	Q1 FY17 (As of June 30, 2017)
Cash	Cash and cash equivalents	749.9	437.2	691.8	630.8
Debt	Total Debt	769.1	695.5	716.1	720.6
	Short-term borrowings Long-term debt	243.5 525.5	193.6 501.9	106.4 609.7	261.6 459.0
Cash – Debt (Net Cash Position)		-19.1	-258.3	-24.4	-89.8

[•] Please refer to F-10 for a condensed balance sheet for Sony without Financial Services in "Consolidated Financial Results for the First Quarter Ended June 30, 2016" and F-9 for a condensed balance sheet for Sony without Financial Services in "Consolidated Financial Results for the First Quarter Ended June 30, 2017".





Cautionary Statement

Statements made in this presentation with respect to Sony's current plans, estimates, strategies and beliefs and other statements that are not historical facts are forward-Satements made in this presentation with respect to Sony's current plans, estimates, stategies and beliefs and other statements into the future performance of Sony. Forward-looking statements include, but are not limited to, those statements using words such as "believe," "expect," "plans," "strategy," "prospects," "forecast," "estimate," "project," "anticipate," "almi," "intend," "seek," "may," "might," "could" or "should," and words of similar meaning in connection with a discussion of future operations, financial performance, events or conditions. From time to time, oral or written forward-looking statements may also be included in other materials released to the public. These statements are based on management's assumptions, judgments and beliefs in light of the information currently available to it. Sony cautions investors that a number of important risks and uncertainties could cause actual results to differ materially from those discussed in the forward-looking statements, and therefore investors should not place undue reliance on them. Investors also should not rely on any obligation of Sony to update or revise any forward-looking statements, whether as a result

- of new information, future events or otherwise. Sony disclaims any such obligation. Risks and uncertainties that might affect Sony include, but are not limited to:

 (i) the global economic and political environment in which Sony operates and the economic and political conditions in Sony's markets, particularly levels of consumer spending: 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 pro
 - (ii) or in which Sony's assets and liabilities are denominated;
 - 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 image sensors, game and network platforms, smartphones and televisions, 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 customer preferences; (iii)

 - Sony's ability and timing to recoup large-scale investments required for technology are subjective and crianging dustionine preferences,
 Sony's ability to implement successful business restructuring and transformation efforts under changing market and regulatory conditions;
 changes in laws, regulations and government policies in the markets in which Sony operates, including those related to taxation and corporate social responsibility;
 Sony's ability to implement successful hardware, software, and content integration strategies, and to develop and implement successful sales and distribution strategies in light of new technologies and distribution platforms; (vi) (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);

 Sony's ability to maintain product quality and customer satisfaction with its products and services; (viii)

 - conty's admy to maintain product quality affectiveness of Sony's strategies and their execution, including but not limited to the success of Sony's acquisitions, joint ventures and other strategic investments; significant volatility and disruption in the global financial markets or a ratings downgrade; Sony's ability to forecast demands, manage timely procurement and control inventories; Sony's reliance on external business partners, including for the procurement of parts, components, software and network services for its products or services, the

 - manufacturing, supply and distribution of its products, and its other business operations:

 - the outcome of pending and/or future legal and/or regulatory proceedings; 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
 - (xvi) the impact of changes in interest rates and 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; the ability of Sony, its third-party service providers or business partners to anticipate and manage cybersecurity risk, including the risk of unauthorized access to Sony's business information, potential business disruptions or financial losses; and
 - (xviii) risks related to catastrophic disasters or similar events.

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