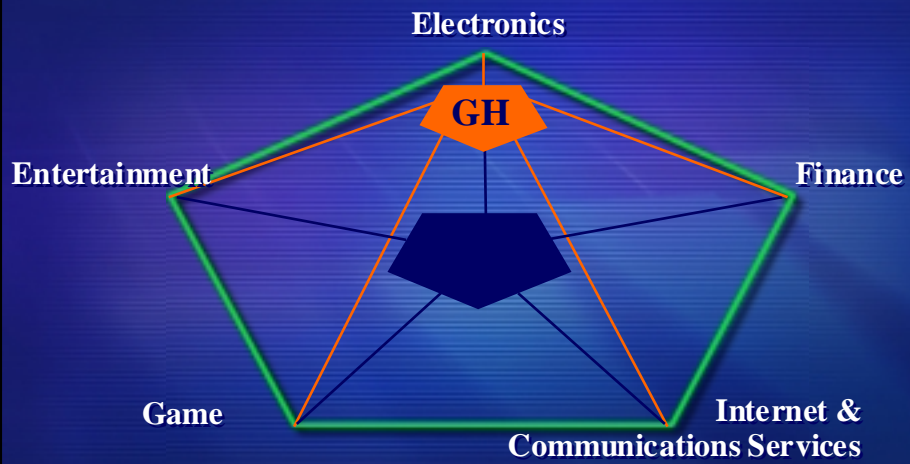
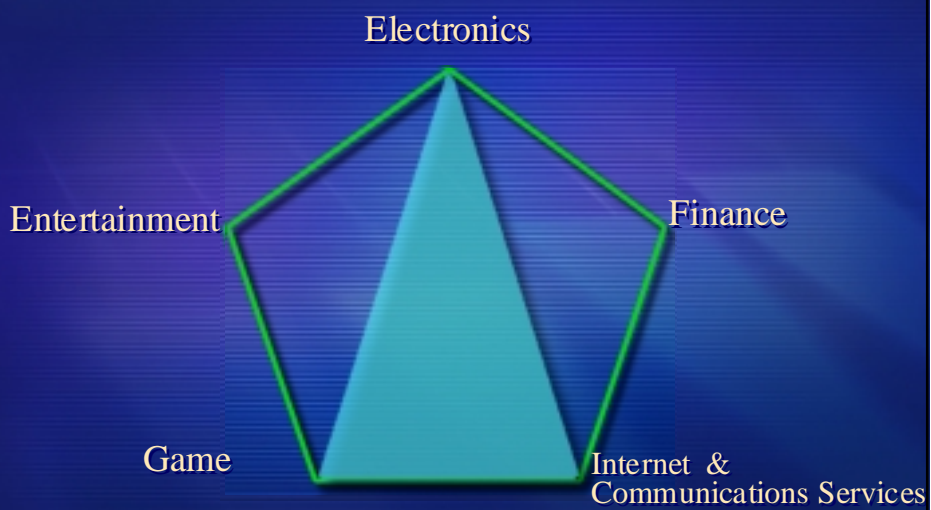


## Group Headquarters – Global Hub



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## Group Alliance Strategy



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## **Accelerating Restructuring at Sony Electronics**

**~ Building a System to Ensure Profitability under Challenging Circumstances ~**

- 1) Thoroughly Focusing on Key Businesses**
- 2) Reducing Fixed Costs by Streamlining Manufacturing Facilities**
- 3) Further Reducing Material Costs**
- 4) Improving Utilization of Semiconductor Production Capacity**
- 5) Reducing SGA at Sales Companies**
- 6) Reducing Fixed Costs at Sony Corporation**
- 7) Thoroughly Focusing on R&D Themes**

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