

SONY

# Sony ESG/ Technology Briefing

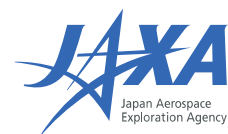
Sony Corporation  
Chairman, President and CEO  
Kenichiro Yoshida

September 10<sup>th</sup>, 2020

## Sony Space Entertainment Project

宇宙感動体験事業の探索

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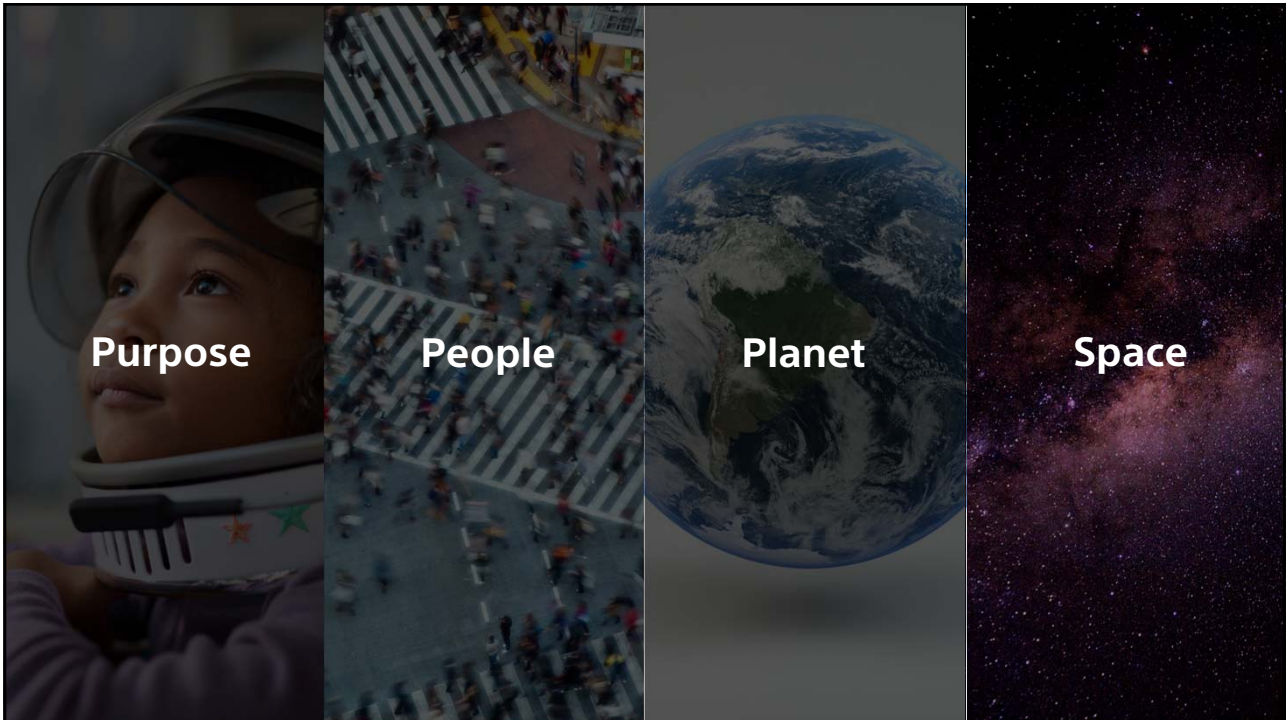




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Purpose

Fill the world with emotion,  
through the power of creativity and technology.



**多様性による社会価値創出**  
**Creating Social Value Through Diversity**

**協生農法™**  
**Synecoculture™**

**地球の生態系が持っている自己組織化能力を活用し有用植物を生産する農法**  
**A method of farming that produces useful plants while making use of the self-organizing ability of the Earth's ecosystem**





## 砂漠化した土地で植生を構築 Cultivated land affected by desertification

2015



2016



Location: Africa, Burkina Faso

## Diversity

Pursue the creation of the very best  
by harnessing diversity  
and varying viewpoints.

## 多様性

多様な人、異なる視点が  
より良いものをつくる。

# 「人」を軸としたソニーの事業

## People are the Core of Sony Group's Business Portfolio



「人の心を動かす」  
Move People's Hearts

\*Bad Boys for Life Available on Disc and Digital



「人と人を繋ぐ」  
Connect People to People



「人の心を動かす」  
Move People's Hearts



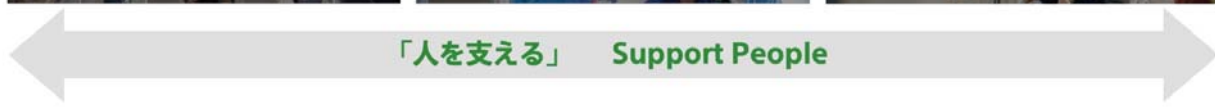
Automotive Sensing  
(Safety)



Medical Equipment  
(Health)



Financial Service  
(Assurance)



センシングによる社会価値創出  
Creating Social Value Through Sensing





**安全への貢献**  
**Contributions to Safety**

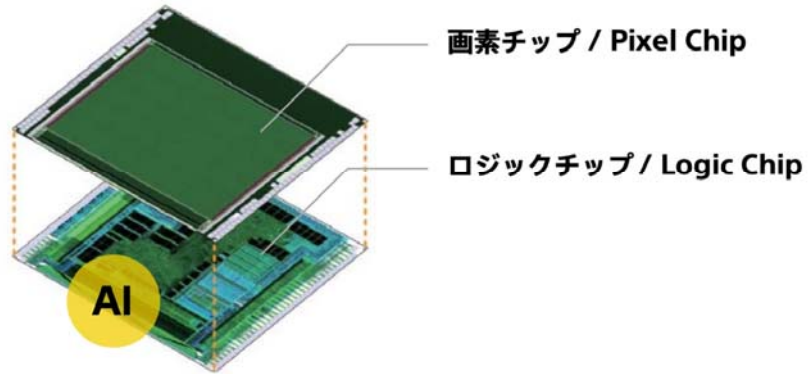


**CO2の排出レベルの低減**  
**Reduction in Level of CO2 Emissions**



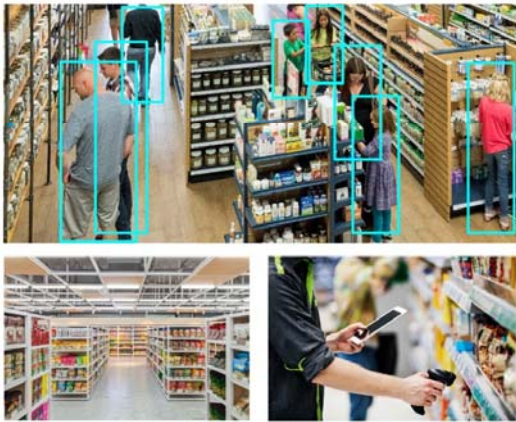
**電力のスマートグリッド**  
**Electric Smart Grid Infrastructure**

# Intelligent Vision Sensor

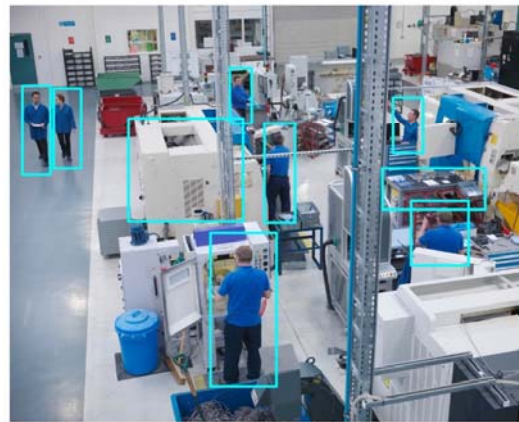


積層構造イメージ  
Stacked Configuration Image

## 店舗 Retail



## 製造現場 Manufacturing Sites







センサーでユーザーの歩行動作を検出し、  
適切な温度レベル調整を行う

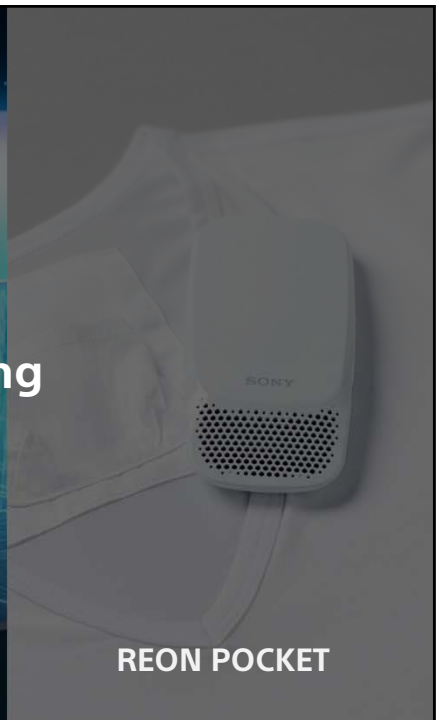
Adjust temperature level  
automatically by sensing user's  
activities with sensors



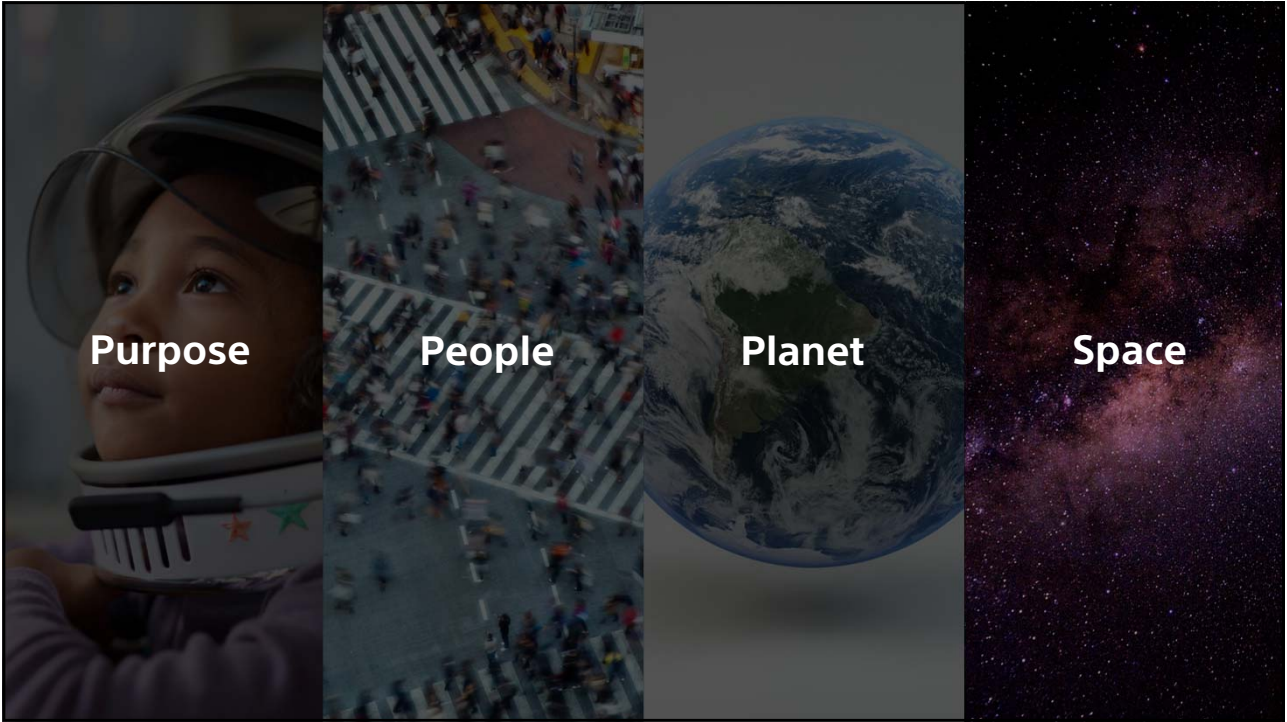
分散型センシング  
Decentralized Sensing



Intelligent Vision Sensor



REON POCKET



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- (i) Sony's ability to maintain product quality and customer satisfaction with its products and services;
- (ii) 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 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;
- (iv) the effectiveness of Sony's strategies and their execution, including but not limited to the success of Sony's acquisitions, joint ventures, investments, capital expenditures, restructurings and other strategic initiatives;
- (v) changes in laws, regulations and government policies in the markets in which Sony and its third-party suppliers, service providers and business partners operate, including those related to taxation, as well as growing consumer focus on corporate social responsibility;
- (vi) Sony's continued ability to identify the products, services and market trends with significant growth potential, to devote sufficient resources to research and development, to prioritize investments and capital expenditures correctly and to recoup its investments and capital expenditures, including those required for technology development and product capacity;
- (vii) 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, marketing and distribution of its products, and its other business operations;
- (viii) 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;
- (ix) Sony's ability to meet operational and liquidity needs as a result of significant volatility and disruption in the global financial markets or a ratings downgrade;
- (x) Sony's ability to forecast demands, manage timely procurement and control inventories;
- (xi) 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 production costs, or in which Sony's assets, liabilities and operating results are denominated;
- (xii) Sony's ability to recruit, retain and maintain productive relations with highly skilled personnel;
- (xiii) Sony's ability to prevent unauthorized use or theft of intellectual property rights, to obtain or renew licenses relating to intellectual property rights and to defend itself against claims that its products or services infringe the intellectual property rights owned by others;
- (xiv) 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;
- (xv) 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 segment;
- (xvi) risks related to catastrophic disasters, pandemic disease or similar events;
- (xvii) 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 and the personally identifiable information of its employees and customers, potential business disruptions or financial losses; and
- (xviii) the outcome of pending and/or future legal and/or regulatory proceedings.

Risks and uncertainties also include the impact of any future events with material adverse impact. The continued impact of COVID-19 could heighten many of the risks and uncertainties noted above. Important information regarding risks and uncertainties is also set forth in Sony's most recent Form 20-F, which is on file with the U.S. Securities and Exchange Commission.