

SONY

Sony ESG/ Technology Briefing

Sony's ESG Initiatives

Sony Corporation
Senior Executive Vice President
Shiro Kambe

September 10, 2020



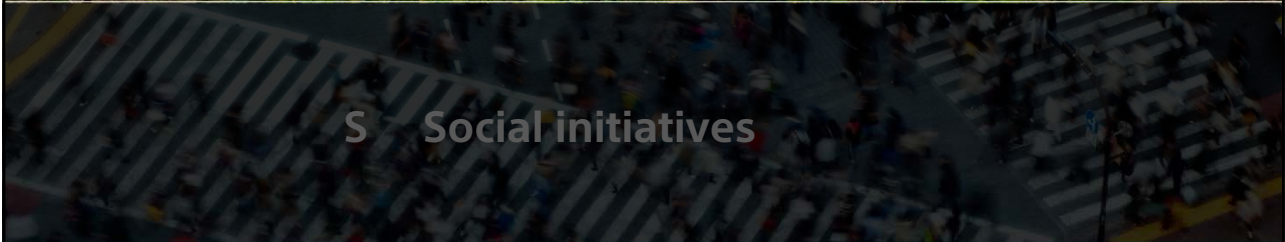
E Environmental initiatives



S Social initiatives



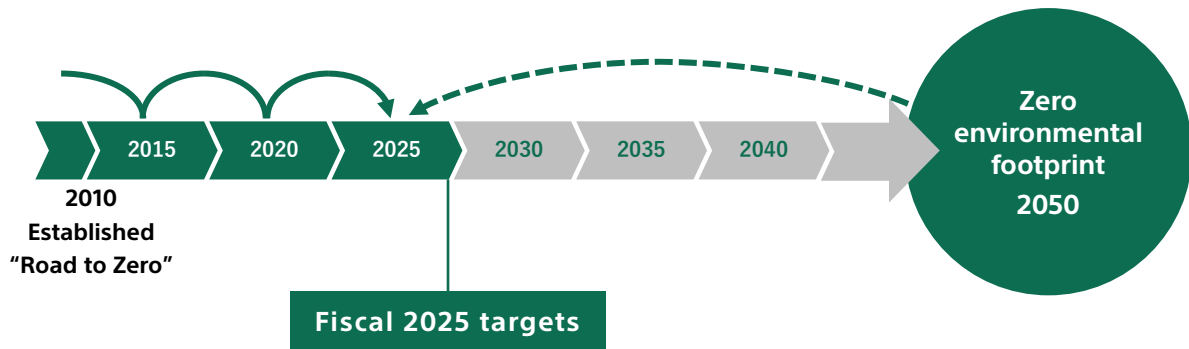
G Governance initiatives



Sony's Environmental Plan "Road to Zero"



Establish concrete KPIs to be achieved at 5-year intervals



New initiative on technology, in addition to "Road to Zero"



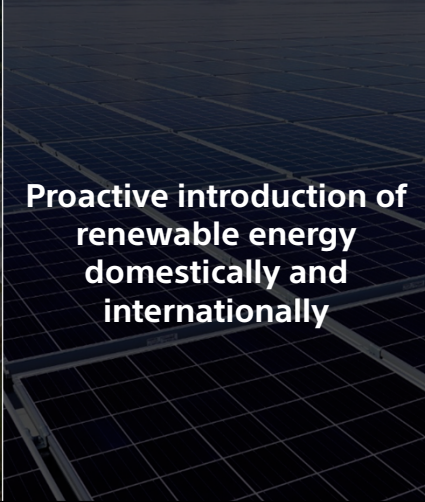
“Green Management 2020” Progress Summary (Fiscal 2019)



**Reduce annual energy
consumption per
product unit**



**Reduce absolute
greenhouse gas
emissions at Sony sites**

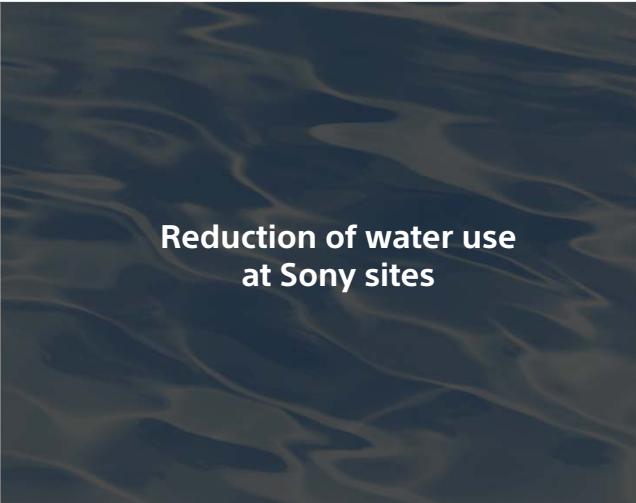


**Proactive introduction of
renewable energy
domestically and
internationally**

Issues Identified in “Green Management 2020” (Fiscal 2019)



**Reduction of virgin plastic
in products**



**Reduction of water use
at Sony sites**

"Green Management 2025" Focus Points

1. Established a target to eliminate plastic packaging from newly-designed small products, in consideration of ocean plastic pollution
2. Established a percentage target for renewable electricity use in Sony site operations in accordance with the provisions of RE100
3. Strengthen cooperation with our supply chain including manufacturing contractors and promote the reduction of environmental impact
4. Continue the target of using the power of entertainment to raise awareness on sustainability and the environment



"Green Management 2025" Main Targets

- Reduce the amount of virgin oil-based plastics per product unit by 10% (compared to FY2018 levels)
- Eliminate plastic packaging from newly-designed small products
- Reduce absolute greenhouse gas (GHG) emissions by 5% (compared to FY2020 levels) and increase use of renewable electricity to 15% or more
- Request suppliers of raw materials and components and contract manufacturers to monitor their GHG emissions, set medium- and long-term targets for emissions reduction, and perform progress management
- Centering around the entertainment business, raise the awareness of more than 2 billion people on sustainability issues and encourage more than 2.5 million people to be engaged with Sony's entertainment contents and others

**New climate change target approved as the
“1.5°C target” of “Science Based Targets”**



SCIENCE
BASED
TARGETS

DRIVING AMBITIOUS CORPORATE CLIMATE ACTION

Sony Innovation Fund: Environment

(Established September 2020)

Investment fund focused on ventures specialized in environmental technology

**Sony
Innovation
Fund**

Considering investment in the field of Synecoculture™ and human augmentation of ecosystems



Sony CSL



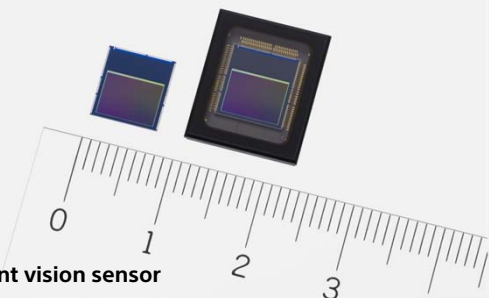
Flame retardant recycled plastic, SORPLAS™



VISION-S

Environmental technology and businesses in which Sony Corporation is engaged

Intelligent vision sensor



New sustainable material, Triporous™



E Environmental initiatives



S Social initiatives



G Governance initiatives



SONY

Purpose

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

Sony Global Relief Fund for COVID-19

(Established April 2, 2020)



Medical



Education



Creative Community

Medical related support

COVID-19 Solidarity
Response Fund for WHO



**Donations to International
organizations and NGO's**



**Manufacturing and donation of
medical face shields**



Collaboration with M3, Inc.

Education related support



Providing opportunities to learn coding with "KOOV®"



Conducting online workshops through "CurioStep with Sony"

Support for creative communities



Donations to creative communities from each entertainment company



Supporting artists by utilizing "360 Reality Audio"



Supporting content creators and photographers

Diversity is the source of value creation, and respect for human rights

Respect for all human rights in business activities, products, services, and business relationships



Global Social Justice Fund

(Established June 5, 2020)

REAL TALK: SOCIAL JUSTICE IN OUR STREETS AND STRUCTURES
CONVERSATION ABOUT RACE AND REPRESENTATION IN TELEVISION
Wednesday, August 26 | 12 - 1 P.M. PDT

Join the Office of Diversity & Inclusion and Sony Pictures Action Council for a virtual Conversation about Race and Representation in Television, exploring where we've been and where we're going.

 MODERATOR: HENRY RICCIO	 PANELIST: BRANDON SKINNER	 PANELIST: NO HARBALE	 PANELIST: SOBAT WASHINGTON-HOFFMAN
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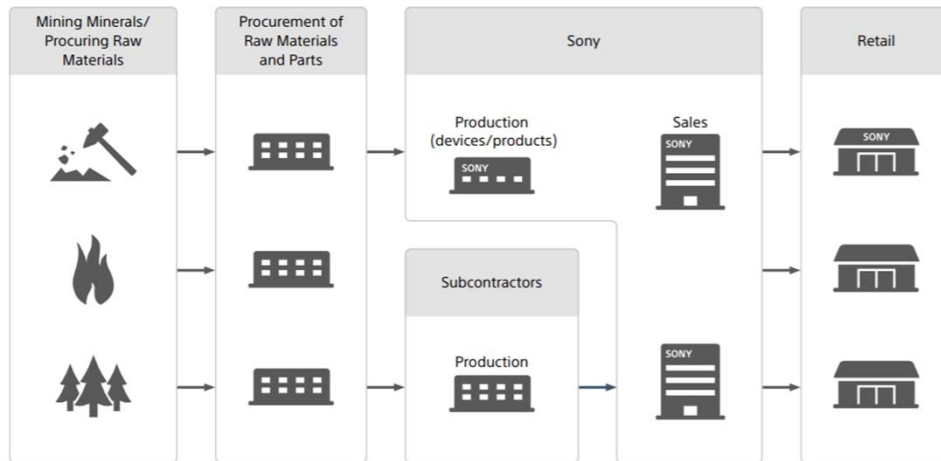

SONY DIVERSITY CELEBRATION 2020

In September Sony Corporation embraces Diversity Month by
CONNECTING TO LEVERAGE THE STRENGTH OF OUR DIVERSITY

BLACKOUT TUESDAY

External speaker series and townhall meetings were held at Sony Group companies in the U.S.

Efforts towards respecting human rights through the supply chain



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50th Anniversary of New York Stock Exchange Listing

First time a Japanese company was listed on the New York Stock Exchange, in September 1970

Board Members



Kenichiro Yoshida



Hiroki Totoki



Shuzo Sumi



Kazuo Matsunaga



Tim Schaaff



Toshiko Oka



Sakie Akiyama



Wendy Becker



Yoshihiko Hatanaka



Adam Crozier



Keiko Kishigami



Joseph A. Kraft Jr.

Experience and Expertise of the Board of Directors (Outside/Non-executive director)

Name	Experience and Expertise						
	CEO or Equivalent Position of Business Enterprise	Global Business	Diversity (Gender / Nationality)	Engineering / IT / Technology	Relevant Industries / Operations	Finance / Accounting	Risk Management / Government Relations
Shuzo Sumi	●	●		●	●	●	●
Kazuo Matsunaga	●	●			●		●
Tim Schaaff		●	●	●	●		●
Toshiko Oka		●	●			●	●
Sakie Akiyama	●	●	●	●	●		
Wendy Becker	●	●	●		●		●
Yoshihiko Hatanaka	●	●			●	●	●
Adam Crozier	●	●	●		●		●
Keiko Kishigami		●	●			●	●
Joseph A. Kraft Jr.		●	●		●	●	●

ESG Evaluation Summary performed by external evaluating organizations

Achieved CDP's Climate Change A-List
for 5 Consecutive Years



FTSE4Good



FTSE Blossom Japan



■ **Sony's Technology 2020**

<https://www.sony.net/SonyInfo/technology/activities/Tech2020/>

■ **Corporate Report 2020**

<https://www.sony.net/SonyInfo/IR/library/corporatereport/>

■ **Sustainability Report 2020**

https://www.sony.net/SonyInfo/csr_report/

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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.