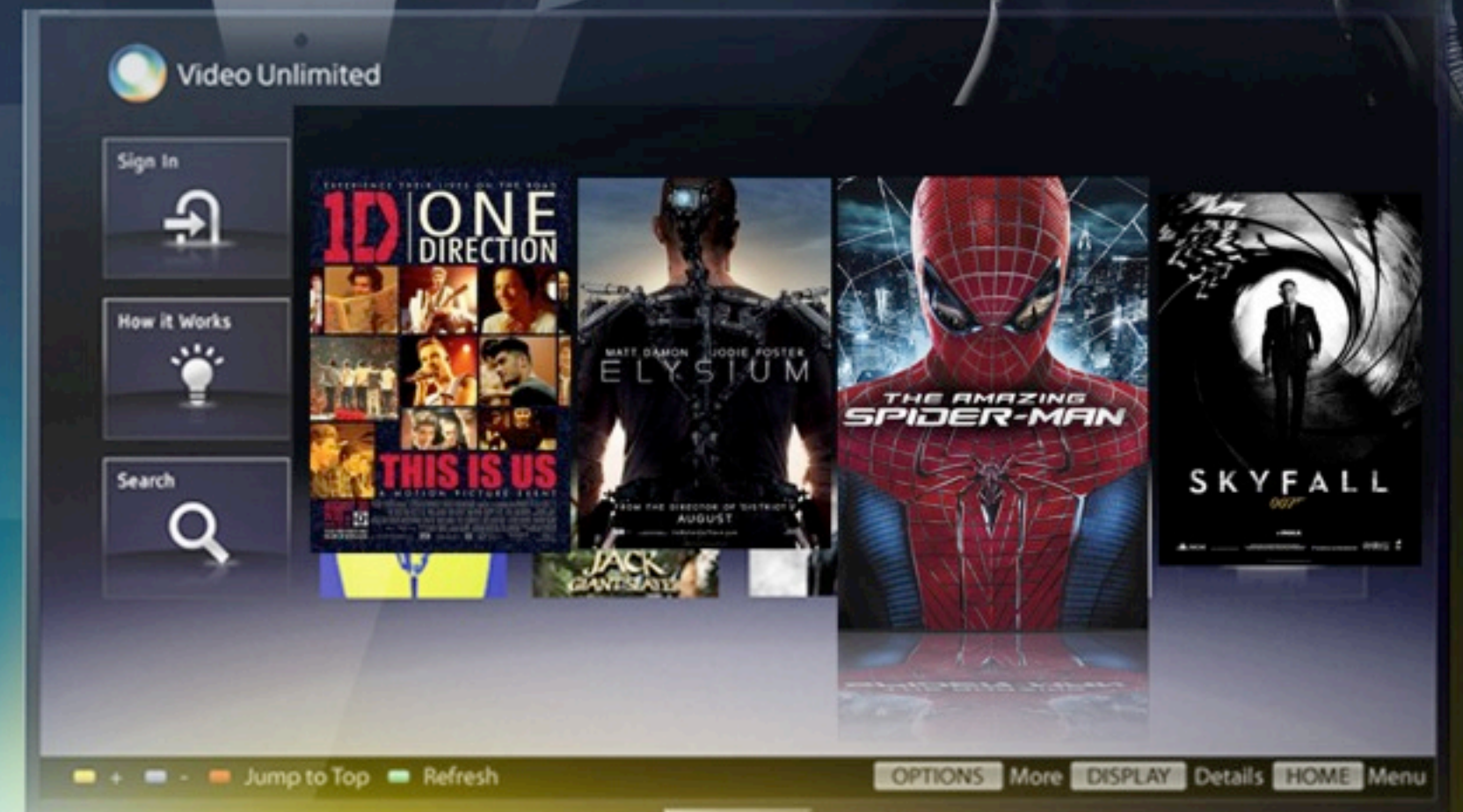


SONY

Sony Entertainment Investor Day

November 21, 2013



Agenda

| TIME: | PRESENTATION: | PRESENTER: |
|------------|---|---|
| 8:00 a.m. | Introduction | Justin Hill |
| 8:05 a.m. | Welcome | Kazuo Hirai |
| 8:15 a.m. | Sony Entertainment | Michael Lynton |
| 8:30 a.m. | Sony Pictures Entertainment | Michael Lynton |
| | <ul style="list-style-type: none">• Motion Picture Group• Sony Pictures Television• Spotlight On Multi Screen Media | Amy Pascal |
| | Sony Pictures Segment Financials | Steve Mosko / Zack Van Amburg / Jamie Erlicht |
| | | Man Jit Singh |
| | | David Hendler |
| 10:15 a.m. | BREAK | |
| 10:30 a.m. | Sony Music Entertainment | Doug Morris / Kevin Kelleher |
| | <ul style="list-style-type: none">• Digital• International | Dennis Kooker |
| | Sony ATV Music Publishing | Edgar Berger |
| | Visual Media & Platform | Martin Bandier / Jody Gerson |
| | Sony Music Segment Financials | Masao Morita |
| | | Kevin Kelleher |
| 12:00 p.m. | Q&A | Hirai / Lynton / Hendler / Kelleher |
| 12:45 p.m. | LUNCH | |

WiFi Network: INV-MTG

New Category Disclosure

Pictures Segment Categories:

Motion Pictures – includes the production, acquisition and distribution of motion pictures

Television Productions – includes the production, acquisition and distribution of television programming

Media Networks – includes the operation of television and digital networks on a global basis

Music Segment Categories:

Recorded Music – includes the distribution of physical and digital recorded music and revenue generated from artists' live performances

Music Publishing – includes the management and licensing of the words and music of songs

Visual Media and Platforms – includes the production and distribution of animated videos and a solutions offering for music and visual products

Non-U.S. GAAP Measures

Adjusted OIBDA:

Adjusted OIBDA = Operating income before “depreciation and amortization” and “restructuring charges.” Adjusted OIBDA is not a measure in accordance with U.S. GAAP. Sony does not believe that this measure is a substitute for operating income in accordance with U.S. GAAP. However, Sony does believe that this supplemental disclosure for the Pictures and Music segments may provide additional useful analytical information to investors. A reconciliation of Adjusted OIBDA to operating income in accordance with U.S. GAAP can be found in the appendix to the presentations of the Pictures and the Music segments.

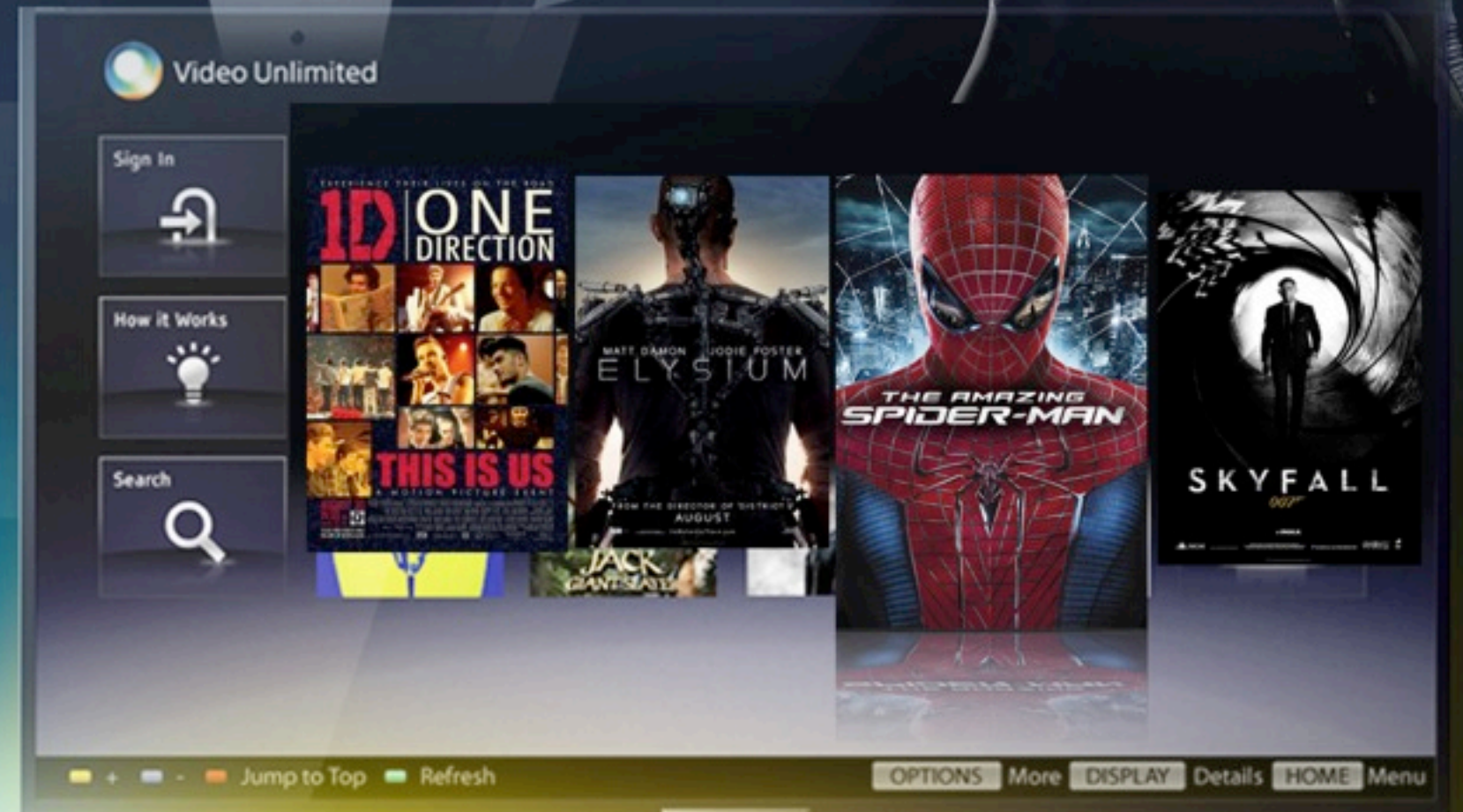
* FYE = Fiscal Year Ended (e.g. FYE 2013 = Fiscal Year Ended March 2013)

SONY

Sony Entertainment Investor Day

Kazuo Hirai

President & CEO, Sony Corporation



Sony Entertainment Highlights

89 #1 Movies Since 2000

38 TV Series Produced in the US This Year

Networks Reaching 950 M Subscribers in 150+ Countries

Roster of 1,500 Music Artists

#1 Music Publisher with 3+ Million Songs

¥1.1+ Trillion in Revenue

37% of Consolidated Operating Profit

Strategic Priorities

- Invest in Fast Growing and High Margin Businesses
- Build on Existing Libraries
- Create Compelling New Franchises
- Monetize Content Across Platforms
- Renewed Emphasis on Global Growth
- Accelerate Collaboration Across all Businesses
- Focus on Rigorous Cost Management



SONY

Sony Entertainment

Michael Lynton

CEO, Sony Entertainment



Motion Pictures

Television
Productions

Media Networks



Recorded Music

Music Publishing

Visual Media and
Platforms

Global Growth

Technological Innovation

Financial Discipline

Global Growth



Technological Innovation



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Financial Discipline

Future Guidance

PICTURES SEGMENT

MUSIC SEGMENT

SONY

| FYE 2015 Revenue | FYE 2015 Operating Income Margin | FYE 2013-2017 Revenue CAGR | FYE 2013-2017 Operating Income CAGR |
|------------------|----------------------------------|----------------------------|-------------------------------------|
| \$8.4 Billion | 7.5% | Low to Mid Single Digit | High Single to Low Double Digit |
| \$4.8 Billion | 9.5% | Flat to Slightly Up | Mid to High Single Digit |

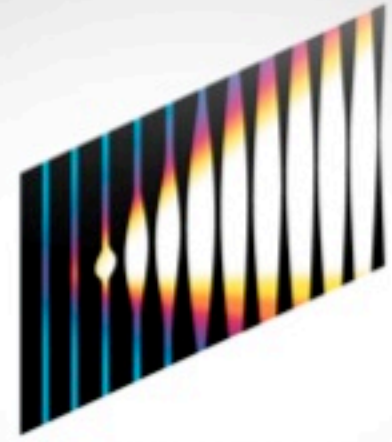
**Invest in businesses with
higher margin growth**

**Create hits and
develop powerful franchises**

**Concentrate on
global opportunities**

**Maximize premium content
in this digital age**

Expand One Sony contributions



SONY
PICTURES



SONY MUSIC

***Sony*Music™**



Sony/ATV
MUSIC PUBLISHING

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-looking statements about 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," "aim," "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 environment in which Sony operates and the economic conditions in Sony's markets, particularly levels of consumer spending;
- ii. 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 and liabilities are denominated;
- iii. 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 televisions, game platforms and smartphones, 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 consumer preferences;
- iv. Sony's ability and timing to recoup large-scale investments required for technology development and production capacity;
- v. Sony's ability to implement successful business restructuring and transformation efforts under changing market conditions;
- vi. Sony's ability to implement successful hardware, software, and content integration strategies for all segments excluding the Financial Services segment, and to develop and implement successful sales and distribution strategies in light of the Internet and other technological developments;
- 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);
- viii. Sony's ability to maintain product quality;
- ix. the effectiveness of Sony's strategies and their execution, including but not limited to the success of Sony's acquisitions, joint ventures and other strategic investments;
- x. Sony's ability to forecast demands, manage timely procurement and control inventories;
- xi. the outcome of pending and/or future legal and/or regulatory proceedings;
- xii. 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;
- xiii. the impact of 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; and
- xiv. risks related to catastrophic disasters or similar events. Risks and uncertainties also include the impact of any future events with material adverse impact.