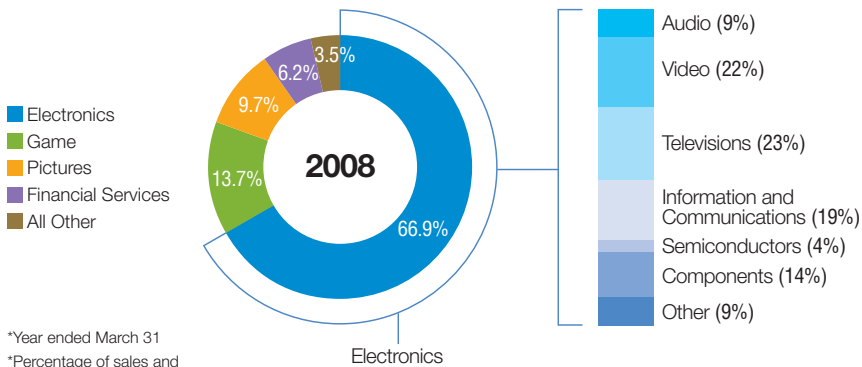


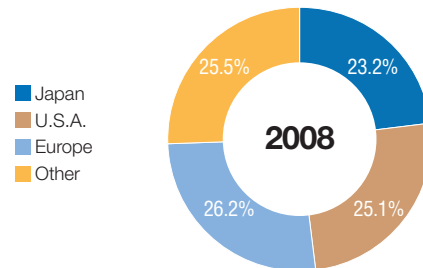
Business Overview (Fiscal Year in Review)

Proportion of sales* by business segment and Electronics sales by product category



*Year ended March 31
*Percentage of sales and operating revenue to outside customers

Proportion of sales* by region

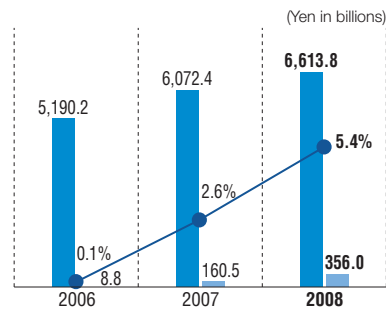


*Year ended March 31
*Percentage of sales and operating revenue to outside customers
*Sales and operating revenue accounted for by customers in each particular region

Electronics

Sales: ¥6,613.8 billion (+8.9%)
Operating income: ¥ 356.0 billion (+121.8%)

■ Sales ■ Operating income ● Operating margin (%)



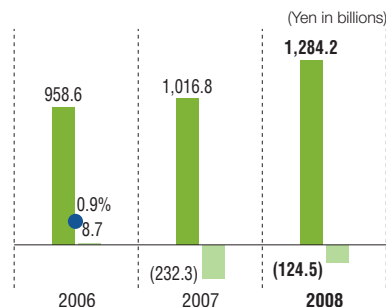
*Years ended March 31

- Sales in the Electronics business increased 8.9%.
- Higher unit sales of BRAVIA™ LCD televisions, VAIO™ PCs and Cyber-shot™ compact digital cameras in all regions contributed to higher segment sales.
- Operating income was 2.2 times higher than in fiscal year 2006.
- The sharp increase in operating income was primarily due to higher segment sales and the positive impact of the yen's depreciation against the euro.
- Also contributing to the increase in operating income was a ¥51.2 billion provision recorded in the previous fiscal year for charges related to the notebook PC battery pack recalls and subsequent global replacement program, and a ¥15.7 billion reversal of the same provision recorded in the period under review.

Game

Sales: ¥1,284.2 billion (+26.3%)
Operating loss: ¥ 124.5 billion (-)

■ Sales ■ Operating income (loss) ● Operating margin (%)



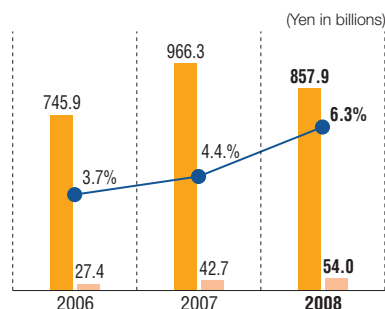
*Years ended March 31

- Sales in the Game business rose 26.3%.
- Hardware sales increased, due to higher sales of PLAYSTATION®3 (PS3™) and PSP® (PlayStation®Portable). Sales of PS3™ software contributed to an increase in software sales.
- Operating loss reduced by ¥107.8 billion.
- The reduction in the operating loss reflects decreased operating losses in the PS3™ business—a result of successful PS3™ hardware cost reductions and increased sales of PS3™ software—as well as the strong performance of the PSP® business.

Pictures

Sales: ¥857.9 billion (-11.2%)
Operating income: ¥ 54.0 billion (+26.5%)

■ Sales ■ Operating income ● Operating margin (%)



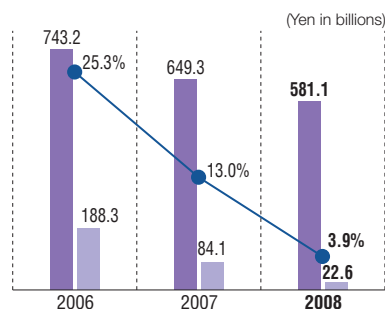
*Years ended March 31

- Sales in the Pictures business decreased 11.2%.
- The decline in sales reflected lower worldwide motion pictures sales as fewer films were released during the period.
- Operating income rose 26.5%.
- Higher operating income was the result of the strong performance of prior year films in the home entertainment and television markets, as well as the sale of a bankruptcy claim against a former licensee of film and television product.

Financial Services

Revenue: ¥581.1 billion (-10.5%)
Operating income: ¥ 22.6 billion (-73.1%)

■ Revenue ■ Operating income ● Operating margin (%)



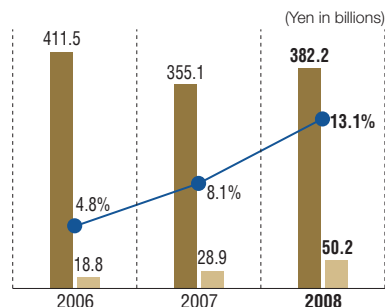
*Years ended March 31

- Revenue in the Financial Services business declined 10.5%.
- Sony Life Insurance Co., Ltd. (Sony Life) reported a decrease in revenue due to a net loss from investments in its separate account, a deterioration of net valuation gains from convertible bonds and an impairment loss on equity securities in its general account, all of which resulted from a sharp decline in the Japanese stock market.
- Operating income fell 73.1%.
- The deterioration of net valuation gains from convertible bonds and an impairment loss on equity securities in Sony Life's general account led to a decrease in overall segment operating income.

All Other

Sales: ¥382.2 billion (+7.6%)
Operating income: ¥ 50.2 billion (+73.9%)

■ Sales ■ Operating income ● Operating margin (%)



*Years ended March 31

- Aggregate sales from businesses in this category increased 7.6%.
- Higher sales were largely due to the contribution from sales at a U.S. music publishing company acquired during the period, the receipt of a settlement payment related to copyright infringement claims, an increase in sales at Sony Music Entertainment (Japan), Inc., and higher fee revenue from broadband connection services, particularly fiber-optic, at So-net Entertainment Corporation.
- Operating income climbed 73.9%.
- Operating income increased mainly as a result of a gain on the sale of the Sony Center am Potsdamer Platz in Berlin, the receipt of payment related to copyright infringement claims and an increase in trademark royalty income from Sony Ericsson Mobile Communications AB.