



FACTSHEET

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LEADING THROUGH INNOVATION

Sony Corporation is a leading manufacturer of audio, video, game, communications, key device and information technology products for the consumer and professional markets. With its music, pictures, computer entertainment and on-line businesses, Sony is uniquely positioned to be the leading electronics and entertainment company in the world.

SONY PROMISES TO FIGHT CLIMATE CHANGE

Sony's WWF Climate Savers commitment is to achieve

- a 30% reduction in the absolute amount of green-house gas (GHG) emissions from all Sony Group sites by 2015, compared to 2000 levels
- a 30% reduction in power consumption per product by 2015 compared to 2008 levels.

Together with WWF, it will also engage in a wide-ranging communications program addressing global warming issues.

SONY'S ACHIEVEMENT

In 2008, Sony achieved a 17% reduction in total GHG emissions compared to 2000. In 2009, it significantly lowered emissions even further to 27% (around 1,620,000 tons), compared to 2000. Reducing power consumption through innovation

Sony continues to reduce the power needed to operate its electronics. It is particularly aware of the need to lower the power consumption of televisions, which use the most operating power of all its products.

Sony furthermore incorporating efforts to conserve energy and resources and to reduce controlled chemical substances into the product development process.

Through power efficiency enhancements, the development of a new low-power LSI and function optimization, Sony's Blu-ray™/DVD Player achieves a minimum operational power consumption (during disc play). This contributes to a 16% reduction in annual power consumption. In addition, by changing the upper-case material from plastic to metal, the amount of plastic used has been reduced 32% compared with the previous model. Approximately 10% of the model's plastic is made from recycled materials.



"Sony is committed to offering products, services and content that deliver exciting user experiences by inspiring and fulfilling the curiosity of our customers around the world. Through our Road to Zero Environmental Plan, we are also committed to working toward a goal of a zero environmental footprint throughout our business activities."

Kazuo Hirai

President and CEO

www.sony.net



In 2010, Sony announced a long-term goal of achieving a zero environmental footprint throughout the lifecycle of Sony products and business activities - the ‘Road to Zero’ global environmental plan.

The WhiteMagic™ (Xperia™ P Smartphone) display adjusts backlight brightness according to usage conditions, thereby reducing unnecessary power consumption. The Xperia™ P Smartphone’s body uses recycled plastic and waterborne paint. It also comes with optimized packaging without an extended paper manual or CD. This product received the European Green Smart Phone 2012-2013 award, given as part of the EISA Green Awards.

PROMOTING RENEWABLE ENERGY SOURCES

Promoting renewable energy sources is key to Sony’s efforts to reduce GHG emissions:

- Together with a Japanese electricity company, Sony developed the Green Power Certification trading scheme to promote renewable energy in Japan
- In October 2007, Sony signed Japan’s largest Green Power Certification contract
- Since April 2008, all sites throughout Europe falling under Sony’s Global Environmental Management System (GEMS)¹ are 100% powered by renewable energy through a combination of
 - renewable electricity purchased from local suppliers
 - on-site solar panels
 - redeemable renewable energy certificates (for sites that cannot purchase renewable



SONY wind turbine

energy directly)

- In July 2009, the company signed a contract to source 50% of the electricity of Sony Tokyo headquarters with certified renewable energy, maintaining its leading position of the use of the Green Power Certification System in Japan.

¹ All years stated are fiscal years

30%
reduction in GHG
from all sites by 2015

30%
reduction in power use
per product by 2015

17%
reduction in total
GHG emissions