

**SONY**

# **Sony's Sustainability and Activities**

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# Today's Agenda

- ◆ About Sony
- ◆ Introduction for Sony's Sustainable Activities
- ◆ Contribution to the Development of a Sustainable Society: SynecO
- ◆ Introduction of our Technology Driven Activities

# About Sony

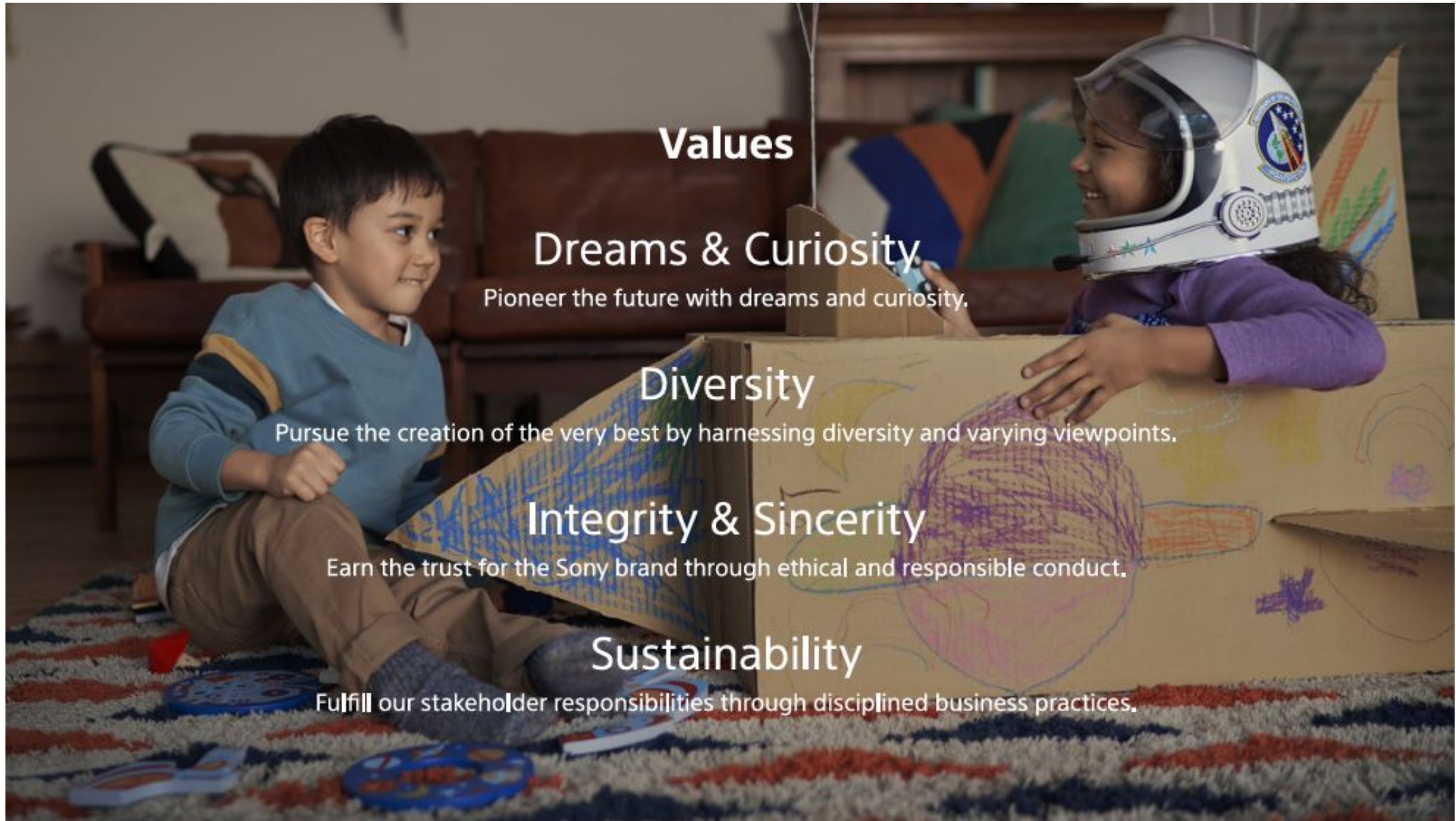
# Purpose



## Purpose

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

(Source) Sony Group HP



## Values

### Dreams & Curiosity

Pioneer the future with dreams and curiosity.

### Diversity

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

### Integrity & Sincerity

Earn the trust for the Sony brand through ethical and responsible conduct.

### Sustainability

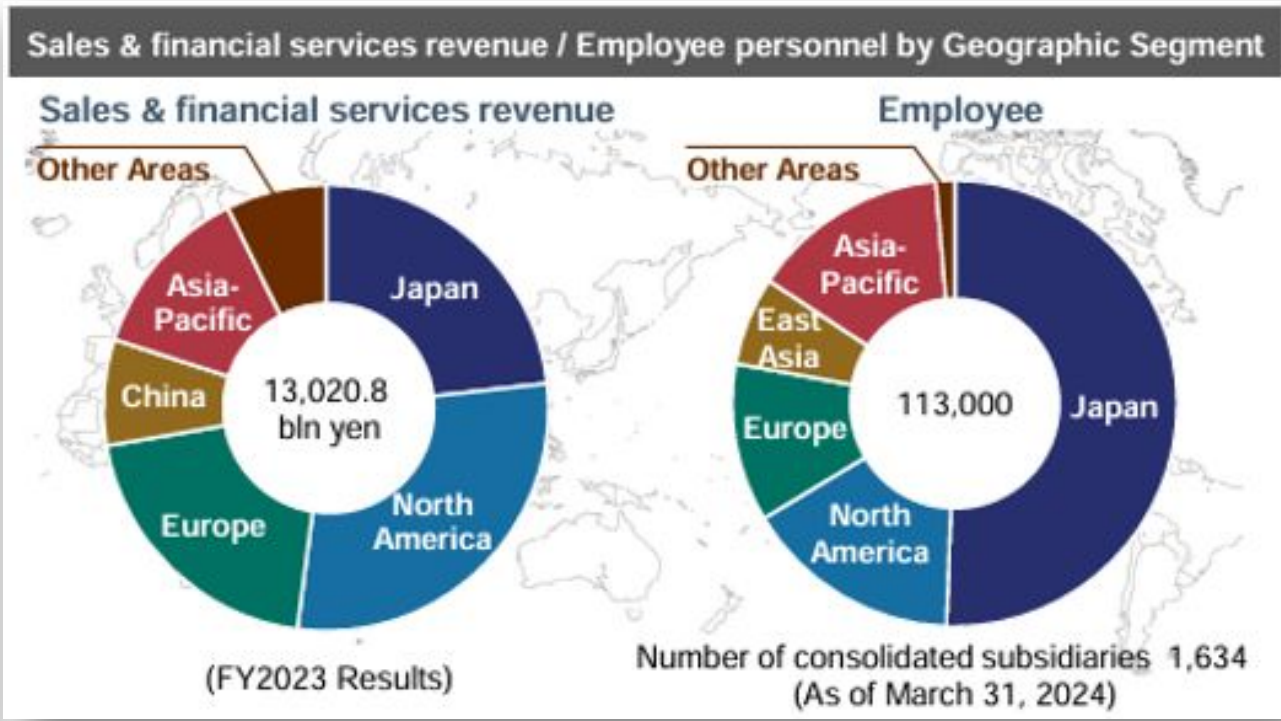
Fulfill our stakeholder responsibilities through disciplined business practices.

(Source) Sony Group HP



# Corporate Information/Revenue/ Employee

Corporate Information	
Company Name	Sony Group Corporation
Founded	May 7, 1946
Headquarters	1-7-1 Konan Minato-ku, Tokyo, 108-0075, Japan
TEL	81-3-6748-2111
Representative Corporate Executive Officers	Chairman and CEO Kenichiro Yoshida President, COO and CFO Hiroki Totoki
Common stock	881.4 billion yen (As of March 31, 2024)
Stock Information (As of March 31, 2024)	
Number of shares	1,261,231,889
Number of shareholders	373,144
Listed stock exchanges	Tokyo Stock Exchange / New York Stock Exchange
Distribution by shareholder	<p>Japanese Securities Firms 1.4 Other Japanese Corporations 0.8</p> <p>58.5 26.3 9.8 3.2</p> <p>Foreign Institutions and Individuals Japanese Financial Institutions Japanese Individuals and others Treasury Stock</p>



(Source) Sony Group Summary

# Businesses & Products

## Games & Network Services

Sony Interactive Entertainment



## Games & Network Services

PlayStation®



## Music

Sony Music Group



## Pictures

Sony Pictures Entertainment



## Entertainment Technology & Services

Sony Corporation



## Entertainment Technology & Services

Consumer Products



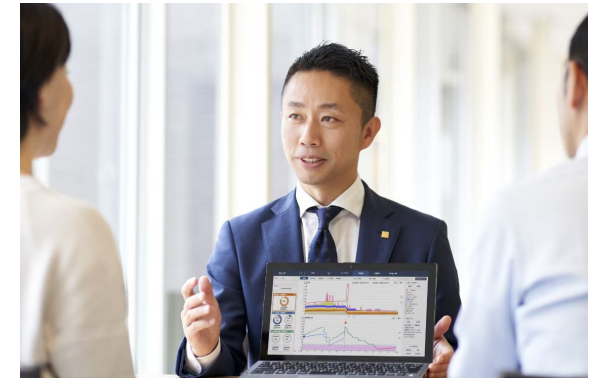
## Imaging & Sensing Solutions

Sony Semiconductor Solutions



## Financial Services

Sony Financial Group



## Entertainment Technology & Services

Professional Products & Solutions



(Source) Sony Group HP

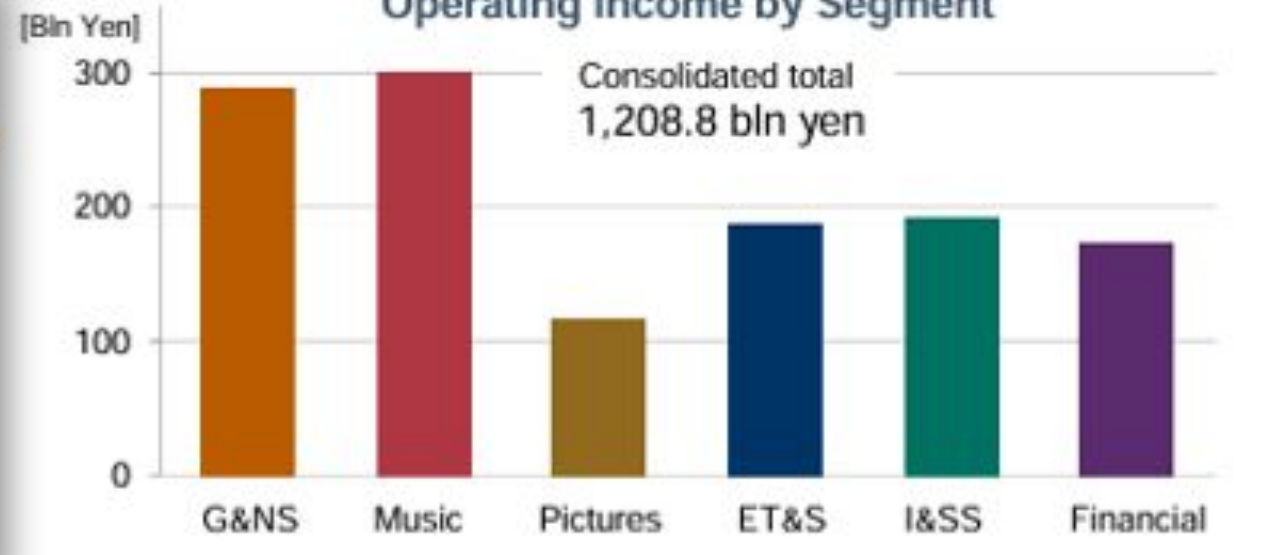


# FY2023 Results

## Sales & financial services revenue by Segment



## Operating income by Segment



(Source) Sony Group Summary



# Sony's Sustainable Activities

# Sony's Basic Policy for Sustainability Initiatives

Sony Group Corporation has established the following basic policy on sustainability with the approval of the Board of Directors.

Sony manages diverse businesses with people at the core, and aims for sustainable value creation based on such diversity and mid- to long-term growth in the Sony Group's corporate value under its Purpose to "fill the world with emotion, through the power of creativity and technology," and its Corporate Direction of "getting closer to people."

In order to have people connected to each other through emotion, it is necessary to create a society in which everyone can live with peace of mind in a healthy global environment. Sony acts with due consideration of the impact of its business activities on stakeholders, including shareholders, customers, employees, suppliers, business partners, local communities and other organizations as well as the global environment, and focuses on building trust with stakeholders through dialogue.

Through innovation and sound business practice, Sony endeavors to enhance its corporate value and contribute to the development of a sustainable society.

(Source) SUSTAINABILITY REPORT 2024

# Sony's Sustainability Vision

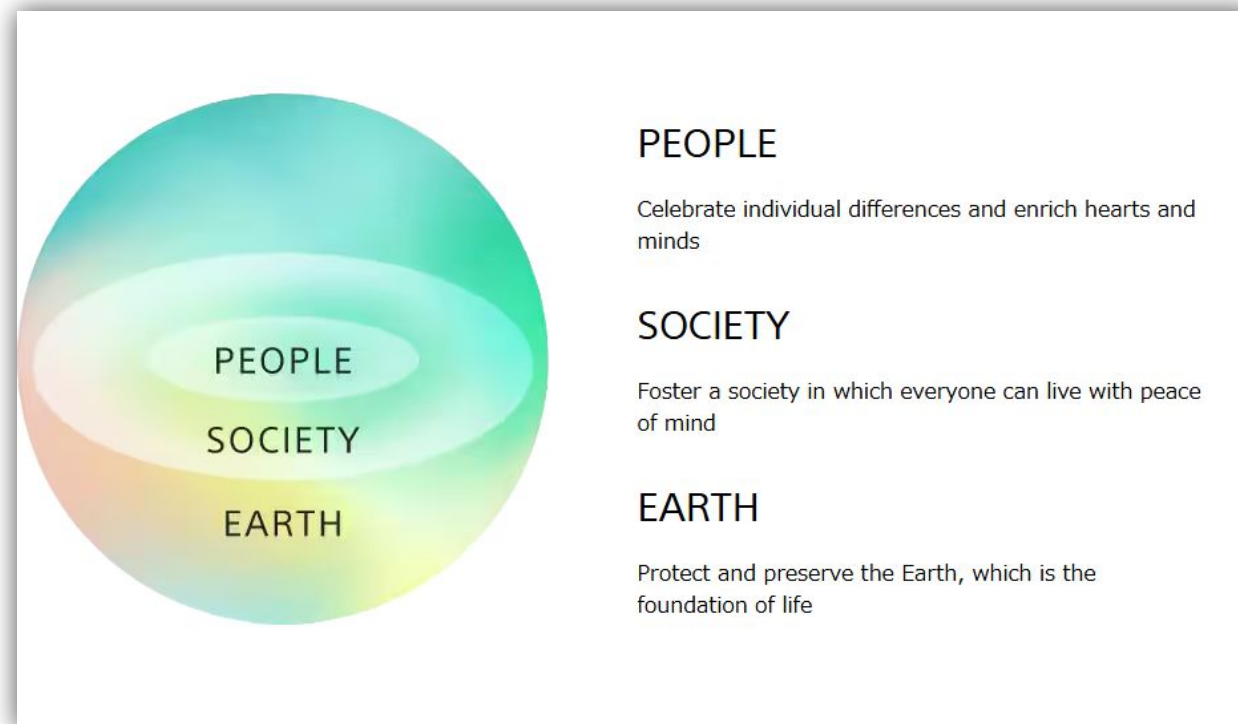
**Sony's Sustainability Vision**

# Sony's Sustainability Vision

## Inspire a world filled with emotion for this generation and beyond

Sony is moving forward with the challenge of value creation driven by creativity, technology, and diversity.

Through our efforts for people, society, and the earth, we aim to inspire a world filled with emotion for this generation and beyond.

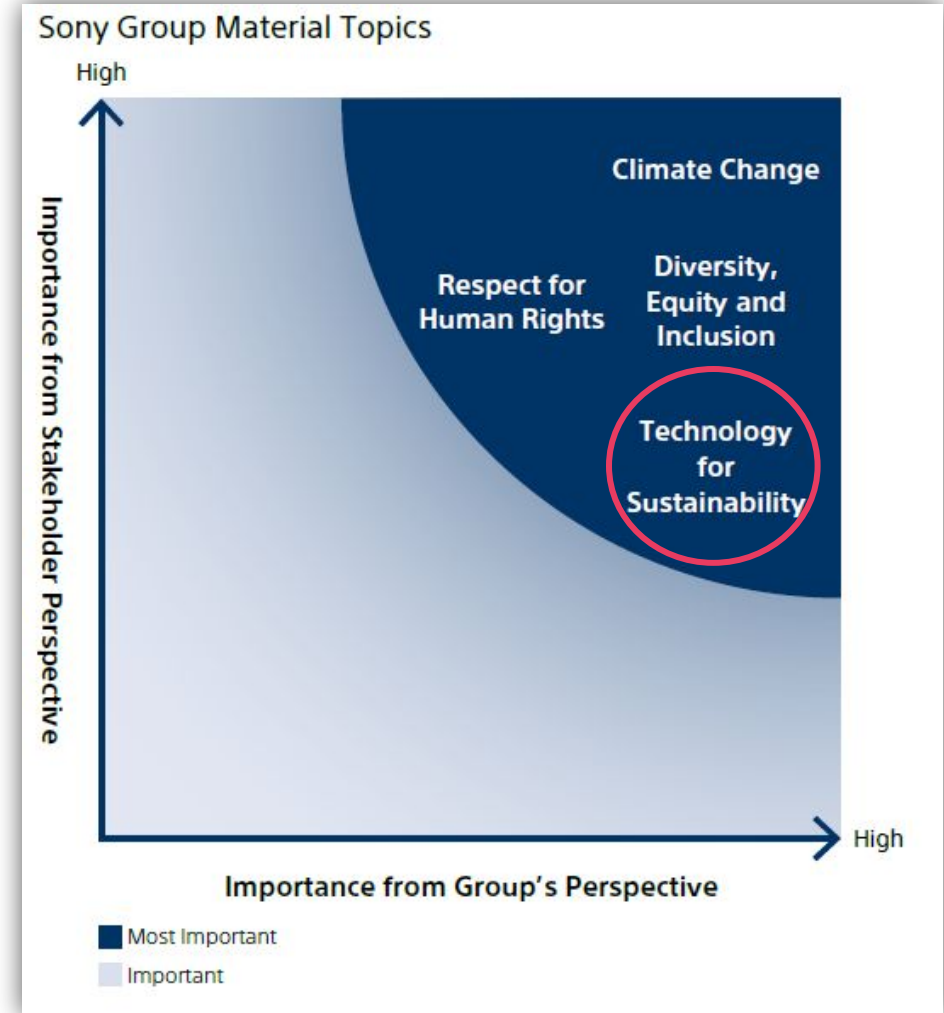
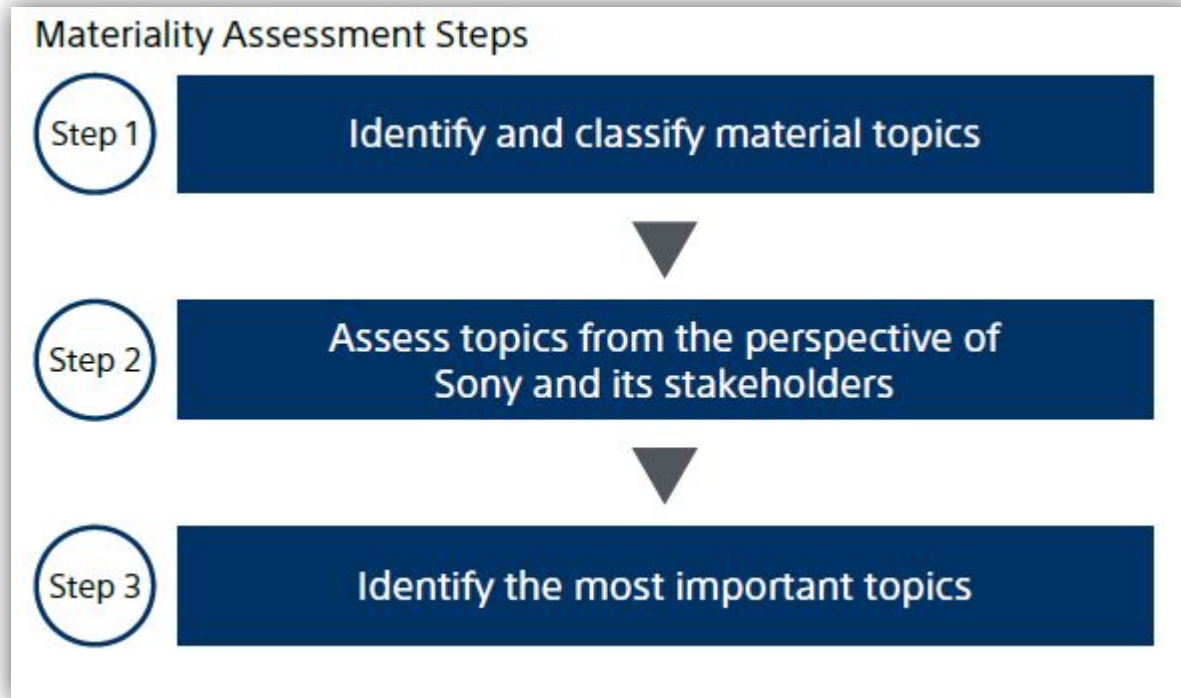


(Source) SUSTAINABILITY REPORT 2024



# Sony Group Material Topics

Defined **materiality** as “material topics that are related to sustainability, impact on Sony’s value creation, and are determined with longer-term social change and diverse stakeholder needs in mind.”  
As a result of the assessment process, **technology for sustainability is one of the most important material**.



(Source) SUSTAINABILITY REPORT 2024

# Technology for Sustainability: Projects

Sony regards working to **realize a sustainable society as a key theme** and is conducting technological developments to **solve both environmental and social issues.**

## IoT for a Sustainable Society: Sony's Earth MIMAMORI platform



## Synecoculture™ and Augmented Ecosystem



(Source) SUSTAINABILITY REPORT 2024

# Technology for Sustainability: Products

## OTC (over-the counter) Hearing Aids



## NOS-DX1000 Next-gen Olfactometry System Contributing to Longevity with Proprietary Odorant Control Technology



## Image Sensors Equipped with Global Shutter Technology for Automatic Reverse Vending Machines

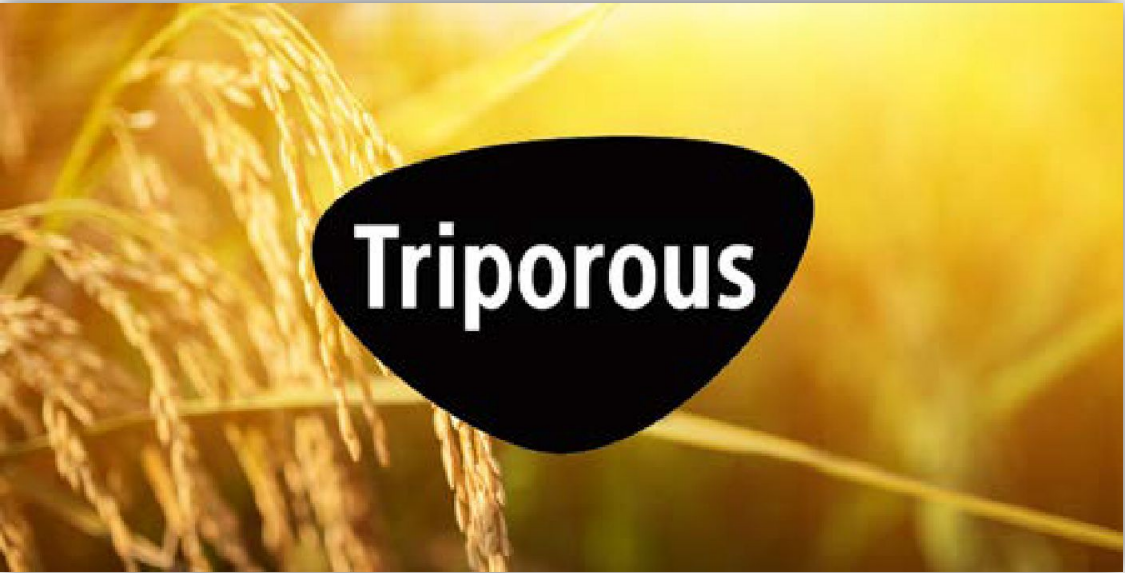


(Source) SUSTAINABILITY REPORT 2024



# Technology for Sustainability : Material

## Licensing of Triporous™



## External Sales of SORPLAS™ Recycled Plastic



(Source) SUSTAINABILITY REPORT 2024



# Contribution to the Development of a Sustainable society: SynecO

[SynecO, Inc. – Living with All Life Together](#)

# Introduction of our Technology Driven Activities

# Social Contribution

## For the Next Generation

Under the slogan "For the Next Generation", Sony will continue to make a positive social impact with the aim of addressing diverse social issues.



### Resources



Products and content



Technologies



Employees

### Partners

NGOs, NPOs

and other organizations

International organizations

local government

### Areas of focus

Support to foster the next generation  
(education)

Disaster relief and humanitarian aid

Initiatives for global issues

# Solving Global Issues by Technologies

## Needs-Driven



Various Challenges present in the local area



Understand Social Issues And Utilize or Create Technologies

This technology might be applicable to this issue

Sony



Cost and Development will be discussed



Matching

## Technology-Driven

Sony



Collaboration could be possible

Provision of a Catalog of Collaborative Technologies



Extraction of Issues that can potentially be solved by Technologies

This technology might be applicable to this issue

NGO



Cost and Development will be discussed



Matching



# Technology Driven Approach

We made a catalog of collaborative technologies as CATS (Catalog for Assets of Technology for Sustainable Society).

If you are interested in CATS, please contact us. [sgc-ipd-cats@sony.com](mailto:sgc-ipd-cats@sony.com)

SONY

Catalog for Assets of  
Technology for  
Sustainable Society:  
CATS

Company name (e.g., Sony Corporation) Address (e.g., 1-7-1 Konan, Minato-ku, Tokyo, 108-0075 Japan)

## 7. WEARABLES AND HEALTHCARE MANAGEMENT SOLUTIONS (MSAFETY)

### Technology Overview

- Wearable devices that can acquire heart rate, step count, location information by GNSS (GPS, etc.), detect user behavior, etc.
- A solution service that enables user health and safety management based on data obtained from terminals.
- LTE-M communication allows the terminal to connect directly to the internet environment without a smartphone.
- Possible to build a system for sending alerts from wearable devices and notifying messages to the devices.



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### Relevant Field



### Actual Application Case

- SAFEMO Safety Monitoring Cloud Service  
[https://www.fujifilm.com/fbds/solution\\_service/iot](https://www.fujifilm.com/fbds/solution_service/iot)
- Elderly Watching Service  
<https://www.zembro.com/>  
[Zembro's Premium Care Solutions](#)
- Sleep disorder risk check service (service at mSafety has been discontinued)  
<https://prtimes.jp/main/html/rd/p/000000009.000102259.html>

### Future Possibility

- Watching over the elderly on a daily basis, alert messages in the event of a disaster, location information monitoring, and health monitoring
- Monitoring and messaging services for agricultural and forestry workers
- **Monitoring of the Health Status of Disaster Victims in Evacuation Shelters**

### Country/Region Restrictions and Preferences

- LTE Cat-M1 can be deployed in countries and regions where it is available (mainly in Japan, EU member states, Switzerland, United Kingdom and North America)

### Cost Estimate:

★★★★☆ (Depends on the number of units)

### Development Period:

★★★★☆ (Available immediately when using existing services)

## Points to be included

- Technology Overview
- Relevant Field
- Actual Application Case
- Future Possibility
- Country / Region Restrictions and Preferences
- Cost Estimate
- Development Period
- Prerequisite and External Resources required for Proof of Concept
- Message from Business Unit

*Thank you for your attention.*



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