



## SONY COMPUTER ENTERTAINMENT AND SONY NETWORK ENTERTAINMENT ANNOUNCE THE FORMATION OF

### SONY INTERACTIVE ENTERTAINMENT LLC

*New Company joins the forces of PlayStation® Business Units to Deliver Unprecedented Experiences  
to Users Worldwide;  
Effective Friday, April 1, 2016*

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**Tokyo, Japan, and San Mateo, Calif., January 26, 2016** – Sony Computer Entertainment Inc. (SCE) and Sony Network Entertainment International LLC (SNEI) announced the formation of Sony Interactive Entertainment LLC (SIE), a new company that joins the forces of all business units belonging to SCE and SNEI, including hardware, software, content and network services operations. SIE will be headquartered in San Mateo, California, the United States, while also establishing key global business operations in Tokyo and London, beginning Friday, April 1, 2016.

“By integrating the strengths of PlayStation’s hardware, software, content and network operations, SIE will become an even stronger entity, with a clear objective to further accelerate the growth of the PlayStation® business,” said Andrew House, President and Global CEO of Sony Computer Entertainment Inc. and Group Executive in charge of Network Entertainment of Sony Corporation. “Along with our business partners, SIE will develop pioneering services and products that will continue to inspire consumers’ imaginations and lead the market. We will work hard to maximize corporate value by coordinating global business operations across San Mateo, Tokyo, and London by leveraging local expertise.”

#### ● **Background and Purpose behind Establishment of SIE LLC**

SCE, established in November 1993, first launched the original PlayStation® system in Japan in December 1994, bringing a completely new market of entertainment through gaming. Since then, SCE has continued to innovate and introduce unprecedented features with every generation, including the current PlayStation®4 system, and has revolutionized the world of computer entertainment. Furthermore, SCE has delivered compelling gaming experiences to users worldwide on each PlayStation platform through features that are available on the high-performance hardware developed by the company, and brought to life by the wide variety of highly acclaimed software titles from SCE Worldwide Studios and third party developers and publishers.



SNEI, established in April 2010, has been providing a robust portfolio of unparalleled network services through the premium entertainment service brand, PlayStation™Network (PSN<sup>SM</sup>). SNEI's offerings include game-related services, such as PlayStation®Store, a premier destination for users to purchase digital games and other gaming content; PlayStation®Plus, a membership service that provides a wide array of exclusive gaming features and content; and PlayStation™Now, a streaming game service that allows users to enjoy a wide range of PlayStation®3 games on various network-enabled devices. Other innovative network services available on PSN include PlayStation™Vue, a pioneering cloud-based TV service that reinvents the television experience; PlayStation™Video, a video-on-demand and transactional service that enables users to enjoy an in-depth catalog of movies and TV shows; and PlayStation™Music, a music listening destination that offers Spotify's best-in-class music experience.

Since its launch in November 2013, PlayStation 4 continues to demonstrate record-breaking global expansion and growth, while PSN, which began full scale operation in November 2006, continues to expand with new offerings reaching millions of users every day. At the same time, the market environments of hardware, software, content and network services are ever evolving, and it has become important for both SCE and SNEI to unify their business strengths under one entity with a single focus, ensuring PlayStation continues to offer ground-breaking entertainment experiences to consumers around the world.

Through the formation of SIE, the companies combine resources across their hardware, software, content and fast-growing network businesses, positioning the company for enhanced competitiveness, continued expansion and market leadership in all areas. SIE will better respond to the needs of consumers and the evolving digital market to deliver unparalleled interactive entertainment experiences under the PlayStation brand.

### ● **Corporate Strategy and Financial Target**

Key corporate strategies of SIE are: retain and expand PlayStation user engagement, increase Average Revenue Per Paying Users (ARPPU) and drive ancillary revenue. SIE will vigorously expand the PlayStation business by delivering an integrated experience built around best-in-class games and network services to consumers worldwide.



Furthermore, as the Game and Network Service segment within Sony Group, SIE will work on expanding sales and operating income, and continue to target 1,400 to 1,600 billion yen for sales, and 5 percent to 6 percent operating income margin for the Fiscal Year ending March 2018.

March 2018.

- **Outline of SIE LLC**

1. Name: Sony Interactive Entertainment LLC
2. Location: San Mateo, California, the United States
3. Principal of Business: Research, development and sales of PlayStation® hardware, software, content and network services
4. Capital: 2 million USD
5. Date of Incorporation: Friday, April 1<sup>st</sup> of 2016
6. Fiscal Year End: March 31<sup>st</sup>
7. Directors in Charge and Member of the Board: Reference below

- **Directors in Charge and Member of the Board of SIE LLC**

Andrew House, President and Global CEO

Kazuo Miura, Deputy President

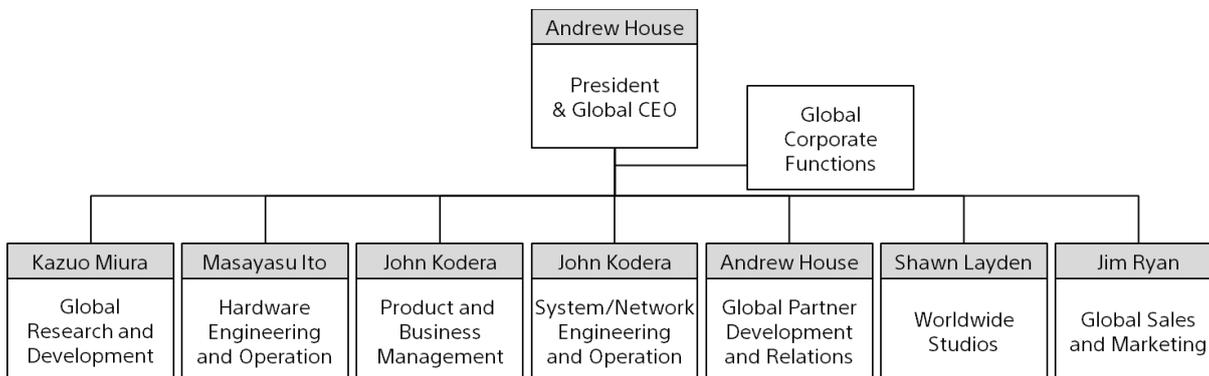
John (Tsuyoshi) Kodera, Deputy President

Kazuo Hirai

Kenichiro Yoshida



● Overview of Global Functions



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**About Sony Computer Entertainment Inc.**

Recognized as a global leader and company responsible for the progression of consumer-based computer entertainment, Sony Computer Entertainment Inc. (SCEI) manufactures, distributes, develops and markets the PlayStation®4 computer entertainment system, the PlayStation®3 (PS3™) computer entertainment system, and the PlayStation®Vita (PS Vita) portable entertainment system. SCEI has revolutionized home entertainment since it launched PlayStation® in 1994. PlayStation®2 further enhanced the PlayStation® legacy as the core of home networked entertainment. PSP® (PlayStation®Portable) broadened the entertainment experiences into the portable arena. PS3 is a computer entertainment system that incorporates the powerful Cell Broadband Engine and RSX processors. PS Vita is a portable entertainment system that offers a revolutionary combination of rich gaming and social connectivity. PlayStation®4 redefines rich and immersive gameplay with powerful graphics and speed, intelligent personalization and deeply integrated social capabilities. PlayStation™Network, that includes PlayStation®Store, delivers unparalleled online gaming experience to PlayStation users. PlayStation™Now, a streaming game service that leverages cloud-based technology, enables users to instantly enjoy a wide range of PS3 games on numerous Internet-connected devices they use every day. Headquartered in Tokyo, Japan, SCEI, along with its affiliated companies, Sony Computer Entertainment America LLC and Sony Computer Entertainment Europe Ltd., and its division company, Sony Computer Entertainment Japan Asia, develops, publishes, markets and distributes hardware and software, and manages the third party licensing programs for these platforms in their respective markets worldwide.





## **About Sony Network Entertainment International LLC**

Sony Network Entertainment International LLC (SNEI) founded in April 2010, drives the vision, strategy and execution for network services across Sony Group, to offer consumers compelling, connected entertainment experiences across a variety of network enabled devices. Headquartered out of San Mateo, California SNEI's operations span globally across San Francisco, Los Angeles, San Diego, London, Tokyo and more. Through PlayStation®Network and Sony Entertainment Network, SNEI offers a bevy of exciting services including PlayStation®Store, PlayStation®Plus, PlayStation™Vue, Music Unlimited, Video Unlimited and more. With over 64 million active viewers registered to our network and FY13 revenues exceeding 200 billion yen, SNEI is a core Sony business which continues to grow at breakneck speed as a leading provider of cutting edge digital entertainment experiences.

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