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### *Sales and Distribution*

The following table shows Sony's sales in each of its major markets for the periods indicated. Figures in parentheses indicate percentage of sales and operating revenue.

	Year Ended March 31		
	2002	2003	2004
		(Yen in millions)	
Japan	2,248,115 (29.7)	2,093,880 (28.0)	2,220,747 (29.6)
United States	2,461,523 (32.5)	2,403,946 (32.2)	2,121,110 (28.3)
Europe	1,609,111 (21.2)	1,665,976 (22.3)	1,765,053 (23.6)
Other Areas	1,259,509 (16.6)	1,309,831 (17.5)	1,389,481 (18.5)
Sales and operating revenue	<u>7,578,258</u>	<u>7,473,633</u>	<u>7,496,391</u>

### **Electronics**

Sony's electronics products and services are marketed throughout the world under the trademark "Sony", which has been registered in 204 countries and territories.

In most cases, sales of Sony's electronics products are made to sales subsidiaries of Sony Corporation located or responsible for sales in the countries and territories where Sony's products and services are marketed, and these subsidiaries sell products to local distributors and dealers. In some regions, sales of certain products and services are made directly to local distributors by Sony Corporation.

Sales in the Electronics segment are particularly dependent on seasonality, in addition to the timing of new product introductions and economic conditions of each country. Sales for the third quarter ending December 31 of each fiscal year are generally higher than other quarters of the same fiscal year due to demand in the year-end holiday season.

#### *Japan:*

Sony Marketing (Japan) Inc. markets consumer electronics products through retailers and also markets professional electronics products and services. For electronic components, Sony sells products directly to wholesalers and manufacturers.