

SONY

SONY EUROPE B.V.

Sustainability Report

2026

PHOTO CREDIT

Kyle van Bavel

Image title: World in a Droplet

Camera: Sony Alpha 7R V

Lens: FE 100mm F2.8 Macro GM OSS



SONY EUROPE B.V. SUSTAINABILITY REPORT 2026

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PHOTO CREDIT
Michael Schaafe
Image title: Northern Lights

Camera: Sony Alpha 7R III
Lens: SEL28F20

Sony Europe B.V. in numbers



*As at 31 March 2026 (the end of FY2025).



In FY2025, Sony Europe continued to place sustainability considerations at the heart of its business. Across Europe, customer, stakeholder and regulatory expectations continue to evolve, increasing the importance of demonstrating our progress with clarity, transparency and accountability.

As part of Sony Group, Sony Europe contributes to the Group’s long-term sustainability ambitions, including the commitment to using 100% renewable electricity in its own operations and achieving net-zero Scope 1 and 2 emissions by FY2030, alongside continued reductions in Scope 3 emissions.

In line with these commitments, Sony Europe continued to strengthen the foundations of its sustainability efforts. During FY2025, we conducted our second comprehensive carbon inventory assessment, further improved the quality of our greenhouse gas data, and implemented practical initiatives to reduce environmental impacts across our operations and value chain.

Our sustainability efforts also extend to our contribution to society. Through activities including social engagement, accessibility and volunteering, our employees continue to support the communities in which we operate. During our ninth annual Summer Challenge, employees collectively ran, walked, cycled and swam 236,799 kilometres, raising more than €44,000 for charitable causes.

This report provides an overview of our progress across our products, operations and wider activities during FY2025. As we continue on our sustainability journey, we recognise the importance of being transparent about both our progress and the areas where further work remains. We will continue to strengthen our approach and contribute to Sony Group’s Road to Zero and wider sustainability ambitions.

Johan Devenyns
Director, Sustainability & Product Compliance, Sony Europe

About this report

Since Sony’s founding in 1946, sustainability has been an integral part of our company DNA. That remains true today, when we believe conducting business responsibly and sustainably has never been more important.

In the field of electronics – one of Sony Group Corporation’s ㄱ (hereafter “Sony”) major business segments – stakeholders’ and regulatory expectations around sustainability continue to increase significantly, especially in Europe.

In this report, published by Sony Europe B.V. (hereafter “SEU”), we aim to provide an overview of how Sony’s sales and marketing company for electronics in Europe is taking steps to contribute to a more sustainable future for all.

In preparing this report, we’ve considered the Corporate Sustainability Reporting Directive (“CSRD”) and the European Sustainability Reporting Standards (“ESRS”) as guidance for its structure. In addition, a materiality assessment was conducted,

concentrating on SEU as the reporting entity, to identify key disclosure topics.

Unless otherwise specified:

- Company scope: Sony Europe B.V.
- Time scope: Fiscal year 2025 (1 April 2025 - 31 March 2026)
- Content scope: Material sustainability topics from the perspective of Sony Europe B.V.’s own operations

Sony Group Sustainability Report

One of the first companies in the world to do so, Sony has publicly reported its non-financial information since 1994. Originally released as an Environmental Report, its scope was extended in 2003, evolving into a CSR Report.

Since 2018, Sony has issued a comprehensive Sustainability Report covering the entire group, providing non-financial information to a wide range of stakeholders across all business segments. The report provides complementary information to this disclosure and is publicly available on the Sony website ㄱ.

Kando is a Japanese word that refers to “The sense of awe and the emotion you feel when experiencing something beautiful and amazing for the first time.” It is a core concept throughout the entire Sony Group.

Sony’s Entertainment, Technology & Services segment

Vision: Continue to deliver *Kando* to people around the world

Mission: Create the future of entertainment through the power of technology, together with creators

About Sony Europe B.V., a Sony Group company

Sony manages a diverse range of business segments [figure 1], which all work towards a common purpose: to “fill the world with emotion (*Kando*), through the power of creativity and technology”.

Sony’s Entertainment, Technology & Services (ET&S) segment is the business division developing products and services that empower the global creator economy. It houses Sony’s popular lineups for consumer electronics as well as professional equipment, and makes the link between Sony’s hardware capabilities and its vast content divisions like Sony Pictures, Music and PlayStation.

As the European sales and marketing function for the ET&S segment, SEU’s business activities focus on the sale, distribution, and after-sales care of Sony-branded electronic products

(excluding PlayStation) for European **consumer** and **professional** markets.

Traditionally, we’ve sold our products to consumers through our network of retailers and business partners (B2B2C), while also supplying multiple sectors directly in the B2B market. To strengthen direct engagement with customers, direct-to-consumer (DTC) channels are available in 13 countries¹.

SEU’s value chain [figure 2] shows how our own operations are centred around sales and marketing support functions. Beyond this, the downstream activities most relevant to this report focus on the provision of services and support, including product use, repair and end-of-life collection.

Except for the Sony UK Technology Centre (UK TEC)² and specific R&D laboratories, most upstream activities – including product design, raw material extraction for product components and product manufacturing – take place outside Europe.

FIGURE 1.
Sony’s segments and major business portfolio

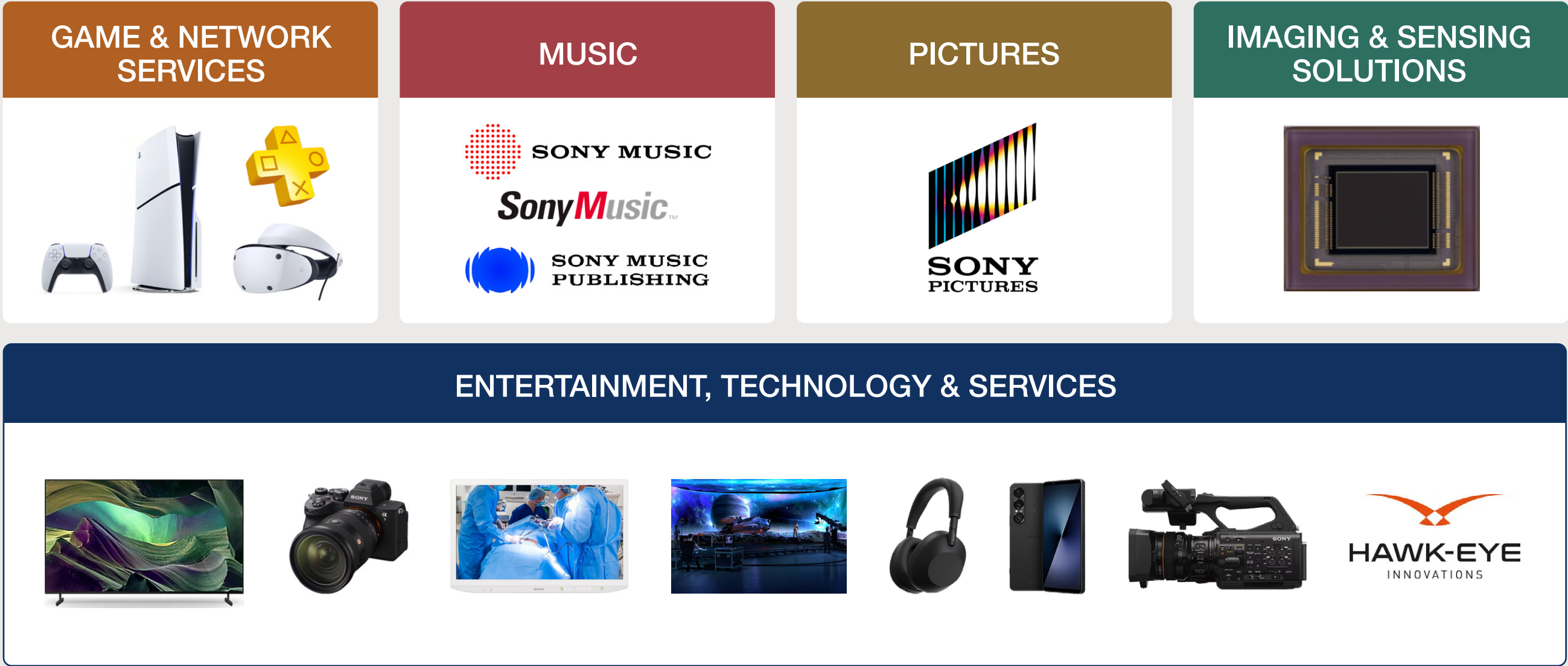


FIGURE 2.
Sony Europe B.V. value chain



Business units

HOME ENTERTAINMENT	PERSONAL ENTERTAINMENT	PROFESSIONAL DISPLAYS AND SOLUTIONS	DIGITAL IMAGING	MEDIA SOLUTIONS	MOBILE	SPECIALISED BUSINESS

Sony’s overall approach to sustainability

To deliver Sony’s purpose and connect people through *Kando*, we’re impelled to create a society where everyone can live with peace of mind in a healthy global environment.

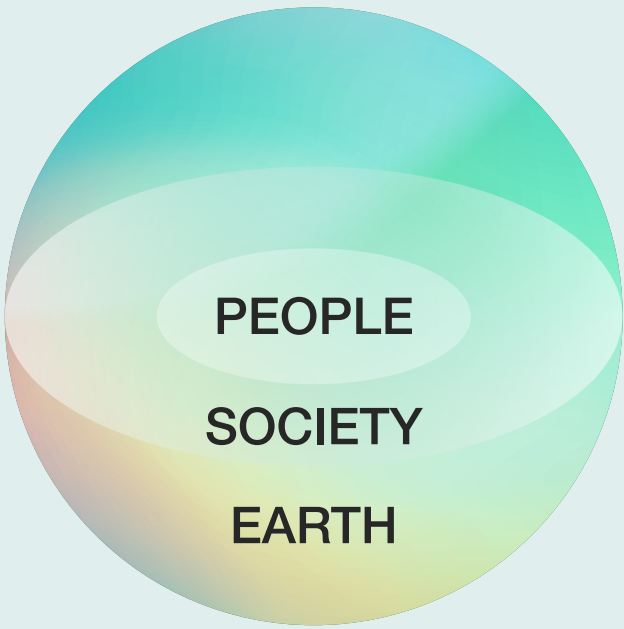
As stated in **Sony’s basic policy for sustainability initiatives** ㉟, Sony acts with due consideration of the impact of its business activities on stakeholders, including shareholders, customers, employees, suppliers, business partners, local communities and other organisations as well as the global environment, and focuses on building trust with stakeholders through dialogue.

Sony’s Sustainability Vision

To address a variety of sustainability issues, Sony has established its **Sustainability Vision** ㉟ to articulate the forward direction for the entire Sony Group, with the goal to “inspire a world filled with emotion for this generation and beyond.” This vision expresses Sony’s resolve to take action to create, and fill the world with, *Kando* through sustainability initiatives, defining the direction of its activities from the standpoints of People, Society and the Earth.

FIGURE 3.
Sony’s Sustainability Vision

Inspire a world filled with emotion for this generation and beyond



PEOPLE
Celebrate individual differences and enrich hearts and minds

SOCIETY
Foster a society in which everyone can live with peace of mind

EARTH
Protect and preserve the Earth, which is the foundation of life



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.

Sony Group Code of Conduct and Supply Chain Code of Conduct

The Sony Group Code of Conduct sets forth the basic standards of ethical and responsible business conduct that must be followed by all Sony officers and employees in their daily work. It provides a set of principles to guide us, as we engage in our day-to-day roles to pursue our corporate purpose, in alignment with our corporate values.

The Sony Group Code of Conduct requires that we ask if our business conduct contributes to a better future, not only for Sony, but also for society as a whole. It provides a set of guiding principles to conduct our business fairly. Following this code of conduct in our day-to-day work helps nurture trust from our stakeholders, contributing to Sony’s sustainable growth.

The Code was approved by the Sony Group Corporation Board of Directors and adopted by the decision-making bodies of every Sony Group company, including SEU, as their respective code of conduct.

Alongside this, Sony has adopted the Sony Supply Chain Code of Conduct based on the Responsible Business Alliance (RBA) Code of Conduct. As a

founding member of the RBA, Sony actively implements efforts to comply with the code for our manufacturing sites, service suppliers providing services to those sites, contract manufacturers and raw materials/ parts suppliers.

Sony Ethics and Compliance Program

To further foster an ethical corporate culture, Sony’s global Ethics and Compliance Program is designed to manage key group-wide risks, including antitrust, conflict of interest, information security and product compliance.

Governance of this global program is embedded throughout the organisation, with all business domain heads and management having first-line responsibility for ensuring an ethical culture and managing business-related legal risks. As the second line, Sony’s ethics and compliance department provides support, advice and oversight, with objective and independent assurance provided by the monitoring team and audit departments.

To ensure best practice, Sony continuously improves this program in accordance with regulatory guidance and other leading practices found effective by organisations with mature ethics and compliance programs.

2026

WORLD'S MOST ETHICAL COMPANIES™

ETHISPHERE

8-TIME HONOREE

In March 2026, Sony was named one of

the World's Most Ethical Companies

for the eighth consecutive year by Ethisphere Institute, a US-based organisation dedicated to the study and advancement of ethical business practices.

How Sony Europe B.V. governs sustainability

To ensure good governance around sustainability, SEU’s dedicated Sustainability Promotion Office has overseen and coordinated our organisational sustainability strategy in Europe since FY2022.

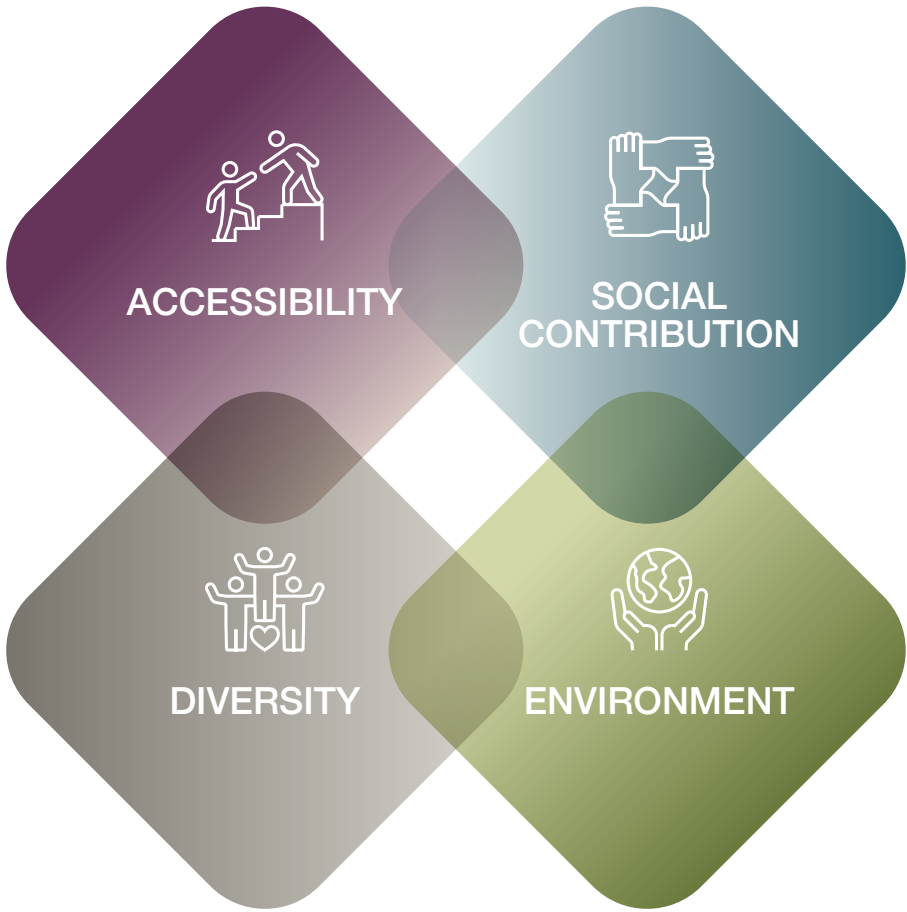
Structured around four core pillars of **Accessibility, Diversity, Social Contribution, and Environment**, the office ensures a comprehensive approach to managing our material impacts aligned with Sony’s global approach.

The Sustainability Promotion Office reflects SEU’s commitment to strengthening our sustainability performance. We continue to enhance our processes and capabilities in line with evolving stakeholder expectations and regulatory developments, reinforcing sustainability as a key driver of long-term value.

The Sustainability and Product Compliance Europe team ensures Sony’s compliance with applicable corporate and product-related ESG legal requirements. Its remit spans corporate sustainability and due diligence legislation, as well as product-related regulatory requirements, including consumer protection, accessibility,

ecodesign, waste, chemical substances, and ESG obligations. Additionally, our Regional Environmental and Safety Office oversees the implementation and maintenance of Sony’s global environmental and OHS management systems in line with ISO standards.

FIGURE 4. Core pillars of Sony’s sustainability strategy





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PHOTO CREDIT
Paul Browning
Image title: Autumn in Motion

Camera: Sony Alpha 7 V
Lens: FE 300mm F2.8 GM OSS

At a glance

■ Sony (Group) ■ SEU ■ Site level (UK TEC)





Integrated ISO 14001 certification for

76

Sony sites worldwide

See page 14 ↗

Using Original Blended Material, in our product packaging since 2021



See page 25 ↗



In May 2026, Sony was recognised by CDP for its Supplier Engagement for the

8th consecutive year and the 9th time overall

See page 14 ↗

THE CLIMATE PLEDGE

Sony joined the Climate Pledge in 2023

See page 15 ↗

In FY2025

90%

renewable electricity rate at SEU sites under operational control

See page 18 ↗

In FY2025

86% of company car orders are EV, Hybrid or Plug-in Hybrid



See page 18 ↗

45%

of obsolete inventory was given a new life

See page 24 ↗

UK TEC car-sharing scheme reduced commuting emissions by

17.5 tCO₂e

See page 19 ↗

Recycled 5.59 tonnes of printed wiring boards

through the Royal Mint Recycling Partnership

Up approx. **21%** vs FY2024

See page 26 ↗

PHOTO CREDIT
Dr. Pelayo Salinas de León
Majestic Turtle

Camera: Sony Alpha 1
Lens: FE 16-35mm F2.8 GM II



ENVIRONMENT
Environmental
impact
management
approach

Our environmental management approach

Sony seeks to reduce its environmental footprint throughout the lifecycle of its products and business activities by managing environmental impacts in line with applicable regulations and continually improving its global environmental management system.

Sony’s global environmental strategy

Road to Zero: Striving to achieve a zero environmental footprint by 2050

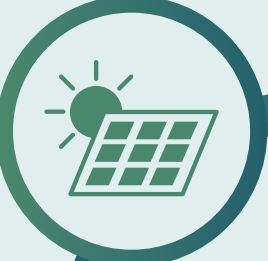
As part of its vision to protect and preserve the Earth, Sony has set ambitious environmental targets aimed at achieving a zero environmental footprint throughout the life cycle of its products and business activities by 2050. This is **Road to Zero**, Sony’s long-term environmental plan established in 2010 [see figure 5].

As stated in the Sony Group Environmental Vision, Sony strives to realise a sustainable society by achieving a zero environmental footprint throughout the life cycle of its products and business activities. It is this long-term goal that prompted Sony to name its new global environmental plan, Road to Zero. Under this plan, Sony aims to bring its environmental footprint to zero by 2050.

To achieve its 2050 targets, Sony has translated its long-term environmental ambitions into a series of five-year action plans. These plans are known as Green Management plans, with the current iteration, GM2030, running from FY2026 through the end of FY2030.

To achieve our 2050 goal, Road to Zero considers four key environmental perspectives:

Curbing climate change – reducing energy consumption and striving to achieve zero greenhouse gas (GHG) emissions.



Conserving resources – minimising resource input, using water efficiently, minimising waste, and maximising efforts for take-back and recycling.



Promoting biodiversity – protecting and utilising ecosystem services sustainably, and promoting maintenance and recovery of biodiversity through business and local contribution activities*.



Controlling chemical substances – reducing, substituting, and eliminating the use of substances that have potentially significant impacts on the environment and human health*.



*From the perspective of SEU B.V.’s own operations, only Curbing climate change and Conserving resources were considered material topics.

FIGURE 5.
Sony’s Road to Zero

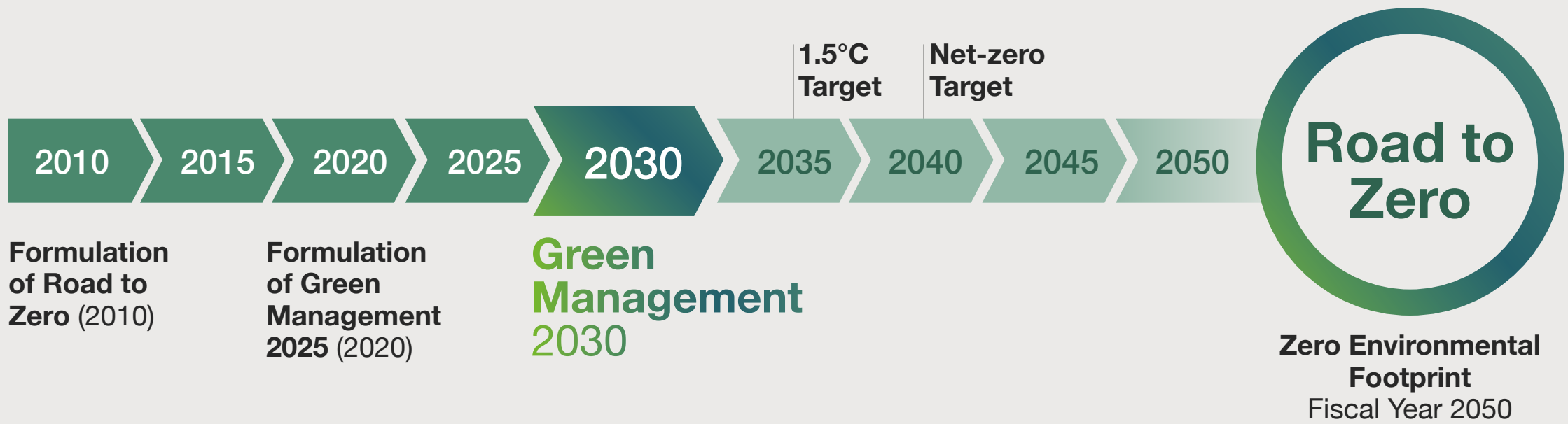
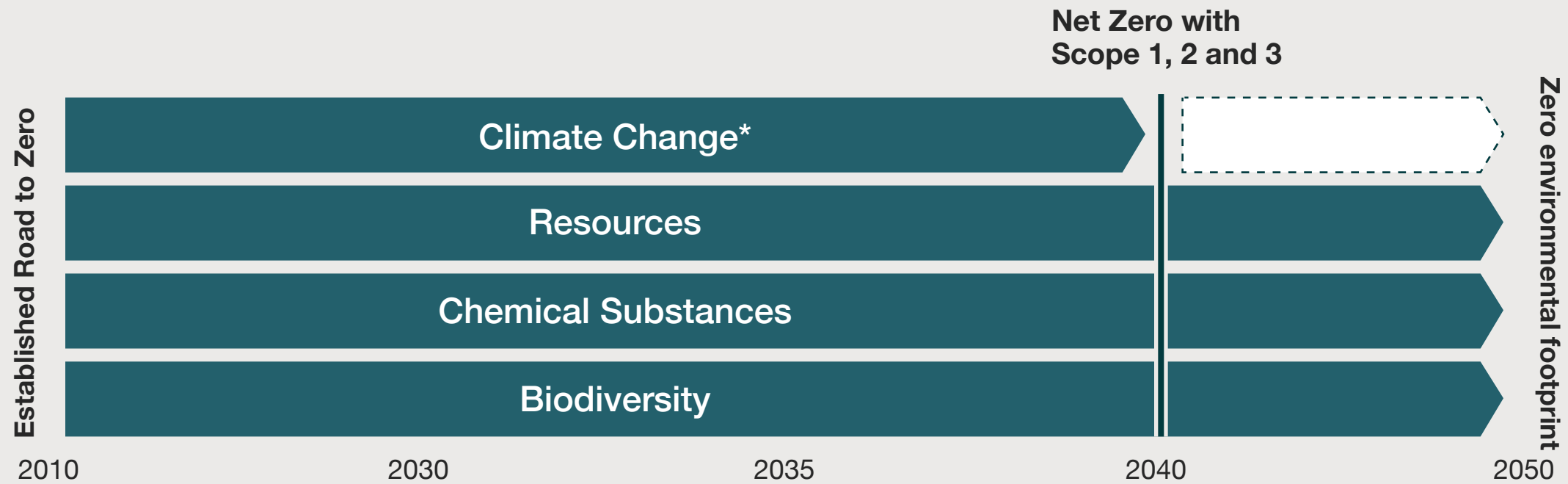


FIGURE 6.
Sony’s environmental targets



* In May 2022, Sony made the decision to bring forward the target year of achieving a zero environmental footprint in the climate change area by ten years from 2050 to 2040.

Definitions:
Scope 1 = A company’s direct GHG emissions from its own operations.
Scope 2 = A company’s emissions associated with the generation of purchased electricity, heating/cooling, or steam for own use.
Scope 3 = A company’s emissions associated with operations across its value chain, both upstream (e.g., mining of raw materials) and downstream (e.g., product end-of-life treatment).

Environmental management system: ISO 14001 certified

To realise its overall Environmental Vision, Sony has implemented a globally integrated environmental management system.

This system is continuously improved to achieve the Group’s medium-term environmental targets and comply fully with legal requirements and established internal policies.



As of 31 March 2026, 76 Sony business units and sites worldwide have obtained integrated ISO 14001 certification. This certification covers:

ALL
MANUFACTURING
SITES

DISTRIBUTION
CENTRES WITH
100 OR MORE
EMPLOYEES

NON-
MANUFACTURING
SITES WITH
1,000 OR MORE
EMPLOYEES

Because of their business operations, these sites account for the majority of Sony’s environmental footprint.

In Europe, the following sites under ET&S have obtained ISO 14001 certification:

- Sony UK Technology Centre, Pencoed, UK
- Sony Network Communications Nordics, Malmö, Sweden
- Nevion, multiple locations across Europe

External recognition



Sony has been included in the 2025 CDP’s highest-performance rank, the A List, a distinction that recognises Sony as a leader in efforts to address climate change. This is the fifth year in a row and the tenth time that Sony has made the A List in the climate change category.

CDP is a global non-profit organisation founded in the UK in 2000 that runs the world’s environmental disclosure system for companies, cities, states and regions. The rating system is a 5-rank scale (A, A-, B, B-, C, C-, D, D-, F). The A List is made up of the companies awarded the highest performance rank of “A”.



In May 2026, Sony was also recognised by CDP for its Supplier Engagement for the 8th consecutive year and the 9th time overall. This was in recognition of its climate change initiatives in cooperation with the supply chain.



PHOTO CREDIT
Ilhan Eroğlu
Image title: Purple Dreams

Camera: Sony Alpha 7R V
Lens: FE 12-24mm F2.8 GM

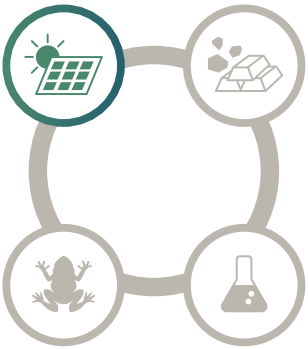


PHOTO CREDIT
Steffi Lieberman
Image title: Ice Diamond

Camera: Sony Alpha 7 IV
Lens: E 16mm F1.8 G

ENVIRONMENT

Curbing climate change



Commitments

Procure
100%
renewable electricity
for own operations
worldwide by 2030
(RE100 commitment)

Achieve
net-zero
Scope 1 & 2
(emissions from
own operations)
by 2030

Achieve
net-zero
Scope 1, 2 and 3
(emissions across the
value chain) by 2040
(The Climate Pledge commitment)

CLIMATE GROUP
RE100

Committed to 100% renewable electricity by 2030

Sony joined RE100 in 2018 and is committed to procuring 100% of the electricity for its global operations from renewable sources by 2030. We were also selected as a corporate member of the RE100 Advisory Committee in 2022.

RE100 is a global corporate renewable energy initiative led by the non-profit, Climate Group, in partnership with CDP, that brings together hundreds of large, ambitious businesses committed to 100% renewable electricity.

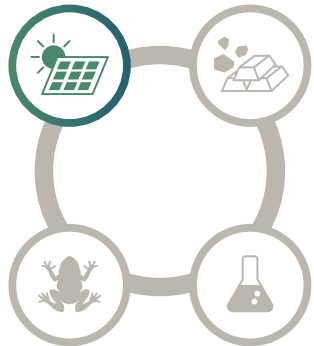
THE
CLIMATE
PLEDGE

Committed to net-zero carbon emissions (Scope 1, 2 & 3) by 2040 (SBTi-approved target)

Sony joined The Climate Pledge initiative in 2023 and is committed to reaching net-zero carbon emissions by 2040.

The Climate Pledge is an initiative which was co-founded by Global Optimism and Amazon that brings more than 650 signatories together to accelerate joint action, cross-sector collaboration, and responsible change to achieve net-zero carbon emissions by 2040.

Approach and management framework



Science-based targets



In alignment with the Paris Agreement, in August 2022 we received approval by the **Science Based Targets initiative (“SBTi”)** for our net-zero target for 2040 (scope limited to ISO 14001-certified sites). SBTi is a global initiative that encourages companies to set science-based greenhouse gas reduction targets to limit the increase in the average global temperature due to climate change to 1.5 degrees Celsius above pre-industrial levels.

Reinforcing our commitment to emissions reductions, Sony’s net-zero target follows the SBTi Corporate Net-Zero Standard of:

- a) reducing Scope 1, 2 and 3 emissions to zero or a residual level consistent with reaching net-zero emissions at the global or sector level in eligible 1.5°C scenarios or sector pathways; and
- b) neutralising any residual emissions at the net-zero target date – and any GHG emissions released into the atmosphere thereafter.

Measuring greenhouse gas emissions

GHG Protocol

As the sales and marketing function for Sony’s ET&S segment in Europe, measuring and monitoring our own carbon footprint is increasingly important. This not only allows us to track progress against our corporate targets but also supports our business partners and supply chain.

In FY2025, SEU completed its second consecutive comprehensive carbon inventory assessment in accordance with the GHG Protocol, encompassing all emission sources and operational activities. To ensure the accuracy and relevance of our GHG emissions results, SEU prioritises activity-based rather than spend-based estimates. In FY2025, approximately 98.14% of emissions were calculated using primary activity data, such as meter readings, fuel consumption, waste volume, and units sold, with the remaining 1.86% relying on financial proxies, including expenditures on purchased services, taxi rides, warehousing, and postage. Looking ahead, we continue to optimise tools and processes to measure our carbon footprint.

SEU GHG emissions in FY2025 (tCO₂eq)

2,186.8

Gross Scope 1
GHG emissions

1,687.2

Gross Scope 2 GHG emissions
(location-based)

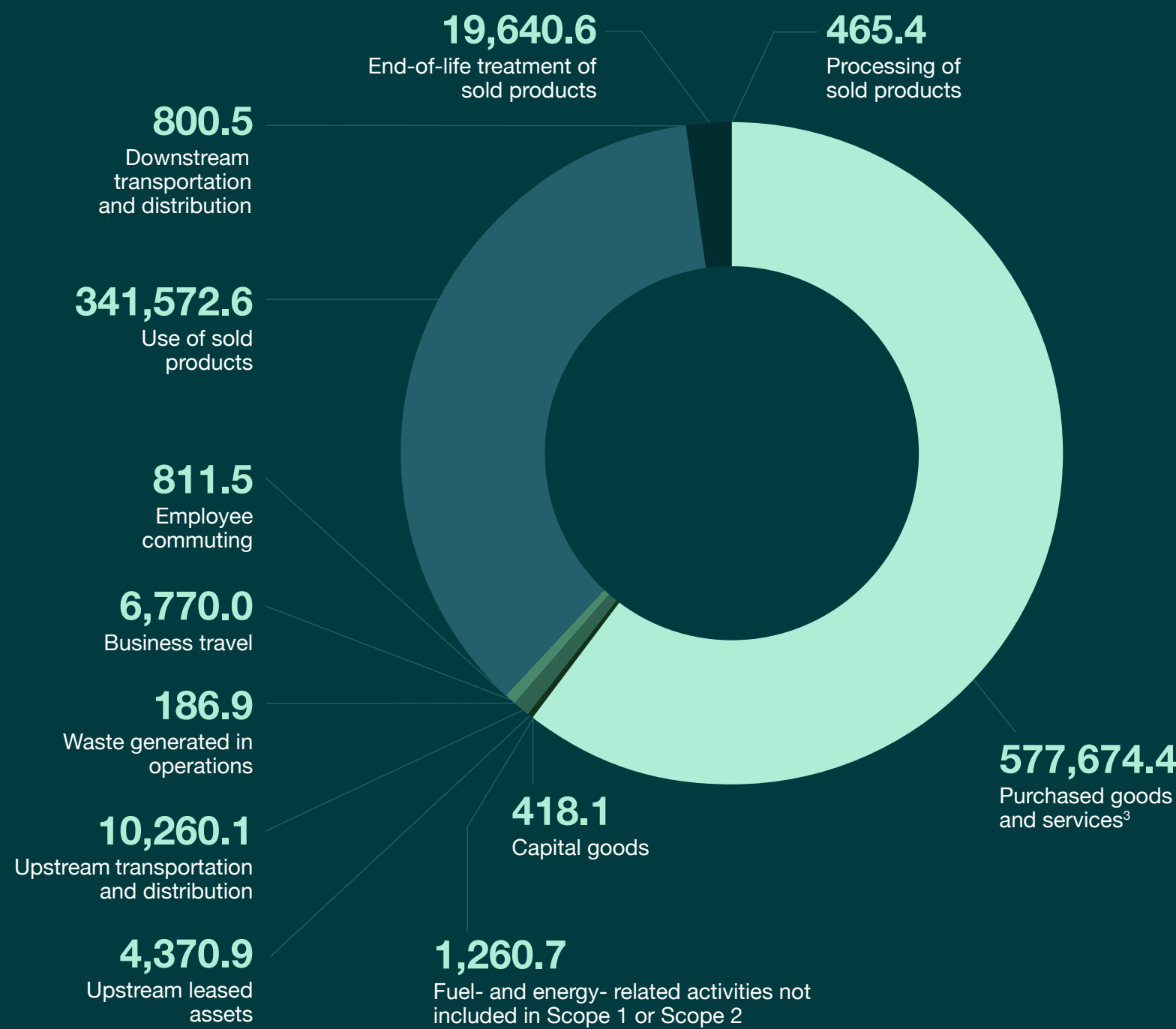
563.3

Gross Scope 2 GHG emissions
(market-based)

964,231.7

Total gross Scope 3
GHG emissions

FIGURE 7.
Total gross Scope 3 GHG emissions (tCO₂eq)



Targets

Sony’s ultimate goal is to reach a net-zero environmental footprint from carbon emissions throughout its entire value chain by the end of FY2040. It’s also striving to achieve net-zero carbon emissions from its own operations (Scopes 1 and 2) by the end of FY2030.

Based on global environmental trends, stakeholder feedback, and our current progress in decarbonisation, Sony recently formulated its next set of medium-term (five-year) targets, which need to be achieved by the end of FY2030.

As shown to the right, Sony has set group-wide targets to significantly reduce GHG emissions that are (in)directly linked to our site operations and to those related to partners in our value chain.

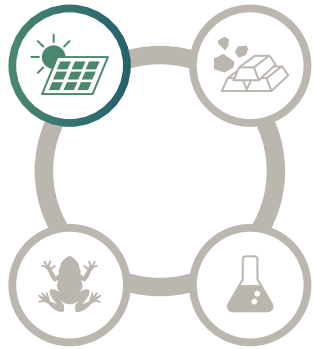
Each segment within Sony is required to set corresponding targets to ensure the group’s overall targets are achieved. All subsidiaries are also expected to set targets, whether or not they undertake manufacturing activities.

Sony (Group)

FIGURE 8.
Sony climate change targets
■ RE100 Target ■ SBTi-approved Target

Target years	FY2030 (GM2030)		FY2035	FY2040
Scope 1+2+3				Net zero for Scope 1+2+3. Reduce absolute emissions by 90% vs. FY2018 level. Removal of residual carbon emissions
Scope 1+2	Carbon neutral for Scope 1+2. Reduce Sony Group-wide Scope 1+2 absolute emissions by 60% vs. FY2025 level. Remove carbon that is equivalent to the residual emissions		Reduce Sony Group-wide Scope 1+2 absolute emissions by 72% vs. FY2018 level	
Scope 2	Percentage of renewable electricity in our own operations: 100%			
Scope 3	Reduce Sony Group-wide Scope 3 absolute emissions by 25% vs. FY2025 level			
Scope 3 Category 1 (Purchased goods and services)	Encourage raw materials and parts suppliers and contract manufacturers to monitor and reduce GHG emissions. Encourage major raw materials and parts suppliers to achieve 100% renewable electricity used in the manufacturing of products for Sony Group*			
Scope 3 Category 11 (Use of sold products)			Reduce Sony Group-wide Scope 3 category 11 absolute emissions by 45% vs. FY2018 level	

*Initiative details are discussed with suppliers in countries/regions where procuring renewable energy is more difficult.



For SEU, we are aiming to achieve these targets by the end of FY2030:

Use
100%
renewable electricity

Reduce Scope 3 emissions by
30%
vs FY2025 level

Actions

Reducing GHG emissions at Sony Europe

SEU operational emissions – Scope 1 and 2

To reduce all GHG emissions for which SEU is directly responsible, we have taken the following steps:

Switching to renewable energy

We have strived to use renewable energy wherever feasible since 2005. Of our 39 European sites, 20 are classified as being within our operational control. Of the electricity consumed in our dedicated space in FY2025, 90% was from renewable sources. Where we rent, we consider sustainability as a key criteria when moving to new offices and whenever possible work with landlords to switch to renewable energy.

Increasing energy efficiency at our sites

We continue to invest in energy-efficient infrastructure across new and existing buildings.

In FY2025, we invested in new heating and cooling systems at our Weybridge headquarters in the UK. By replacing fossil fuel-based technologies with electric and energy-efficient alternatives and powering operations with renewable electricity, the project supports a reduction in carbon emissions from the site. This commitment to environmental excellence is also carried forward in the planning for BREEAM certification⁴ of our fully electrified new office in Basingstoke (UK), scheduled for FY2026.

Notably, there has also been a transformation to upskill facilities management teams across SEU sites to embed sustainability as business-as-usual.

Reducing the carbon footprint of our car fleet

To advance our net-zero commitment for Scopes 1 and 2 by 2030, improve our employee experience, and reduce business costs, we are transitioning our fleet to electric vehicles (EVs). This policy change resulted from rigorous financial and carbon modelling and is leading to investment in EV charging infrastructure, enabling our drivers to adopt electric vehicles at scale. Following the policy change, 86% of orders (up from 49%) are now EVs, Plug-in Hybrid Electric Vehicle (PHEVs), or Hybrids, with 44% fully electric (up from 12%).

SEU value chain emissions – Scope 3

To reduce all indirect GHG emissions which occur upstream or downstream in SEU’s value chain, we have taken the following steps:

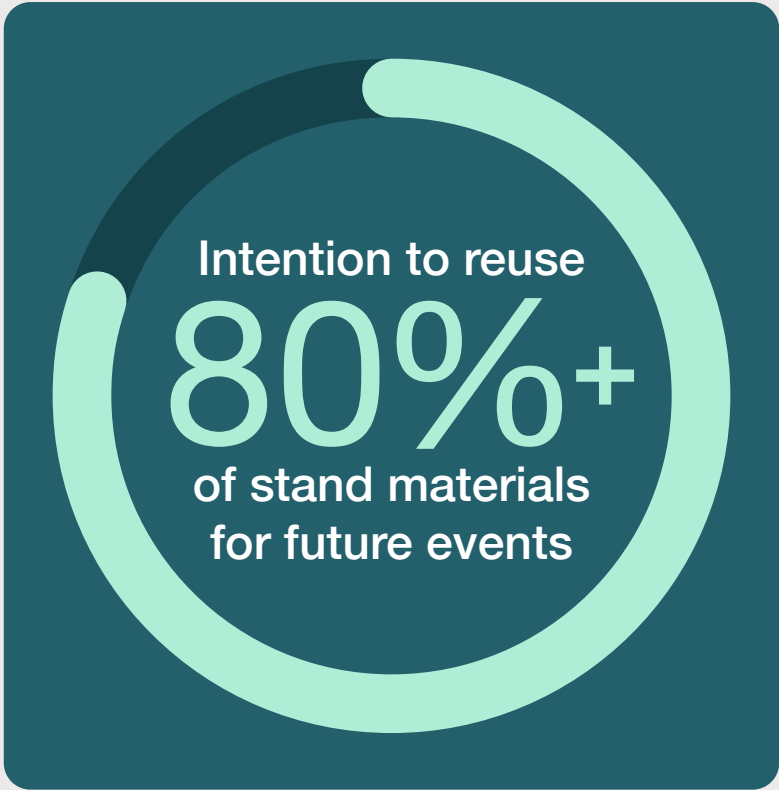
Embedding sustainability in our non-product procurement practices

With 400 material suppliers for non-product purchases, we embed sustainability throughout our procurement process as set out in dedicated standards and requirements. For new or replacement suppliers, a minimum of 10% of the tender evaluation criteria focus on ESG, with additional provisions in our standard contracts.

Our focus is on driving meaningful change with our most material suppliers. This includes:

- Improving energy efficiency and performance when replacing IT hardware
- Demonstrating the impact on our carbon footprint with media advertising
- Measuring the emissions impact of expatriate relocations
- Optimising merchandising logistics

CASE STUDY



ENVIRONMENT

Driving circularity and carbon footprint reduction at events

Trade show stand construction is evolving, with further strides towards stands created with consideration of their environmental impact and an emphasis on CO₂ reduction, reuse and recycling.

For the International Broadcasting Convention 2025, SEU worked with a new supplier to develop the Sony stand, which focused not only on sustainability but also on understanding the carbon emissions of each aspect, allowing more informed decisions regarding the build.

The stand highlights sustainable innovation with panels made from 100% recycled plastic that is fully recyclable (being crafted from pure recycled material, free of additives or binders). The stand also features 100% recycled and recyclable plastic furniture, and vinyl-panel flooring (which reduces carbon emissions from flooring by 75% compared to carpet). Even the cloth used in the banners will be repurposed into saleable shopping bags. The intention is to reuse over 80% of the stand materials for future events, further enhancing the carbon-reduction potential.

CASE STUDY

ENVIRONMENT
SEU Planet Station

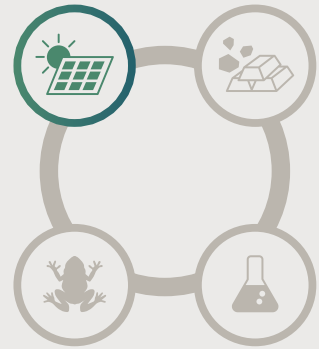


To raise awareness of Sony’s progress in improving its environmental performance, SEU has established a dedicated Environment space – Planet Station – in our HQ office in Weybridge.

The space features various sections, including Sony Group and SEU projects, useful terminology and facts, and sustainable design details for our products and packaging. There is also a reusable mobile version of the Planet Station that travels to other offices and external event locations.

CASE STUDY

ENVIRONMENT
Manufacturing
in Europe



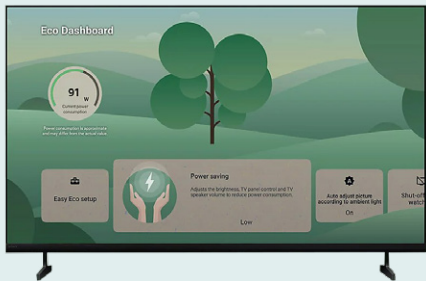
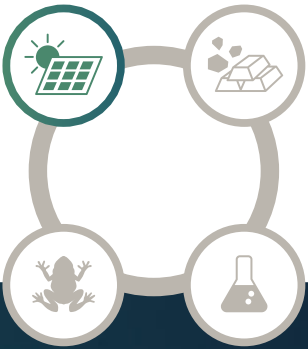
■ Site level (UK TEC)

Located in Pencoed, Wales, Sony’s UK Technology Centre (UK TEC) undertakes a variety of initiatives to reduce its environmental impact and improve its energy performance.

In FY2025:

- on-site solar PV system installation supplied 27% of the total site electricity demand;
- the Team Player car-sharing scheme reduced commuting emissions by 17.5 tCO₂e;
- automatic warehouse doors improved heat retention, reducing energy demand by 3%; and
- shipment consolidation initiatives delivered savings of 261 kgCO₂e.





PRODUCT SPOTLIGHT: BRAVIA

BRAVIA offers an easy-to-use Eco Dashboard to customise energy-saving settings and track electricity use. Using these settings can reduce energy consumption by approximately 38%*.

For further optimisation, ambient light sensing automatically adjusts the screen brightness, and, when paired with a BRAVIA Cam, dims the screen if no one is watching the TV, reducing energy use by approximately 42%.

See environmental performance of our TVs on page 45 ↗

* Compared with default settings – when Idle TV power off is On, Light sensor is Off, and Power saving effect is High.



PRODUCT SPOTLIGHT: LMD-XH series monitors

LMD-XH series monitors are equipped with a Sleep Mode function to improve energy efficiency.

If there is no input signal from the selected connector for more than one minute, the monitor enters power-saving mode by turning off the backlight.

See environmental performance of our medical equipment on page 50 ↗



PRODUCT SPOTLIGHT: WH-1000XM5

In Europe, the **WH-1000XM5 headphones** ↗ achieved a 0.7% reduction in carbon footprint compared to their predecessor, the WH-1000XM4, as verified by the Carbon Trust in February 2025, with the most significant reduction coming from product transportation.*

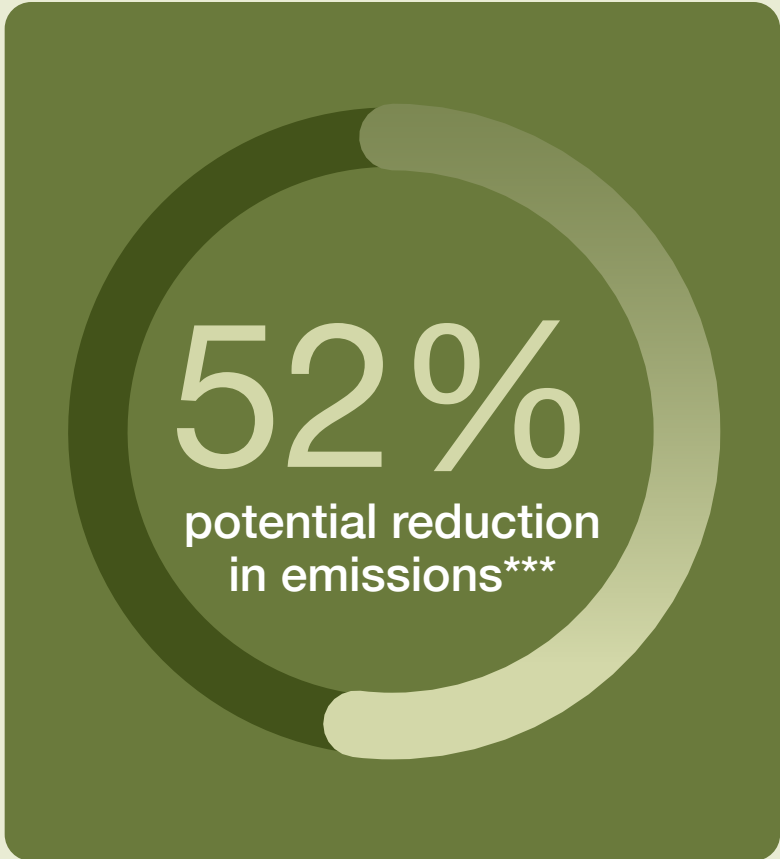
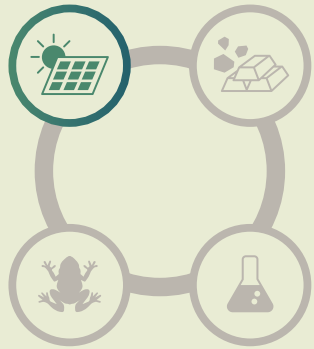
See environmental performance of our audio equipment on page 47 ↗

*The reduction is based on FY2023 data and was measured at a regional level; there may be local variations.

CASE STUDY

ENVIRONMENT

Virtual Production technology



Reusable
3DCG virtual
backgrounds help
minimise waste

Sony (Group)

Helping content producers to reduce their carbon footprint significantly

Sony provides creators with Virtual Production technology that has the potential to reduce the environmental impact of content production.

The combination of large LED displays, cameras, a camera-tracking system, and a real-time 3DCG* rendering engine allows creators to shoot stage sets and performers against a virtual 3DCG background on the LED displays, combining computer graphics and live action without post-processing. The technology enables in-studio filming that blends live-action footage with computer-generated imagery in real time to achieve the look of being on location. According to a study conducted by Sony Pictures Entertainment, this technology could reduce greenhouse gas emissions by approximately 52%** compared to on-location productions. In addition, 3DCG virtual backgrounds can be used repeatedly to minimise waste.



*Three-dimensional computer graphics
**Values assuming that no renewable energy is used
***Compared to on-location production

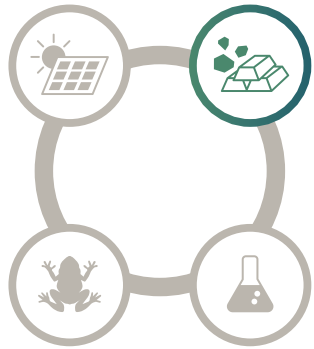
PHOTO CREDIT

Albert Dros
Image title: Porcelain Shrooms

Camera: Sony Alpha 1 II
Lens: FE 16-35mm F2.8 GM II

ENVIRONMENT

Conserving resources



Commitments

To identify
key resources
and strive to achieve zero usage of those virgin materials by FY2050

Approach and management framework

Individual producer responsibility

Sony subscribes to the principle of individual producer responsibility (IPR), meaning we accept responsibility for our products over their entire life cycle. Focusing on recycling-oriented design, collecting and recycling used products, and building global recycling systems tailored to individual countries and regions, we recognise our social responsibility to deal with our used products responsibly.

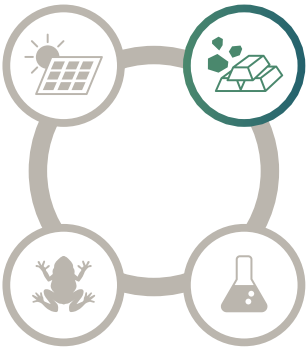
This includes honouring our take-back obligations in the European countries where they are applicable, including under

the EU Directives on Waste Electrical and Electronic Equipment (WEEE) for batteries and packaging.

European Recycling Platform

Alongside our individual producer responsibilities, we strive to find the best recycling partners and, in cooperation with other companies, founded the European Recycling Platform (ERP) in 2002, building efficient, cost-effective systems for the collection and recycling of end-of-life products.

Targets



To achieve our goal of neutralising our environmental impact in terms of resource use by FY2050, Sony has formulated medium-term targets for key resources used in its products, packaging and site operations, as well as those in upstream or downstream value chain activities.

By the end of FY2030, we are striving to achieve:

RESOURCE INFLOWS*			RESOURCE OUTFLOWS		CIRCULAR BUSINESS MODEL
Products	Packaging and other non-product	Site operations	Products	Site operations	Promote implementation of measures to ensure the appropriate use of resources, including enabling products to be used for a longer time and fostering the reuse of products/components
Plastic: Achieve a non-circular plastic use rate per product weight of 30% or less⁵ Minerals: Use 100% recycled materials for tin in solder for mounting of major printed circuit boards in specific models⁶ Minerals: Use 100% recycled materials for gold in major printed circuit boards and other components in specific models⁷	Paper: Promote reduction in paper usage for instruction manuals Paper: Promote the use of certified or recycled paper for product packaging, instruction manuals, and sales and marketing materials Plastic: Achieve plastic use rate in product packaging of 10% or less⁸ Plastic: Eliminate plastic packaging for products weighing 5 kg or less Plastic: Eliminate plastic packaging used at Sony retail operations	Paper: Use 100% paper produced with consideration for biodiversity or recycled paper for copy and printing paper Plastic: Eliminate single-use plastics distributed free of charge at on-site shops and cafeterias	Improve product recyclability⁹ Establish and maintain recycling schemes suitable for the needs of local communities	Promote continuous reduction of waste generation Achieve a waste diversion rate of 85% or more¹⁰	

* Note: Sony has also formulated targets related to water withdrawal, recycling and reuse, but these are not included in the report following the materiality assessment from a SEU perspective.

Actions

Facilitating the transition towards a more circular economy

In the first years after the establishment of SEU’s Sustainability Promotion Office in FY2022, our focus was on decarbonisation initiatives and raising overall awareness of sustainability-related topics. In FY2025, the transition to a circular economy has been elevated on SEU’s sustainability agenda, making it one of our key sustainability priorities moving forward.

While we expect more initiatives to be undertaken as of FY2026, the following have already been successfully implemented in FY2025.

Providing a second life for used products

By introducing internal sales and second-hand marketplaces, 45% of SEU’s obsolete inventory was given a new life between January 2025 and January 2026. Also in early 2026, we collected, refurbished and resold older headphone models as part of a trade-in campaign to promote the WH-1000XM6 headphones.

Reducing Paper Consumption

By focusing on reducing the printer estate and paper use across SEU, we reduced paper usage by 15% in FY2025 compared to FY2024.

CASE STUDY



High-quality
recycled plastic
developed by Sony

ENVIRONMENT SORPLAS™

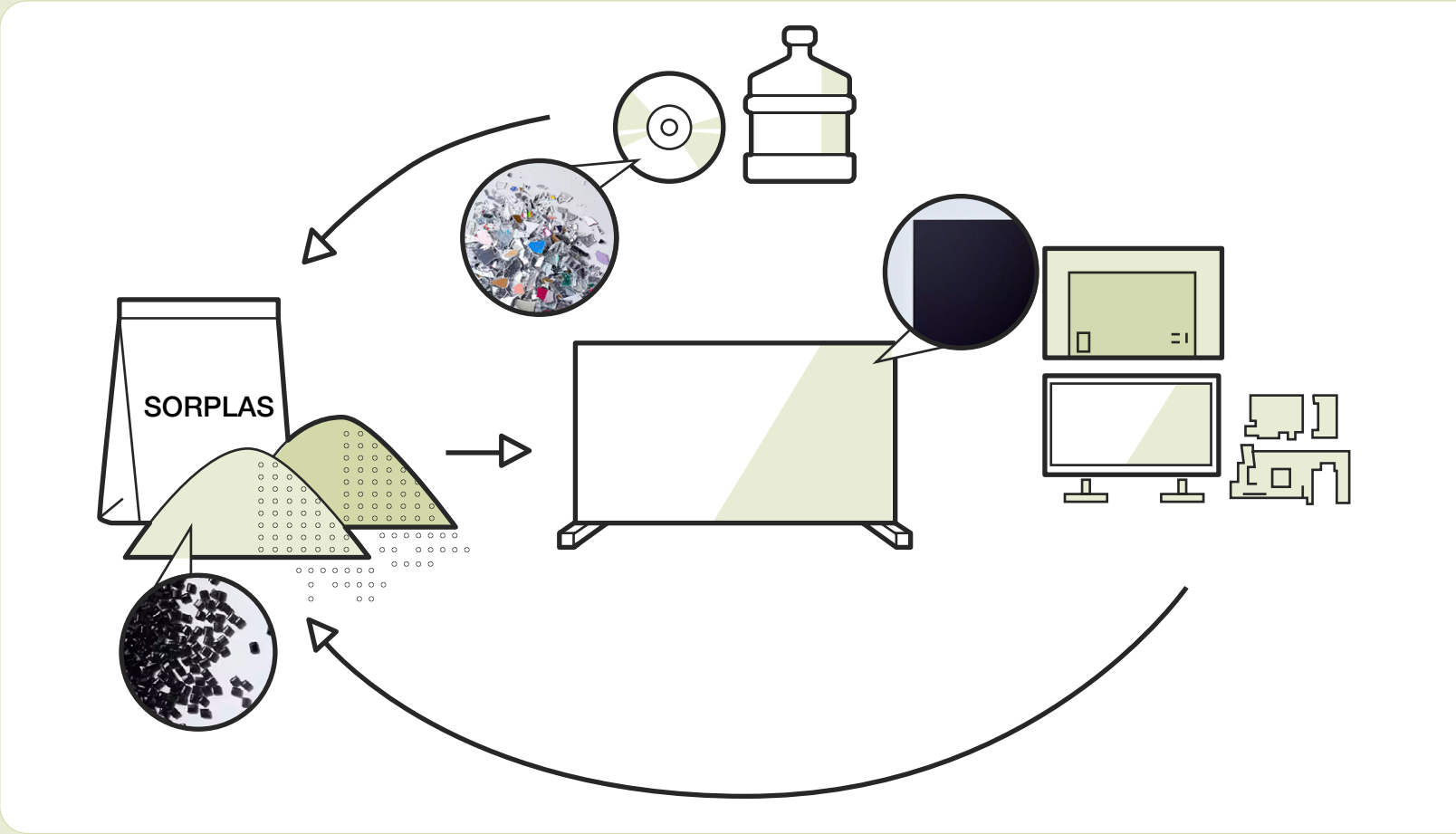
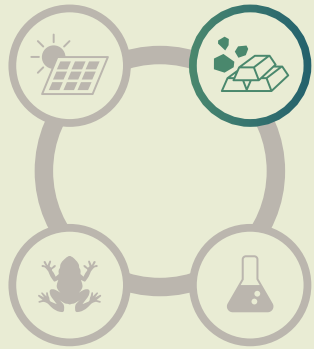
Sony (Group)

Supporting our objective of increasing the use of recycled plastics, SORPLAS™ is a Sony-developed, high-quality recycled plastic made from used water bottles and a proprietary flame retardant.

The effective utilisation of SORPLAS™ has been shown to reduce CO₂ emissions in product manufacturing by up to 72%.* SORPLAS™ is used across a variety of Sony products, including TVs, cameras and mobile devices. Materials used to develop SORPLAS exhibit excellent strength and design, allowing it to be reused and recycled several times.

Please see our website for more information:
<https://www.sony.com/en-ma/electronics/sorplas-recycled-plastic>

*Comparison of CO₂ emissions from the production of SORPLAS™ to those of flame-retardant virgin plastic for the same application; based on Sony calculations.





PRODUCT SPOTLIGHT:

Sony's BRAVIA

Our BRAVIA 9, 8, 8 II, 7, and 5 models all use SORPLAS™ in their manufacture. In the BRAVIA 9 and BRAVIA 8 models, SORPLAS™ is used for the rear cover, increasing the proportion of recycled plastic to approximately 65% of the total, depending on the model and screen size, and reducing CO₂ emissions by approximately 57%¹¹.

To further reduce plastic use, Sony is expanding its use of recycled aluminium (approximately 5% in BRAVIA 5 55") and steel (approximately 11% in BRAVIA 5 55") in internal components, helping lower CO₂ emissions compared to using new materials.

See environmental performance of our TVs on page 45 ↗

CASE STUDY

ENVIRONMENT

OBM

Sony (Group)



Original Blended Material (OBM) is a Sony-developed paper material used for product packaging.

OBM is made from bamboo, sugarcane fibre, and post-consumer recycled paper. It was first adopted in 2021 for the product packaging of the WF-1000XM4 headphones and was subsequently expanded to a wide range of other products, including audio, mobile, and camera products. Please see our website for more information: <https://www.sony.co.uk/electronics/eco/original-blend-material> ↗



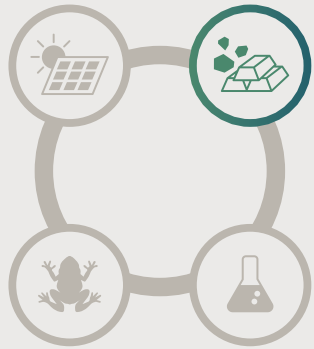
PRODUCT SPOTLIGHT:

Xperia

The Xperia phone range is transported in plastic-free packaging and is sold without a USB cable or charger in the box, helping to reduce packaging materials and unnecessary duplicate accessories while aligning with applicable regulatory requirements.

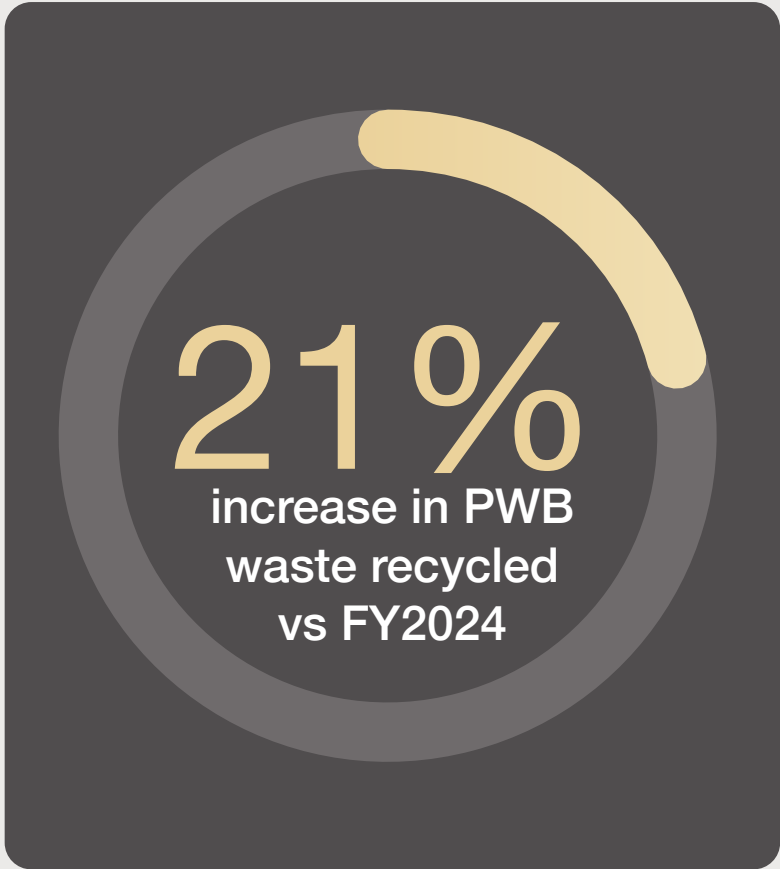
Indirectly reducing resource consumption and extending the life of our products, Xperia™ Smartphone models feature charging optimisation technology that reduces battery load during charging, helping ensure batteries don't deteriorate, even after three years of use¹².

See environmental performance of our mobiles on page 48 ↗



CASE STUDY

ENVIRONMENT
Sony UK Technology Centre and The Royal Mint: E-waste recycling



In FY2025,
5.59
tonnes of printed
wiring board waste
were sent for recycling

■ Site level (UK TEC)

Sony UK Technology Centre has been supporting The Royal Mint since 2022, following the introduction of its precious metals recovery project.

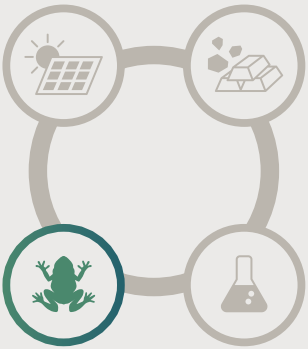
The site supplies e-waste feedstock from its manufacturing facility in Pencoed, located just 8.5 miles away.

The initiative, developed by The Royal Mint team, showcases cutting-edge recycling technology and is leading the way in reducing the environmental impact of electronic waste. In FY2025, 5.59 tonnes of printed wiring board (PWB) waste (approximately a 21% increase vs FY2024) were sent for recycling. The recovered gold is then refined and transformed into jewellery. Moreover, in FY2025, electric trucks were used to deliver the waste to The Royal Mint, saving a further 4kg CO₂e per collection.



CASE STUDY

ENVIRONMENT
Biodiversity initiatives at UK TEC in FY2025



30
species identified

£450
raised for charity

■ Site level (UK TEC)

Under Road to Zero, Sony has established biodiversity targets that include raising employee awareness on environmentally conscious diets (**Sony’s Food for the Future project 7**) and implementing actions for biodiversity restoration, creation, and conservation.

Food for the Future:

- Fruit picking at the on-site orchard
 - Over 100kg of fruit picked by volunteers
 - Fruit used to make complimentary desserts served in employee canteen
- Bee Hive maintenance and harvest
 - 20kg of honey collected
 - Set into jars and shared with employees
- Creation of healthy menus for the employee canteen
 - In-line with world food day & vegetarian day, using seasonal fruits, vegetarian/plant based foods

Biodiversity promotion activities:

- Biodiversity study of the local area
 - 30 species identified by a local school educational project
 - £450 raised for charity through on-site honey sales
- Volunteering activities
 - Eco centre cleanup
 - Daffodil planting
 - 1,500 daffodil bulbs planted
 - Beach cleanups (Ogmore and Porthcawl)
 - 200kg of waste collected

UK TEC Eco Centre:

- On-site location that contains an orchard, bee hives, employee plantations, a pond and relaxation areas
- Is maintained voluntarily by employees
- Contains benches that are made using waste from site production





SONY EUROPE B.V. SUSTAINABILITY REPORT 2026

Social

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At a glance

 Sony (Group)  SEU  Site level (UK TEC)



**Established
a dedicated
Human
Rights Policy
(2024)**

See page 30 ↗

Integrated ISO 45001
certification for

56

Sony sites worldwide

See page 31 ↗



Around

2,100

students participated in
educational initiatives
organised by UK TEC

See page 39 ↗

**Recognised as
the Best Place
to Work**

for Disability Inclusion
in the UK and
Germany (2024), and
a Disability Confident
Employer in the UK

See page 33 ↗



Our workforce
comprises

80+

nationalities

See page 34 ↗

**AbilityNet
TECHSHARE
PRO 2025**

Sponsored Europe's largest accessibility
and disability inclusion event for the

**7th consecutive
year**

See page 43 ↗

Up to

3

paid days off work
each year to volunteer



1,300+

employees participated in the
Sony Summer Challenge and
raised a charity donation of
44k+ EUR

See page 38 ↗



SOCIAL

Social governance
and human rights

To connect people and share Kando, Sony believes it is necessary to create a society in which everyone can live with peace of mind in a healthy global environment. That’s why we put people at the heart of everything we do.

From policies aimed at reducing human rights risks to programmes across the globe that increase our positive impact on society, Sony aims to fulfil its Purpose to ‘fill the world with emotion through the power of creativity and technology’.

Sony Group Human Rights Policy

Established in March 2024, **Sony’s Human Rights Policy** outlines Sony’s approach to respecting human rights throughout Sony’s value chain and in all of its business operations.

Sony believes that all human beings should be treated with dignity and respect. Sony is committed to upholding fundamental human rights principles such as the International Bill of Human Rights and the ILO Declaration on

Fundamental Principles and Rights at Work, and to respecting internationally recognized human rights of people potentially affected by Sony’s business operations throughout Sony’s value chain. This commitment is established by the **Sony Group Code of Conduct**. Sony will also use reasonable efforts to avoid causing or contributing to adverse human rights impacts that may arise from our operations, products, services and/or business relationships and will take reasonably necessary actions to help remediate any impacts that may occur.

Grievance mechanisms

All Sony employees are encouraged to raise any concerns and have multiple channels to do so, including the Sony Ethics & Compliance Hotline, which is available in different local languages and staffed by independent third-party operators. Giving full consideration to personal privacy, we strictly enforce confidentiality and ensure that individuals are not subject to reprisal for reporting or using these services. For external stakeholders, the **Grievance System for Sony Group Electronics Supply Chain** [↗](#) offers an avenue to report actual, suspected, or potential violations of the applicable code and policies.

Modern Slavery Act

Sony invests significant resources and collaborates with stakeholders, suppliers and industry associations to develop and implement programs designed to prevent slavery and human trafficking in its business operations and supply chains. All relevant statements on modern slavery are available on our **website** [↗](#).

Occupational Health & Safety Management System: ISO 45001 Certified



As a group, Sony established “Vision Zero”, which aims to achieve zero injuries and zero illnesses, and to provide a safe and engaging workplace for all workers across all business activities. Sony’s Global Policy on Occupational Health & Safety requires all group companies worldwide to build safe, healthy working environments for everyone working on Sony premises.

Operating an OHS management system based on the ISO 45001 international standard, in FY2025, the Sony Group obtained integrated ISO 45001 certification for 56 sites worldwide. This covers all Sony global manufacturing and logistics sites, as well as R&D sites with identified chemical or mechanical risks.



SOCIAL
People
philosophy



Approach and management framework

‘Special You, Diverse Sony’

At Sony, it’s intrinsic to our culture to **value diversity** – we believe that by embracing each other’s differences beyond boundaries, true innovation can happen. By living our People Philosophy, we empower people to shape their own careers while inspiring one another to create new value.

Alongside this, our Group People Strategy aims to ‘attract, develop, and engage talented individuals’. Embedded within our people practices, we are committed to fostering a diverse and inclusive workplace where different perspectives are valued and contribute to business performance.

At SEU, diversity means mirroring our customers and communities, drawing on perspectives from our 28 European countries and over 80 nationalities to strengthen

innovation, support growth, and enhance our ability to connect with customers and each other.

Three strategic pillars underpin our approach:

Together, these pillars define our approach to embedding diversity across the organisation and shape how we work.





Disability inclusion recognition

SEU prioritises accessibility and inclusion in our workplace, as we do in our products and services. We're proud to have been recognised as the Best Place to Work for Disability Inclusion in the UK and Germany (2024), and a Disability Confident Employer in the UK.

Employee engagement and employee voice



To contribute to our success, employees need to feel valued and heard. We are committed to fostering this environment through formal and informal channels.

Listening through BE Heard

As part of the wider Sony Group, SEU conducts the BE Heard engagement survey twice a year. Covering key areas, including work environment, career and growth, retention and wellbeing, the feedback received helps us empower employees to perform at their best and make SEU a more attractive place to work.

Responsibility for implementing this feedback lies across the organisation, from local managers who create and

execute action plans at the team level, to SEU's President and top management who communicate and implement SEU-wide initiatives.

European Information and Consultation Committee

Established in 1995, the EICC is Sony Europe's European employee information and consultation body, promoting dialogue between management and employees through their representative National Delegates.

Founded on the principle that a shared understanding of business performance, operating environment and market context supports business success and employee engagement, management and national delegates regularly engage to exchange information on business

developments and discuss matters affecting employees.

Representing 28 countries, the EICC brings together national delegates from across our European operations, ensuring employee perspectives are reflected and considered.

Local workers councils

In addition to the EICC, we engage with employees through local workers councils and trade unions in several countries where such structures are established or legally required. Representing employees at a local level, these bodies provide formal mechanisms for information sharing, consultation and dialogue on workplace-related matters, in line with applicable national labour legislation.

Health, safety and wellbeing

Supporting the mental, emotional and physical wellbeing of our employees is a core part of our commitment to maintaining a healthy and engaged workforce.

Our approach combines preventative measures, access to professional support, and awareness initiatives. Through a range of company-wide and local programmes, we aim to reduce stigma, encourage open conversations and ensure that employees and managers have access to the tools, guidance and support they need.

Actions

SEU workforce profile

Employing 1,548 diverse and skilled people across multiple European countries, SEU is part of Sony’s larger ET&S segment, which employs more than 33,000 people worldwide.

Predominantly white-collar and office-based, we comprise over 80 nationalities working across professional functions, including sales and marketing, customer service and sales support.

Number of employees by gender*

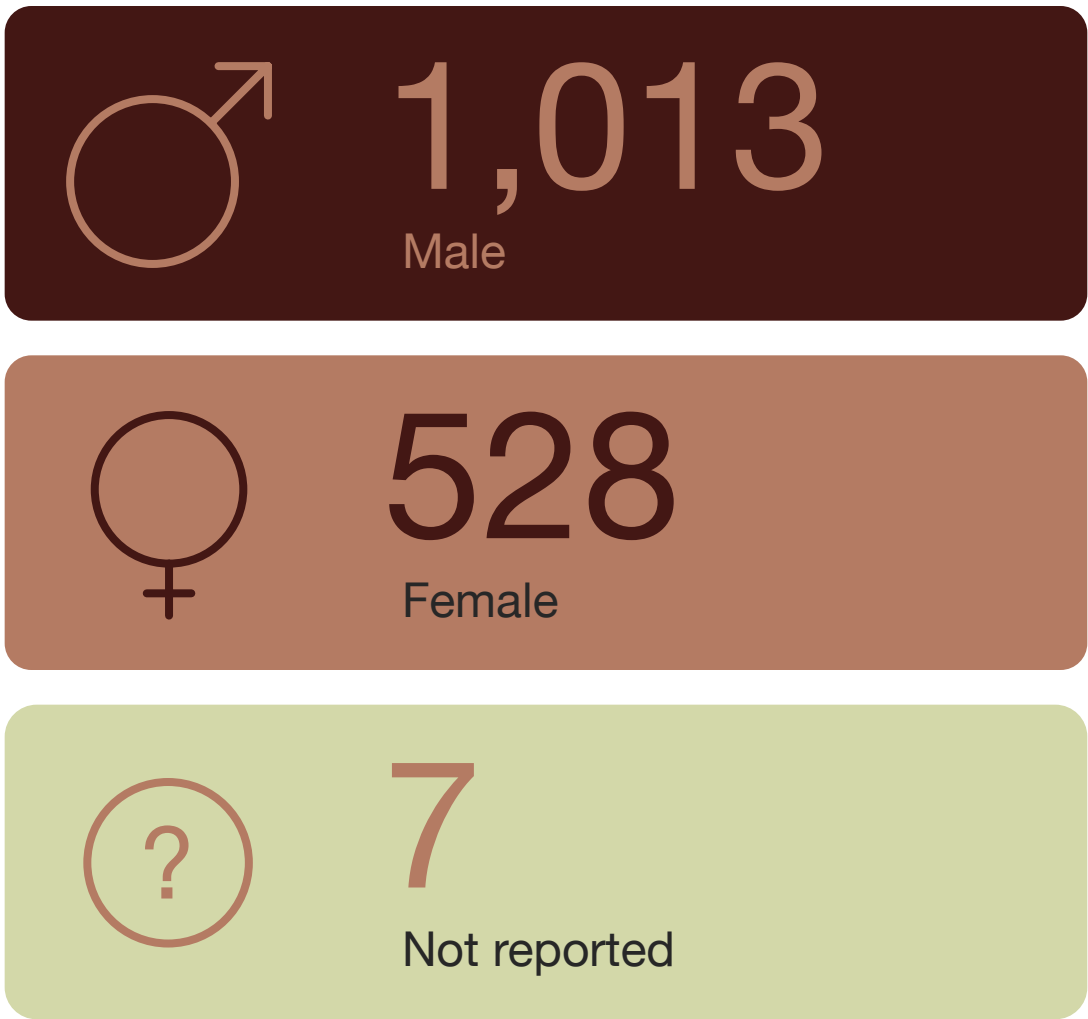
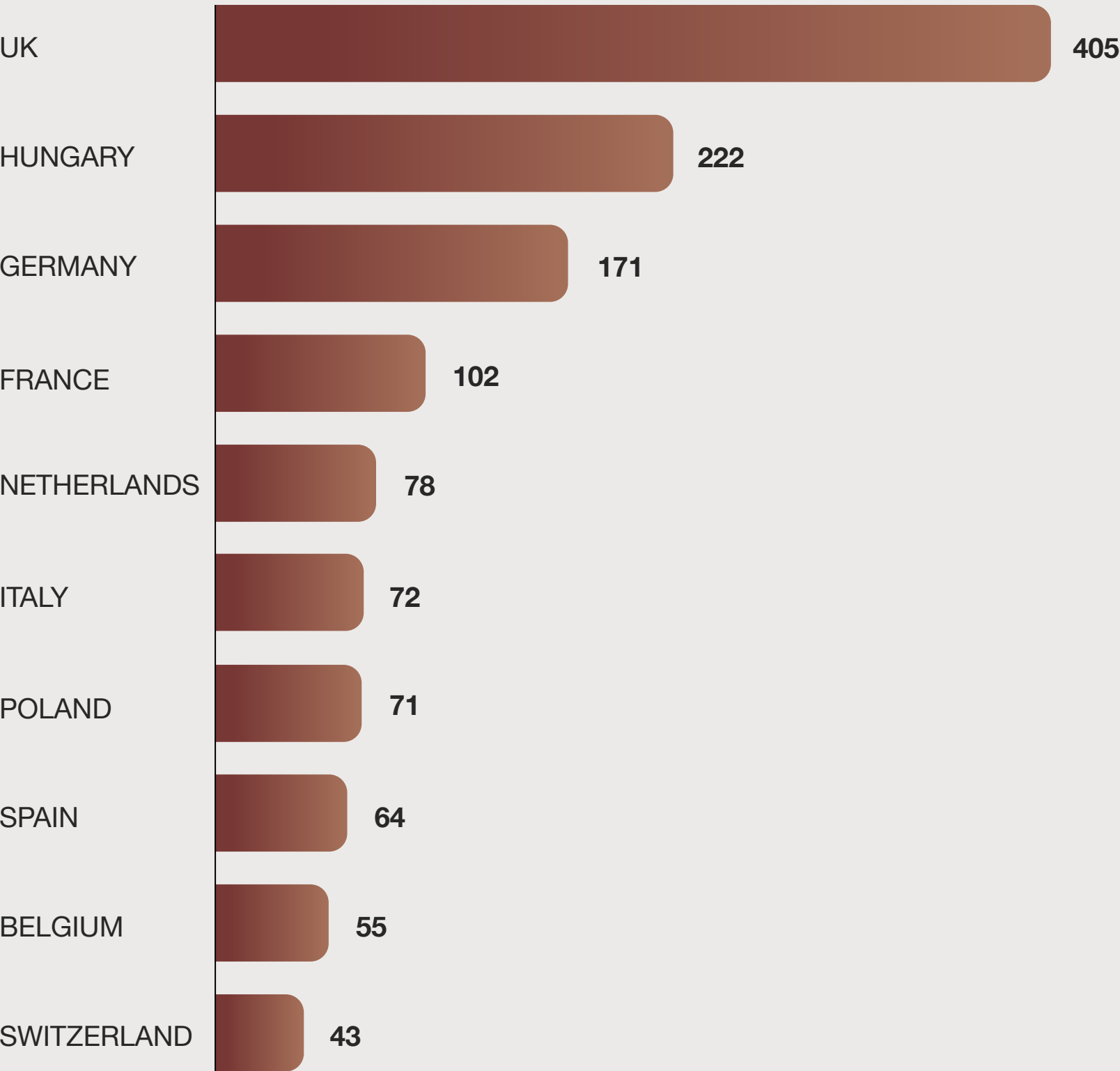


FIGURE 9.
Number of employees per country*
(only top 10 countries in terms of HC)



Employee resource groups and networks

Several employee-led networks operate across SEU to support employee engagement, inclusion and open dialogue at both the European and local levels. These networks provide opportunities for connection, peer support and knowledge sharing, and foster engagement around shared interests, professional development and wellbeing.

Employee Resource Group	 EDGE Employees Driving Gender Equity	 Sustainability Ambassadors Network	 Accessibility Champions Network
Established	2022	2023	2022
Mission/ Objective	To foster a supportive and collaborative European-wide culture, where all employees can learn, share and grow an internal community dedicated to gender equity	To create a dedicated space to share key updates on Sony’s European sustainability agenda, raise awareness, foster new ideas, exchange best practices, and empower employees to drive positive action	To connect staff and share ways to promote and implement accessibility and inclusive design initiatives across SEU

*As at 31 March 2026 (the end of FY2025).

Work-life balance and flexible working

SEU supports work-life balance through a range of policies and frameworks that provide flexibility and help employees balance professional and personal responsibilities.

Our Working from Home Policy establishes a common framework for flexible and hybrid working, enabling employees to work in ways that support engagement, wellbeing and business effectiveness, in line with national legislation and business requirements.

For employees with family and caring responsibilities, our Parental and Carers Leave policies and practices provide structured support, in line with local legislation. In some jurisdictions, these provisions are enhanced beyond statutory requirements, reflecting our commitment to supporting employees through different life stages.

Health and wellbeing initiatives

SEU Employee Assistance Programme
Available to all team members, our Employee Assistance Programme (EAP) offers confidential support to employees

and their immediate family members on a range of personal and work-related matters, including wellbeing, mental health, family concerns, financial issues and other life challenges.

Sony Summer Challenge

Every year, the Sony Summer Challenge encourages employees to stay active and prioritise their wellbeing. By taking part in team-based sporting events, employees are supported in building healthier habits while connecting with colleagues. Further details on the challenge’s charitable impact can be found in the **Social Contribution section 7**.

Awareness raising

We provide mental health training for managers to help them support employees who may be struggling, and recognise key awareness moments, including World Mental Health Day, to reduce stigma and encourage open conversations about mental health.

In addition, local initiatives such as menopause awareness and support programmes guide employees experiencing menopause and perimenopause, fostering a more informed and supportive work environment.

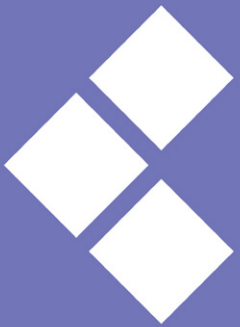
Learning & development

Recognising that employee growth is central to both individual and organisational success, SEU is committed to fostering a culture of continuous learning and development. Based on feedback from the BE Heard engagement survey, career development has become a key priority, supported by a range of development opportunities across the employee lifecycle.

Structured talent management initiatives, development programmes and the promotion of inclusive leadership, diversity initiatives and accessible learning platforms all contribute to an environment where employees can develop skills and explore opportunities.

Individual Development Plans

To help define clear development objectives and track progress towards them, employees are encouraged to take ownership of their development through Individual Development Plans (IDPs). Through guidance and support, these plans enable employees to actively shape their professional growth and build the skills and capabilities needed for current and future roles.



Sony Summer Challenge



Attracting and retaining diverse and talented employees is central to building a skilled and inclusive workforce



Online learning

Alongside IDPs, the online learning platform LinkedIn Learning provides all SEU employees with access to a wide range of courses in professional skills, leadership development and technical knowledge. Supporting continuous development, the tool enables them to expand skills, pursue professional growth and engage in lifelong learning at their own pace.

GROWTH Mentoring Programme

Designed to foster personal and professional growth, collaboration, and knowledge sharing, our GROWTH Mentoring Programme reflects our commitment to nurturing talent and facilitating continuous learning among our employees.

Open to all SEU employees, it aims to create a platform for meaningful connections between mentors and mentees. Whether employees are looking to enhance their skills, gain insights into different areas of the organisation, learn how to navigate their career or simply connect with colleagues on a deeper level, the programme offers something valuable for everyone.

Talent attraction and acquisition

Attracting and retaining diverse and talented employees is central to building a skilled and inclusive workforce. Our approach

combines inclusive recruitment practices, structured early careers programmes and recognition of our commitment to disability inclusion, ensuring that all candidates and employees are treated fairly and have equal access to opportunities.

Inclusive recruitment practices

SEU uses an augmented writing tool to support recruiters and hiring managers in creating job advertisements, emails and other recruitment-related communications. The tool highlights potentially biased language and suggests alternative phrasing, helping to promote clear, inclusive and accessible communication throughout the recruitment process.

Managers are supported through interview skills training and short, just-in-time learning resources that cover topics such as unconscious bias and effective feedback. These resources ensure recruitment and people management practices are fair, consistent and inclusive.

Early career programmes

Across SEU, we offer early career programmes that support the development of future talent through a combination of practical experience, structured learning and professional development.

The Student Placement Year (SPY): Foundations of Professional Excellence

In the UK, SEU offers a 12.5-month Student Placement Year (SPY) within business teams, combining hands-on experience with structured learning and development support.

The programme integrates practical, business-led experience with structured development through coaching, functional and technical learning, and regular reflection. Each participant follows a tailored development plan that supports continuous growth throughout the programme.

European Graduate Programme: Developing future leaders

The European Graduate Programme is designed to develop future leaders with both operational capability and broader business understanding. The 30-month programme includes two structured 15-month rotations. The first is within a local market, focusing on operational delivery and experience within a country-specific business environment. The second rotation is based at the European headquarters, where graduates work in a regional, multi-market capacity with exposure to broader strategic priorities. Graduates also complete an annual business-led project, enabling them to apply their learning to real business challenges and contribute to practical outcomes across the organisation.

SOCIAL
Social
contribution



Disaster Relief / People in Need, Education, and Volunteering

Sony’s global Corporate Social Responsibility (CSR) direction ‘For the Next Generation’ aims to inspire and nurture the dreams of future generations through our expertise and technology.

A key part of this vision involves engaging with communities across Europe to increase our positive impact and contribution to society.

SEU’s social contribution programme covers three core focus areas: Disaster Relief / People in Need, Education, and Volunteering.

Image 1 – Kids in Focus workshop, Germany

Image 2 – Kids in Focus workshop, London, UK

Image 3 – Kids in Focus workshop, Prague, Czechia





In 2025, over
1,300
colleagues across Europe
took part in the Challenge

Collectively, our teams
covered 236,799.14 km
during the event, resulting
in a donation of
€26,010.38
to Childhood Cancer
International (Europe) ↗

Additionally, the top
three teams in each of the
three categories (running/
walking, cycling, swimming)
were able to make additional
donations to charities of
their choosing, totalling
€18,000



This brings the Sony Summer
Challenge charity donation to
€44,010.38
for 2025



Disaster relief / people in need

Social contribution at Sony UK TEC
For over 10 years, Sony UK TEC has proudly supported the Children’s Ward at Princess of Wales Hospital, Bridgend. In FY2025, these efforts included a charity wellbeing walk that raised over £5,400 and a charity golf day that raised £41,600.

Sony Summer Challenge
The Sony Summer Challenge is a pan-European fundraising initiative through which SEU employees compete in teams to run, walk, cycle or swim as many kilometres as possible.

Education

Kids in Focus
Driven by leading professional photographers and supported by our digital imaging experts, the Kids in Focus programme aims to inspire young people through photography.

Launched in 2018, SEU runs photography workshops across Europe for schools and groups of young people who often would not be able to access the equipment or expertise on their own. In FY2025, six workshops were organised in the UK, Germany, Norway, Italy and Czechia.

During each workshop, and under the guidance of our experts, participants take part in several practical sessions where they

learn how to take great shots, utilising the advanced features of Sony’s cameras.

We often donate the cameras and equipment we bring to the workshops to the schools, enabling participants and those who follow in later years to develop their skills and ignite their passion.

UK (May 2025)
To celebrate the **Sony World Photography Awards 2025** ↗, we ran one of our Kids in Focus sessions in collaboration with World Photography Organisation/CREO, the organisation behind the Awards.

A group of 13 students from Bracknell and Wokingham College were invited to Somerset House in London. The day consisted of an exhibition tour and introduction to the Awards, a presentation and a technical session.

Germany (October 2025)
The Sony Germany team partnered with local NGO Ocean.Now!, an ocean conservation organisation that works to realise sustainable development. Together, they organised a workshop for children and teenagers to engage them with the important topic of plastic waste.

Czechia (November 2025 and February 2026)
Two workshops were held at the Sony office in Prague, Czechia – one in November 2025 and the other in February 2026.

They brought together eight budding photographers, most of them from children’s homes and foster families supported by Dobré Víly, a charity that provides local care, guidance, and assistance to children in alternative family and institutional settings.

Image 1 – Kids in Focus workshop, UK

Image 2 – Kids in Focus workshop, Germany





1

Creative Mentor Network

Championing socioeconomic diversity for 16–25-year-olds within the UK creative industry, Sony continues to work with the **Creative Mentor Network** to provide one-to-one mentoring for young creatives from lower socio-economic backgrounds.

In 2025, we partnered with select suppliers to provide mentees with free access to studio and professional lighting, enabling them to work on their portfolios.



2

Coder Kids (Lund, Sweden)

Designed to inspire young kids in the world of coding, SEU has proudly joined the annual Coder Kids event organised by Ideon Science Park in Lund since its inception.

In October 2025, Sony was once again a sponsor. The team from Lund were responsible for a classroom of 21 children, with Sony coaches guiding children in using different exercises to create games and other projects in the online coding community for children, **Scratch**.



3

Educational initiatives at Sony UK TEC

Sony UK TEC in Wales offers a range of **on-site educational programmes** for

local schools. These include manufacturing industry experience visits, the opportunity to create a film in a day using Sony’s professional cameras, coding workshops, and more. Around 2,100 students passed through these programmes in FY2025.

Volunteering

SEU and our employees care passionately about the planet and its people, so we give every employee across Europe three paid days off each year to volunteer their time supporting activities related to education, the environment, international cooperation, and people in need/disaster relief.

Image 1 – Coder Kids, Lund

Image 2 – The Budapest team support the homeless community by preparing sandwiches for the Dózsa Átmeneti Szállás homeless shelter

Image 3 – The UK Human Resources Team volunteer at St. Peter’s Hospital in Chertsey

Image 4 – Europe Technology Development Centre (EUTDC) joined the Società Alpinisti Tridentini to maintain mountain trails in the Italian Alps

Image 5 – Colleagues based in Türkiye led an environmental cleanup event at Istanbul’s Alemdağ Forest

Image 6 – A team in the Netherlands supports ‘Het Vergeten Kind’ - ‘Foundation for the Forgotten Child’



4



4



5



6

In FY2025,
590
volunteering days were
taken across SEU

SOCIAL
Accessibility

Approach and management framework

Globally, over 1 billion people have some form of disability or impairment. By leveraging creativity and technology to identify and remove barriers, we strive to enhance accessibility for everyone.

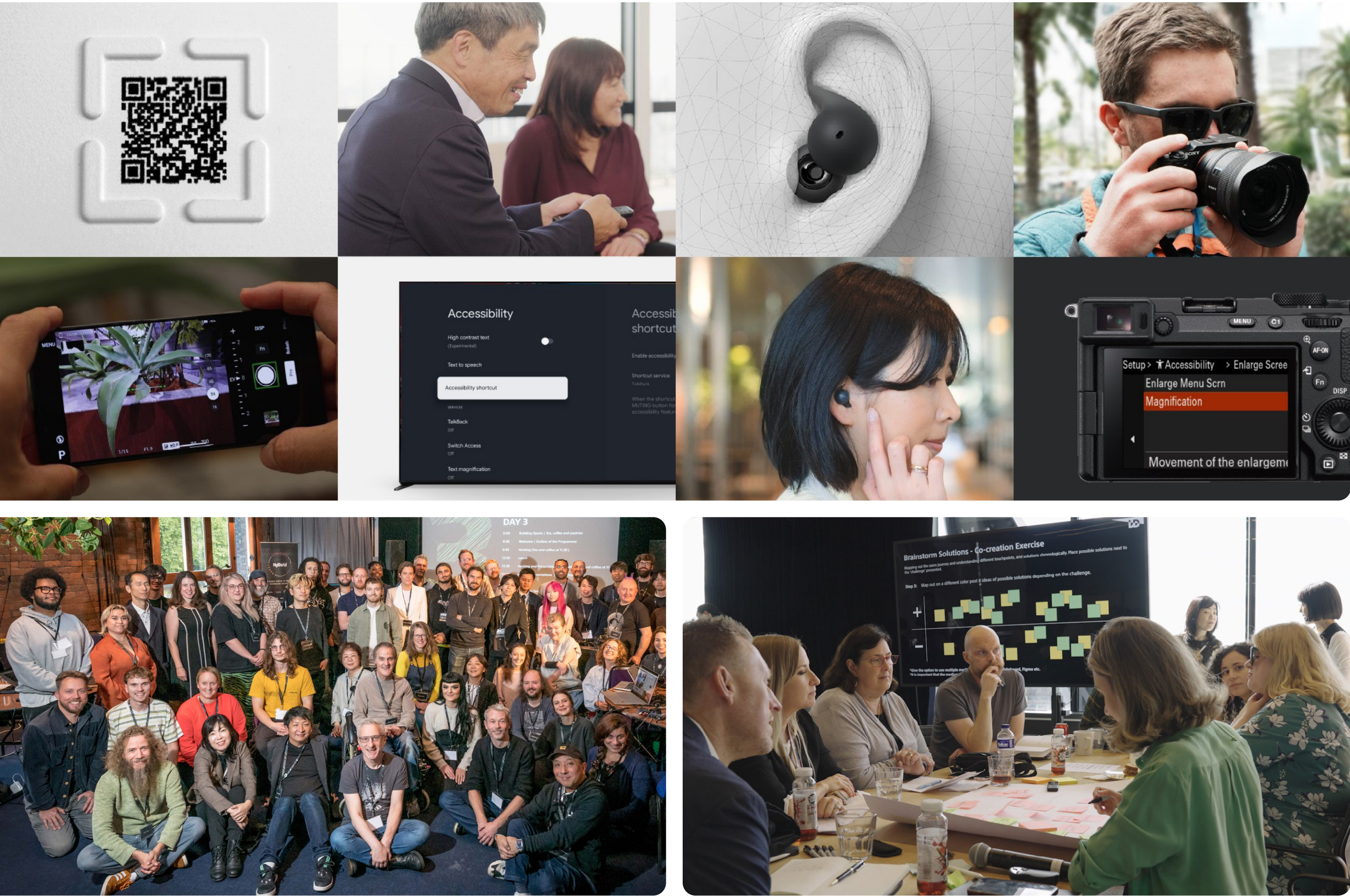
Sony is advancing accessibility and inclusive design across its companies, including SEU. This is to ensure that people of all ages and abilities, regardless of individual characteristics or circumstances, can enjoy our products, services, and experiences. See the [Sony Europe Accessibility webpage](#)

Our basic accessibility principles include:

Working With, Not Just For – Partnerships with disability and accessibility organisations

Following the maxim, ‘Nothing about us without us’, we create products, services, and experiences with people with disabilities and their representative organisations in Europe and across the world.

These partnerships in Europe include the [Royal National Institute of Blind People \(RNIB\)](#), the [Business Disability Forum \(BDF\)](#), [Open Style Lab](#) and [AbilityNet](#) in the United Kingdom.



Governance and compliance framework

As a member of the European Telecommunications Standards Institute (ETSI), and to ensure our products and services meet European accessibility standards, we play an active role in contributing to EN 301 549 (Accessibility requirements for ICT products and services), which is being developed to provide a presumption of conformity with the European Accessibility Act.

Our Group Web Accessibility Policy sets out the accessibility standards and compliance requirements for all Sony Group companies' websites, including those managed by SEU.

These standards actively work to provide digital environments that are accessible to all and are based on achieving Level AA conformance with the Web Content Accessibility Guidelines (WCAG) 2.2. To ensure adherence, ongoing compliance checks are carried out.

We also formulate and administer quality standards applicable to Sony's electronic products and related customer service, focusing on criteria such as product safety and performance, labelling, customer service, usability, and accessibility.

Actions

Sony Inclusive Design Workshops

To include and understand diverse user needs and gain new insights, which is key to pursuing accessibility, Sony promotes inclusive design across the company.

By engaging in dialogue and activities with people with disabilities during the planning, designing, and developing stages, we can enhance accessibility for a wide range of people.

Transcending business boundaries, this initiative is being promoted across the entire Group, including SEU. To support this, we implemented the Sony Inclusive Design Workshop programme, in which Sony employees from diverse business segments formed mixed teams with people with disabilities to gain insights.

Guided by the lived experiences and advice of people with disabilities, called "co-creators", participants have been able to explore ways to improve Sony's products, services, and experiences.

CASE STUDY

SOCIAL
Product accessibility

Sony (Group)



Working with blind and partially sighted users

Through research, user-testing and repeated dialogue with people who are blind or partially sighted, Sony has developed a screen reader function for selected models in its digital camera lineup. That function assists with operation by reading menus and on-screen messages aloud.

Accessible customer support

SEU's customer support services offer accessible contact options for customers with disabilities.

For customers who are blind or partially sighted, this includes Be My Eyes support, which allows trained customer service agents to provide visual assistance. Through the free app, Sony agents can view problems in real time, enabling them to resolve issues more quickly and accurately.

Customer satisfaction CSAT scores are now running consistently over 95%¹³.

Accessibility awareness and capability building

At SEU, we set out to raise awareness among our employees of the importance of accessibility and disability inclusion.

Therefore, employees can learn more about disability and accessibility and find ways to integrate accessibility into their work and business areas.

Accessibility and inclusive design e-learning training

All employees are encouraged to register and complete Sony's accessibility and inclusive design e-learning training course.

Designed to raise awareness of Sony's commitment to accessibility and inclusive design, the course explores some of the challenges people with disabilities encounter as well as accessible solutions.

Therefore, developing employees' confidence to promote greater involvement in implementing accessibility, inclusive design and disability inclusion in their work.



Inclusive Design Education and Accessibility Lab

Many of our offices have hosted our Inclusive Design Education and Accessibility (IDEA) Lab.

An educational space and communication initiative designed to raise awareness of disability, accessibility and inclusive design to SEU colleagues.

So far, these events have engaged over 800 employees in 11 offices across 8 European countries, sparking conversations, personal stories, and action.



Sony's IDEA Lab events
have engaged over
800
employees

Be My Eyes customer
satisfaction CSAT scores
are running consistently over
95%

Celebrating awareness days
Throughout the year, we observe and celebrate accessibility and disability awareness days, including Global Accessibility Awareness Day (GAAD) and International Day of Persons with Disabilities (IDPD). This includes holding various activities among colleagues and with external partners and organisations to coincide with those events.

Accessibility Champions Network
Dedicated to accessibility and inclusive design, SEU's employee-run employee resource group (ERG), the **Accessibility Champions Network** ʌ, has over 100 members and seeks to share ways to promote and implement accessibility and inclusive design across SEU.

Sponsorship and participation at events
Sony participates in and, in some cases, sponsors disability and accessibility-related events.

In 2025, for the seventh year in succession, SEU sponsored AbilityNet's TechShare Pro, Europe's largest accessibility and disability inclusion event. Sponsorship of and participation in TechShare Pro are valuable to SEU, as they provide opportunities to learn about user needs, connect with accessibility professionals, and promote the accessibility of our products and services.





Products

4.1	TVs and professional displays	45
4.2	Audio	47
4.3	Mobile	48
4.4	Cameras	49
4.5	Healthcare Solutions	50

PHOTO CREDIT
Name: Gustav Kiburg
Image title: Unknown

Camera: Sony Alpha 1
Lens: FE 70-200mm F4 Macro G OSS II

PRODUCTS
TVs and
professional displays

ENVIRONMENT

For further details on the environmental features and considerations outlined below, please refer to the **Sustainability in BRAVIA TVs webpage** ↗

Making it

- Our BRAVIA 9, BRAVIA 8 II, BRAVIA 8, BRAVIA 7, and BRAVIA 5 TVs use **SORPLAS™** ↗, Sony’s proprietary recycled plastic. For the 9 and 8 models, which also use SORPLAS™ in the rear cover, this can reduce CO₂ emissions by 57%¹⁴
- The use of recycled aluminium and steel for internal components can reduce CO₂ emissions by approximately 87% and 63%, respectively¹⁵
- Each BZ-P display incorporates up to 43% SORPLAS™ in its materials

Moving it

- Redesigned to be smaller and lighter, our packaging has reduced material use and enabled more units per shipment, cutting transportation-related CO₂ emissions per unit from product transportation by approximately 72%¹⁶

Using it

- The Eco Dashboard allows customisation of energy-saving

settings and electricity tracking, reducing energy consumption by approximately 38%¹⁷

- Through ambient light sensing, the TV automatically adjusts screen brightness, optimising energy use without compromising viewing quality

ACCESSIBILITY

For further details on the accessibility features and considerations outlined below, please refer to the **Accessibility webpage** ↗

 Vision assist

- Talkback and text magnification functions
- Tactile dots on the back panel and inside packaging
- Colour inversion

 Hearing assist

- Voice Zoom 3
- Wireless handy TV speaker

 Action assist

- Notification timeout function
- Hands-free operation
- Stable remote operation

EXTERNAL RECOGNITION



- All BZ-P and eleven BZ-L BRAVIA professional displays¹⁸ have received the Bronze label from the globally-recognised EPEAT (Electronic Product Environmental Assessment Tool).

Bronze products must meet all required criteria and represent sustainability leadership. They address all key sustainability impacts across the product life cycle, from raw material extraction and manufacturing through to use, reuse and disposal. **EPEAT Registry** ↗

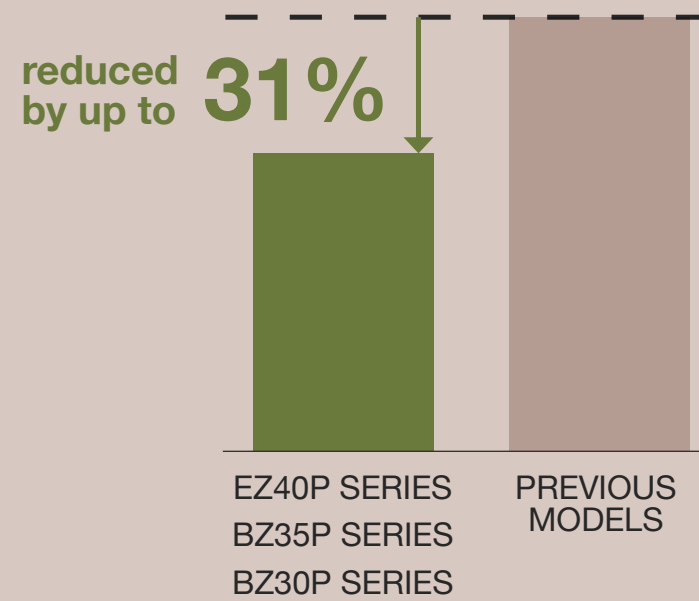
- All BZ-P series models have received Energy Star certification. **Energy Star Registry** ↗
- The **FNAC barometer** ↗ ranks Sony first for durability

PODIUM OF THE MOST SUSTAINABLE BRANDS

- | | |
|---|---|
| 1 | SONY
Durability Score: 138/200 |
| 2 | PHILIPS
Durability Score: 131/200 |
| 3 | LG
Durability Score: 128/200 |
| 4 | SHARP
Durability Score: 121/200 |



FIGURE 13.
Energy consumption reduction
for P series



The value may vary depending on the product.

MORE INFORMATION

- **Sustainability in BRAVIA TVs** ↗
- **TV Accessibility** ↗

CASE STUDY

Sustainable meeting room solutions



Sony’s professional BRAVIA displays have been strategically selected as a primary display supplier for AVEX’s circular, CO₂-neutral Hardware-as-a-Service (HaaS) model – BRIX zero.

Designed to provide sustainable, professional meeting room and digital signage technology through a fixed monthly subscription, the model allows organisations to meet rigorous ESG targets and achieve measurable carbon reductions without compromising on high-quality visual performance.

The shift from ownership to a service-based approach allows AVEX to:

- manage the entire equipment lifecycle;
- extend product lifespans by up to 12 years; and
- virtually eliminate e-waste through maintenance and refurbishment.

Chosen for their industry-leading energy efficiency, integrated Eco Dashboard, and use of recycled materials, the BRAVIA displays are a core component of this sustainability initiative.

SONY BRAVIA EPREL ENERGY RANK

Sony BRAVIA Professional Displays are designed to have a low EPREL Energy rank and offer the widest lineup of lower EPREL Energy Ranks (mainly D-E) compared to competitor benchmark models (G).

This can lead to lower operational and ownership costs and reduced environmental impact:

BZ40 – ELITE

Size	Sony BZ40P	Samsung QMC	LG UH7
85”	D	Not Listed	Not Listed
75”	D	Not Listed	Not Listed
65”	D	G	G
55”	D	G	G

BZ53 – FLAGSHIP

Size	Sony BZ53L	Samsung QMC	LG UH5
98”	E	Not Listed	Not Listed

BZ35 – ENHANCED

Size	Sony BZ35P	Samsung QMC	LG UH5
85”	D	Not Listed	Not Listed
75”	D	Not Listed	Not Listed
65”	D	G	G
55”	D	G	G
50”	E	G	G
43”	F	G	G

BZ30 – CORE

Size	Sony BZ30P	Samsung QBC	LG UL3
85”	E	Not Listed	Not Listed
75”	E	Not Listed	Not Listed
65”	D	G	G
55”	E	G	G
50”	E	G	G
43”	E	G	G



PRODUCTS
Audio

ENVIRONMENT

Making it

- In 2024, recycled plastic accounted for approximately 50% of the materials used in home theatre systems and 40% of the materials used in BRAVIA Theatre U products
- Since 2025, products including BRAVIA Theatre Bar 9, BRAVIA Theatre Quad, Sub 7 and Rear 8 have used fabric made from approximately 90% recycled PET bottle material, selected to maintain sound quality, design, texture and colour
- Recycled plastics have been introduced to the latest audio models, including 1000X THE COLLEXION¹⁹, LinkBuds Clip¹⁹, and WH-1000XM6¹⁹. Further to this, plastics created from renewable resources such as cooking oil have been integrated into the WF-1000XM6
- Going forward, Sony will continue to increase the use of both recycled plastics and renewable plastics throughout its headphone range

Moving it

- Home audio packaging now contains approximately 75% recycled materials, including recycled paper cushioning and inserts
- Sony is expanding the use of its **Original Blended Material** ↗ paper packaging across products, including WF-1000XM5, WF-1000XM6, WH-1000XM5, WH-1000XM6 and 1000X THE COLLEXION

Using it

- Recycled materials are incorporated across Sony’s home audio and headphone ranges while maintaining product performance, aesthetics and user experience

ACCESSIBILITY

For further details on the accessibility features and considerations outlined below, please refer to the **Accessibility webpage** ↗

 Vision assist

- Intuitive packaging
- Tactile border guide to QR code
- Open-ear design
- Easy to distinguish left from right
- Assisted control for Walkman

 Hearing assist

- Personalised sound
- Ambient sound mode
- Safe listening with WHO recommendations

 Action assist

- Magnetic closure for effortless opening, closing, and carrying
- Voice control
- Scene-based listening
- Control at your fingertips and head gesture control

EXTERNAL RECOGNITION



In February 2025, the **Carbon Trust**²⁰ ↗ verified a 0.7% reduction in the carbon footprint of the WH-1000XM5 headphones compared to their predecessor, the WH-1000XM4, primarily due to lower transportation emissions

- The **FNAC**²¹ **barometer** ↗ ranks Sony in the top 3 for durability of its wireless speakers; and

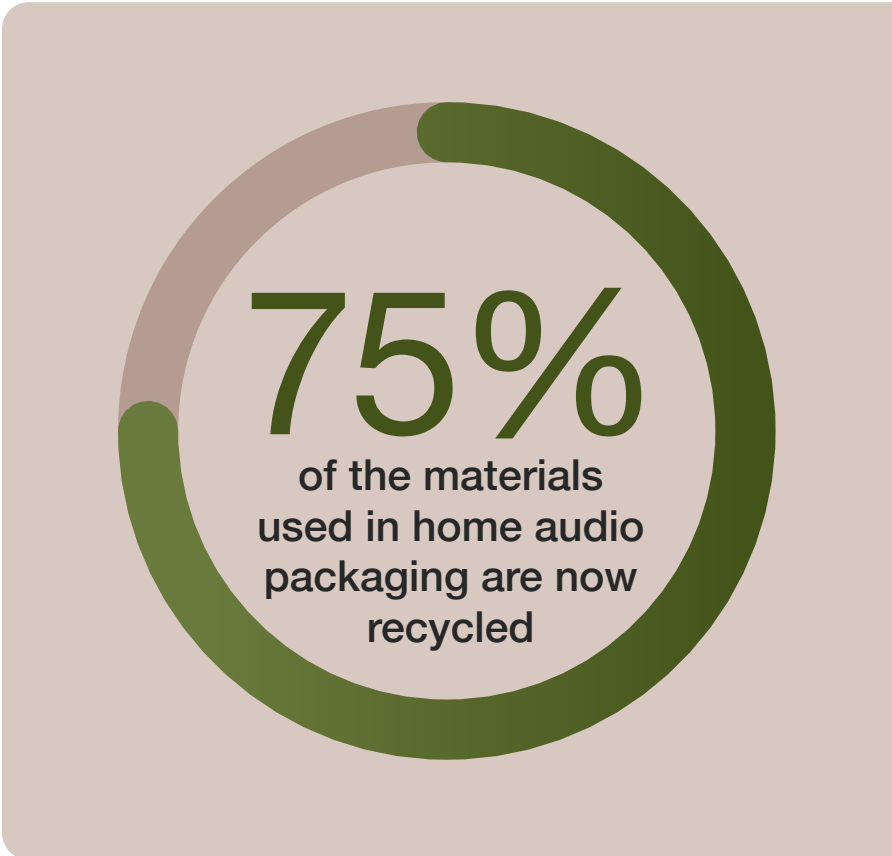
PODIUM OF THE MOST SUSTAINABLE BRANDS

1	HARMAN-KARDON Durability Score: 128/200
2	SONY Durability Score: 126/200
3	BOSE Durability Score: 119/200
4	JBL Durability Score: 116/200

- its wireless noise cancelling **headphones** ↗

PODIUM OF THE MOST SUSTAINABLE BRANDS

1	BOSE Durability Score: 120/200
2	APPLE Durability Score: 119/200
3	SONY Durability Score: 106/200
4	JBL Durability Score: 80/200



MORE INFORMATION

- **Sustainable audio** ↗
- **Eco MDR** ↗
- **Audio Accessibility** ↗



PRODUCTS
Mobile

ENVIRONMENT

Making it

- Key components of Xperia™ and the body of the style cover with stand are made from Sony's original recycled plastic, **SORPLAS™** ↗
- Starting in 2002, Sony was one of the first companies in the industry to phase out BFRs in circuit boards, casings, and cables
- BFRs, CFRs and PVC have now been phased out from all parts, as well as phthalates, beryllium, and antimony trioxide in plastic and resin

Moving it

- Uses zero plastic packaging²², with the box made from **Original Blended Material** ↗
- Sony has removed plastic tape used to seal shipping cartons and replaced it with paper tape for its Xperia 1 VII, Xperia 1 VI, Xperia 10 VI, Xperia 1 V and Xperia 5 V models
- The pulp tray in Sony's smartphone packaging is made from waste paper that could not be recycled into other paper products
- Raw material that match the colour of the outer box are selected, meaning it can be moulded as is with no need for bleaching or colouring

Using it

- USB cables and chargers are no longer included with Xperia smartphones, as most customers already have one they can use

ACCESSIBILITY

For further details on the accessibility features and considerations outlined below, please refer to the **Accessibility webpage** ↗

 Vision assist

- Camera app helps to take better photos
- Customise display size and text
- Colour correction mode
- TalkBack functionality

 Hearing assist

- Live transcribe
- Sound notifications

 Action assist

- Accessibility menu
- Smart call handling in gesture settings
- Google Assistant

EXTERNAL RECOGNITION



- All Xperia devices are listed on the Global Accessibility Reporting Initiative (GARI) database, allowing easy comparison of accessibility features. **GARI Registry** ↗



MORE INFORMATION

- **Sustainability in Xperia** ↗
- **Sony Xperia – Accessibility For All** ↗



PRODUCTS
Cameras

ENVIRONMENT

Making it

- The full-frame stacked CMOS image sensor with integral memory enabled Sony to develop a smaller and lighter professional α9 camera that uses fewer resources
- The body of the vlog camera ZV-1F incorporates **SORPLAS™** ↗ recycled plastic in both internal and external components, while the windscreen is made from recycled polyester
- Developed in collaboration with cinematographers, the VENICE cinema camera delivers professional-grade quality and durability in a more compact design that reduces manufacturing resource use
- Design optimisation has reduced material requirements in our professional lenses, including a 34% reduction in virgin plastic compared to previous interchangeable lenses. Weight reductions have also been achieved through advanced optical design and lightweight fluorite materials

Moving it

- To reduce plastic use in packaging, Sony wraps the ZV-1F vlog camera in plant-based non-woven fabric or paper bags, providing protection and cushioning while reducing environmental impact

Using it

- Sony has developed low-VOC, water-based paints that emit over 50% fewer VOCs than conventional paints while maintaining the same performance and appearance standards. These paints have been used in selected products since 2020, including the ZV-E1 Vlog camera
- Sony has also phased out BFRs and PVC from several camera models

ACCESSIBILITY

For further details on the accessibility features and considerations outlined below, please refer to the **Accessibility webpage** ↗

 Vision assist

- Custom key functionality
- 4-axis multi-angle LCD monitor
- Shooting grip with mini tripod

 Action assist

- Custom key functionality
- 4-axis multi-angle LCD monitor
- Shooting grip with mini tripod

EXTERNAL RECOGNITION

- The **FNAC barometer** ↗ ranks Sony first for durability for its mirrorless cameras; and

PODIUM OF THE MOST SUSTAINABLE BRANDS

1	SONY Durability Score: 125/200
2	PANASONIC Durability Score: 120/200
3	NIKON Durability Score: 118/200

- first for the durability of its **compact cameras** ↗

PODIUM OF THE MOST SUSTAINABLE BRANDS

1	SONY Durability Score: 116/200
2	CANON Durability Score: 103/200
3	PANASONIC Durability Score: 92/200



MORE INFORMATION

- **α9 – Low Environmental Impact** ↗
- **ZV-1F – Environmentally Conscious Vlog Camera** ↗
- **Manufacturing VENICE Digital Cinema Cameras** ↗
- **Sony Environmental Concern & Resource Conservation** ↗
- **Sony IP&S Accessibility** ↗



PRODUCTS
Healthcare
Solutions

ENVIRONMENT

Making it

- The latest models have been redesigned to use fewer resources, with the LMD-XH550MT and LMD-XH550MD approximately 23% and 29% lighter than their predecessors, and the LMD-XH320MT 11% lighter despite featuring a larger panel
- Sony’s LMD-XH medical monitors are produced in factories powered by 100% renewable energy
- All raw materials and components used to produce LMD-XH series medical monitors are sourced exclusively from suppliers who have been certified as Green Partners and comply with the company’s standards and regulations

Moving it

- The packaging for the LMD-27M1MD and the LMD-32M1MD replaces expanded polystyrene foam with molded pulp materials, reducing virgin plastic by 84% and 86% respectively
- The UP-899 printer series features 100% plastic-free packaging

Using it

- Monitors in the LMD-XH and LMD-M1 series have built in sleep modes that automatically turn off the backlight when no input signal is detected for more than one minute, reducing energy consumption during periods of inactivity
- The UP-899 printer series reduces power consumption by up to 20% compared to previous models

FIGURE 15.
New UP-899 printer series are compact, light and energy saving

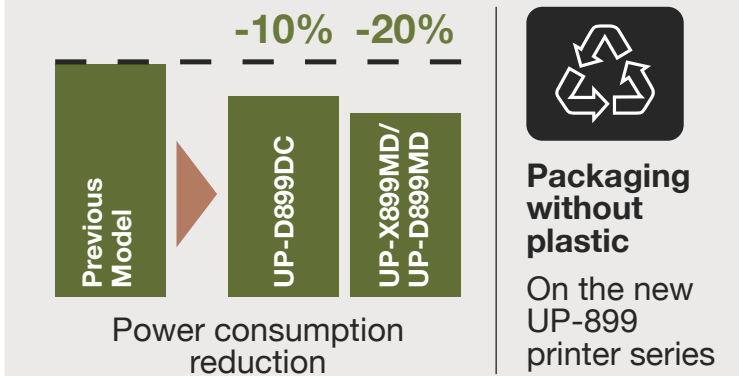
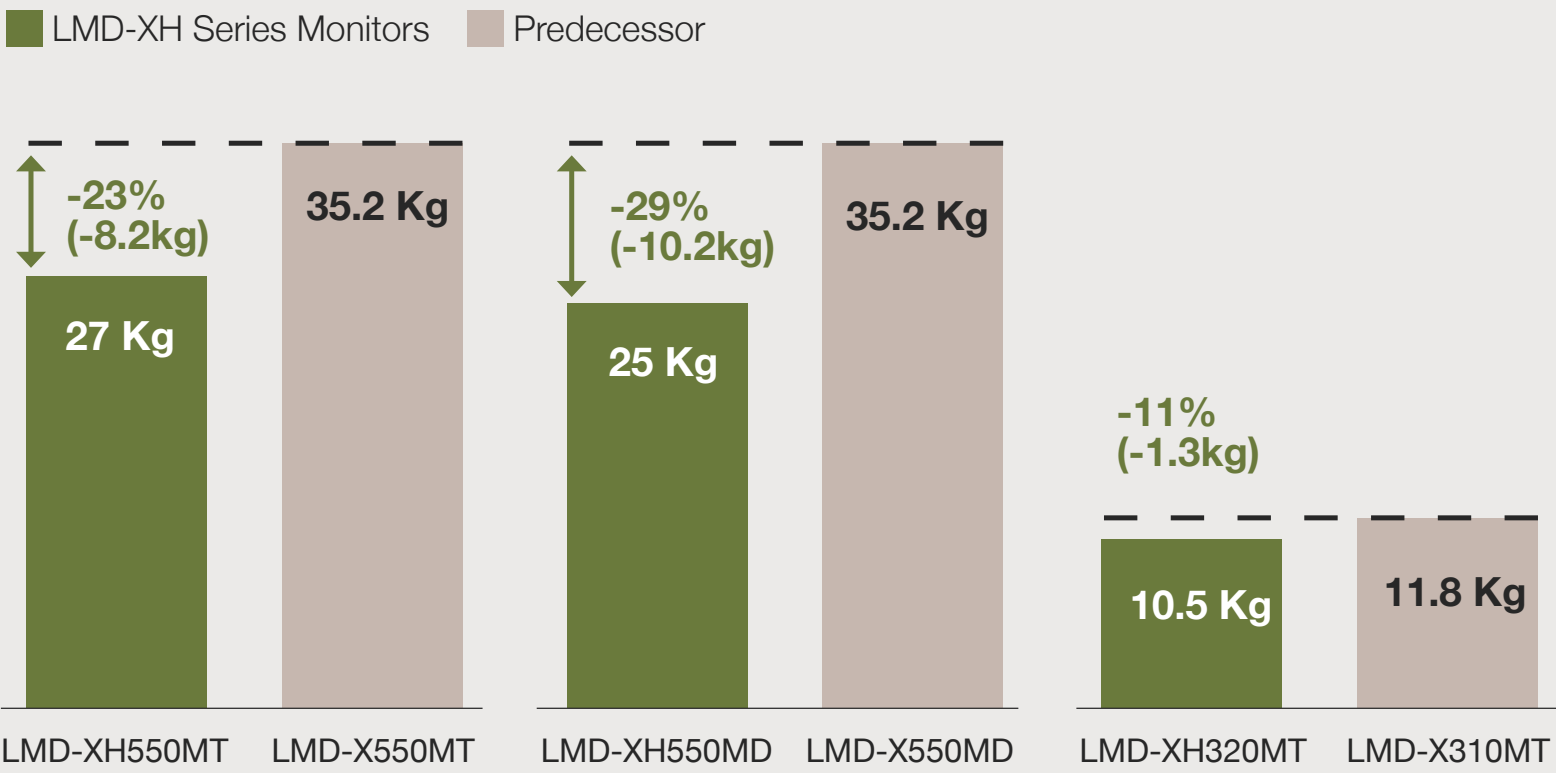
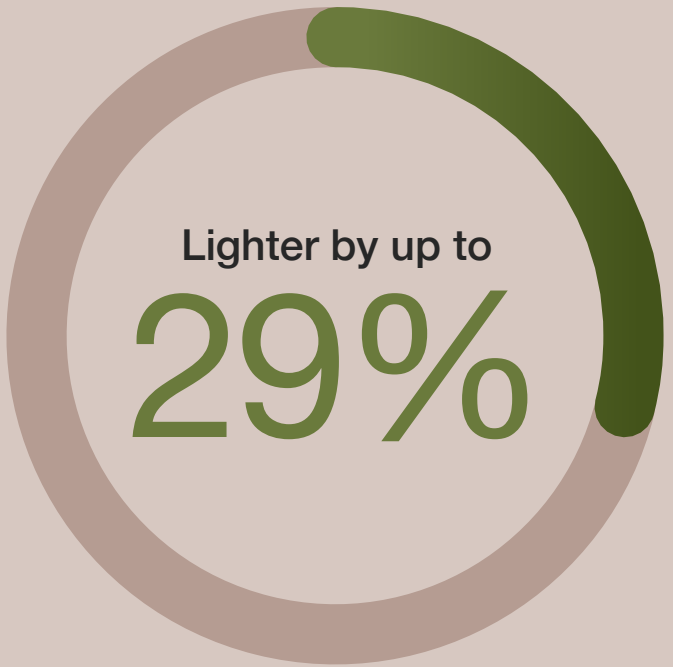


FIGURE 14.
The LMD-XH Series monitors are approximately -23% (LMD-XH550MT), -29% (LMD-XH550MD), and -11% (LMD-XH320MT) saved weight compared with their predecessors



Sony’s Healthcare Solutions business unit supports environmental and social sustainability, with an important focus on the UN’s Sustainable Development Goals, especially 3, 4, 9 and 17



MORE INFORMATION

- Sustainability with LMD-XH series surgical monitors ↗

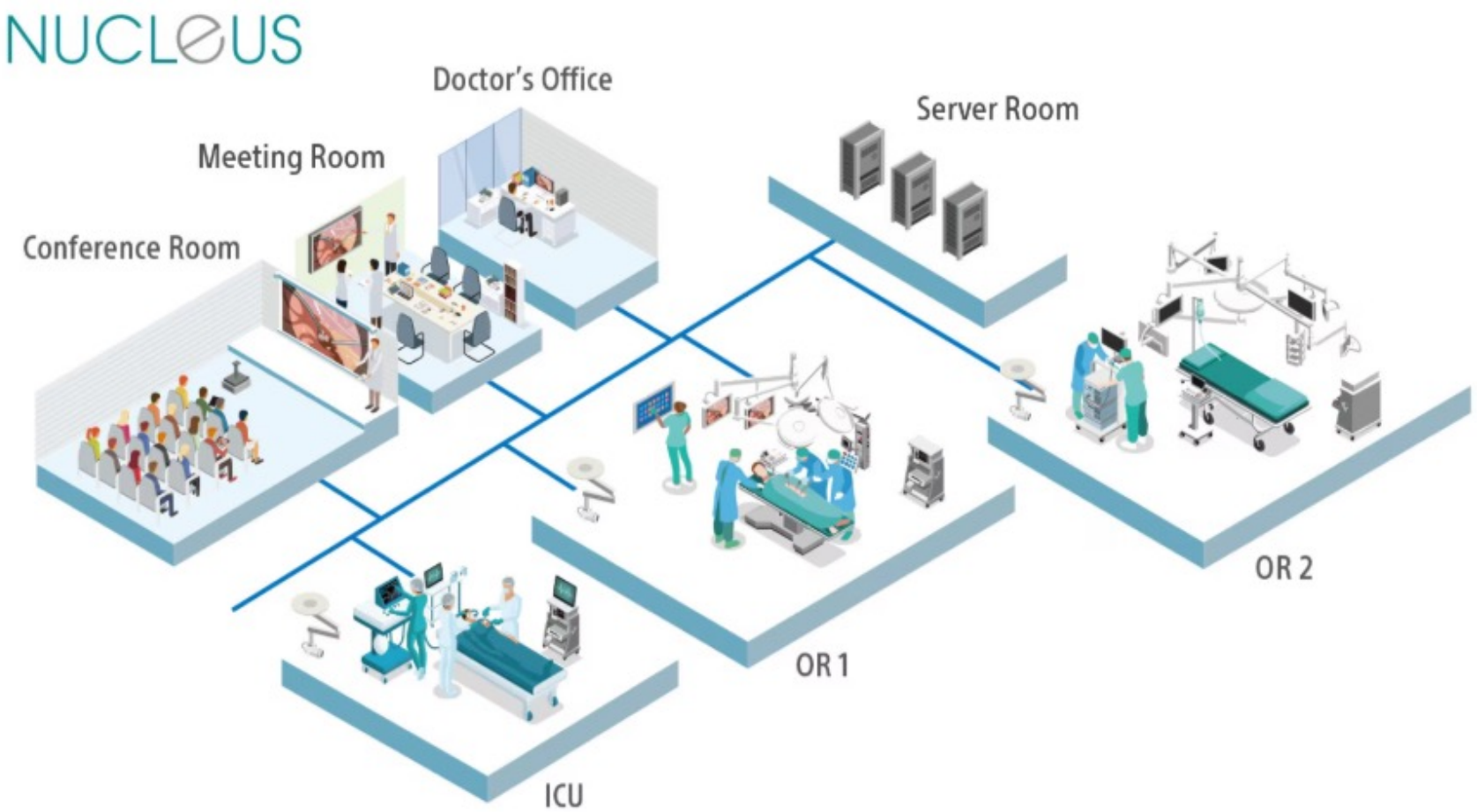
SOCIAL

Supporting social sustainability

The Sony NUCLeUS platform enables healthcare providers to stream live surgical and interventional procedures for education, training and clinical collaboration. According to physicians, the technology supports discussion of treatment approaches and complex diseases while helping train the next generation of clinical professionals.

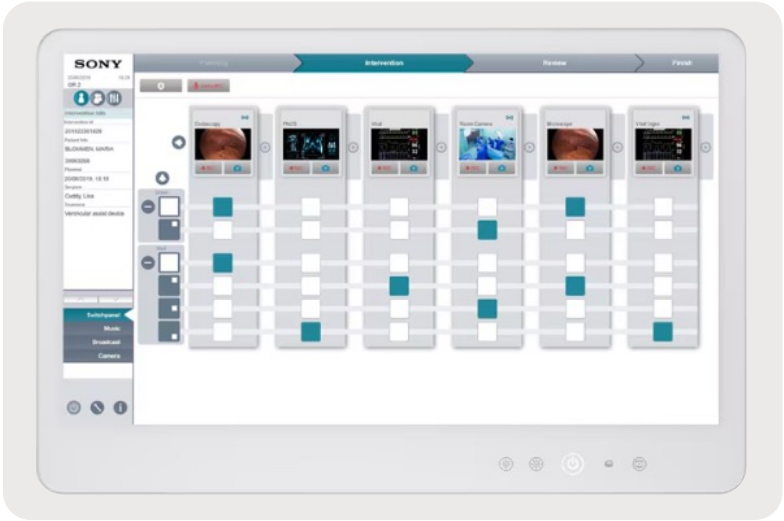
Enhanced medical training and education with smart image management

See how our NUCLeUS™ smart imaging solution opens new possibilities for medical training and education — within the hospital campus and anywhere in the world. Clinical teams can stream multiple video feeds from the OR or Interventional Suite to classrooms, lecture rooms or to any device with a web browser. Students can view live medical procedures without having to enter the OR or Interventional Suite. Users can securely access recorded videos and still images on demand whenever needed, to support collaboration with clinicians and medical students.



Smart medical training solutions

NUCLeUS™ transforms the way students and staff can connect and learn from valuable medical content, wherever they are. Clinical teams can securely live stream multiple videos to lecture theatres or conference delegates, together with two-way audio-video and annotation functions to enrich real-time discussion.



“

Before installing NUCLeUS, we were not able to share operating room activities with radiology or with the conference room. The NUCLeUS system has made it very easy for us to share procedures and train staff.

Dr Cicero Calogero
Director of Radiology,
Bassano del Grappa Hospital



References

Please click the page number to return to the source

1.

Countries with DTC channels include: UK, DE, FR, NL, AT, BE, CH, IT, PL, ES, PT, DK and SE

2.

Sony UK Technology Centre (UK TEC) is a manufacturing and solutions centre of excellence in the UK. The site produces high-end Sony broadcast equipment for worldwide distribution, as well as third-party products for global customers on a contract manufacturing basis. The facility is also the home of a Service & Repair Centre for European customers, and a Business Incubation Centre for local small and medium-size businesses.

3.

Emissions related to product manufacturing are considered Scope 3 Category 1 for SEU because they occur in our upstream value chain. From the Sony perspective, the sites that manufacture those products would record them as Scope 1 and 2 emissions.

4.

BREEAM (Building Research Establishment Environmental Assessment Method) is the world’s leading, science-based suite of validation and certification systems for sustainable built environments. It comprehensively evaluates and benchmarks buildings across their lifecycle to optimise energy use, health, and environmental impact.

5.

- Circular Plastic weight = Net weight of recycled Plastic + Net weight of renewable Plastic + Net weight of recycled additives + Net weight of renewable additives.

- Non-circular Plastic use rate per product weight(%) = (Total weight of Plastic (including additives, etc.) - circular Plastic weight) / Overall product weight * 100.

6.

While key metals such as gold and tin already contain a certain percentage of recycled material in their normal use, these are not considered recycled materials for this target. When introducing recycled materials, 100% recycled materials with certifications such as UL standards should be used in principle.

7.

While key metals such as gold and tin already contain a certain percentage of recycled material in their normal use, these are not considered recycled materials for this target. When introducing recycled materials, 100% recycled materials with certifications such as UL standards should be used in principle.

8.

Plastic use rate in packaging(%) = gross weight of Plastic packaging / weight of packaging * 100.

9.

Recyclable materials are defined as technically recyclable materials. As of March 2025, there were no detailed definitions of technically recyclable materials in international standards, but Sony has established internal definitions based on EN45555. When detailed definitions of recyclable materials are established in standards, laws, or regulations, or when a material or part classified as non-recyclable becomes technically recyclable through new technology, the definitions will be reviewed as appropriate.

10.

Waste diversion rate (%) = (Recycling weight + thermal recovery weight + composting weight) / Total waste weight * 100.

11.

Based on Sony’s calculations, compared to flame-retardant virgin plastic used for the same application.

12.

Based on a simulation that repeatedly charges and discharges with the same type of battery (for USB charging). Battery life varies by use.

13.

<https://www.bemyeyes.com/business/sony/> ↗

14.

Based on Sony calculations. Compared to flame-retardant virgin plastic.

15.

Based on Sony calculations. Compared to virgin materials.

16.

Compared to FY18 models (ratio may vary by model).

17.

Compared with default settings, when Idle TV power off is On, Light sensor is Off, and Power saving effect is High.

18.

FW43BZ30L, FW50BZ30L, FW55BZ35L, FW55BZ40L, FW65BZ35L, FW65BZ40L, FW75BZ35L, FW75BZ40L, FW85BZ35L, FW85BZ40L, FW98BZ30L.

19.

Recycled plastic is used in multiple parts of the headphone body, which is subject to change.

20.

https://label.carbontrust.com/claims/1a3c932d-be9c-4135-9ecc-a888b2eaff7e_1886434 ↗

21.

<https://www.darty.com/barometre-sav/univers-son/famille-son-enceinte-bluetooth-sans-fil> ↗

22.

Packaging refers to the individual product box, as well as components such as in-box trays, spacers, wraps and sleeves.



SONY EUROPE B.V. SUSTAINABILITY REPORT 2026