

SONY CORP
Form 6-K
April 17, 2009

SECURITIES AND EXCHANGE COMMISSION
WASHINGTON, D. C. 20549

FORM 6-K

REPORT OF FOREIGN PRIVATE ISSUER

Pursuant to Rule 13a-16 or 15d-16 of
the Securities Exchange Act of 1934

For the month of April 2009
Commission File Number: 001-06439

SONY CORPORATION
(Translation of registrant's name into English)

1-7-1 KONAN, MINATO-KU, TOKYO, 108-0075, JAPAN
(Address of principal executive offices)

The registrant files annual reports under cover of Form 20-F.

Indicate by check mark whether the registrant files or will file annual reports under cover of Form 20-F or Form 40-F,

Form 20-F ☒ X

Form 40-F ☐ __

Indicate by check mark whether the registrant by furnishing the information contained in this Form
is also thereby furnishing the information to the Commission pursuant to Rule 12g3-2(b) under the Securities
Exchange Act of 1934, Yes No ☒ X

If "Yes" is marked, indicate below the file number assigned to the registrant in connection with Rule
12g3-2(b):82-_____

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to
be signed on its behalf by the undersigned, thereunto duly authorized.

SONY CORPORATION
(Registrant)

By: /s/ Nobuyuki Oneda
(Signature)
Nobuyuki Oneda
Executive Vice President and
Chief Financial Officer

Date: April 17, 2009

List of materials

Documents attached hereto:

i) Press release announcing Sony Ericsson reports first quarter results

PRESS RELEASE

April 17, 2009

Sony Ericsson reports first quarter results

Q1 highlights:

- Income before taxes was a loss of Euro 358 million (excl. restructuring charges)
- Cost saving program progressing as planned and additional savings of Euro 400 million announced
- Launch of 'Entertainment Unlimited' consumer proposition and new generation of products well received by operator partners

The consolidated financial summary for Sony Ericsson Mobile Communications AB (Sony Ericsson) for the first quarter ended March 31, 2009 is as follows:

	Q1 2008	Q4 2008	Q1 2009
Number of units shipped (million)	22.3	24.2	14.5
Sales (Euro m.)	2,702	2,914	1,736
Gross margin (%)	29%	15%	8%
Operating income (Euro m.)	184	-262	-369
Operating margin (%)	7%	-9%	-21%
Restructuring charges (Euro m.)	-	129	12
Operating income excl. restructuring charges (Euro m.)	-	-133	-357
Operating margin excl. restructuring charges (%)	-	-5%	-21%
Income before taxes (IBT) (Euro m.)	193	-261	-370
IBT excl. restructuring charges (Euro m.)	-	-133	-358
Net income (Euro m.)	133	-187	-293
Average selling price (Euro)	121	121	120

Units shipped in the quarter were 14.5 million, a decrease of 35% compared to the same period of last year and in line with our March 20, 2009 interim announcement of approximately 14 million units. Sales for the quarter were Euro 1,736 million, a decrease of 36% from a year ago. Sales decreased primarily as a result of continued weak consumer confidence and de-stocking in the retail and distribution channels.

Gross margin declined both year-on-year and sequentially, reflecting a change in the product mix, material write-offs, and exchange rate volatility.

Income before taxes for the quarter excluding restructuring charges was a loss of Euro 358 million, within the range announced on March 20, 2009 (loss of Euro 340 - 390 million).

“As expected, the first quarter of this year has been extremely challenging for Sony Ericsson due to continued weak global demand. We are aligning our business to the new market reality with the aim of bringing the company back to profitability as quickly as possible,” said Dick Komiyama, President, Sony Ericsson. “The management intends to pursue an additional cost saving program targeting a further annual operating expense reduction of Euro 400 million, to be completed by mid-2010.”

The company's initial cost saving program targeting annual operating expense reductions of Euro 300 million by the end of the first half of 2009, including a workforce reduction of 2,000 headcount, has now been completed. A total of Euro 187 million restructuring charges have been recorded compared to the initial estimated costs of Euro 300 million.

In January 2009 an additional cost saving program was initiated to target annual operating expense reductions of Euro 180 million by the end of 2009. The cost of this program will be covered by the initial Euro 300 million restructuring costs announced in July 2008.

The additional cost saving program announced today will include a further reduction in the global workforce of approximately 2,000 people. It is estimated that new restructuring charges of Euro 200 million will be needed to complete this program.

As of March 31, 2009, Sony Ericsson retained a strong net cash position of Euro 1.1 billion.

Market share in the first quarter decreased and is now estimated to be around 6%, down two percentage points sequentially.

Sony Ericsson forecasts that the global handset market for 2009 will contract at least 10% from around 1,190 million units in 2008.

At Mobile World Congress in February 2009, Sony Ericsson announced a new consumer proposition, called 'Entertainment Unlimited' (EU), to build on Sony Ericsson's leadership in music, imaging, gaming, content services, and applications to deliver unlimited opportunities for consumers. The company also announced the first Entertainment Unlimited phone with the concept name 'Idou' to be launched in the second half of 2009. The next EU announcement will take place on 28 May.

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EDITOR'S NOTES:

Financial statements and additional information:

Financial statements:

Consolidated income statement
Consolidated income statement – isolated quarters
Consolidated balance sheet
Consolidated statement of cash flows
Consolidated statement of cash flows – isolated quarters

Additional information:

Net sales by market area by quarter

- ENDS -

Sony Ericsson is a top, global industry player with sales of around 97 million phones in 2008. Diversity is one of the core strengths of the company, with operations in over 80 countries including manufacturing in China and R&D sites in China, Europe, India, Japan and North America. Sony Ericsson was established as a 50:50 joint venture by Sony and Ericsson in October 2001, with global corporate functions located in London. For more information about Sony Ericsson please visit www.sonyericsson.com

CONTACTS:

Investors / Analysts
Ericsson investor relations
Gary Pinkham (Stockholm) +46 10 719 0858
Susanne Andersson (Stockholm) +46 10 719 4631
Andreas Hedemyr (Stockholm) +46 10 404 3748

Sony investor relations
Shinji Tomita (London) +44 20 7426 8696
Gen Tsuchikawa (Tokyo) +81 3 6748 2180

Press / Media
Sony Ericsson global communications and PR
Aldo Liguori (London) +44 20 8762 5860
Merran Wrigley (London) +44 20 8762 5862

This press release contains forward-looking statements that involve inherent risks and uncertainties. We have identified certain important factors that may cause actual results to differ materially from those contained in such forward-looking statements. For a detailed description of risk factors see Sony's and Ericsson's filings with the US Securities and Exchange Commission, particularly each company's latest published Annual Report on Form 20-F.

Sony Ericsson
CONSOLIDATED INCOME STATEMENT

EUR million	2009	Jan-Mar 2008	Change
Net sales	1,736	2,702	-36%
Cost of sales	-1,591	-1,914	-17%
Gross profit	145	788	-82%
Gross margin %	8.4%	29.2%	-21%
Research and development expenses	-303	-339	-11%
Selling and administrative expenses	-225	-270	-17%
Operating expenses	-528	-610	-13%
Other operating income, net	13	6	111%
Operating income	-369	184	-300%
Operating margin %	-21.3%	6.8%	-28%
Financial income	9	24	-62%
Financial expenses	-10	-15	-35%
Income after financial items	-370	193	-291%
Taxes	84	-57	-247%
Minority interest	-6	-3	89%
Net income	-293	133	-320%
Number of units shipped (million)	14.5	22.3	-35%
ASP (EUR)	120	121	-1%

EUR Million	Jan-Mar 2009	Jan-Mar 2008
Restructuring charges	7	0
Cost of sales	2	0
Research and development expenses	3	0
Sales and administrative expenses	0	0
Other operating income, net	12	0
Total		

Sony Ericsson

CONSOLIDATED INCOME STATEMENT - ISOLATED QUARTERS

EUR million	2009		2008		
	Q1	Q4	Q3	Q2	Q1
Net sales	1,736	2,914	2,808	2,820	2,702
Cost of sales	-1,591	-2,476	-2,192	-2,168	-1,914
Gross profit	145	438	616	653	788
Gross margin %	8.4%	15.0%	21.9%	23.1%	29.2%
Research and development expenses	-303	-359	-337	-344	-339
Selling and administrative expenses	-225				