

SONY CORP
Form 6-K
October 16, 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 October 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

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

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 Deputy President and
Chief Financial Officer

Date: October 16, 2009

List of materials

Documents attached hereto:

- i) Press release entitled " Sony Ericsson reports third quarter results"
-

PRESS RELEASE

October 16, 2009

Sony Ericsson reports third quarter results

Q3 highlights:

- Decline in global handset market slowing down
- Positive trend from continuing transformation programme
 - External financing arranged
- Refreshed brand in time for Aino™ and Satio™ launch in Q4

The consolidated financial summary for Sony Ericsson Mobile Communications AB (Sony Ericsson) for the third quarter ended September 30, 2009 is as follows:

| | Q3 2008 | Q2 2009 | Q3 2009 |
|--|---------|---------|---------|
| Number of units shipped (million) | 25.7 | 13.8 | 14.1 |
| Sales (Euro m.) | 2,808 | 1,684 | 1,619 |
| Gross margin (%) | 22 % | 12 % | 16 % |
| Operating income (Euro m.) | -33 | -274 | -193 |
| Operating margin (%) | -1 % | -16 % | -12 % |
| Restructuring charges (Euro m.) | 35 | 1 | 2 |
| Operating income excl. restructuring charges (Euro m.) | 2 | -274 | -191 |
| Operating margin excl. restructuring charges (%) | 0 % | -16 % | -12 % |
| Income before taxes (IBT) (Euro m.) | -23 | -283 | -199 |
| IBT excl. restructuring charges (Euro m.) | 12 | -283 | -198 |
| Net income (Euro m.) | -25 | -213 | -164 |
| Average selling price (Euro) | 109 | 122 | 114 |

Units shipped in the quarter were 14.1 million, an increase of 2% quarter-on-quarter and a decrease of 45% year-on-year. Sales for the quarter were Euro 1,619 million, a sequential decrease of 4% and a year-on-year decrease of 42%. The sequential decline in ASP (Average Selling Price) was due to product mix and continued challenging market conditions.

Gross margin improved sequentially but dropped year-on-year due to lower sales and foreign exchange fluctuations. The sequential improvement was seen in both percentage rate and volume, driven by cost savings actions and successful sales of the W995 Walkman® phone.

Income before taxes for the quarter, excluding restructuring charges, was a loss of Euro 198 million compared to a loss of Euro 283 million from the previous quarter. The reduced loss was due to better gross margin, as well as reduced operating expenses.

“Our business in the third quarter started to show the effects of our ongoing transformation programme. Having refreshed our brand, we are now better positioned to support the launch of new products such as Aino™ and Satio™ in Q4 2009. We have cleared channel inventories, and have continued to realign internal resources and improve efficiency. We have also arranged external financing to strengthen the company's financial position,” said Dick Komiyama, outgoing President, Sony Ericsson. “Transforming the business for future growth and returning Sony Ericsson to profitability is the focus of the senior management team and will continue under the new leadership.”

As of September 30, 2009, Sony Ericsson had a net cash position of Euro 841 million.

Since the beginning of the quarter, facilities of Euro 455 million were signed to strengthen the balance sheet and improve liquidity. Euro 155 million were drawn by the end of September and Euro 100 million were drawn in the beginning of October. In addition, a two-year committed back-up facility of Euro 200 million is available but has not been utilized. The parent companies have guaranteed Euro 350 million of these facilities on a 50/50 basis.

Programmes started since mid 2008 to reduce annual operating expenses by Euro 880 million are continuing, with the full benefit expected during the second half of 2010. The total restructuring charges for these programmes are estimated to be well within the previously announced Euro 500 million.

As of October 15, 2009; Sir Howard Stringer, Chairman, CEO and President of Sony Corporation and a member of the Sony Ericsson board, became Chairman of the Sony Ericsson board succeeding Carl-Henric Svanberg. At the same time, Bert Nordberg became President of Sony Ericsson succeeding Dick Komiyama, who remains as Executive Advisor until the end of 2009.

Sony Ericsson forecasts that the global handset market for 2009 will contract by approximately 10% from around 1,190 million units in 2008. Sony Ericsson estimates that its market share in units was about 5% in the third quarter.

The liquid identity is a registered trademark of Sony Ericsson Mobile Communications AB.

Satio™ and Aino™ are trademarks or registered trademarks of Sony Ericsson Mobile Communications AB.

WALKMAN® is a trademark of Sony Corporation.

Sony is a registered trademark of Sony Corporation. Ericsson is a registered trademark of Telefonaktiebolaget LM Ericsson.

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A live webcast of the conference call will be available on October 16, 2009 at the following times:

TIMING

14:00 UK time (BST)

15:00 Central European time (CET)

09:00 US Eastern time (EDT)

22:00 Japan time (JST)

WEBCAST:

A live webcast of the conference call will be available at: <http://www.ericsson.com/ericsson/investors/>

Or please click here to join the webcast directly:

http://www.thomson-webcast.net/uk/dispatching/?event_id=191bc04e8408cb47571b7b46c700aca4&portal_id=ccec29148a44e

The archived webcast will be available approximately one hour after the completion of the conference call.

CALL-IN NUMBERS:

UK and Europe: +44 20 7806 1951

Sweden: +46 8 5352 6408

US: +1 718 354 1385

Japan: +81 3 3570 8227

REPLAY:

A replay of the conference call will be available approximately two hours after the completion of the conference call until 11:00 pm UK time on October 21, 2009.

UK and Europe: +44 20 7111 1244

Sweden: +46 8 5051 3897

US: +1 347 366 9565

Japan: +81 3 5767 9615

Replay passcode: 2462154#

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 50:50 joint venture by Sony and Ericsson established in October 2001, with global corporate functions located in London and operations in all major markets. Our vision is to become the industry leader in Communication Entertainment; where new styles of communicating through the internet and social media, become entertainment. Sony Ericsson offers exciting consumer experiences through phones, accessories, content and applications. For more information please visit: www.sonyericsson.com.

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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 | Jul-Sep 2009 | | 2008 | | Change | |
|-------------------------------------|-----------------|---|--------|---|--------|---|
| Net sales | 1,619 | | 2,808 | | -42 | % |
| Cost of sales | -1,367 | | -2,192 | | -38 | % |
| Gross profit | 252 | | 616 | | -59 | % |
| Gross margin % | 15.5 | % | 21.9 | % | -6 | % |
| Research and development expenses | -260 | | -337 | | -23 | % |
| Selling and administrative expenses | -205 | | -303 | | -32 | % |
| Operating expenses | -465 | | -640 | | -27 | % |
| Other operating income, net | 21 | | -8 | | 356 | % |
| Operating income | -193 | | -33 | | 488 | % |
| Operating margin % | -11.9 | % | -1.2 | % | -11 | % |
| Financial income | 3 | | 25 | | -88 | % |
| Financial expenses | -9 | | -15 | | -36 | % |
| Income after financial items | -199 | | -23 | | 776 | % |
| Taxes | 42 | | 6 | | 549 | % |
| Minority interest | -6 | | -8 | | -26 | % |
| Net income | -164 | | -25 | | 565 | % |
| Number of units shipped (million) | 14.1 | | 25.7 | | -45 | % |
| ASP (EUR) | 114 | | 109 | | 5 | % |

| EUR Million | Jul-Sep 2009 | Jul-Sep 2008 |
|-----------------------------------|-----------------|-----------------|
| Restructuring charges | | |
| Cost of sales | 0 | 0 |
| Research and development expenses | 1 | 26 |
| Sales and administrative expenses | 1 | 3 |
| Other operating income, net | 0 | 6 |
| Total | 2 | 35 |

Sony Ericsson
CONSOLIDATED INCOME STATEMENT

| EUR million | Jan-Sep 2009 | | 2008 | | Change | |
|-------------------------------------|-----------------|---|--------|---|--------|---|
| Net sales | 5,038 | | 8,330 | | -40 | % |
| Cost of sales | -4,441 | | -6,274 | | -29 | % |
| Gross profit | 597 | | 2,056 | | -71 | % |
| Gross margin % | 11.9 | % | 24.7 | % | -13 | % |
| Research and development expenses | -808 | | -1,020 | | -21 | % |
| Selling and administrative expenses | -665 | | -883 | | -25 | % |
| Operating expenses | -1,473 | | -1,903 | | -23 | % |
| Other operating income, net | 39 | | -3 | | -1233 | % |
| Operating income | -837 | | 149 | | -661 | % |
| Operating margin % | -16.6 | % | 1.8 | % | -18 | % |
| Financial income | 18 | | 73 | | -76 | % |
| Financial expenses | -34 | | -44 | | -23 | % |
| Income after financial items | -853 | | 179 | | -577 | % |
| Taxes | 200 | | -50 | | -499 | % |
| Minority interest | -16 | | -14 | | 15 | % |
| Net income | -669 | | 114 | | -685 | % |
| Number of units shipped (million) | 42.5 | | 72.5 | | -41 | % |
| ASP (EUR) | 119 | | 115 | | 3 | % |

| EUR Million | Jan-Sep 2009 | Jan-Sep 2008 |
|-----------------------------------|-----------------|-----------------|
| Restructuring charges | | |
| Cost of sales | -2 | 8 |
| Research and development expenses | 12 | 28 |
| Sales and administrative expenses | 4 | 4 |
| Other operating income, net | 0 | 6 |
| Total | 15 | 46 |

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Sony Ericsson

CONSOLIDATED INCOME STATEMENT - ISOLATED QUARTERS

| EUR million | 2009 | | | 2008 | | | |
|-------------------------------------|----------|----------|----------|---------|---------|---------|---------|
| | Q3 | Q2 | Q1 | Q4 | Q3 | Q2 | Q1 |
| Net sales | 1,619 | 1,684 | 1,736 | 2,914 | 2,808 | 2,820 | 2,702 |
| Cost of sales | -1,367 | -1,483 | -1,591 | -2,476 | -2,192 | -2,168 | -1,914 |
| Gross profit | 252 | 200 | 145 | 438 | 616 | 653 | 788 |
| Gross margin % | 15.50 % | 11.90 % | 8.40 % | 15.00 % | 21.90 % | 23.10 % | 29.20 % |
| Research and development expenses | -260 | -245 | -303 | -359 | -337 | -344 | -339 |
| Selling and administrative expenses | -205 | -235 | -225 | -366 | -303 | -310 | -270 |
| Operating expenses | -465 | -480 | -528 | -725 | -640 | -653 | -610 |
| Other operating income, net | 21 | 6 | 13 | 24 | -8 | -2 | 6 |
| Operating income | -193 | -274 | -369 | -262 | -33 | -2 | 184 |
| Operating margin % | -11.90 % | -16.30 % | -21.30 % | -9.00 % | -1.20 % | -0.10 % | 6.80 % |
| Financial income | 3 | 6 | 9 | 28 | 25 | 25 | 24 |
| Financial expenses | -9 | -15 | -10 | -27 | -15 | -14 | -15 |
| Income after financial items | -199 | -283 | -370 | -261 | -23 | 8 | 193 |
| Taxes | 42 | 74 | 84 | 81 | 6 | 0 | -57 |
| Minority interest | -6 | -4 | -6 | -7 | -8 | -3 | -3 |
| Net income | -164 | -213 | -293 | -187 | -25 | 6 | 133 |

| | | | | | | | |
|-----------------------------------|------|------|------|------|------|------|------|
| Number of units shipped (million) | 14.1 | 13.8 | 14.5 | 24.2 | 25.7 | 24.4 | 22.3 |
| ASP (EUR) | 114 | 122 | 120 | 121 | 109 | 116 | 121 |

| EUR Million | 2009 | | | 2008 | | |
|-----------------------------------|------|----|----|------|----|----|
| | Q3 | Q2 | Q1 | Q4 | Q3 | Q2 |
| Restructuring charges | 0 | -9 | 7 | 67 | 0 | 8 |
| Research and development expenses | 1 | 9 | 2 | 35 | 26 | 2 |
| Sales and administrative expenses | 1 | 1 | 3 | 24 | 3 | 1 |
| Other operating income, net | 0 | 0 | 0 | 3 | 6 | 0 |

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| | | | | | | |
|-------|---|---|----|-----|----|----|
| Total | 2 | 1 | 12 | 129 | 35 | 11 |
|-------|---|---|----|-----|----|----|

Sony Ericsson
CONSOLIDATED BALANCE SHEET

| EUR million | Sep 30 2009 | Jun 30 2009 | Dec 31 2008 | Sep 30 2008 |
|---|----------------|----------------|----------------|----------------|
| ASSETS | | | | |
| Total fixed and financial assets | 757 | 736 | 590 | 649 |
| Current assets | | | | |
| Inventories | 397 | 404 | 531 | 717 |
| Accounts receivables | 917 | 936 | 1,629 | 1,815 |
| Other assets | 416 | 379 | 585 | 527 |
| Other short-term cash investments | 464 | 456 | 707 | 918 |
| Cash and bank | 532 | 509 | 418 | 555 |
| Total current assets | 2,726 | 2,685 | 3,870 | 4,532 |
| Total assets | 3,482 | 3,421 | 4,460 | 5,180 |
| SHAREHOLDERS' EQUITY AND LIABILITIES | | | | |
| Shareholders' equity | 532 | 694 | 1,217 | 1,429 |
| Minority interest | 43 | 66 | 57 | 50 |
| Total equity | 575 | 760 | 1,274 | 1,480 |
| Total long-term liabilities | 81 | 30 | 30 | 39 |
| Accounts payable | 1,019 | 848 | 990 | 1,453 |
| Other current liabilities | 1,807 | 1,782 | 2,166 | 2,208 |
| Total current liabilities | 2,826 | 2,630 | 3,156 | 3,661 |
| Total shareholders' equity and liabilities | 3,482 | 3,421 | 4,460 | 5,180 |
| Net cash* | 841 | 965 | 1,072 | 1,374 |

* Net cash is defined as cash and bank plus short-term cash investments less interest bearing liabilities.

Sony Ericsson
CONSOLIDATED STATEMENT OF CASH FLOWS

| EUR million | Jul-Sep 2009 | 2008 |
|---|-----------------|-------|
| OPERATIONS | | |
| Net income | -164 | -25 |
| Adjustments to reconcile net income to cash | 20 | 39 |
| | -143 | 15 |
| Changes in operating net assets | 49 | 88 |
| Cash flow from operating activities | -94 | 102 |
| INVESTMENTS | | |
| Investing activities | -42 | -55 |
| Cash flow from investing activities | -42 | -55 |
| FINANCING | | |
| Financing activities | 159 | - 238 |
| Cash flow from financing activities | 159 | -238 |
| Net change in cash | 22 | -191 |
| Cash, beginning of period | 965 | 1,591 |
| Translation difference in Cash | 9 | 74 |
| Cash, end of period | 996 | 1,473 |

Sony Ericsson
CONSOLIDATED STATEMENT OF CASH FLOWS

| EUR million | Jan-Sep 2009 | 2008 |
|---|-----------------|-------|
| OPERATIONS | | |
| Net income | -669 | 114 |
| Adjustments to reconcile net income to cash | 87 | 108 |
| | -583 | 223 |
| Changes in operating net assets | 431 | -155 |
| Cash flow from operating activities | -152 | 68 |
| INVESTMENTS | | |
| Investing activities | -74 | -105 |
| Cash flow from investing activities | -74 | -105 |
| FINANCING | | |
| Financing activities | 106 | -708 |
| Cash flow from financing activities | 106 | -708 |
| Net change in cash | -120 | -745 |
| Cash, beginning of period | 1,125 | 2,155 |
| Translation difference in Cash | -9 | 62 |
| Cash, end of period | 996 | 1,473 |

Sony Ericsson

CONSOLIDATED STATEMENT OF CASH FLOWS - ISOLATED QUARTERS

| EUR million | 2009 | | | | 2008 | | |
|---|---------|---------|---------|---------|---------|---------|---------|
| | Jul-Sep | Apr-Jun | Jan-Mar | Oct-Dec | Jul-Sep | Apr-Jun | Jan-Mar |
| OPERATIONS | | | | | | | |
| Net income | -164 | -213 | -293 | -187 | -25 | 6 | 133 |
| Adjustments to reconcile net income to cash | 20 | 37 | 29 | 37 | 39 | 40 | 31 |
| | -143 | -176 | -263 | -150 | 15 | 46 | 164 |
| Changes in operating net assets | 49 | 60 | 321 | -168 | 88 | -142 | -101 |
| Cash flow from operating activities | -94 | -115 | 58 | -318 | 102 | -96 | 64 |
| INVESTMENTS | | | | | | | |
| Investing activities | -42 | -13 | -19 | 41 | -55 | -29 | -22 |
| Cash flow from investing activities | -42 | -13 | -19 | 41 | -55 | -29 | -22 |
| FINANCING | | | | | | | |
| Financing activities | 159 | 0 | -53 | -46 | -238 | -8 | -462 |
| Cash flow from financing activities | 159 | 0 | -53 | -46 | -238 | -8 | -462 |
| Net change in cash | 22 | -128 | -14 | -323 | -191 | -133 | -421 |
| Cash, beginning of period | 965 | 1,116 | 1,125 | 1,473 | 1,591 | 1,711 | 2,155 |
| Translation difference in Cash | 9 | -23 | 5 | -25 | 74 | 13 | -24 |
| Cash, end of period | 996 | 965 | 1,116 | 1,125 | 1,473 | 1,591 | 1,711 |

Sony Ericsson
NET SALES BY MARKET AREA BY QUARTER

EUR million

| Isolated quarters | 2009 | | | 2008 | | | |
|--------------------------------|-------|-------|-------|-------|-------|-------|-------|
| | Q3 | Q2 | Q1 | Q4 | Q3 | Q2 | Q1 |
| Europe, Middle East & Africa * | 875 | 927 | 977 | 1,642 | 1,427 | 1,386 | 1,494 |
| Americas | 232 | 195 | 200 | 636 | 703 | 740 | 486 |
| Asia | 512 | 562 | 559 | 636 | 678 | 694 | 722 |
| Total | 1,619 | 1,684 | 1,736 | 2,914 | 2,808 | 2,820 | 2,702 |
| * of which Western Europe | 636 | 678 | 721 | 1,117 | 947 | 900 | 979 |

| Sequential change (%) | 2009 | | | 2008 | | | |
|--------------------------------|------|------|-------|-------|------|------|-------|
| | Q3 | Q2 | Q1 | Q4 | Q3 | Q2 | Q1 |
| Europe, Middle East & Africa * | -6 % | -5 % | -40 % | 15 % | 3 % | -7 % | -34 % |
| Americas | 19 % | -3 % | -69 % | -10 % | -5 % | 52 % | -24 % |
| Asia | -9 % | 1 % | -12 % | -6 % | -2 % | -4 % | -18 % |
| Total | -4 % | -3 % | -40 % | 4 % | 0 % | 4 % | -28 % |
| * of which Western Europe | -6 % | -6 % | -35 % | 18 % | 5 % | -8 % | -38 % |

| Year over year change (%) | 2009 | | | 2008 | | | |
|--------------------------------|-------|-------|-------|-------|-------|-------|-------|
| | Q3 | Q2 | Q1 | Q4 | Q3 | Q2 | Q1 |
| Europe, Middle East & Africa * | -39 % | -33 % | -35 % | -27 % | -17 % | -20 % | -7 % |
| Americas | -67 % | -74 % | -59 % | 0 % | 23 % | 48 % | 33 % |
| Asia | -25 % | -19 % | -23 % | -28 % | -17 % | -21 % | -25 % |
| Total | -42 % | -40 % | -36 % | -23 % | -10 % | -9 % | -8 % |
| * of which Western Europe | -33 % | -25 % | -26 % | -29 % | -14 % | -18 % | -9 % |

| Year to date | 2009 | | | 2008 | | | |
|--------------------------------|-------|-------|-------|--------|-------|-------|-------|
| | Q3 | Q2 | Q1 | Q4 | Q3 | Q2 | Q1 |
| Europe, Middle East & Africa * | 2,778 | 1,903 | 977 | 5,947 | 4,306 | 2,879 | 1,494 |
| Americas | 627 | 395 | 200 | 2,566 | 1,930 | 1,226 | 486 |
| Asia | 1,633 | 1,121 | 559 | 2,731 | 2,094 | 1,416 | 722 |
| Total | 5,038 | 3,419 | 1,736 | 11,244 | 8,330 | 5,522 | 2,702 |
| * of which Western Europe | 2,036 | 1,400 | 721 | 3,943 | 2,826 | 1,879 | 979 |

| 2009 | 2008 |
|------|------|
|------|------|

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| YTD year over year change (%) | 909 | | 906 | | 903 | | 812 | | 809 | | 806 | | 803 | |
|-----------------------------------|-----|---|-----|---|-----|---|-----|---|-----|---|-----|---|-----|---|
| Europe, Middle East & Africa * | -35 | % | -34 | % | -35 | % | -18 | % | -15 | % | -13 | % | -7 | % |
| Americas | -67 | % | -68 | % | -59 | % | 24 | % | 34 | % | 42 | % | 33 | % |
| Asia | -22 | % | -21 | % | -23 | % | -23 | % | -21 | % | -23 | % | -25 | % |
| Total | -40 | % | -38 | % | -36 | % | -13 | % | -9 | % | -9 | % | -8 | % |
| * of which Western Europe | -28 | % | -26 | % | -26 | % | -19 | % | -14 | % | -14 | % | -9 | % |