Plan Number: 150113-01 Plan Name: Sony USA 401(k) Plan

RE: Initial Automatic Enrollment Notice

Sony USA 401(k) Plan, (Employer) is continuing to make saving for retirement under the 401(k) Plan even easier by offering an automatic enrollment feature using established defaults. You can always override the defaults by making your own elections and you have 45 calendar days from the date on this letter to opt-out completely.

If you have not made a different election or opted out, you will be automatically enrolled in the Plan starting with your first paycheck after 45 calendar days from the date of this letter. This means amounts will be deducted from your pay and contributed to your Plan account. These automatic contributions will be deducted each pay period as described in this notice. But, you can choose to contribute more, less, or even nothing.

CURRENT PAYCHECK CONTRIBUTION INFORMATION

Pre-Tax Election

6.00%

Your employer has selected the above contribution to be deducted from your paycheck. Paycheck contribution changes will be forwarded to your employer for processing. The actual effective date is dependent upon your employer's payroll cut off date. It is your responsibility to ensure that amounts contributed fall within limits under the Plan and the Internal Revenue Code.

This notice gives you important information about some Plan rules, including the Plan's automatic enrollment feature. The notice covers these points:

- Whether the Plan's automatic enrollment feature applies to you
- How much will be automatically deducted from your pay and contributed to your Plan account
- How your Plan account will be invested
- How you can opt out or change your contribution amount

You can find out more about the Plan in another document, the Plan's Summary Plan Description (SPD).

Does the Plan's automatic enrollment feature apply to me?

You will be enrolled in the Plan starting with your first paycheck after the expiration of the 45-day optout period. This means money will be automatically deducted from your pay and contributed to your Plan account. If you do not want to be enrolled, you need to change your paycheck contribution within 45 calendar days of the date of this notice by accessing www.empower-retirement.com/sony with your username and Personal Identification Number (PIN) or calling the Voice Response System at 1-877-SONY-SAVE. You can always change your paycheck contributions at any time thereafter.

If I do nothing, what will happen?

Contributions will be deducted from your pay if you do nothing. But you are in charge of the amount that you contribute. You may decide to do nothing and become automatically enrolled, or you may choose to contribute an amount that better meets your needs. You can change your paycheck contribution election by accessing www.empower-retirement.com/sony with your username and Personal Identification Number (PIN) or calling the Voice Response System at 1-877-SONY-SAVE. Please refer to the enrollment notification, sent under separate cover, which contains your PIN to access your account.

If you want to contribute more to your account than would be provided automatically, there are limits on the maximum amount. These limits are described in the Plan's SPD.

How will my Plan account be invested?

CONTRIBUTION INVESTMENT SELECTION AS OF AUGUST 17, 2016

Sony Target Date Retirement Fund *

100%

Our records indicate that your contributions are being allocated to the default investment option(s) for your plan, as indicated by an asterisk (). Please access the Voice Response System or our website to make changes to this default allocation, and to transfer any existing balance in the default investment option.

You can change how your Plan account is invested, among the Plan's offered investment funds, by calling the Voice Response System or accessing the website. Please refer to the enrollment notification which contains your Personal Identification Number (PIN) to access your account.

To learn more about the Plan's investment funds and procedures for changing how your Plan account is invested you can contact the Plan Administrator.

Can I change the amount of my paycheck contribution election?

You can always change the amount you contribute to the Plan. If you know now that you want to opt out of automatic enrollment (and you haven't already elected not to contribute), you must elect zero paycheck contributions **for all available contribution sources** within 45 calendar days of the date of this notice. That way, you avoid any automatic contributions.

If you have any questions about how the Plan works or your rights and obligations under the Plan, or if you would like a copy of the Plan's SPD or other Plan documents, please contact the Plan Administrator.

If you have any questions about changing your paycheck contribution election, please contact our Client Service Department at 1-877-SONY-SAVE (1-877-766-9728).

Core securities, when offered, are offered through GWFS Equities, Inc. and/or other broker dealers.

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