



July 1, 2014

Press Release

VAIO Corporation

Start of Business for VAIO Corporation

Tokyo, Japan, July 1, 2014 - VAIO Corporation today announced it started business following the completion of the sale of Sony Corporation's (Sony) PC business to Japan Industrial Partners, Inc. (JIP).

VAIO Corporation will be headquartered in Azumino City, Nagano Prefecture, the former home of the VAIO business, where management, development and manufacturing operations will take place. In a PC market which has reached maturity, VAIO Corporation plans to clearly define its target customer base and strengthen its business for consumers as well as business to business model. In addition, while pursuing "productivity", "creativity", and "ease of use," the essential qualities of PCs called for by customers, VAIO Corporation will emphasize craftsmanship that generates beautiful products and aim to instill customers with a deep sense of satisfaction.

In August, the company will begin by launching VAIO® Pro (11.6 / 13.3 inch screen) and VAIO® Fit (15.5 inch screen), two models which received high acclaim, after reevaluating their features and making additional changes. For the immediate future, the company will focus on the Japan market, and in addition to establishing a solid foundation with these three models, will actively develop new products.

Furthermore, definitive agreements for the overall distribution of VAIO products have been signed with Sony Marketing Inc., which has a wealth of experience in the domestic market and a deep understanding of the VAIO brand. VAIO Corporation will deliver its products using Sony Marketing's sales platform.

The company has set forth "The pursuit of essential qualities", "Freedom from constraints" and "The succession of VAIO DNA" as its corporate philosophy and will aim to maximize the value provided to consumers through its products. By taking advantage of the benefits of being a dynamic organization and optimizing inherited business assets, the company will strive for continued growth and further improvement of the VAIO brand.

■Corporate Profile

- (1) Business Start Date: July 1, 2014
- (2) Company Name: VAIO Corporation
VAIO Corporation Website <http://vaio.com>
- (3) Location: Headquarters
5432 Toyoshina, Azumino-shi, Nagano, 399-8282 Japan
- Tokyo Office
Meisan Nishi-Shimbashi Bldg, 1-18-17, Nishi-Shimbashi, Minato-ku,
Tokyo, 105-0003 Japan
- (4) Capital and stated capital: 1,000 million yen*
*following merger with VJ Holdings (100% shareholder of VAIO Corporation).
- (5) Ownership: Japan Industrial Partners, Inc. 95%, Sony 5%
- (6) Officers:
- Board of Directors**
- Representative Director
Takayuki Sekitori
- Outside Directors
Hidemi Moue
Shinichi Inagaki
Takeshi Matsunobu
- Statutory Auditor
Yasushi Hori
- Corporate Executive Officers**
- President
Takayuki Sekitori
- Executive Vice President
Ryosuke Akahane



Chief Financial Officer

Takeshi Itooka

Head of Operations

Toru Imai

Head of Marketing & Sales / Product Planning

Takashi Hanazato

- (7) Business activities: Planning, design, development, manufacturing and sale of PCs and related products
- (8) Number of employees: Approx. 240 (as of July 1, 2014)

Press Contacts

VAIO Corporation

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