

For the press



July 26, 2016

VAIO Corporation

VAIO Corporation to expand overseas sales areas for VAIO® PC

~ Launching sales in Argentina, Chile, and Uruguay ~

VAIO Corporation (Head office: Azumino City, Nagano Prefecture; President: Yoshimi Ota) will consecutively launch sales of VAIO® PC in Argentine, Chile and Uruguay with an aim toward expanding its overseas business.

Adding to the US and Brazil where we have already started to do business, the countries of VAIO sales areas overseas will increase to five in all.

While securing solid business in Japan, we will look for the best partner in each country to increase our business in overseas markets.



■Reasons why VAIO Corporation selected these areas

These areas still have high expectations for the VAIO brand and the business model established with POSITIVIO INFORMATICA S.A. has proven to be successful in Brazil. This is why we decided to make forays into these markets.

■Business partners

Musfer S.A. ("Musfer")

(Address of the Head Office: 2037 César Cortinas St.Montevideo, Uruguay, RUT No. 217435840018)

Informática Fuegoína S.A. ("IFSA")

(Address of the Head Office: Brasil 731 - C1154AAK - Buenos Aires – Argentina)

Both Musfer and IFSA are joint ventures formed by POSITIVIO INFORMATICA S.A. (※1) and BGH S.A. (※2)

■Business model

Musfer and IFSA will be licensed by VAIO Corporation to perform business including manufacturing, sales, and servicing of PCs under the VAIO trademark in Argentina, Chile, and Uruguay. MUSFER will be responsible for Chile and Uruguay, while IFSA will cover Argentina.

■Products to be sold and release date



VAIO Z



VAIO Pro 13G



VAIO Fit 15F



Country	Argentina	Chile	Uruguay
Sales Start Date	Scheduled From Sep.2016	2017 beginning of the year season	2017 beginning of the year season
Model name	VAIO Z VAIO Pro 13G VAIO Fit 15F	Adjustment in	Adjustment in

[Reference]

(※1) POSITIVIO INFORMATICA S.A.

POSITIVIO INFORMATICA S.A. manufactures and sells its original PCs, while providing overall related services, with a firm position in the PC market in Brazil. POSITIVIO INFORMATICA S.A. and VAIO Corporation entered into a partnership agreement in October 2015. POSITIVIO INFORMATICA S.A. has been licensed by VAIO Corporation to perform business including manufacturing, sales and servicing of PCs under the VAIO trademark in Brazil.

(※2) BGH S.A.

BGH S.A. is a manufacturer of home electronics such as liquid-crystal/plasma TVs, air conditioners, and microwave ovens. Founded in 1913, the long-established company is based in Buenos Aires, Argentina.

VAIO Corporation

VAIO Corporation was established in July 1, 2014, spinning off from SONY's PC business. With its headquarters and manufacturing base located in Azumino City, Nagano Prefecture, it is engaged in planning, design, development, manufacturing, sales and ancillary services in the PC business and EMS business.

VAIO Corporation official website: <http://vaio.com/>

VAIO Corporation official Facebook: <http://www.facebook.com/VAIO.corporation/>

VAIO Corporation official Twitter: <http://twitter.com/PressVaio/>

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