

For the press



August 1, 2017

VAIO Corporation

VAIO Corporation to expand sales of VAIO® PC to the Chinese market

- Via JD.com, e-commerce site with the largest sales in China*1 -

VAIO Corporation (Head office: Azumino City, Nagano Prefecture; President: Hidetoshi Yoshida) will expand overseas sales area, as part of our growth strategy, to China, our sixth country. There were always strong requests from Chinese customers to sell VAIO® PC in China. We will start sales from August 8 via JD.com, e-commerce site with the largest sales in China*1. The models to be launched are VAIO® Z clamshell model and VAIO® S13.

JD.com

<http://www.jd.com/>



*An image of the website

This entry will increase the number of overseas sales areas where VAIO PC is available to six, adding to the US, Brazil, Argentine, Chile, and Uruguay where we have already started to do business.

While maintaining solid business performance in Japan, we will continue looking for the best partner in each prospective country to expand our business to overseas markets.

■ Background of entry to China

Part of the growth strategy of VAIO Corporation

Right after VAIO Corporation became independent of Sony Corporation, we received a strong request for sales of VAIO PC from customers in China. Their expectations for the VAIO brand have been high. Having established a sales strategy partnership with JD.com, e-commerce site with the largest sales in China, we decided to make inroads into the Chinese market.

■ JD.com

<http://www.jd.com/>

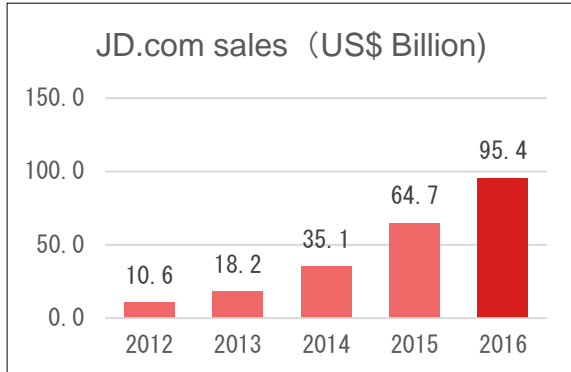
JD.com is an e-commerce site with the largest sales in China. Rapidly growing over the past four years, it is currently driving the Chinese e-commerce market.

It is one of the leading e-commerce sites with regard to sales of notebook PC and smartphones.

It was listed on NASDAQ in 2014.

[Reference data]

- A major Chinese e-commerce site that achieved rapid growth in the last four years



*Source: JD Annual Report (NASDAQ)

- Established distribution infrastructure covering 99% of the Chinese population



*Source: 2017 data from JD.com

■ Models to be launched, launch date



VAIO Z clamshell model



VAIO S13

- These models will be launched starting on August 8.

*Detailed information will be given at the press event to be held in China on August 8, 2017.

■ Sales agent

Our sales agent in China is Shanghai Jonen Intelligence Technology Co., Ltd. (hereinafter referred to as Jonen)

www.vaio-china.com

JONEN

(Website will open on August 8)

On behalf of VAIO Corporation, Jonen will serve as the import and sales agent in China and takes charge in marketing and customer support in the market. Jonen is a subsidiary of Shanghai MaxWiner Investment Co., Ltd., a proven import agent for many years of transactions of a broad range of Japanese products. Shanghai MaxWiner Investment Co., Ltd. takes an 80% stake in Jonen.

*1 an e-commerce site with the largest sales in China: Information taken from the JD Annual Report (NASDAQ)

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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/>

Work x IT: <http://workit.vaio.com/>

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

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