

SONY CORP  
Form 6-K  
September 12, 2013

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 September 2013  
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  X

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  X

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/ Masaru Kato  
(Signature)  
Masaru Kato  
Executive Vice President and  
Chief Financial Officer

Date: September 12, 2013

List of materials

Documents attached hereto:

- i) Press Release announcing sale of certain M3 shares held by Sony Corporation.
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September 12, 2013  
Sony Corporation

### Sale of certain M3 shares held by Sony Corporation

Sony Corporation (“Sony”) today announced that it has entered into a contract to sell 155,000 shares of its 791,908 shares of M3, Inc. (“M3”), an affiliated company of Sony, to Deutsche Securities Inc.

The sale price is 37.8 billion yen and Sony will receive net cash proceeds from the sale of the same amount on September 17, 2013. As a result of the sale, Sony expects to record a gain within operating income of approximately 13 billion yen during the second quarter of the fiscal year ending March 31, 2014. Sony is currently reevaluating its forecast of the consolidated financial results for the current fiscal year ending March 31, 2014 to take into account this sale and other factors that might affect such forecast.

#### 1. Purpose of the sale

Sony entered into this contract of sale as part of its initiative to transform its business portfolio and reorganize its assets. Following the sale, Sony will still remain a major shareholder of M3 and will continue to pursue opportunities to collaborate with M3 in various business areas, including medical.

#### 2. Summary of M3

|  |  |
|--|--|
| Trade name                                 | M3, Inc.   |
| Address of head office                     | Akasaka 1-11-44, Minato-ku, Tokyo, Japan                 |
| Name and title of representative           | Itaru Tanimura, President and Representative Director    |
| Business                                   | Medical-related services through the use of the Internet |
| Stated capital                             | 1,336 million yen (as of June 30, 2013)                  |
| Date of establishment                      | September 29, 2000                                       |
| Number of employees<br>(stand-alone)       | 162 (as of March 31, 2013)                               |
| Number of shares issued and<br>outstanding | 1,589,532 shares (as of June 30, 2013)                   |

#### 3. Summary of the buyer

|                                  |  |
|----------------------------------|--|
| Trade name                       | Deutsche Securities Inc.                                     |
| Address of head office           | Sanno Park Tower, Nagatacho 2-11-1, Chiyoda-ku, Tokyo, Japan |
| Name and title of representative | Makoto Kuwahara, President & Representative Director         |
| Business                         | Financial instruments business                               |
| Stated capital                   | 72,728 million yen   |
| Date of establishment            | July 21, 2005  |

## 4. Number of shares to be sold and number of shares to be held by Sony before/after the sale

|  |  |
|--|--|
| Number of shares held by Sony before the sale      | 791,908 shares<br>(Number of voting rights: 791,908)<br>(Shareholding ratio: 49.82%) |
| Number of shares to be sold                        | 155,000 shares<br>(Number of voting rights: 155,000)<br>(Shareholding ratio: 9.75%)  |
| Number of shares to be held by Sony after the sale | 636,908 shares<br>(Number of voting rights: 636,908)<br>(Shareholding ratio: 40.07%) |

## 5. Schedule

|                                 |                    |
|---------------------------------|--------------------|
| Execution of a contract of sale | September 12, 2013 |
| Closing of the sale (Expected)  | September 17, 2013 |

## 6. Outlook

As mentioned above, Sony is currently reevaluating its forecast of the consolidated financial results for the fiscal year ending March 31, 2014 to take into account this sale and other factors that might affect such forecast. Sony expects to continue to account for M3 as an equity method investment.

(For reference) Sony's consolidated financial forecast for the fiscal year ending March 31, 2014, which was announced on August 1, 2013, and its consolidated financial results for the fiscal year ended March 31, 2013

|   | Sales and operating revenue | Operating income | Income before income taxes | (Yen in billions)<br>Net income attributable to Sony Corporation's stockholders |
|---|-----------------------------|------------------|----------------------------|---|
| Consolidated financial forecast for the fiscal year ending March 31, 2014 | 7,900                       | 230              | 210                        | 50  |
| Consolidated financial results for the fiscal year ended March 31, 2013   | 6,801                       | 230              | 246                        | 43  |

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