



Sony Electronics Inc.

16535 Via Esprillo, San Diego, California 92127-1898 Telephone (858) 942-4700 | Fax (858) 942-

November 21, 2019

Re: Sony Sponsored Financing Program

Dear Authorized US Dealers,

Thank you for your continued commitment to Sony. In order to improve governance and visibility, we are introducing changes to the Sony Sponsored Financing program, which may have previously been referred to as Sony Zero Percent Financing or Sony Financing Program ("Program").

Effective January 1, 2020, Synchrony Bank's funding of transactions processed under the Program will no longer include Sony's contribution to lower the dealer's cost to finance qualifying models. Instead, Sony will require claim details to be submitted by dealers via our new portal, DealerSalesCentral.sony.com. Claims for reimbursement will be validated and paid by third party vendor The Advertising Checking Bureau Inc. ("ACB") on Sony's behalf.

- Dealer may claim only qualifying transactions of Sony Electronics Inc. products sold to end users (consumers and businesses for their own use) that have been financed through Synchrony Bank.
- At least one authorized dealer representative per dealer will be required to create a user account with DealerSalesCentral.sony.com and set up the dealer's banking information. This will enable the claim submission and payment process. To facilitate this step, the portal will begin accepting registrations on December 1, 2019 - ahead of the Program's effective date.
- Dealer will submit claims within 90 days of the end of the program period. Programs will expire out of the system after 90 days and any claims requested – manually or otherwise – after that time will not be reviewed, considered or honored.
- Failure to submit claims and respond to inquiries from Sony within the aforementioned time period will constitute a waiver by you (dealer) with respect to the substance and validity of such claims and will release Sony from any and all obligation to pay any credits, reimbursements, or adjustments related to such claims.

All other Program terms and conditions apply. We believe this new claim submission process, will result in a more effective and mutually beneficial Program. Thank you for your cooperation in this regard.

With kind regards,

Daisuke Kawaguchi
Vice President, Home Entertainment and Sound
Sony North America