



Press Release

Sony Ericsson announces new GreenHeart™ portfolio strategy and bold CO₂ emissions reduction targets

- **Company commits to 20% CO₂ emissions reduction across internal operations by 2015**
- **Additional commitment to reduce full life cycle CO₂ emissions by 15% for all products by 2015**
- **New GreenHeart™ pioneer products commits company to reduce overall environmental impact of its entire portfolio**

London – June 4, 2009 – Sony Ericsson today unveiled goals for reducing CO₂ emissions across the whole company by 20% by 2015¹ in absolute terms. At the same time the company committed to reducing the total greenhouse gas emissions by 15% from the full life cycle of its products i.e. from the mining, production, through the use by consumers to the end of life management by 2015².

A key pillar of these commitments is the introduction of Sony Ericsson's new GreenHeart™ pioneer products which launched with two flagship phones – the **C901 GreenHeart™** and **Naite** - and the MH300 headset, one of the greenest on the market. Green innovations showcased in the new GreenHeart™ pioneer phones will migrate into the wider portfolio enabling the company to continually reduce the environmental impact of its entire portfolio, to become a benchmark for the industry.

Both the **C901 GreenHeart™** and **Naite** build on Sony Ericsson's industry leading 'green core', the result of a long standing commitment to eliminate the use of hazardous chemicals from its phones. Additional 'green' features include an e-manual that reduces paper usage by over 90%, smaller packaging that decreases transport related CO₂ emissions by over 80%, recycled plastics and a low-power charger. Thanks to these innovations, the overall CO₂ footprint of the **GreenHeart™** products is reduced by 15%³.

"Since the start of the joint venture in 2001, Sony Ericsson has strived to exceed industry standards in the removal of harmful substances and energy efficient chargers. We have implemented a full life cycle approach to sustainability in order to build phones with a green core as well as reducing CO₂ emissions from the product in use and ensuring sustainable end-of-life treatment." said Dick Komiyama, President, Sony

¹ Based on 2008 year levels

² Based on 2008 year levels. Sony Ericsson's impact on the global climate will be continuously measured using the Greenhouse Gas Protocol - A Corporate Accounting and Reporting Standard. Green House Gas Protocol, a registered trademark of green house gas protocol initiative www.ghgprotocol.org

³ A 15% reduction of CO₂ on the full life cycle from the Sony Ericsson from the C902 cybershot phone of 2008.

Ericsson. "Today's announcement on emission reduction targets and the new GreenHeart™ pioneer products is the next step in building a more sustainable business and a key pillar in our invigorated product portfolio strategy."

For more information on Sony Ericsson's sustainability commitments and for further detail on the GreenHeart™ programme, please join us for a global web cast and Q&A at 13:00 (UK time) on Thursday 4th June. www.sonyericsson.com/greenheart

The company is also committing to a significant increase in the volume of phones collected as part of its global TakeBack initiative. Sony Ericsson aims to collect one million phones yearly from its own system from 2011 onwards making it easy for consumers to recycle by providing more locations and information about the process.

Anne-Sofie Andersson, Director, **International Chemical Secretariat (ChemSec)** said, "Sony Ericsson proactively engages with our organisation on a number of chemicals related sustainability issues. In the ChemSec Business Group Sony Ericsson is a constructive and ambitious counterpart, actively contributing to the debate on initiatives such as the revision of RoHS, aimed at reducing the use of toxic chemicals and heavy metals in consumer goods."

"Information and communications technologies can have a major role to play in delivering a low carbon world," states Peter Madden, Chief Executive, **Forum for the Future**. "We're really pleased to be working with one of the leading manufacturers – Sony Ericsson – as they commit to making the carbon reductions necessary to avoid climate change and ensure their business can prosper in the low carbon economy of the future."

To learn more about Sony Ericsson's long term strategy towards sustainability please visit www.sonyericsson.com/sustainability and www.sonyericsson.com/environment

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Sony Ericsson is a top, global industry player with sales of around 97 million phones in 2008. Diversity is one of the core strengths of the company, with operations in over 80 countries including manufacturing in China and R&D sites in China, Europe, India, Japan and North America. Sony Ericsson was established as a 50:50 joint venture by Sony and Ericsson in October 2001, with global corporate functions located in London. For more information about Sony Ericsson please visit www.sonyericsson.com.

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About Forum for the Future

Forum for the Future – the not-for-profit sustainable development organization – works in partnership with more than 120 leading companies and public sector bodies, helping them devise more sustainable strategies and deliver these in the form of new products and services. www.forumforthefuture.org

About International Chemical Secretariat (ChemSec)

ChemSec strives to bridge the gap between decision-makers and industry by working with stakeholders from industry, NGOs and policy circles to offer expertise and guidance on chemical management policies.

ChemSec is a non-profit organization dedicated to working towards a toxic free environment. www.chemsec.org