

Sony FY23 Customer Loyalty Program Professional Display Solutions



Sony offers many discounts and rewards to end-user customers on its PDS AV solutions. To show our appreciation for your customer loyalty, we are pleased to continue our Loyalty Program for FY23 (April 1, 2023 through March 31, 2024).

Education Customer Discount continues with a starting discount of 3% (with no prior purchase² required).

Plus Three Tiers to Savings: Bronze, Silver & Gold: Discounts range from 3% up to 5% for qualifying Sony PDS Loyalty customers on:

- Sony Pro BRAVIA 4K displays
- Pro Projectors
- SRG Network Cameras
- Beamforming Microphone
- EDGE Video Analytics
- Powered Line Array Speaker

As an end-user customer continues to purchase Sony PDS products during the fiscal year, they can increase their discount by moving up the tiers (from Bronze to Silver and Gold). See requirements and core categories listed. A minimum of \$25,000 in each additional category moves the end-user up a tier.

All discounts are applied to future purchases of eligible PDS products through 3/31/2024.

Speak with your Sony Sales Manager for your current achievement level³ and start saving.

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| <p>EDUCATION CUSTOMERS Automatically Qualify for 3% Discount No minimum purchase required.</p> <p>Education End-User Customers will receive a 3% discount on eligible Professional Display Solution (PDS) products through March 31, 2024*¹.</p> <ul style="list-style-type: none"> • Pro BRAVIA Displays • Professional Projectors • Cameras, EDGE Analytic Device & Select Audio (SRG Cameras, REAC1000, MASA-100 & SLS-1A) | <p>BRONZE LEVEL – 3% DISCOUNT \$25,000 Annual Purchase Required of <u>One</u> Sony PDS eligible Product Category (total \$25,000):</p> <ul style="list-style-type: none"> • Pro BRAVIA Displays • Professional Projectors • Cameras, EDGE Analytic Device & Select Audio (SRG Cameras, REAC1000, MASA-100 & SLS-1A) <p>3% discount on all eligible models thru March 31, 2024**¹ once threshold achieved.</p> |
| <p>SILVER LEVEL – 4% DISCOUNT \$25,000 Annual Purchase Required of <u>TWO</u> Sony PDS eligible Product Categories (total \$50,000):</p> <ul style="list-style-type: none"> • Pro BRAVIA Displays • Professional Projectors • Cameras, EDGE Analytic Device & Audio (SRG Cameras, REAC1000, MASA-100 & SLS-1A) <p>4% discount on all eligible models thru March 31, 2024*¹ once threshold achieved.</p> | <p>GOLD LEVEL – 5% DISCOUNT \$25,000 Annual Purchase Required of <u>THREE</u> Sony PDS eligible Product Categories (total \$75,000):</p> <ul style="list-style-type: none"> • Pro BRAVIA Displays • Professional Projectors • Cameras, EDGE Analytic Device & Audio (SRG Cameras, REAC1000, MASA-100 & SLS-1A) <p>5% discount on all eligible models thru March 31, 2024*¹ once threshold achieved.</p> |

¹ All eligible end-user customers (new and existing) are required to make a minimum purchase of \$25,000 from one PDS eligible category in FY23 (April 1, 2023 through March 31, 2024) to retain, at a minimum, Bronze status for FY24.

² If an Education end-user customer has previously qualified at a higher level such as Silver or Gold in FY22 (April 1, 2022 through March 31, 2023), then they retain the higher level and respective discount for FY23 (April 1, 2023 through to March 31, 2024).

³ To qualify as a Sony PDS Loyalty customer, the end-users must have either (1) previously purchased \$25,000 of Sony eligible PDS products in FY22 (April 1, 2022 to March 31, 2023); or (2) make a purchase of \$25,000 during FY23 (April 1, 2023 to March 31, 2024) of Sony eligible PDS Products from any one of the core categories (not a combination of products).