

# global impact report

August 1, 2022



SONY MUSIC

SONY MUSIC GROUP



SONY MUSIC  
PUBLISHING

# table of contents

**page 3** ..... chairman's letter

**page 4** ..... about sony music group

**page 5** ..... mission and value statement

**page 6** ..... global impact report overview

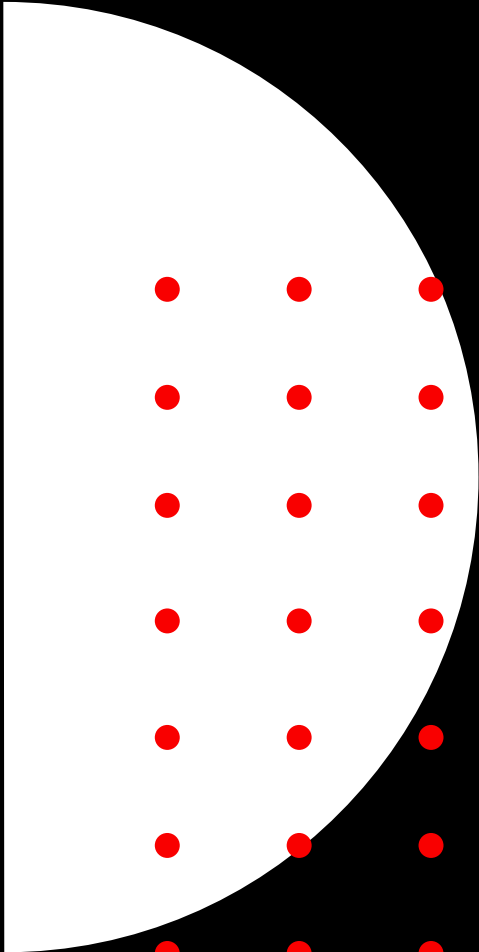
**page 7 – 22** ..... our people

**page 23 – 29** ..... in our communities

**page 30 – 32** ..... our governance

**page 33 – 38** ..... our environment

**page 39** ..... appendix



# Through our diverse community of creators, we play a role in shaping not just the music industry, but the movements, culture, and histories that define humanity.

And as a global business employing thousands of people in over 60 countries, we impact the livelihoods of our workers, their families, and the broader communities where we have a presence. We know, too, that an institution of our scale can and must play a role in pursuing sustainability and protecting our environment. So it's no small matter to us that the influence we wield comes with a responsibility to confront the most pressing issues affecting our communities and our planet—and to help build a more just and inclusive society.

The past couple of years have put those values to the test. We've found ourselves in the midst of global crises that have upended our lives, and social upheavals that have brought existing inequities into stark relief—all as we adapt to the accelerating changes this industry is experiencing in the digital age. But with those challenges have come opportunities for everyone on our team to rise to the occasion—and transform our philosophy into action. And now, with this inaugural impact report, we're taking the opportunity to pause, take stock of our work's impact thus far, assess where we have room to improve, and set our sights on future milestones for progress.

In recent years, we've launched global philanthropic funds; spearheaded civic engagement campaigns; implemented policies to make good on our commitment to diversity, equity, and inclusion; created new initiatives to support our artists and songwriters; and regularly surveyed our global team to determine our next frontiers. These are just a few examples of the efforts we make to support our people, our communities, and our environment—all while maintaining high standards of governance that set up our business for long-term success.

As we look ahead, we will be proud to redouble those efforts. We will take strides to empower the next, diverse group of industry leaders and creatives, and strengthen our company culture of inclusion. We will strive to uplift more community-based justice initiatives that reflect our values. And we will put in the work to ensure that we lead the industry into digital evolutions with global sustainability and individual wellbeing as the first priorities. I have no doubt that with our outstanding team, and brilliant roster of artists and songwriters, we can keep making Sony Music Group an even better place to work, create, and effect change. Together, we can make good on our commitment to integrity, transparency, and entrepreneurship—and, always, putting our people, artists and songwriters first.

I'm looking forward to building on this crucial work.

Rob





*At Sony Music Group, we  
fuel the creative journey.*

We've played a pioneering role in music history, from the first-ever music label to the invention of the flat disc record. We've nurtured some of music's most iconic artists and songwriters and produced some of the most influential recordings of all time. Today, we work in more than 60 countries, supporting a diverse roster of international superstars, developing independent artists, songwriters and visionary creators. From our position at the intersection of music, entertainment, and technology, we bring imagination and expertise to the newest products and platforms, embrace new business models, employ breakthrough tools, and provide powerful insights that help our artists and songwriters push creative boundaries and reach new audiences. In everything we do, we're committed to artistic integrity, transparency, and entrepreneurship. Sony Music Group is a member of the Sony family of global companies.

# At Sony Music Group, we put our people first.



And when we say “our people,” we’re talking about every single individual who makes our work possible. From our global team to our artists, songwriters, composers and creators—as a member of Sony Group Corporation—it takes enormous creative collaboration from all kinds of people to push our music industry forward. That’s why we strive to be the most people-centric company in entertainment.

To achieve that ideal, we’ve taken strides to ensure that every aspect of our company serves the creative journey, and caters to the unique individuality of everyone at Sony Music Group.

That means developing initiatives, experiences, and programming to champion diversity, advance equity, and foster inclusion. It means advocating for measurable and actionable solutions to systemic issues that impact our communities. It means introducing programs that support our people holistically—from career advancement opportunities to mental health services. And it means taking a modern, flexible approach to work-life balance.

In other words: at Sony Music Group, we are fully invested in helping our people reach their fullest potential.



**SONY MUSIC GROUP**



# global impact report overview

## our people >>>

In the our **PEOPLE** section, we outline the work we are doing to support the creative journey of our employees, artists, songwriters, and other creators. Our team is growing, changing for the better, and accessing new resources to help their careers and wellbeing. We've welcomed new team members around the globe—including those who've joined our Philanthropy and Social Impact (PSI), Diversity, Equity & Inclusion (DE&I), People Experience (PX), and Artist Initiatives divisions at SMG. And we've encouraged our people across the global company have been able to practice good wellness habits through newly introduced benefits and wellbeing reimbursements.

## in our communities >>>

In the our **COMMUNITIES** section, we summarize recent charitable efforts we've made around the world. As a company, our two major philanthropic commitments have continued to make an impact since 2020. Through our participation in Sony Group Corporation's \$100 million Global Relief Fund for COVID-19, we have supported nearly 300 organizations around the world. By the end of this year, as part of Sony Group Corporation's \$100 million Global Social Justice Fund, SMG will have donated \$30 million to more than 400 organizations across more than 60 countries. These numbers will grow as we continue to distribute these funds to partners who share our values.

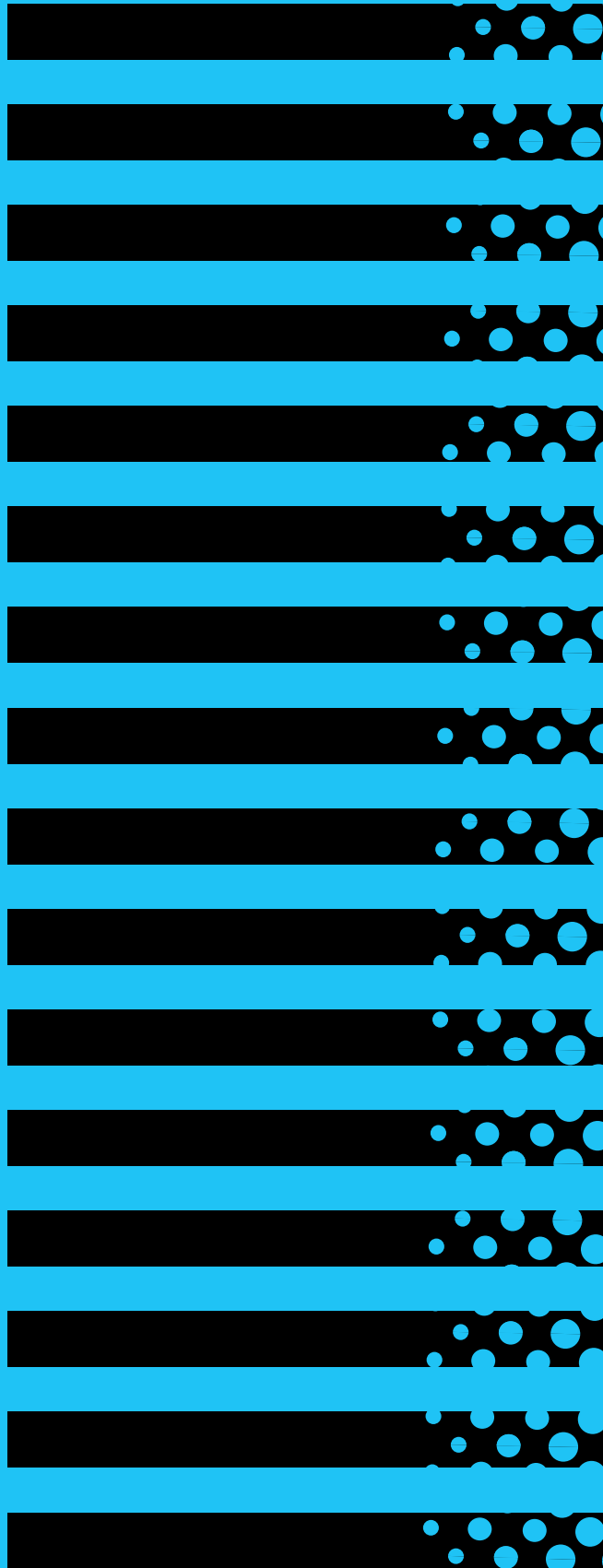
## our governance >>>

In the our **GOVERNANCE** section, we establish how SMG makes decisions, how it manages risks, and how its various policies and procedures ground the company's foundational responsible business practices.

## our environment >>>

And lastly, in the our **ENVIRONMENT** section, we address how we, as a music company, can most effectively confront global environmental challenges. We continue to develop long-term, measurable, and time-bound goals for these issues.

# our people



**In our industry, a healthy culture of creative collaboration is absolutely essential to what we do.**



**That's why Sony Music is constantly striving to be the most people-centric and creator-friendly company in entertainment—which means offering meaningful programs and policies that prioritize the well-being and growth of everyone at Sony Music Group.**

For our employees, that includes benefits to support mental and physical health; learning and development opportunities for team members at every stage of their careers; and expanding our strategic framework for diversity, equity, and inclusion.

In short: we look out for our people. Whether they work in an office or the studio, our talent is fundamental to our success—so we're proud to put their interests first.



**SONY MUSIC GROUP**



**SONY MUSIC PUBLISHING**



our team



**We believe the backgrounds, experiences, and perspectives of our people enrich both our workplace & our contributions to the music industry.**

**And we know, employees want to work for a people-centric company.**

*And at Sony Music, that's exactly what we aspire to be.*

**to achieve that vision, we are:**

- Implementing hiring practices to increase workforce diversity, and to retain and elevate underrepresented talent;
- Partnering with more than 35 equity-driven, minority-led workplace organizations across the globe to drive impact within our communities;
- Fostering a sense of safety and belonging for our SMG teammates, via our Talent Advisory Groups, SMG Culture Conversations, inclusive benefit expansions, and more!
- Establishing global, equitable practices across the business – including our supplier diversity program and ongoing pay equity efforts;
- Launching more than 24 professional development programs and opportunities to promote sponsorship, leadership, and mobility;
- Expanding our a global Employee Assistance Program – across 60 countries – to provide legal, financial and wellbeing support to all our employees around the world.

# the people experience at sony music group

Best Companies to Work for in Asia

\*Source: HR Asia

Best Places to Work in the LGBTQ+ Community across the Latin Iberia region

\*Source: Human Rights Campaign Foundation

Best Places to Work for Multicultural Women across the U.S.

\*Source: Seramount

Best Places to Work

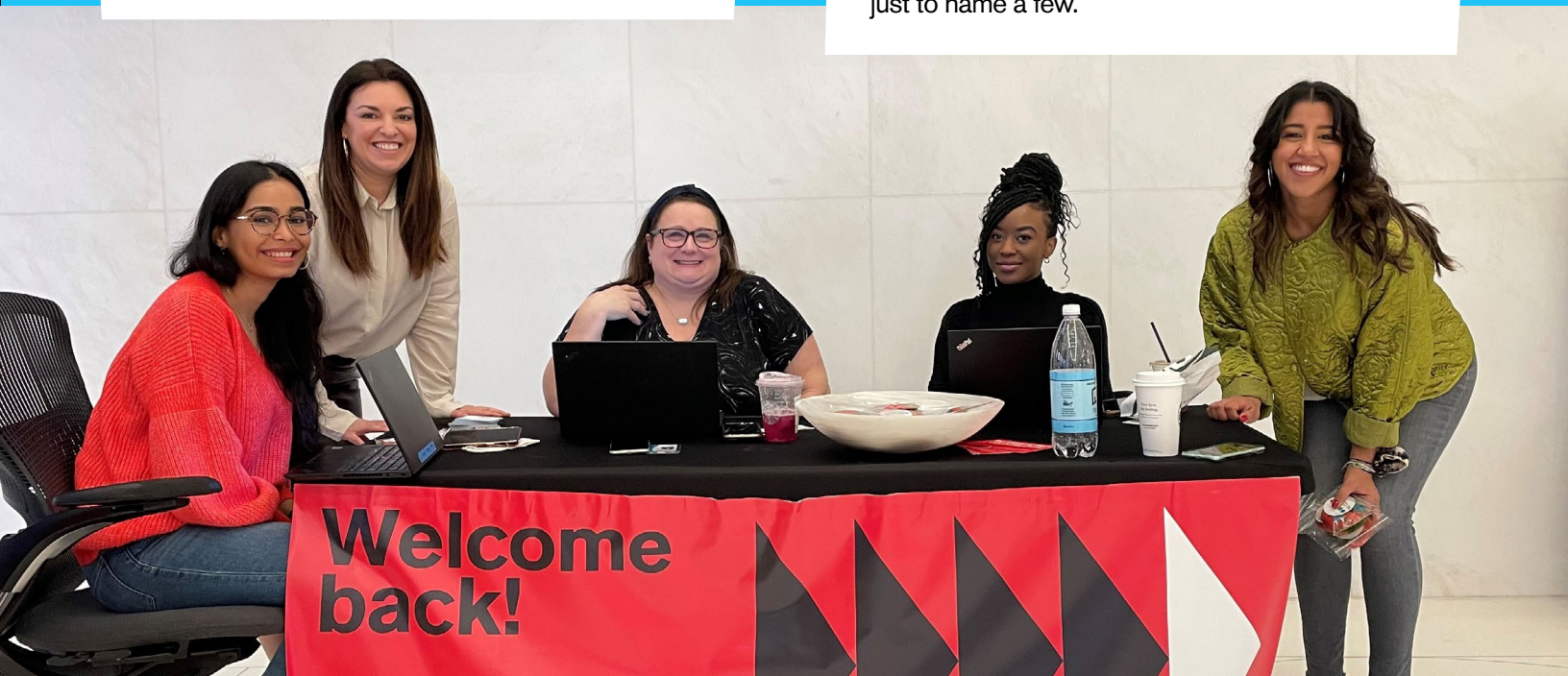
\*Source: Seramount

We have returned the role Human Resources serves in our business, and have rebranded to “People Experience” or our new acronym PX. Why the change? As our business continues to grow and evolve, as attracting and retaining talent becomes more competitive and as employee wellness becomes a higher priority, a whole new approach is required to meet the needs of our workforce today and tomorrow.

Simply put, there’s never been a more critical time for our company to put our employees’ overall experiences at work, first!

To make that possible, we provide a wide variety of benefits and resources to ensure anyone can thrive at Sony Music Group.

These include career & educational development opportunities, health & wellness benefits, resources for caregivers, and employee trainings, just to name a few.



# the people experience at sony music group



Here are just some of the recently-introduced benefits and resources that our PX department helps provide around the world, reflecting the unique needs and cultures of those that they support each day. We're working hard to extend that availability to more of our people worldwide.

## health & wellness

- Annual reimbursement for wellbeing expenses
- Virtual and in-person health fair and annual enrollment campaign
- Sony Music Group provided more than 200 counseling sessions and wellbeing webinars over the last 2 years
- Increased fertility coverage, which includes IUI, IVF, egg freezing and surrogacy
- Increased bereavement leave allowance
- A series dedicated to raising awareness and dispelling harmful stigmas about mental health
- Virtual fitness and meditation sessions
- Virtual and onsite counseling sessions with our EAP provider
- Mental health webinars
- Online and text-based mental health and sleep support
- In the U.S., provide comprehensive care, including reimbursement for travel if it is required to access healthcare services.

## caregiving

- Childcare or tutoring services for employees and their families
- Enhanced caregiver leave policy
- Back-up and elder care services

## education & career development

- Increased tuition reimbursement annual allowance
- Hundreds of workshops focused on DE&I education, Early Careers, Core Professional Skills, and other key career aspects
- Increase in tailored and diverse coaching and facilities pool
- goFLUENT language learning program
- Digital uncovered online learning
- Student loan assistance
- A full scale fellowship program for Business & Legal Affairs (the first of its kind in the music industry)
- Successful intern programs and A&R Academies
- Sony language exchange program

## other resources

- Companywide required workplace harassment prevention training, designed to educate employees about appropriate workplace conduct and applicable Company policies.
- A wide selection of voluntary benefits, such as pet insurance, legal services, accident insurance, etc.

**100 Best Companies for Working Mothers**

\*Source: Seramount

**Best Companies for Dads**

\*Source: Seramount

**401(k) Plan Sponsor of the Year**

\*Source: U.S. - T. Rowe Price

**Gold Quill Award of Excellence for SME Benefits' Rock Enroll Guide**

\*Source: U.S. - International Association of Business Communicators

**Top 20 out of the 100 Most Adoption-Friendly Workplace**

\*Source: U.S. - Dave Thomas Foundation Award

**Sony Music Group provided 1200 instances of backup childcare coverage to its employees**



**SONY MUSIC GROUP**



**SONY MUSIC PUBLISHING**

## hiring and retention

---

### high school & youth learning

Sony Music's High School and Youth Learning programs create experiences and opportunities for young people around the world, including those from underrepresented backgrounds that might seek employment and careers in music whether as talent or industry leaders. We're proud to partner with organizations like Turning Tables, WOMB, Small Green Shoots and Fondo Guadalupe Musalem.

### college work experience

At the college level, Sony Music offers immersive internship and ambassador programs globally to help students jumpstart careers in the music industry. As part of these efforts, we are expanding inclusivity in how we source talent globally, including increasing our engagement across over a dozen historically Black colleges and universities (HBCUs) in the U.S. In addition, we continue to develop and foster relationships with DE&I organizations that help students reach their full potential, including groups focusing on support for the LGBTQ+ community and workshops with formerly incarcerated individuals. These relationships also include our partnerships with Out 4 Undergrad, American Indigenous Business Leaders (AIBL), T. Howard Foundation and the HBCU in LA Internship Program to help advance diverse representation within our internship programs.

### post-graduate job placement

Our Early Insight, Internship and College Ambassador programs are among the strongest in the industry. They help expand our future leadership talent pool as well as its diversity, and lead to a range of employment opportunities for the students who work with us. For example, over 40% of graduating participants in our SonyMusicU ambassador program—serving more than 65 college campuses across the U.S.—have moved on to full-time employment with either Sony Music or elsewhere in the music industry.

Sony Music also proactively recruits hires from diverse and underrepresented communities around the world. As part of this, we source talent directly from HBCUs and via events such as the Atlanta College Consortium. Additionally, we work with organizations that increase connections between Black talent and creative job opportunities, promote career entry and advancement for women in the music industry, and enhance recruitment of talent from the LGBTQ+ community. We also offer rotational and fellowship programs for diverse talent to on-ramp into areas including data strategy and analytics, and business and legal affairs.

### employee learning & development

Sony Music Employee Learning and Development teams have had more than 5,000 people globally take part and tune-in to workshops and webinars around professional training, coaching, mentorship and hands on experience that help put talent on the fast track to leadership roles.

Sony Music U.K. unveiled it's "Language Exchange Program" to pair more than 300 employees around the world with partners from more than 15 Sony Music international offices – to either learn a new language or to practice with a native speaker, regardless of whether they were a beginner or advanced speaker. The language exchange program connects pairs for half an hour each week and acts as an opportunity to network with colleagues working in other Sony Music offices.



*videos on  
LinkedIn Learning*



*videos  
completed*

# DE&I

*Sony Music Group has always understood  
The power of music to move the world.*



As the discipline of Diversity, Equity and Inclusion advances and expands across the globe, individuals, organizations, and institutions are being required to reimagine, reinvent, and refresh how DE&I is brought to life to enable sustainable, institutional change. We know that DE&I commitments must go beyond what we say to what we do. Today, every employee—in every division and department—has an opportunity to help us take our company take the next transformative steps towards enhancing our company culture, by embracing our DE&I framework and strategy, MILES. The MILES philosophy is comprised of five key pillars:

**MOBILITY**

**IMPACT**

**LEADERSHIP**

**EQUITY**

**SAFETY**

# At Sony Music Group, we believe in building a music industry that is as diverse and global as the stories we help our artists and songwriters tell.

That's why we're continuously developing new initiatives, aimed at partnering with equity-driven organizations and our own communities to create opportunities for members of historically excluded groups as well as historically underserved or under resourced communities to join and lead the music industry.

**Sony Music is dedicated to recruiting and advancing underrepresented talent in the industry through educational partnerships, internships, and career advancement opportunities that start as early as high school and run throughout careers.**



## youth and early career programs

We continue to develop and work with fellowship and mentoring programs designed to give hundreds of future industry leaders broad exposure to various opportunities in the field, including the SMG Impact Fellows Program, the Leadership Empowerment Acceleration Program, the USC Emerging Composers Program, the Full-Scale Fellowship, and the Beyond the Instrument Program.

Additionally, Sony Music U.K. launched two scholarship programs, in partnership with leading pianist, composer and producer Alexis Ffrench, for Black U.K. or international undergraduate students to study at the Royal Academy of Music. And with Music Basti, we are teaching leadership skills to underprivileged students through a 5 year music curriculum. Thus far, the program has impacted 1,300 students across 5 cities in India between 2019 to 2021.



## Representation In Hiring

Sony Music's global A&R Academy, launched with great success across the U.K. and Europe, is a paid training program focused on building a diverse pipeline for the development and mentoring of the next generation of A&R industry leaders. The initiative is designed to develop the participant's skillset for this specialized field through on-the-job opportunities, from exploring rights, data, and music trends to first-hand exposure to studio mixing sessions and artist development. To date, the program has received tens of thousands of applications and with many participants moving on to permanent roles at Sony Music.

Additionally, Sony Music Germany was represented at the world's first virtual LGBTQ+ job and career fair – Sticks & Stones – **welcoming hundreds of visitors** to exchange ideas directly with companies and learn about professional growth opportunities. In Taiwan, Sony Music launched a partnership with the National Taitung University – **where more than 50% of university students originate from minority descent**. The program is designed to engage, inspire and encourage more young people from diverse and disadvantaged backgrounds to pursue future careers in the music industry.

We're also seeking to create more opportunities for diverse, experienced hiring, notably through our partnership with The MOM Project – a community growing by **20,000+ moms, dads and allies every month** – to support bringing members back into the workplace. Currently, the organization **supports 90% female and 50% ethnically diverse candidates** through hiring, education and retention solutions.

## Career Advancement Resources

To offer every employee inclusive support as they develop skills and explore career options, and to support colleagues from historically excluded groups in advancing to leadership, we've partnered with leading organizations including GLAAD, Lean In, Management Leadership for Tomorrow, Black Equity at Work, and Disability:IN. These organizations lead efforts to teach employees and employers to recognize privilege and power to create change. The company also partnered with pan-Africa not-for-profit, Women of Music Business (WOMB), to offer more than 50 female artists and managers master classes on financial literacy, philanthropy and social investment.

# people in our workplace

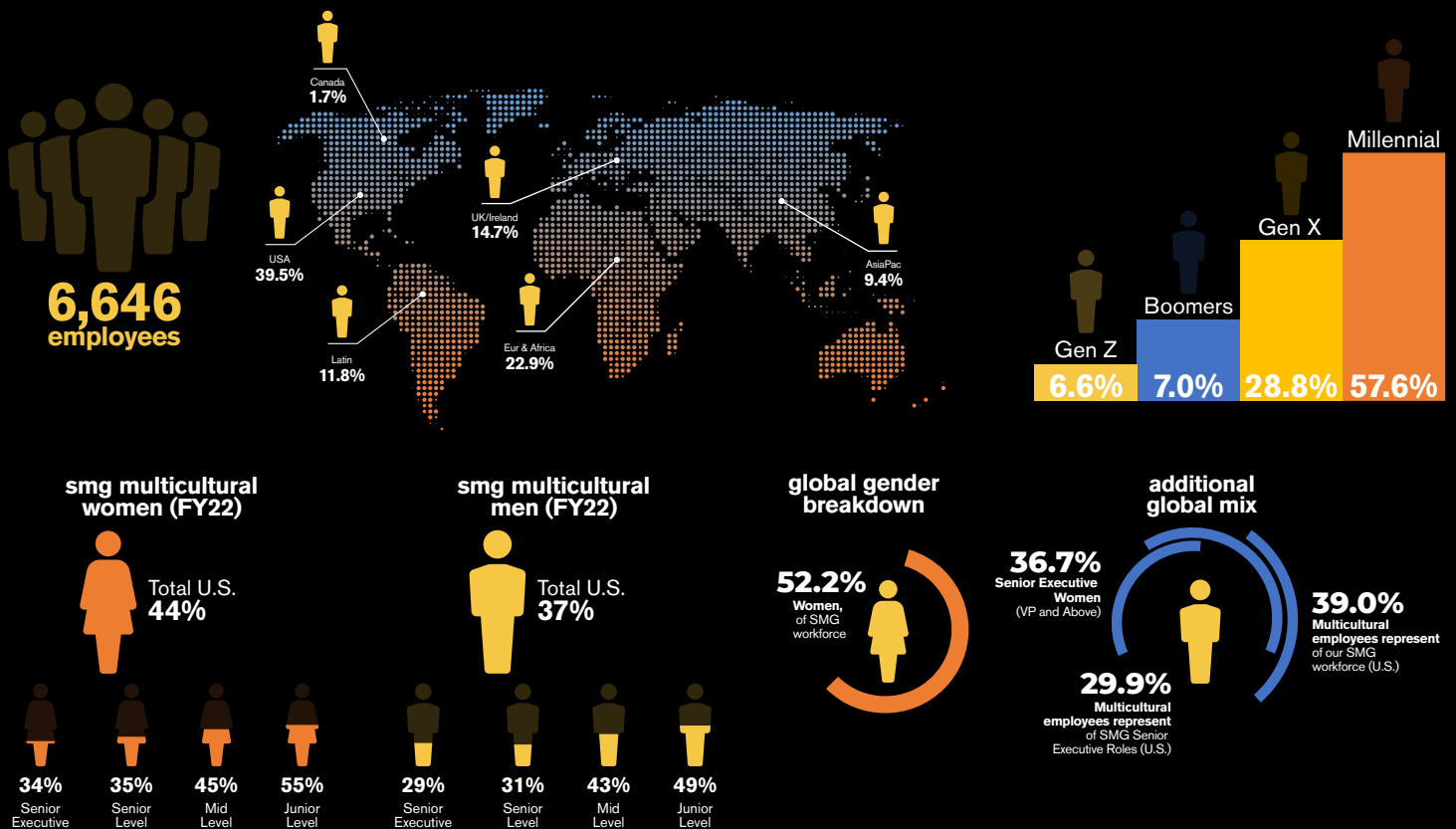
## employee + leadership makeup

*With all of our hiring and retention initiatives, we are committed to increasing representation across a broad spectrum of demographics - including gender, race and ethnicity.*

Globally, women's representation in the workforce is consistently growing, both overall (**now 52.2% of our global workforce**) and within executive roles (**36.7% globally**). Our multicultural representation has been increasing, notably across our U.S. offices, where **63% of new hires** have been multicultural employees who now represent **40% of our U.S. workforce** and hold **30% of senior executive roles**.

Of course, this only represents a snapshot of where we are as of now—we are committed to making sure our workplaces are not only more representative of our communities, but also truly equitable spaces where diverse colleagues of all backgrounds and at all levels are excited to stay and grow their careers.

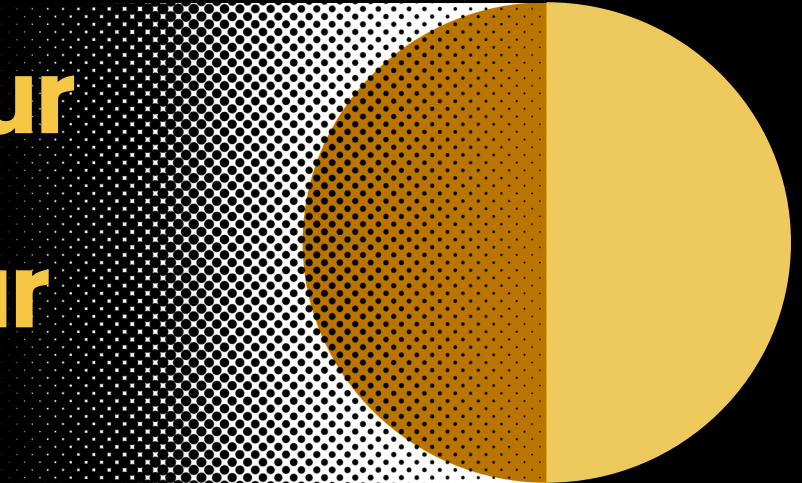
This includes our commitment to pay equity. We're conducting regular surveys in pursuit of that goal, such as internal evaluations and collaborations with Mercer, in which we assess systemic differences in employee pay by gender and race (where that information is available). We're using that information to help ensure our employees are being paid fairly, and getting equal pay for equal work. This work will continue on a regular basis.





people in our workplace

# celebrating our diversity and embracing our culture



At Sony Music Group, we encourage participation in cultural and heritage celebrations around the world to pay tribute to the diversity of our team, creators, partners, and audiences. **More than 235 discussions** have taken place with more than **75 guest speakers** across our community partners. That's more than **14,000 hours of programming!**

**Asian American and Pacific Islander  
Heritage Month**

**Black History Month**

**Black Music Month**

**Election Day**

**Global Accessibility Awareness Day**

**Hispanic/Latinx Heritage Month**

**International Day of Persons with Disabilities**

**International Equal Pay Day**

**International Day Against Homophobia,  
Transphobia and Biphobia**

**Indigenous Peoples Day**

**International Transgender Day of Visibility**

**International Women's Day**

**Juneteenth**

**Martin Luther King Jr. Day**

**Native American Heritage Month**

**National Disability Employment Awareness Month**

**PRIDE Month**

**South Asian Heritage Month**

**World Autism Awareness Day**

**World Day of Social Justice**

**World Day of Service**

**Women's Equality Day**

**Women's History Month**

**World Mental Health Day**

**World Suicide Prevention Day**

people in our workplace

# Sony Music Group also gathered globally throughout September 2021 – to host more than 25 events – with Sony Corp to embrace Diversity Month and share stories about how diversity takes shape in our local communities.



## prioritizing safety & accessibility

Accessibility for people with disabilities and gender-inclusivity remains a top priority for us. Looking ahead, that support will include the introduction of additional gender-neutral bathrooms in select Sony Music Group offices; further upgrades to our parents rooms; continued mandatory accessibility training; and gender identity resources for all employees.



SONY MUSIC GROUP



# de&i education

## smg talent advisory groups

Sony Music Group has more than a dozen Talent Advisory Groups which are employee-led communities within Sony Music Group, comprised of teammates who share common interests, identities, or lived experiences. Our TAGs are key strategic partners that support the evolution of Sony Music Group's diversity, equity & inclusion efforts by providing its members with professional development, cultural education, and community outreach opportunities, and fostering a culture of safety, belonging, and inclusion. Whether employees identify as a community member or an ally, there are many ways to learn, get involved, and support our diverse SMG TAG communities.

### helping unite everyone (HUE)

HUE's (Helping Unite Everyone) mission is to empower, celebrate, and build community among the diverse and intersectional community of Black, Indigenous, and People of Color (BIPOC) at Sony Music Group and beyond. HUE focuses on harnessing the collective power of our communities to shape global culture throughout the entertainment industry.

### outloud

Outloud, a group for Lesbian, Gay, Bisexual, Transgender and Queer (LGBTQ+) and LGBTQ+-friendly employees. Raising awareness of important LGBTQ+ issues and culture, networking opportunities and finding opportunities to extend support to the larger community.

### SWIM (Sony Women In Music)

SWIM is committed to building a community of women from across the company, and beyond, to celebrate, support, empower and develop. We will actively champion diversity, inclusion, equality and allyship by providing opportunities for networking, increased representation, development, increased safety measures and hosting inspirational events - working together to change the narrative.

### wellful

Wellful is committed to inspiring, encouraging and educating members to maintain and grow into healthy lifestyles through educational events, stress-reducing activities, community outreach, and team building. We strive to create an employee network that is goal driven, healthy and strong while creating an environment that helps strengthen both employees and the company contributing to the overall success of both.

### women's initiative network (WIN)

Women's Initiative Network (WIN)'s mission is to unite and support Sony women of all levels and backgrounds, to promote their professional development and opportunities within the company, and to foster community in the Sony universe as well as with other external women's groups.

### freedom

A view to diversify the conversation around LGBTQ+ representation in the company and wider industry. This group is open to everyone, including allies.

### somos

SOMOS (translated to "we are") promotes awareness of and acts as an advocate for the Hispanic and Latinx communities both within and outside of Sony. SOMOS aims to focus on social contribution and employee development, ultimately in support of Sony's diversity strategy and community involvement goals.

### the village

The Village's mission is to create a space for working parents and caregivers to come together to share diverse experiences, resources, and solutions in a supportive and non-judgmental way in an effort to ensure our employees and their families thrive. We want to support employees through their parenting and caregiving journey from pregnancy, delivery, time away from the office, return to work and beyond.

### WhatIf

WhatIf cover a broad spectrum of things from social events (quizzes, gospeloke, pottery classes) mental & physical wellbeing (HIIT, running club, yoga), sustainability and Spanish lessons.

# our creators

▶▶ArtistsForward

▶▶SongwritersForward



putting  
artists and  
songwriters  
forward

**Building and maintaining strong, collaborative relationships with music’s creators is at the core of our mission—and we are most proud of the contributions we make in developing and advancing artist and songwriter careers.**

As part of this focus, we’re leading the way by prioritizing the wellbeing of our roster, enhancing opportunities for our earnings participants, making it faster and easier than ever to access available funds, and offering actionable data and insights to inform decision making in a dynamic, demanding market. And we are the first global company to create a division solely dedicated to identifying and implementing offerings that help our creative partners around the world in all aspects of their careers.

At Sony Music we call this our **Artists and Songwriters Forward** initiative, and it’s a first-of-its-kind strategic effort to ensure we are providing comprehensive support to our talent. Through these programs, we’re further increasing transparency and equity in the industry—and laying the groundwork for additional major music companies to follow suit.

## our creators

We've launched Artists and Songwriters Forward with the following programs and resources:

### Artists and Songwriters Assistance

A broad global effort aimed at promoting the wellbeing of our signed talent and providing them with relevant information and key resources for their careers. The program includes access to free, professional counseling services in over 70 languages. Sony Music artists and songwriters across our roster and publishing catalog can connect with a dedicated, "licensed therapist to address stress, anxiety, depression, grief, family and relationship matters and more. Use of the program is completely confidential.

### Legacy Unrecouped Balance Program

An initiative paying through qualifying earnings to many of our longstanding artists, songwriters and participants around the world—without regard to their recoupment status. This unprecedented effort is part of our commitment to developing new financial opportunities for our talent, and it has already helped thousands of creators and estates receive millions of dollars in royalty payments for the first time in decades.

### Real Time Artists and Songwriters Tools

A suite of offerings for our creators and participants around the world providing industry-leading earnings, payment, and insights capabilities for greater financial flexibility and fast, informed decision making.

Sony Music Group processes and analyzes billions of transactions across hundreds of digital services worldwide each day, and we offer industry leading solutions for real time updates on earnings and data trends through the Sony Music Artist Portal and Sony Music Publishing's SCORE app.

Additionally, SMG leads the industry in providing our earnings participants quick, convenient access to their funds through our artist and songwriter portals. Our Cash Out feature enables users to request a withdrawal of all or part of their payable balance as soon as it becomes available. We also offer qualifying participants the ability to receive advances in real time based on forward predictive earnings. To date, SMG participants have withdrawn nearly \$50 million using these features rather than wait for scheduled payment distributions and advances.

Beyond our royalty analytics and enhancement tools, we also offer SME artists a Real Time Insights app for as-it-happens analysis of key data informing marketing decisions and royalty collections – including the platforms, playlists and audiences driving engagement and consumption as well as copyright information and registration status of songs around the globe.

### And we're already working to further build out Artists and Songwriters Forward with additional offerings.

We're expanding the eligibility period of our Legacy Unrecouped Balance Program. This gives even more artists and songwriters – who have been with Sony Music for over 20 years – the opportunity to receive pay through on go-forward earnings.

We're continually improving the capabilities of our artist and songwriter portals, and we are enhancing resources focused on answering roster and participant questions around earnings statements, payments, and how our data and analytics tools work.

We're also developing programs to provide expanded information and resources to our talent globally about being a member of Sony Music's roster—as well as best practices to maximize the promotion and success and earnings of their songs and releases.



SONY MUSIC GROUP



SONY MUSIC PUBLISHING

expanding creator reach

**We are constantly assessing how we can continue leading the music industry forward...**

*... and that means developing new ways to nurture novel connections, pioneer new business models, and give our creators the necessary tools for navigating evolving consumer tastes and dynamic global markets.*

**Through new Sony Music Group divisions and companies, we're aiming to achieve greater scale, showcase the services we provide to artists, and develop new opportunities for them to reach more audiences on more platforms—and not just for recorded music.**

## Sony Music Global Studios

We provide the creative community with unparalleled access to world class resources in order to achieve excellence. As part of this, we have an array of studios and multifunctional spaces globally that artists, songwriters, producers, podcasters and more can utilize to facilitate creation and that help support inspiration and collaboration. These facilities are equipped with cutting edge technology to enable recording, mixing, mastering, video, performance and more.

## Ceremony of Roses

A new global, media, branding, design, and events company focused on a broad range of artist merchandising and manufacturing efforts. The company will work with artists across the music and entertainment industry. The merchandise and branding company is already home to leading superstars including Adele, Olivia Rodrigo, A\$AP Rocky and more and represents Sony Music's flagship global merchandising arm.

## Sony Group Collective

Ensures that artists signed to the company benefit from opportunities arising around movies, TV shows, electronics and video games being developed across the wider Sony Corporation. This furthers our value proposition for artists to expand into new business verticals.

## Live Entertainment

And we are expanding our presence in the live entertainment business, too, by continuing to grow a portfolio of strategic partnerships in the space. This includes investments in companies specializing in concert promotion, theatrical and experiential event production, artist management, booking, and more.



**SONY MUSIC GROUP**



**SONY MUSIC  
PUBLISHING**

**in our  
communities**



in our communities

# Music has a global impact.



**Just as our creators aim to connect with their audiences through their work, we strive as a business to foster connection with our global communities to contribute in meaningful ways. Based on that philosophy, Sony Music Group's philanthropic and community impact initiatives have become deeply ingrained in our value system and how we interact with our local regions around the world.**

We reach out to connect with those communities via sustained, ongoing partnerships and impactful contributions to organizations in each of the territories where we do business. That means providing pandemic and disaster relief to communities worldwide; funding social justice initiatives; empowering our employees through global giving campaigns; making corporate contributions; helping our creators develop their philanthropic imprint; and publicly supporting state and federal legislative action that supports our communities, to name just some of our efforts.

Music shapes culture. It reflects the passions of audiences as much as creators. And it takes hard work from people all over the world to reach a global audience. In 2020, we formalized these efforts through the creation of the Philanthropy and Social Impact division.

To learn even more about the division's activities, visit <https://giving-back.sonymusic.com>. With all of this in mind, we are obliged—and honored—to support our communities in every way we can.



# philanthropic strategy

## COVID-19 Response & Relief Fund

In April 2020, Sony Corporation developed a \$100 million Global Relief Fund for COVID-19 to bring aid to medical workers on the front lines, protect children and educators facing challenges arising from school closures, and support creators, artists, and other partners in the entertainment community who have been impacted by the COVID-19 pandemic. As part of the Sony Group companies, Sony Music Group quickly engaged in a range of activities around the world to assist the many people that were impacted by the spread of COVID-19. This included conducting vaccination drives for employees, extended staff, and their families, as well as providing online medical consultation. In India, the company supports Hemkut Foundation to impact 360 lives daily for a month by providing 2,000 cylinder refills, 70 oxygen concentrators, and 80 cylinders throughout April and May 2021.

Thus far, SMG's Global Relief Fund activities have supported 455 organizations (and counting) in 20 countries, including nearly \$2.3 million in music-industry relief, supporting music professionals and venues. And beyond the fund itself, Sony Music Group employees have pledged more than \$380,000 in donations to COVID relief globally.

## Disaster Relief Support

As part of our emergency relief efforts, we support immediate necessities and longterm recovery assistance to aid humanitarian crises. To date, SMG has donated nearly \$1.5 million to 29 global organizations in this way.



# philanthropic strategy

## Global Social Justice Fund

In June 2020, Sony Music Group, as part of Sony Group Corporation's efforts, announced the launch of a \$100 million fund to support social justice and anti-racist initiatives around the world. Together with all of our business divisions across 60 regions, we established a global task force that is responsible for identifying grassroots organizations that are breaking down barriers in communities around the world. The focus is to strategically execute a grassroots approach through on-the-ground knowledge from our grantees and help advance nonpartisan solutions in the areas of civic and community engagement, criminal justice reform, diversity through impact and educational programs.

**By the end of this year, SMG will have donated \$30 million since we've kicked off the Fund. Sony Group Corporation overall has committed approximately 71% of the fund to more than 400 organizations.**

Today, the Global Social Justice Fund is disbursing its fourth round of funding to a new cohort of local and international community organizations in countries across the globe. They join existing community partners that promote access to education for young women in rural communities, build strategies to strengthen social moments to achieve policy change, and develop programs to support music education. The majority of nonprofit partners selected connect SMG to meaningful programming and allows our Company to make a real impact beyond the financial commitment we make.



## philanthropic strategy

The Global Social Justice fund will support investments at the intersections of these three distinct but interlinking pillars. Investing in organizations that focus on these areas will help tackle the many ways systemic racism, the educational system, and civic activities impact historically excluded communities.

### Funding breakdown:

**39.3%**

**Civic & Community Engagement**

Support non-partisan organizations globally that are committed to addressing areas of public concern and providing a voice to historically marginalized populations. Together, we address the widespread call for social justice and the transformative issues facing our nations.

**13.6%**

**Criminal Justice Reform**

Focus on the importance of supporting racial justice initiatives and advocacy efforts to lobby for real change around the world. For communities that have decried the injustices endured by generations of overlooked communities, we partner with organizations dedicated to reforming police practices, improving law enforcement accountability and transforming safety infrastructure to one of community investment and well-being.

**46.8%**

**Education**

Support education-based programs designed to strengthen and build opportunities for historically marginalized communities across the globe. We work with grassroots organizations that implement STEAM programs, and more, to train the next generation of young people to succeed in the next phase of their life.

**As part of our commitment to civic engagement, we also continue to drive our U.S. nonpartisan voter education campaign – Your Voice, Your Power, Your Vote – with a mission to inspire all Americans to value their vote.**

**In 2020, the campaign worked with more than 80 artists and songwriters to reach more than 25 million Gen Z and Millennial voters, contributing to more than 160 million votes nationwide. That's the most in the history of the U.S.!**

# global philanthropic strategy

## Global Campaigns and Employee Giving

Over the years, we have been humbled by our employees' commitment to making a difference in their communities. From finding ways to volunteer locally and donating to SMG approved charities, to participating in disaster relief campaigns and mentoring students, our SMG philanthropic commitment to employee engagement is designed to empower our staff to make a difference in their own communities. To date, nearly a third of our global employee base has participated in our numerous matching programs and volunteer opportunities. By the end of the year, SMG will have contributed \$1.4 million in donations through employee matching campaigns.

## Legislation + Public Policy

In concert with the broader community, Sony Music publicly supports legislative action that impacts communities, and aligns with the company's mission and values at the federal and state level. Through our advocacy efforts, we effect change by signing letters to policymakers, lobbying directly, and generating public support through press and social media.

### Business Coalition for the Equality Act

For years, business leaders have shared the detrimental business impacts of policies and debates that exclude LGBTQ+ people from full participation in daily life, including negative impacts on workforce, recruitment, productivity, and bottom line. In recent years, these policies have increasingly targeted LGBTQ+ youth, including a variety of attempts to isolate transgender youth and to make schools less safe and inclusive for LGBTQ+ young people. Today we are seeing further expansion into policies that would block mention of LGBTQ+-inclusive families in schools, lead to book banning, and even attack the sexual harassment prevention, safe workplace, and diversity, equity, and inclusion trainings and programs that are essential to corporate operations, ethics, and legal obligations. Sony Music Group (and over 250 other companies) have signed the Business Statement Opposing Anti-LGBTQ+ State Legislation stating their clear opposition to harmful legislation aimed at restricting the access of LGBTQ+ people in society.

### John Lewis Voting Rights Act

SMG is proud to support the John Lewis Voting Rights Act (HR 4). This proposed bill would restore Federal review of changes to voting laws in states with a documented history of voting rights violations and take steps to prevent the passage of voter suppression laws that disproportionately disenfranchise people of color, young voters, and the elderly.

### California Police Reform Bill

Sony Music united with the entertainment and sports community to urge its approval. To date, the Legislature adjourned without taking action on these measures. We expect the issue to be revisited next session.

### Music Industry Asks Tennessee Lawmakers to Stop Anti-LGBTQ+ Legislation

Sony Music, alongside other record labels, streaming services, publishing companies and media firms in Nashville issued an open letter on April 16, 2021 urging Tennessee lawmakers to denounce legislation targeting LGBTQ+ community members.

### The CROWN Act

Sony Music Group is proud to support HR 5309, the CROWN (Creating a Respectful and Open World for Natural Hair) Act. The passing of this important bill would be a step forward in fighting systemic racism and will provide legal protection against discrimination based on natural and race-based hairstyles.

### George Floyd Justice in Policing Act

We stand with the music community and support the Federal Justice in Policing Act that addresses a wide range of issues to reform policing practices and law enforcement accountability.

# Artist, Songwriter and Composer Engagement

**Beyond the Instrument is a Sony Music Group initiative designed to promote creativity, education, and career development in the music industry. With a focus on STEAM programming (Science, Technology, Engineering, Arts and Math), enrichment, songwriting, producing, and composing, Sony Music Group collaborates with community partners to inspire personal development.**

In 2021, Save The Music and Music Forward were SMG's first nonprofit partners for Beyond the Instrument. The program grant aims to accelerate equity and access to cutting-edge music technology education for students in high-need schools, located in historically excluded communities. We've so far been active in California, Tennessee, and Florida.



In 2022, SMG collaborated with non-profit partners Girls Make Beats and Save the Music to host two separate events. The first encouraged women's empowerment and focused on songwriting and composing and the second highlighted the history of Latin and Mariachi music.

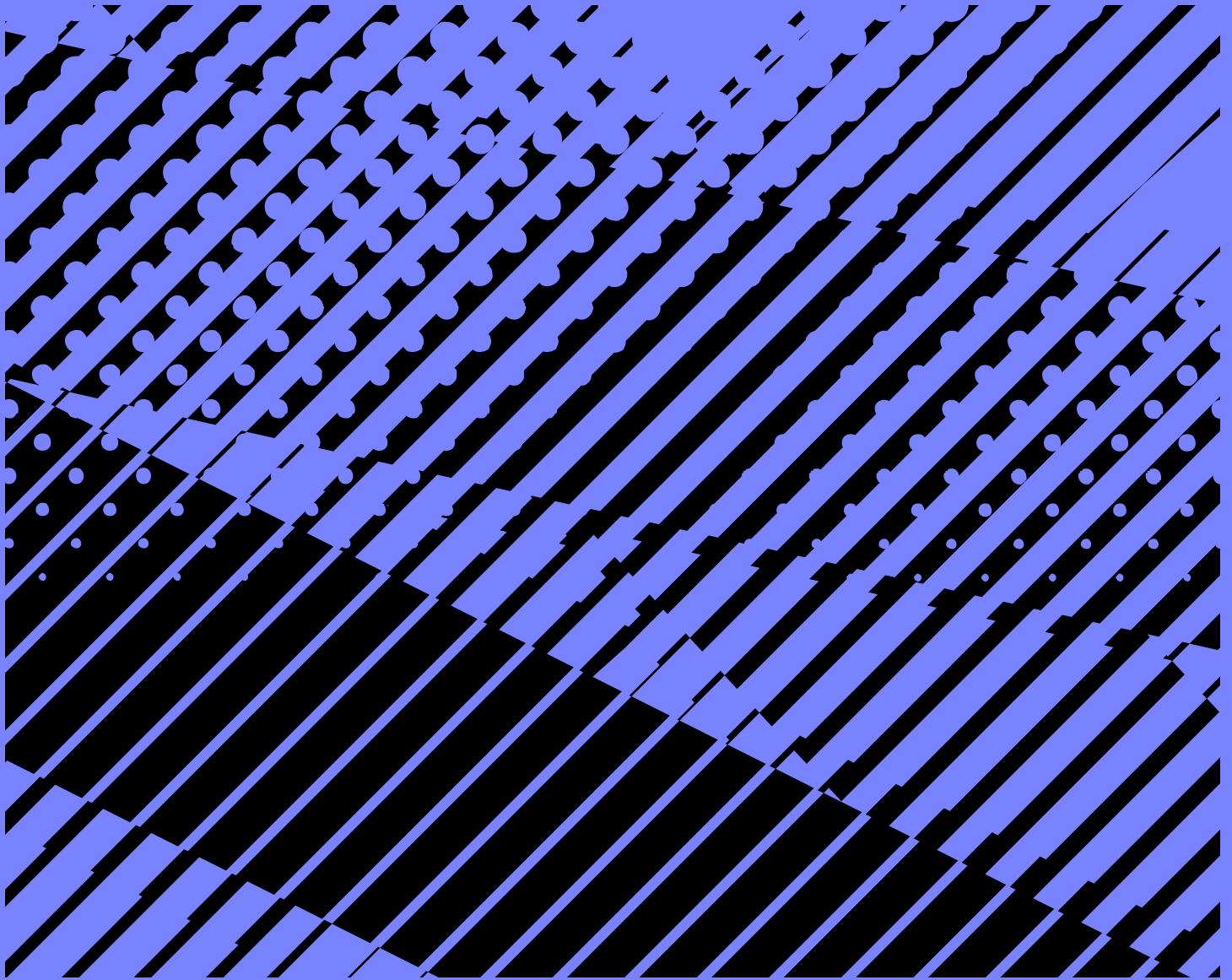
In December 2021, SMG surprised 500 families at Burlington stores, the U.S. discount retailer, by paying off their layaway balances thanks to the company's partnership with nonprofit organization Pay Away the Layaway. The campaign was designed to support historically excluded communities – across Atlanta, Los Angeles, Nashville and New York – and provide relief for families that have been disproportionately impacted by the global pandemic.

**2021 Artist, Songwriter and Composer Engagement**  
Noah Cyrus  
Theron Thomas

Delivered **6,822** units of PPE to **138** schools across the nation

**2022 Artist, Songwriter and Composer Engagement**

Aloe Blacc	Kirk Franklin
Buddah Bless	Matthew West
DMC	Tamar Braxton
Erica Campbell	Zach Williams



# our governance



**In order to uphold our commitments to our environment, our people, and our communities, it's absolutely essential that we adhere to responsible business practices.**

In keeping with the Sony Group Corporation's Code of Conduct, and with our commitment to leading the industry into a sustainable, community-oriented, and more inclusive future of music, we work with the highest standards of governance as our guide.

Through our global compliance program, we strive to inspire the trust of our people and our communities, too, by safeguarding healthy working environments and company assets and services; protecting our creators and preserving the creative value and intended consumption of their works; and communicating transparently with stakeholders and business partners.

Disciplined governance is fundamental for our company to live up to every value we espouse. Accordingly, we take it seriously—understanding that doing so will lay the groundwork for reaching our highest ambitions.

## our governance

---

**Code of Conduct** – We have a dedicated course titled “The Sony Way” designed to educate Sony Music’s employees and business partners about key ethical and legal issues that affect our company’s daily business dealings. Employees are responsible for maintaining the company’s ethical standards and complying with the Sony Group Code of Conduct. Our mandatory global compliance program educates and trains employees about the code, and generally how to engage in ethical business conduct.

**Ethics and Compliance** – While continuing to oversee the company’s global compliance program, the Sony Music Global Compliance Team also worked closely with various Sony Music personnel worldwide to assist in managing the company’s response to the COVID pandemic.

- A Sony Music task force led by Compliance developed a global health and safety checklist for reboarding offices worldwide and reviewed all return to office plans guided by the primary objective of ensuring the health and safety of Sony Music employees.
- The Sony Music Global Compliance Team also worked to monitor and ensure compliance with relevant COVID guidelines and regulations, including coordination with other Sony companies to develop consistent approaches.
- Plus, various return to office training materials were hosted on the Compliance learning management system to ensure appropriate tracking and to highlight the importance of the initiatives.

**Intellectual Property and Piracy** – Sony Music Group works to protect its artists and songwriters, preserve the creative value of their works, and ensure that consumers experience their artistic creations as intended. SMG dedicates significant resources to provide best-in-class content protection services to its artists and passionately advocates across the globe for policies and regulations that support the intellectual property rights of creators everywhere.

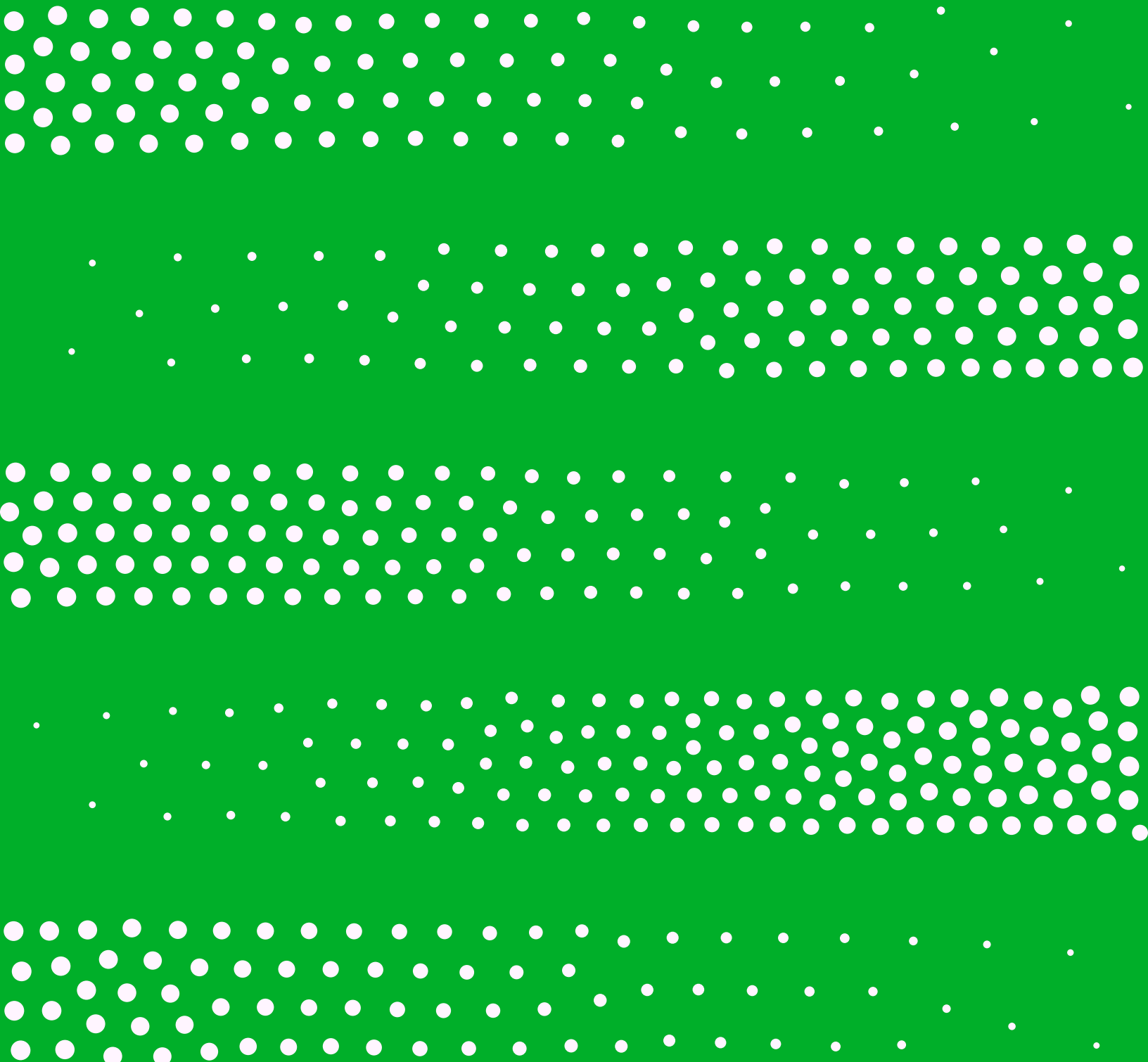
**Radio Promotion Compliance** – Pursuant to the agreement with the New York Attorney General, we maintain a robust radio promotion compliance program in the United States. Our radio promotion compliance office works closely with the U.S. frontline label groups to ensure that we follow the requirements of the program which are intended to safeguard the integrity of the company’s radio promotion practices.

**Security and Privacy** – We remain committed to keeping secure the company’s information assets, services and the people that depend on them, to inspire the trust of our customers, employees, and business partners. Sony Music’s Global Information Security team continuously reviews and strengthens the company’s cybersecurity defenses in response to always evolving cyber threats. Sony Music has an established Global Information Security Policy (GISP) and Global Information Security Standards (GISS), a set of policies and standards aimed at enhancing the company’s combined ability to safeguard our data and ensure the privacy of the information we have been trusted to protect.

Finally, we always strive to maintain transparency with our stakeholders and business partners—to hold ourselves accountable and maintain trust with all of our collaborators.



# our environment



We believe that, by definition, any global company of our size and reach has not only a vested interest in environmental sustainability, but a responsibility to pursue it in all that we do.

What's more, as a leader in the music industry, we are committed to upholding values we share with our creators, by supporting the causes they are most passionate about. For us, and for our talent, climate action is a top priority.

That's why we critically evaluate every aspect of our work through the lens of sustainability. From our office protocols to our advocacy efforts, we are always working to maximize our energy efficiency and minimize our environmental footprint.

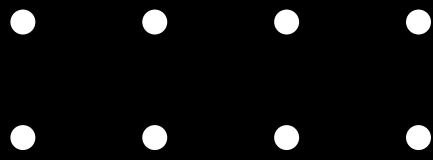
And, perhaps most impactfully, we have the opportunity as part of Sony Group Corporation to join forces with other industry leaders to make the most of our contributions to these critical efforts. Whether they're ordinarily our collaborators or competitors, we are united in our humanity—and together, we can work as an industry to help secure our future.



SONY MUSIC GROUP



SONY MUSIC  
PUBLISHING



# Sony Music Group has signed onto the “Music Climate Pact,” a wide-ranging commitment to decarbonize the global music business in alignment with the latest climate science advisories.

Led by the U.K.'s Association of Independent Music and the British Phonographic Industry, the Pact was launched in December 2021. Its guidelines were developed with support from the UN Environmental Program and build on existing initiatives to harness the power of the music industry to help tackle the climate crisis.

Through the Sony Corporation of America, Sony Music Group also joined “America is All In,” the largest coalition of leaders supporting climate action. “America is All In” has since issued a statement in support of infrastructure packages that will modernize the economy, create jobs, and put the country on track to halve carbon emissions by 2030.

Looking ahead, Sony Music Group will continue these efforts to make the music industry more sustainable by working collaboratively with others to establish carbon measurement methodologies, tools, and frameworks and share data, insights, and resources.

Sony Music Group supported Earth Day in 2021 by encouraging employees to follow its “5-Action April Challenge” from Living Green, Sony Music Group's employee network group dedicated to sustainability. The challenge encouraged employees to take action to lower their environmental footprint on a long-term basis.

At Sony Music U.K., a member of the company's Environmental Committee created a “carbon calculator tool.” The tool enables employees to assess the environmental impact of products (such as casing) and make adjustments where necessary.

## our climate commitment

**Sony Music Group is also committed to uniting around Sony Group’s “Road to Zero” plan and achieving a zero environmental footprint across all business activities by 2050. “Road to Zero” was first announced in 2010—and a decade later, with the help of Sony Music and other Sony companies, Sony Group Corporation has exceeded several of its FY 2020 environmental targets.**

**Sony Group Corporation originally targeted a 5% reduction in greenhouse gas emissions by FY 2020. When the time came, that number was down by 11%. During that same period, Sony aimed for a 5% reduction in absolute waste; the company ended up reducing waste by 15%. And as part of that effort, Sony used renewable energy to reduce 456,000 tons of carbon dioxide emissions.**

Sony Music is proud to be part of that progress—and we’re committed to continuing that momentum and helping pursue Sony Group’s climate action goals for 2050. For example, Sony Music Group is taking steps to expand renewable energy use and reduce environmental impact in supply chains.

This includes:

- Develop and leverage technologies that contribute to global environmental conservation
- Enhance supply chain engagement
- Strengthen environmental awareness-raising activities in the entertainment and other businesses
- Expand the adoption of renewable electricity by installing solar panels at Sony sites to achieve the target of sourcing 100% renewable electricity for worldwide operations by 2030
- Further strengthen initiatives to achieve climate change targets by fiscal 2035, which were approved as 1.5°C science-based targets (SBTs)
- Reduce plastic packaging materials used for products and the use of virgin oil-based plastic

**We are driving our digital transformation processes across every function in every country to reduce our carbon and environmental footprint.**

**Due to Covid we accelerated our investments in creating richer virtual meeting experiences across our global workforce and significantly reduced carbon footprint from travel.**

**Our Cloud Footprint will be 100% from renewable sources by 2025.**

**100% of our On Premises Data Center Energy is from renewable sources.**



\*Source:  
ESR (Empresa Socialmente Responsable / Mexican Center for Philanthropy)

## towards sustainable workplaces

*In light of our climate commitments, Sony Music Group established a global task force of more than 30 members who have identified opportunities and best practices for direct company engagement in the environmental sustainability space.*

A key focus area of the task force is to enhance our in-office protocols across our global locations. Most of Sony Music's central offices now have, or are in the process of establishing, environmentally-conscious workplace certifications, centralized systems, initiatives, and resources for employees.

As part of Sony Group Corporation, Sony Music Group recognizes the importance of preserving the environment and creating a quality of life for all humanity and for future generations to come. As part of our Code of Conduct, we will continue endeavoring to evaluate and implement programs that meet or exceed legal requirements, and consider environmental impact as a fundamental criterion when evaluating projects or operations.



## towards sustainable workplaces

---

**Our offices have also adopted several approaches towards advancing sustainability, most recently with the Company's global Earth Day initiatives to educate and invest in ways to help local communities. This past year, we supported learning initiatives in the U.K. to show how the music industry can contribute to climate action. In addition, our team in France created a Mapster of local, environmentally friendly restaurants where employees could opt to patronize for lunch.**

**Additionally, in April 2021, Sony Music India won the India Chamber of Commerce Social Impact Award for Urban Reforestation and has worked with leading environmental NGO Green Yatra to turn what used to be a dumping ground into an urban forest, planting over 50,000 trees across two sites in Mumbai between 2019-21. And several teams are exploring additional ways to deliver marketing tools digitally, to further reduce materials use, shipping, and energy consumption.**

# about the report

Thank you for taking the time to read Sony Music Group's inaugural Global Impact Report.

This report represents a snapshot of our company's current approach to supporting our people, our communities, and our environment. By nature, our work is always evolving, reflecting the ever-changing state of art and culture. But while our strategies might shift over time, they will always be in service to our core values: artistic integrity, transparency, and entrepreneurship.

We are proud of the progress we've made toward our ultimate mission—to be the most people-centric, creator-friendly company in entertainment—and look forward to the work ahead to secure that legacy.

---

*To reduce paper consumption, this document has been designed to be read digitally. If you still do need to print, please consider printing only the sections you need, printing double-sided, and using recycled-content paper or paper that has already been printed on one side.*

