

| OFFICIAL NAMES | |
|--------------------|--|
| Product Name: | Sony 512 GB TOUGH M Series UHS-II SDXC Memory Card |
| Model Name: | SFM512T/T1 |
| Short Description: | Sony 512 GB TOUGH M Series UHS-II SDXC Memory Card |
| Long Description: | Sony 512 GB TOUGH M Series UHS-II SDXC Memory Card with Innovative one-piece mold for outstanding IP68 dust and water proofing and 18 times greater bend-resistance than standard SD cards |

| SETUP INFORMATION | |
|--------------------------------------|---|
| UPC | 027242926370 |
| Product weight: | 0.0714 oz (2.0 g) |
| Product Dimension (Φ D*L) inches: | 1.260 × 0.945 × 0.083 (32.0 × 24.0 × 2.1 mm) |
| Sub-Carton Gross weight: | 0.084 Lbs. (38.1g) |
| Sub-Carton Dimension (L*W*H) inches: | 3.961 x 0.614 x 5.024 (100.3 x15.6 x 128.0 mm) |
| QTY of Sub-carton per Master Carton: | 5 |
| Master Carton Gross weight: | 0.518 lbs. (234.96g) |
| Master Carton Dimension (L*W*H): | 5.236 x 3.465 x 4.567 (133.0 x 88.0 x 116.0 mm) |
| Country of origin: | Taiwan |
| Price at launch – USA: | US \$229.99 |
| Price at launch – Canada: | CA \$314.99 |

| ANNOUNCEMENT/SHIP TIMING | |
|---------------------------------------|-------------------------|
| Product announcement date: | 01/17/2023 @10:00AM EST |
| Web page, Image & video Embargo date: | |
| Pre-sales date: | 01/18/2023 @10:00AM EST |
| RDD (Requested Delivery Date): | 04/04/2023 |
| CDD/FCS (First Customer Ship): | 04/11/2023 |

| INCLUDED IN THE BOX | |
|---------------------|---|
| | Sony 512 GB TOUGH M Series UHS-II SDXC Memory Card, Card case |

| RECOMMENDED ACCESSORIES | |
|---------------------------------|--------|
| SD media/ CFexpress card reader | MRW-G2 |

(DO NOT USE THIS COPY IN MARKETING – THIS IS FOR REFERENCE ONLY)

| | |
|----------------------|--|
| Target Audience | Any users who need high speed and reliable SD card. |
| Major Competitors | <ul style="list-style-type: none"> • PNY X-Pro 90 V90 UHS-II • Kingston Canvas React Plus V90 UHS-II • Lexar Professional 2000x Gold V90 UHS-II • Toshiba Exceria Pro U3 UHS-II |
| Competitive Features | <ul style="list-style-type: none"> • 277 MB/s read speed & 150 MB/s write speed¹ • TOUGH construction³ ensures high durability and dust/water resistance⁴ • Supported by File Scan Utility memory diagnostic software⁵ and Memory Card File Rescue data recovery software⁶ |
| Line-up Positioning | New large Capacity 512GB UHS-ii SD Memory TOUGH Card for anyone who needs a high-speed and reliable SD card. |


ADVERTISING & MESSAGING

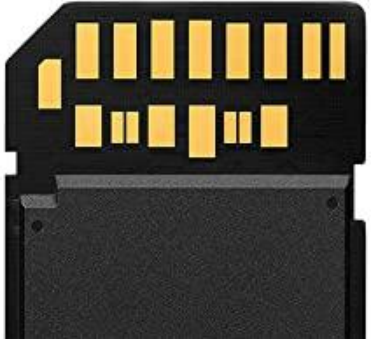


| | Copy | Words |
|----------------------|---|-------|
| Main Headline | 512GB UHS-II SD Memory TOUGH Card ¹ | 6 |
| 10-word | UHS-II SD Memory Card with High-speed Performance and Tough Durability ³ | 10 |
| 25-word | The new 512 GB Sony UHS- II SD Memory Card has been designed with high-speed performance and durability for professionals. ¹ | 19 |
| 50-word | SFM512T (512 GB) with read speeds as high as 277MB/s ¹ and write speeds as high as 150MB/s ¹ significantly reducing buffer clearing times for efficient, stress-free shooting. TOUGH and durable impact ³ , bending, dust and moisture resistance ⁴ gives you peace of mind only found in Sony TOUGH cards. | 46 |



| SEO – Search Engine Optimization |
|--|
| Sony, Sony media card, Sony memory card, flash card, flash memory card, SDXC, UHS-II, SD Memory Card, Sony SD Memory Card, TOUGH card, Sony TOUGH, Sony TOUGH card, Sony, 128GB, 256GB, 512GB, Alpha |

| VIDEO |
|-------|
| |

| SHORT BULLETS | | |
|---------------|---|-------|
| Rank | Feature | Char. |
| 1 | TOUGH specification ³ with crush and shock-proof design ⁴ | 53 |
| 2 | Rib-less and switchless design ² enhances reliability, eliminating risks of breakage | 82 |
| 3 | Dust and water proofing at the highest level (IP68) ⁴ | 52 |
| 4 | Fastest write speed at up to 150 MB/s ¹ for burst and high-resolution imaging | 75 |
| 5 | Faster Transfer to PC with up to 277 MB/s ¹ read speed | 53 |
| 6 | Supported by File Scan Utility memory diagnostic software ⁵ | 57 |
| 7 | Supported by Memory Card File Rescue data recovery software ⁶ | 59 |

| FEATURE BULLETS | | | |
|-----------------|---------------------------|--|---|
| Rank | Feature | Description | Rich Asset |
| | TOUGH specification cards | SFM series TOUGH specification cards are designed for dependability. The one-piece molding body ² with high hardness materials is 18-times more bend resistant than the SD standard ³ , impact resistant for drops up to 16 feet and the highest dustproof and waterproof level (IP68). ⁷ |  |

| FEATURE BULLETS | | | |
|-----------------|---|--|---|
| Rank | Feature | Description | Rich Asset |
| | Fragile parts designed out | By designing out the weak parts of conventional SD cards—the ribs and write-protect switch—reliability is vastly improved. This reduces risk of difficulty in recording data if broken. |  |
| | Superior water and dust proofing ⁴ | The fully sealed one-piece molding ² meets the highest specifications for both waterproofing and dustproofing. With an IP68 rating, the SFM series TOUGH specification cards can withstand fine dust, mud, grime and immersion in 16 feet of water for up to 72 hours. ⁴ |  |
| | Fast write speeds | Take burst-shooting and high-resolution video recording to the next level with ultra-fast write speeds up to 150 MB/s ¹ |  |
| | V60 for capturing high-resolution video | Support for the latest V60 video speed class makes this card perfect for high-resolution video recording. Thanks to its V60 speed class rating, minimum write speeds are guaranteed not to drop below 60 MB/s. ¹ | |

| FEATURE BULLETS | | | |
|-----------------|---|--|--|
| Rank | Feature | Description | Rich Asset |
| | Faster Transfer to PC | With up to 277 MB/s ¹ read speed, you can transfer large files such as 4K video or a group of high-resolution images to a PC in seconds. Less time waiting, more time doing. |  |
| | SD Scan Utility ⁵ | To avoid data loss, Sony's SD Scan Utility regularly and automatically scans your SD memory card and lets you know when it's about time to replace it with a fresh card. ⁵ Available for PC and Mac. |  |
| | Reliable in all conditions ⁴ | In addition to top-rating dust and water proofing, TOUGH specification cards are resistant to X-rays (ISO7816-1), magnetic fields, UV and temperature extremes. ⁴ All while retaining broad compatibility with cameras and other SD card readers. | |
| | File Rescue ⁶ | File Rescue is a powerful and easy-to-use tool that recovers data. ⁶ Available as a free download for Sony memory card customers. | |
| | | | |

| LEGAL |
|---|
| © 2023 Sony Electronics Inc. All rights reserved. Reproduction in whole or in part without written permission is prohibited. Sony is not responsible for typographical and photographic errors. Features and specifications are subject to change without notice. |
| Sony and the Sony logo are trademarks of Sony Corporation. All other trademarks are trademarks of their respective owners. |

| FOOTNOTES | |
|--------------|---|
| ¹ | 1 GB = one billion bytes, a portion of which is used for data management functions. Based on Sony internal testing. Transfer speeds vary, and are dependent on host devices, the OS version, or use conditions. To effectively utilize the product's high-speed capabilities, your compatible device must support UHS-II. |
| ² | One-piece molded construction compared to a consumer SD card at 2.1mm thickness. |
| ³ | Performance 18x stronger compared to SD bending test specification of 10N. |
| ⁴ | Conformance to IP68 standard. Actual performance may vary. Based on environmental conditions and usage. Sony does not guarantee damage to recorded data or card based on every situation or condition. |

| | |
|---|--|
| 5 | Installation of software required on PC or Mac before use. |
| 6 | File Rescue downloadable software available at www.sony.net/ memory card. Does not support data recovery for Content Protected and Game Data files. Not all data may be recoverable |
| 7 | Based on Sony testing. |