
From: Tim Stuart </O=EXCHANGELABS/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=MICROSOFT.ONMICROSOFT.COM-55760-TIM STUART>
To: Phil Spencer; Ami Silverman; Jerret West
CC: Joslyn Main (SHE|HER|HERS)
Sent: 8/26/2022 8:16:02 PM
Subject: RE: Sony increasing PS5 prices

A couple additional notes as we work through the PS5 pricing moves. @Jerret, we should make sure we're moving quickly toward a plan. I spoke with the team this morning and you and I should help ratify quickly a reco to Phil.

[REDACTED]

Based on their current volume and latest FX it appears that there is likely a

[REDACTED]

I spoke with Babak this morning about

[REDACTED]

From: Phil Spencer <philsp@microsoft.com>
Sent: Thursday, August 25, 2022 11:18 AM
To: Ami Silverman <amis@microsoft.com>; Jerret West <Jerret.West@microsoft.com>; Tim Stuart <timstu@microsoft.com>
Cc: Joslyn Main (SHE|HER|HERS) <joslynm@microsoft.com>
Subject: RE: Sony increasing PS5 prices

Sony has been force bundling Horizon ZD for \$50 adder for awhile now. I bought my PS5 2 weeks ago and only option was HZD bundle at \$549.

[REDACTED]

Phil

From: Ami Silverman <amis@microsoft.com>
Sent: Thursday, August 25, 2022 11:10 AM
To: Phil Spencer <philsp@microsoft.com>; Jerret West <Jerret.West@microsoft.com>; Tim Stuart <timstu@microsoft.com>
Cc: Joslyn Main (SHE|HER|HERS) <joslynm@microsoft.com>
Subject: Re: Sony increasing PS5 prices

PS I know the teams are meetings today [REDACTED]

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From: Ami Silverman <amis@microsoft.com>
Sent: Thursday, August 25, 2022 10:57 AM
To: Phil Spencer <philsp@microsoft.com>; Jerret West <Jerret.West@microsoft.com>; Tim Stuart <timstu@microsoft.com>
Cc: Joslyn Main (SHE|HER|HERS) <joslynm@microsoft.com>
Subject: Re: Sony increasing PS5 prices

All good points, let's be gamer obsessed here as we have not gotten out of the woods [REDACTED]

As we know this could be our time to win more fans vs loose being a follower.
Ami

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From: Phil Spencer <philsp@microsoft.com>
Sent: Thursday, August 25, 2022 9:58 AM
To: Jerret West <Jerret.West@microsoft.com>; Tim Stuart <timstu@microsoft.com>; Ami Silverman <amis@microsoft.com>
Cc: Joslyn Main (SHE|HER|HERS) <joslynm@microsoft.com>
Subject: FW: Sony increasing PS5 prices

I really want us to drive our thinking [REDACTED]

Phil

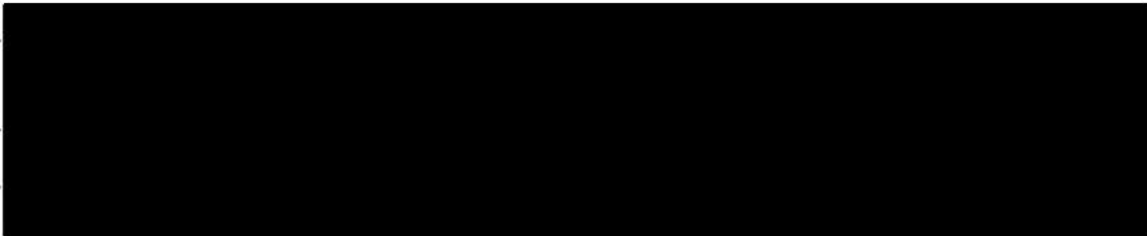
From: Tim Stuart <timstu@microsoft.com>
Sent: Thursday, August 25, 2022 8:53 AM

To: Amy Hood <amyhood@microsoft.com>
Cc: Phil Spencer <philsp@microsoft.com>; Jerret West <Jerret.West@microsoft.com>; Bill Duff <billduff@microsoft.com>
Subject: Sony increasing PS5 prices

PS5 price to increase in select markets due to global economic environment, including high inflation rates – PlayStation.Blog

Sony is raising prices by roughly 10% on both SKUs in key markets (€50) – EUR, UK, Japan, Australia, Canada, Mexico, Japan. No change in the US. We are working through scenarios specific to our business:

- 1.
- 2.
- 3.



We have anticipated this and are moving quickly toward a plan now that we've seen confirmation.