

Supplemental Consolidated Financial Data for Fiscal 2009  
Second Quarter and Six Months ended September 30, 2008

**1. Sales breakdown**

yen (billions)

Fiscal 2009 Second Quarter	Total	09/08	Local currency basis 09/08	Domestic	09/08	Overseas	09/08	Local currency basis 09/08
Video and Audio Equipment	496.4	111%	116%	125.9	112%	370.5	111%	117%
Information and Communications Equipment	497.2	90%	94%	232.7	91%	264.5	90%	96%
Digital AVC Networks	993.6	100%	104%	358.6	97%	635.0	101%	107%
Home Appliances	311.3	103%	106%	167.4	105%	143.9	101%	107%
MEW and PanaHome	448.1	97%	98%	357.7	95%	90.4	106%	113%
Components and Devices	272.6	90%	93%	89.2	90%	183.4	91%	95%
Other	166.1	93%	94%	92.5	100%	73.6	86%	89%
Total	2,191.7	96%	99%	1,065.4	96%	1,126.3	96%	101%

yen (billions)

Fiscal 2009 Six Months ended September 30, 2008	Total	09/08	Local currency basis 09/08	Domestic	09/08	Overseas	09/08	Local currency basis 09/08
Video and Audio Equipment	962.7	114%	119%	257.7	114%	705.0	113%	120%
Information and Communications Equipment	1,006.3	94%	98%	481.4	95%	524.9	93%	101%
Digital AVC Networks	1,969.0	103%	107%	739.1	101%	1,229.9	104%	111%
Home Appliances	654.1	102%	106%	340.6	102%	313.5	101%	109%
MEW and PanaHome	837.2	99%	100%	662.2	96%	175.0	111%	120%
Components and Devices	541.9	92%	97%	181.3	93%	360.6	92%	98%
Other	341.5	98%	100%	187.4	99%	154.1	97%	101%
Total	4,343.7	96%	99%	2,110.6	96%	2,233.1	96%	102%

Note: The name of "AVC Networks" was changed to "Digital AVC Networks" from fiscal 2009.

The name of "MEW and PanaHome" was as of September 30, 2008.

**2. Overseas Sales by Region**

yen (billions)

	Fiscal 2009 Second Quarter			Fiscal 2009 Six Months ended September 30, 2008		
		09/08	Local currency basis 09/08		09/08	Local currency basis 09/08
North and South America	298.2	90%	98%	584.6	89%	99%
Europe	281.7	97%	101%	575.4	95%	98%
Asia	273.4	92%	99%	540.8	93%	101%
China	273.0	106%	108%	532.3	108%	112%
Total	1,126.3	96%	101%	2,233.1	96%	102%

### 3. Sales by Products

<Consolidated>

yen (billions)

Product Category	Products	Fiscal 2009			
		Second Quarter		Six Months ended September 30	
		Sales	09/08	Sales	09/08
Digital AVC Networks	VCRs	24.5	86%	49.3	88%
	Digital cameras	62.7	95%	127.7	102%
	TVs	295.8	124%	565.5	125%
	Plasma TVs	168.9	115%	318.4	116%
	LCD TVs	102.9	164%	198.8	166%
	DVD recorders	32.6	115%	64.3	114%
	Audio equipment	26.5	76%	52.3	81%
	Information equipment	335.9	89%	660.4	91%
	Communications equipment	161.3	94%	345.9	100%
Home Appliances	Mobile communications	74.8	97%	179.0	109%
	Air conditioners	62.8	108%	163.4	103%
Components and Devices	Refrigerators	32.1	100%	63.2	103%
	General components	103.2	88%	208.8	90%
Other	Semiconductors *	121.8	103%	244.0	106%
	Batteries	80.4	95%	152.4	95%
	FA equipment	45.9	73%	102.5	89%

\* Information for semiconductors is on a production basis.

Note: The name of "AVC Networks" was changed to "Digital AVC Networks" from fiscal 2009.

### 4. Segment Information

<Consolidated>

yen (billions)

	Fiscal 2009 Second Quarter					Fiscal 2009 Six Months ended September 30				
	Sales	09/08	Segment Profit	% of sales	09/08	Sales	09/08	Segment Profit	% of sales	09/08
Digital AVC Networks	1,056.5	99%	47.8	4.5%	67%	2,102.9	102%	102.8	4.9%	93%
Home Appliances	333.4	105%	15.4	4.6%	80%	685.5	103%	46.9	6.8%	126%
MEW and PanaHome	495.9	98%	25.3	5.1%	81%	928.7	99%	35.8	3.9%	87%
Components and Devices	335.7	92%	29.5	8.8%	95%	670.2	94%	49.0	7.3%	99%
Other	309.2	110%	14.9	4.8%	70%	598.6	110%	28.8	4.8%	82%
Total	2,530.7	98%	132.9	5.3%	78%	4,985.9	98%	263.3	5.3%	100%
Corporate and eliminations	-339.0	-	-14.3	-	-	-642.2	-	-35.1	-	-
Consolidated total	2,191.7	96%	118.6	5.4%	81%	4,343.7	96%	228.2	5.3%	104%

Note: The name of "AVC Networks" was changed to "Digital AVC Networks" from fiscal 2009.

The name of "MEW and PanaHome" was as of September 30, 2008.

### 5. Financial data for the primary domain companies

(Business domain company basis)

<Sales, Domain company profit (production division basis), and Capital Investment \* >

Fiscal 2009 Second Quarter

yen (billions)

	Sales		Domain company profit			Capital Investment	
		09/08		09/08	% of Sales		09-08
Panasonic AVC Networks Company	553.1	115%	21.5	65%	3.9%	59.2	+7.9
Panasonic Mobile Communications Co., Ltd.	90.4	93%	6.4	256%	7.1%	1.5	+0.5
Panasonic Electronic Devices Co., Ltd.	120.5	92%	8.1	71%	6.7%	9.7	+1.5
Factory Automation Business	51.1	75%	5.8	49%	11.4%	0.6	-1.1

Fiscal 2009 Six Months ended September 30, 2008

yen (billions)

	Sales		Domain company profit			Capital Investment	
		09/08		09/08	% of Sales		09-08
Panasonic AVC Networks Company	1,083.0	115%	35.9	76%	3.3%	96.6	+19.6
Panasonic Mobile Communications Co., Ltd.	209.2	102%	21.3	2367%	10.2%	2.0	+0.5
Panasonic Electronic Devices Co., Ltd.	245.4	94%	17.1	83%	7.0%	19.0	+1.5
Factory Automation Business	112.0	89%	15.3	70%	13.7%	1.0	-1.5

\* These figures are calculated on an accrual basis.

Note: The name of "Panasonic AVC Networks Company" was as of September 30, 2008.

## 6. Capital Investment by segments \*

<Consolidated>

yen (billions)

	Six Months ended September 30, 2008	
		09-08
Digital AVC Networks	122.0	+21.9
Home Appliances	25.5	+2.9
MEW and PanaHome	19.9	+1.1
Components and Devices **	58.4	-8.7
Other	14.1	+8.5
JVC	-	-3.0
Total	239.9	+22.7

<\*\* semiconductors only>

< 23.3 > <-4.2 >

\* These figures are calculated on an accrual basis.

Note: The name of "AVC Networks" was changed to "Digital AVC Networks" from fiscal 2009.

The name of "MEW and PanaHome" was as of September 30, 2008.

## 7. Foreign Currency Exchange Rates

<Export Rates>

	Fiscal 2008			Fiscal 2009	
	Second Quarter	Six Months ended September 30	Full Year	Second Quarter	Six Months ended September 30
U.S. Dollars	¥118	¥118	¥115	¥104	¥104
Euro	¥160	¥159	¥160	¥160	¥159

<Rates Used for Consolidation>

	Fiscal 2008			Fiscal 2009	
	Second Quarter	Six Months ended September 30	Full Year	Second Quarter	Six Months ended September 30
U.S. Dollars	¥118	¥119	¥114	¥108	¥106
Euro	¥162	¥162	¥162	¥162	¥163

<Foreign Currency Transaction> \*

(billions)

	Fiscal 2008			Fiscal 2009	
	Second Quarter	Six Months ended September 30	Full Year	Second Quarter	Six Months ended September 30
U.S. Dollars	US\$0.6	US\$1.2	US\$2.5	US\$1.0	US\$1.5
Euro	€0.3	€0.6	€1.2	€0.4	€0.8

\* These figures are based on the net foreign exchange exposure of the company.

## 8. Number of Employees

<Consolidated>

(persons)

	End of September 2007	End of March 2008	End of June 2008	End of September 2008
Domestic	136,663	135,563	134,950	134,481
Overseas	172,374	170,265	175,631	179,113
Total	309,037	305,828	310,581	313,594

Quarterly segment information for the past two years is shown on the company's website (<http://panasonic.net/ir/>).