

Panasonic Corporation
Consolidated Information by Business Segment *
(Year ended March 31)

By Business Segment:

[Sales]	<u>Yen (billions)</u>		<u>Percentage</u> <u>2010/2009</u>
	<u>2010</u>	<u>2009</u>	
Digital AVC Networks	¥ 3,409.5	¥ 3,749.0	91%
Home Appliances	1,142.3	1,222.9	93%
PEW and PanaHome	1,632.1	1,766.3	92%
Components and Devices	1,005.3	1,127.3	89%
SANYO	404.8	--	--
Other	<u>1,012.2</u>	<u>1,071.7</u>	94%
Subtotal	8,606.2	8,937.2	96%
Eliminations	<u>(1,188.2)</u>	<u>(1,171.7)</u>	--
Consolidated total	<u>¥ 7,418.0</u>	<u>¥ 7,765.5</u>	96%

[Segment Profit (Loss)]**

Digital AVC Networks	¥ 87.3	¥ 3.2	2748%
Home Appliances	66.5	49.0	136%
PEW and PanaHome	34.7	40.1	87%
Components and Devices	36.1	7.1	508%
SANYO	(0.7)	--	--
Other	<u>19.7</u>	<u>23.9</u>	82%
Subtotal	243.6	123.3	198%
Corporate and eliminations	<u>(53.1)</u>	<u>(50.4)</u>	--
Consolidated total	<u>¥ 190.5</u>	<u>¥ 72.9</u>	261%

By Domestic and Overseas Company Location:

[Sales]	<u>Yen (billions)</u>		<u>Percentage</u> <u>2010/2009</u>
	<u>2010</u>	<u>2009</u>	
Japan	¥ 5,866.5	¥ 6,053.6	97%
North and South America	887.5	964.7	92%
Europe	758.2	969.5	78%
Asia, China and others	<u>2,519.3</u>	<u>2,457.6</u>	103%
Subtotal	10,031.5	10,445.4	96%
Eliminations	<u>(2,613.5)</u>	<u>(2,679.9)</u>	--
Consolidated total	<u>¥ 7,418.0</u>	<u>¥ 7,765.5</u>	96%

[Segment Profit (Loss)]**

Japan	¥ 146.8	¥ 72.7	202%
North and South America	9.1	(2.8)	--
Europe	(23.2)	(30.4)	--
Asia, China and others	<u>113.5</u>	<u>82.6</u>	137%
Subtotal	246.2	122.1	202%
Corporate and eliminations	<u>(55.7)</u>	<u>(49.2)</u>	--
Consolidated total	<u>¥ 190.5</u>	<u>¥ 72.9</u>	261%

* ** See Notes to consolidated financial statements on pages 12-14.