

**Supplemental Consolidated Financial Data for Fiscal 2011  
Third Quarter and Nine Months ended December 31, 2010**

Note: SANYO and its subsidiaries became Panasonic's consolidated subsidiaries in December 2009. The operating results of SANYO and its subsidiaries are not included in the company's consolidated financial statements for the third quarter and nine months results of fiscal 2010.

**1. Sales Breakdown**

Fiscal 2011 Third Quarter	Total	11/10	Local currency basis 11/10	Domestic	11/10	Overseas		
						11/10	Local currency basis 11/10	
Video and Audio Equipment	510.4	97%	102%	209.0	109%	301.4	90%	98%
Information and Communications Equipment	354.1	91%	95%	180.1	88%	174.0	94%	102%
Digital AVC Networks	864.5	94%	99%	389.1	98%	475.4	91%	99%
Home Appliances	322.4	109%	111%	191.1	108%	131.3	110%	117%
PEW and PanaHome	398.0	110%	111%	322.4	109%	75.6	111%	121%
Components and Devices	186.4	92%	96%	69.3	94%	117.1	91%	97%
SANYO	382.0	-	-	157.4	-	224.6	-	-
Other	132.2	123%	125%	71.3	114%	60.9	134%	139%
Total (Domestic vs. overseas)	2,285.5 (100%)	121%	125%	1,200.6 (53%)	119%	1,084.9 (47%)	123%	131%

yen (billions)

Fiscal 2011 Nine Months ended December 31, 2010	Total	11/10	Local currency basis 11/10	Domestic	11/10	Overseas		
						11/10	Local currency basis 11/10	
Video and Audio Equipment	1,293.8	100%	105%	482.8	107%	811.0	96%	104%
Information and Communications Equipment	1,100.8	97%	100%	579.8	96%	521.0	98%	105%
Digital AVC Networks	2,394.6	99%	103%	1,062.6	101%	1,332.0	97%	104%
Home Appliances	935.6	109%	111%	530.0	107%	405.6	110%	116%
PEW and PanaHome	1,144.0	109%	111%	916.3	106%	227.7	120%	129%
Components and Devices	578.5	101%	105%	201.1	104%	377.4	99%	106%
SANYO	1,196.2	-	-	470.9	-	725.3	-	-
Other	404.5	132%	134%	209.2	117%	195.3	152%	158%
Total (Domestic vs. overseas)	6,653.4 (100%)	127%	131%	3,390.1 (51%)	122%	3,263.3 (49%)	134%	141%

Note: The company restructured the motor business on April 1, 2010. Accordingly, the prior figures for Home Appliances, and Components and Devices in fiscal 2010 are reclassified to conform to the presentation for fiscal 2011.

**Overseas Sales by Region**

	Fiscal 2011 Third Quarter			Fiscal 2011 Nine Months ended December 31, 2010		
		11/10	Local currency basis 11/10		11/10	Local currency basis 11/10
North and South America	288.0	115%	122%	841.4	125%	131%
Europe	243.5	106%	121%	671.1	115%	130%
Asia	261.8	121%	123%	832.3	134%	136%
China	291.6	156%	162%	918.5	163%	170%
Total	1,084.9	123%	131%	3,263.3	134%	141%

## 2. Sales by Products

Product Category	Products	Fiscal 2011			
		Third Quarter		Nine Months ended December 31	
		Sales	11/10	Sales	11/10
Digital AVC Networks	TVs	333.8	98%	824.8	102%
	Plasma TVs	159.6	87%	408.0	92%
	LCD TVs	153.5	113%	360.1	117%
	Digital cameras	52.4	86%	150.5	91%
	BD / DVD recorders	51.2	102%	113.1	101%
	BD recorders / players	43.8	112%	94.9	113%
	VCRs / camcorders	16.3	103%	47.6	98%
	Audio equipment	23.5	90%	58.6	97%
	Information equipment	245.4	92%	754.9	101%
	Communications equipment	108.7	90%	345.9	90%
Home Appliances	Mobile communications equipment	46.9	86%	167.0	83%
	Air conditioners	54.3	128%	202.1	118%
Components and Devices	Refrigerators	36.7	115%	105.3	108%
	General components	81.8	98%	254.4	108%
	Semiconductors *	72.1	89%	245.0	99%
	Batteries	61.9	93%	181.9	99%
Other	FA equipment	35.5	138%	126.2	200%

\* Information for semiconductors is on a production basis.

## 3. Segment Information

	Fiscal 2011 Third Quarter					Fiscal 2011 Nine Months ended December 31				
	Sales	11/10	Segment Profit	% of sales	11/10	Sales	11/10	Segment Profit	% of sales	11/10
Digital AVC Networks	927.6	95%	39.9	4.3%	99%	2,585.4	100%	101.2	3.9%	191%
Home Appliances	337.5	110%	32.8	9.7%	104%	974.2	108%	81.9	8.4%	141%
PEW and PanaHome	446.5	109%	23.2	5.2%	132%	1,280.5	108%	54.0	4.2%	249%
Components and Devices	232.9	94%	3.6	1.5%	19%	713.8	101%	29.1	4.1%	128%
SANYO	393.3	-	-5.7	-1.4%	-	1,223.0	-	0.4	0.0%	-
Other	262.5	113%	12.2	4.6%	199%	822.9	121%	35.2	4.3%	426%
Total	2,600.3	120%	106.0	4.1%	93%	7,599.8	126%	301.8	4.0%	184%
Corporate and eliminations	-314.8	-	-10.7	-	-	-946.4	-	-37.5	-	-
Consolidated total	2,285.5	121%	95.3	4.2%	94%	6,653.4	127%	264.3	4.0%	204%

Note: The company restructured the motor business on April 1, 2010. Accordingly, the prior figures for Home Appliances, and Components and Devices in fiscal 2010 are reclassified to conform to the presentation for fiscal 2011.

## 4. Primary Domain Companies' Information

(Business domain company basis)

<Sales, Domain Company Profit and Capital Investment \* >

	Fiscal 2011 Third Quarter				Capital Investment		
	Sales		Domain Company Profit				
		11/10	% of sales	11/10			
AVC Networks Company	515.2	98%	0.2	0.0%	199%	26.5	-8.1
Panasonic Mobile Communications Co., Ltd.	56.2	88%	0.8	1.4%	200%	0.7	+0.3
Panasonic Electronic Devices Co., Ltd.	89.5	92%	3.0	3.4%	65%	8.2	+4.7
Factory Automation Business	38.3	145%	4.1	10.8%	2973%	0.3	+0.1

## Fiscal 2011 Nine Months ended December 31, 2010

	Fiscal 2011 Nine Months ended December 31, 2010				Capital Investment		
	Sales		Domain Company Profit				
		11/10	% of sales	11/10			
AVC Networks Company	1,359.6	102%	-17.7	-1.3%	-	86.6	-58.1
Panasonic Mobile Communications Co., Ltd.	195.9	85%	7.1	3.6%	70%	2.4	+0.9
Panasonic Electronic Devices Co., Ltd.	283.4	102%	11.3	4.0%	305%	21.3	+8.7
Factory Automation Business	134.9	202%	19.5	14.5%	-	1.1	-0.5

\* These figures are calculated on an accrual basis.

## 5. Capital Investment by segments \*

	Fiscal 2011 Third Quarter		Fiscal 2011 Nine Months ended December 31, 2010		yen (billions)
	11-10	11-10	11-10	11-10	
Digital AVC Networks	32.2	-5.6	104.9	-49.7	
Home Appliances	6.2	+0.3	21.2	-7.9	
PEW and PanaHome	12.0	+5.4	31.7	+12.5	
Components and Devices **	18.8	-0.9	56.6	-9.9	
SANYO	20.9	+20.9	72.6	+72.6	
Other	2.3	+0.6	6.5	+0.3	
Total	92.4	+20.7	293.5	+17.9	

<\*\* semiconductors only>

< 5.6 >

< +2.5 >

< 16.7 >

< +4.5 >

\* These figures are calculated on an accrual basis.

Note: The company restructured the motor business on April 1, 2010. Accordingly, the prior figures for Home Appliances, and Components and Devices in fiscal 2010 are reclassified to conform to the presentation for fiscal 2011.

## 6. Foreign Currency Exchange Rates

<Export Rates>

	Fiscal 2010			Fiscal 2011	
	Third Quarter	Nine Months ended December 31	Full Year	Third Quarter	Nine Months ended December 31
U.S. Dollars	¥93	¥94	¥93	¥85	¥89
Euro	¥132	¥129	¥129	¥112	¥118

<Rates Used for Consolidation>

	Fiscal 2010			Fiscal 2011	
	Third Quarter	Nine Months ended December 31	Full Year	Third Quarter	Nine Months ended December 31
U.S. Dollars	¥90	¥94	¥93	¥83	¥87
Euro	¥133	¥133	¥131	¥112	¥113

<Foreign Currency Transaction> \*

(billions)

	Fiscal 2010			Fiscal 2011	
	Third Quarter	Nine Months ended December 31	Full Year	Third Quarter	Nine Months ended December 31
U.S. Dollars	US\$0.6	US\$1.5	US\$2.0	US\$0.6	US\$1.5
Euro	€0.2	€0.8	€1.1	€0.2	€0.8

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

## 7. Number of Employees

	(persons)			
	End of December 2009	End of March 2010	End of September 2010	End of December 2010
Domestic	154,954	152,853	151,018	151,117
Overseas	227,526	231,733	234,225	224,480
Total	382,480	384,586	385,243	375,597

## 8. Annual Forecast for Fiscal 2011, ending March 31, 2011

### Segment Information

	Forecast (as of February 2, 2011)					yen (billions)
	Sales	11/10	Segment Profit	% of sales	11/10	
Digital AVC Networks	3,400.0	100%	137.0	4.0%	157%	
Home Appliances	1,280.0	106%	93.0	7.3%	141%	
PEW and PanaHome	1,695.0	104%	63.5	3.7%	183%	
Components and Devices	920.0	99%	35.0	3.8%	96%	
SANYO	1,700.0	420%	0.0	0.0%	-	
Other	1,170.0	116%	44.0	3.8%	223%	
Total	10,165.0	118%	372.5	3.7%	153%	
Corporate and eliminations	-1,265.0	-	-62.5	-	-	
Consolidated total	8,900.0	120%	310.0	3.5%	163%	

Note: The company restructured the motor business on April 1, 2010. Accordingly, the prior figures for Home Appliances, and Components and Devices in fiscal 2010 are reclassified to conform to the presentation for fiscal 2011.

The annual forecast for semiconductors on a production basis for fiscal 2011 is revised to 318.0 billion yen, down 3% from fiscal 2010.

### Primary Domain Companies' Information

	Forecast (as of February 2, 2011)					yen (billions)
	Sales	11/10	Domain Company Profit	% of sales	11/10	
AVC Networks Company	1,723.0	101%	0.1	0.0%	-	
Panasonic Mobile Communications Co., Ltd.	242.8	79%	5.0	2.1%	46%	
Panasonic Electronic Devices Co., Ltd.	374.4	102%	14.0	3.7%	304%	
Factory Automation Business	170.0	169%	23.9	14.1%	-	

### **Disclaimer Regarding Forward-Looking Statements**

*This document includes forward-looking statements (within the meaning of Section 27A of the U.S. Securities Act of 1933 and Section 21E of the U.S. Securities Exchange Act of 1934) about Panasonic and its Group companies (the Panasonic Group). To the extent that statements in this document do not relate to historical or current facts, they constitute forward-looking statements. These forward-looking statements are based on the current assumptions and beliefs of the Panasonic Group in light of the information currently available to it, and involve known and unknown risks, uncertainties and other factors. Such risks, uncertainties and other factors may cause the Panasonic Group's actual results, performance, achievements or financial position to be materially different from any future results, performance, achievements or financial position expressed or implied by these forward-looking statements. Panasonic undertakes no obligation to publicly update any forward-looking statements after the date of this document. Investors are advised to consult any further disclosures by Panasonic in its subsequent filings with the U.S. Securities and Exchange Commission pursuant to the U.S. Securities Exchange Act of 1934 and its other filings.*

*The risks, uncertainties and other factors referred to above include, but are not limited to, economic conditions, particularly consumer spending and corporate capital expenditures in the United States, Europe, Japan, China, and other Asian countries; volatility in demand for electronic equipment and components from business and industrial customers, as well as consumers in many product and geographical markets; currency rate fluctuations, notably between the yen, the U.S. dollar, the euro, the Chinese yuan, Asian currencies and other currencies in which the Panasonic Group operates businesses, or in which assets and liabilities of the Panasonic Group are denominated; the possibility of the Panasonic Group incurring additional costs of raising funds, because of changes in the fund raising environment; the ability of the Panasonic Group to respond to rapid technological changes and changing consumer preferences with timely and cost-effective introductions of new products in markets that are highly competitive in terms of both price and technology; the possibility of not achieving expected results on the alliances or mergers and acquisitions including the acquisition of all shares of Panasonic Electric Works Co., Ltd. and SANYO Electric Co., Ltd. through tender offers and share exchanges; the ability of the Panasonic Group to achieve its business objectives through joint ventures and other collaborative agreements with other companies; the ability of the Panasonic Group to maintain competitive strength in many product and geographical areas; the possibility of incurring expenses resulting from any defects in products or services of the Panasonic Group; the possibility that the Panasonic Group may face intellectual property infringement claims by third parties; current and potential, direct and indirect restrictions imposed by other countries over trade, manufacturing, labor and operations; fluctuations in market prices of securities and other assets in which the Panasonic Group has holdings or changes in valuation of long-lived assets, including property, plant and equipment and goodwill, deferred tax assets and uncertain tax positions; future changes or revisions to accounting policies or accounting rules; as well as natural disasters including earthquakes, prevalence of infectious diseases throughout the world and other events that may negatively impact business activities of the Panasonic Group. The factors listed above are not all-inclusive and further information is contained in Panasonic's latest annual reports, on Form 20-F, and any other reports and documents which are on file with the U.S. Securities and Exchange Commission.*

**<Attachment 1> Reference  
Segment information for fiscal 2011**

**Sales**

	Yen (billions)		
	1st Quarter (Apr. to Jun.)	2nd Quarter (Jul. to Sep.)	3rd Quarter (Oct. to Dec.)
Digital AVC Networks	831.7	826.1	927.6
Home Appliances	322.8	313.9	337.5
PEW and PanaHome	391.2	442.8	446.5
Components and Devices	236.3	244.6	232.9
SANYO	413.0	416.7	393.3
Other	275.4	285.0	262.5
Subtotal	2,470.4	2,529.1	2,600.3
Eliminations	-309.3	-322.3	-314.8
Total	2,161.1	2,206.8	2,285.5

**Segment profit**

	Yen (billions)		
	1st Quarter (Apr. to Jun.)	2nd Quarter (Jul. to Sep.)	3rd Quarter (Oct. to Dec.)
Digital AVC Networks	27.9	33.4	39.9
Home Appliances	32.3	16.8	32.8
PEW and PanaHome	8.3	22.5	23.2
Components and Devices	11.8	13.7	3.6
SANYO	5.0	1.1	-5.7
Other	12.8	10.2	12.2
Subtotal	98.1	97.7	106.0
Corporate and eliminations	-14.3	-12.5	-10.7
Total	83.8	85.2	95.3

**<Attachment 2> Reference  
Segment information for fiscal 2010**

**Sales**

Yen (billions)

	1st Quarter (Apr. to Jun.)	2nd Quarter (Jul. to Sep.)	3rd Quarter (Oct. to Dec.)	4th Quarter (Jan. to Mar.)	Full year (Apr. to Mar.)
Digital AVC Networks	773.3	830.8	974.1	831.3	3,409.5
Home Appliances	306.6	288.3	305.6	303.7	1,204.2
PEW and PanaHome	357.7	416.0	410.7	447.7	1,632.1
Components and Devices	213.3	243.5	246.9	227.8	931.5
SANYO	-	-	-	404.8	404.8
Other	204.7	241.4	231.6	334.5	1,012.2
Subtotal	1,855.6	2,020.0	2,168.9	2,549.8	8,594.3
Eliminations	-260.1	-282.2	-282.3	-351.7	-1,176.3
Total	1,595.5	1,737.8	1,886.6	2,198.1	7,418.0

**Segment profit**

Yen (billions)

	1st Quarter (Apr. to Jun.)	2nd Quarter (Jul. to Sep.)	3rd Quarter (Oct. to Dec.)	4th Quarter (Jan. to Mar.)	Full year (Apr. to Mar.)
Digital AVC Networks	-13.6	26.3	40.2	34.4	87.3
Home Appliances	18.6	8.1	31.3	8.1	66.1
PEW and PanaHome	-7.8	12.0	17.4	13.1	34.7
Components and Devices	-9.7	13.4	19.2	13.6	36.5
SANYO	-	-	-	-0.7	-0.7
Other	-0.9	3.0	6.2	11.4	19.7
Subtotal	-13.4	62.8	114.3	79.9	243.6
Corporate and eliminations	-6.8	-13.7	-13.3	-19.3	-53.1
Total	-20.2	49.1	101.0	60.6	190.5

Note: The company restructured the motor business on April 1, 2010. Accordingly, segment information for Home Appliances, and Components and Devices in fiscal 2010 are reclassified to conform to the presentation for fiscal 2011.

**<Attachment 3> Reference  
Segment information for fiscal 2009**

**Sales**

Yen (billions)

	1st Quarter (Apr. to Jun.)	2nd Quarter (Jul. to Sep.)	3rd Quarter (Oct. to Dec.)	4th Quarter (Jan. to Mar.)	Full year (Apr. to Mar.)
Digital AVC Networks	1,046.4	1,056.5	937.3	708.8	3,749.0
Home Appliances	374.6	354.9	306.3	254.5	1,290.3
PEW and PanaHome	432.8	495.9	432.7	404.9	1,766.3
Components and Devices	307.9	310.3	260.2	166.5	1,044.9
Other	289.4	309.2	222.4	250.7	1,071.7
Subtotal	2,451.1	2,526.8	2,158.9	1,785.4	8,922.2
Eliminations	-299.1	-335.1	-279.0	-243.5	-1,156.7
Total	2,152.0	2,191.7	1,879.9	1,541.9	7,765.5

**Segment profit**

Yen (billions)

	1st Quarter (Apr. to Jun.)	2nd Quarter (Jul. to Sep.)	3rd Quarter (Oct. to Dec.)	4th Quarter (Jan. to Mar.)	Full year (Apr. to Mar.)
Digital AVC Networks	55.0	47.8	-4.9	-94.7	3.2
Home Appliances	32.7	16.3	17.1	-19.3	46.8
PEW and PanaHome	10.5	25.3	10.3	-6.0	40.1
Components and Devices	18.4	28.6	6.1	-43.8	9.3
Other	13.9	14.9	0.1	-5.0	23.9
Subtotal	130.5	132.9	28.7	-168.8	123.3
Corporate and eliminations	-20.9	-14.4	-2.3	-12.8	-50.4
Total	109.6	118.5	26.4	-181.6	72.9

Note: The company restructured the motor business on April 1, 2010. Accordingly, segment information for Home Appliances, and Components and Devices in fiscal 2009 are reclassified to conform to the presentation for fiscal 2011.

**<Attachment 4> Reference**  
**Primary domain companies' information for fiscal 2011**

Sales

	Yen (billions)		
	1st Quarter (Apr. to Jun.)	2nd Quarter (Jul. to Sep.)	3rd Quarter (Oct. to Dec.)
AVC Networks Company	419.8	424.6	515.2
Panasonic Mobile Communications Co., Ltd.	66.1	73.6	56.2
Panasonic Electronic Devices Co., Ltd.	95.8	98.1	89.5
Factory Automation Business	44.5	52.1	38.3

Domain company profit

	Yen (billions)		
	1st Quarter (Apr. to Jun.)	2nd Quarter (Jul. to Sep.)	3rd Quarter (Oct. to Dec.)
AVC Networks Company	-18.9	1.0	0.2
Panasonic Mobile Communications Co., Ltd.	2.7	3.6	0.8
Panasonic Electronic Devices Co., Ltd.	3.2	5.1	3.0
Factory Automation Business	6.5	8.9	4.1

**Primary domain companies' information for fiscal 2010**

Sales

	Yen (billions)				
	1st Quarter (Apr. to Jun.)	2nd Quarter (Jul. to Sep.)	3rd Quarter (Oct. to Dec.)	4th Quarter (Jan. to Mar.)	Full year (Apr. to Mar.)
AVC Networks Company	366.8	435.5	526.2	374.2	1,702.7
Panasonic Mobile Communications Co., Ltd.	102.0	63.9	63.7	77.8	307.4
Panasonic Electronic Devices Co., Ltd.	84.3	95.6	97.3	88.8	366.0
Factory Automation Business	15.9	24.3	26.5	33.9	100.6

Domain company profit

	Yen (billions)				
	1st Quarter (Apr. to Jun.)	2nd Quarter (Jul. to Sep.)	3rd Quarter (Oct. to Dec.)	4th Quarter (Jan. to Mar.)	Full year (Apr. to Mar.)
AVC Networks Company	-34.6	1.7	0.1	-1.3	-34.1
Panasonic Mobile Communications Co., Ltd.	7.8	1.9	0.4	0.8	10.9
Panasonic Electronic Devices Co., Ltd.	-3.8	2.9	4.6	0.9	4.6
Factory Automation Business	-7.6	-1.9	0.1	2.7	-6.7

**Primary domain companies' information for fiscal 2009**

Sales

	Yen (billions)				
	1st Quarter (Apr. to Jun.)	2nd Quarter (Jul. to Sep.)	3rd Quarter (Oct. to Dec.)	4th Quarter (Jan. to Mar.)	Full year (Apr. to Mar.)
AVC Networks Company	529.9	553.1	519.4	296.1	1,898.5
Panasonic Mobile Communications Co., Ltd.	118.8	90.4	85.7	94.8	389.7
Panasonic Electronic Devices Co., Ltd.	124.9	120.5	92.7	62.5	400.6
Factory Automation Business	60.8	51.1	25.6	15.5	153.0

Domain company profit

	Yen (billions)				
	1st Quarter (Apr. to Jun.)	2nd Quarter (Jul. to Sep.)	3rd Quarter (Oct. to Dec.)	4th Quarter (Jan. to Mar.)	Full year (Apr. to Mar.)
AVC Networks Company	14.4	21.5	-23.4	-62.6	-50.1
Panasonic Mobile Communications Co., Ltd.	14.9	6.4	6.7	-4.3	23.7
Panasonic Electronic Devices Co., Ltd.	9.0	8.1	-2.0	-17.6	-2.5
Factory Automation Business	9.4	5.8	-4.7	-8.9	1.6