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Panasonic to Expand Smartphone Business to European Market

Tokyo, Japan - Panasonic announced today that it will expand its smartphone business to the European market in March 2012. At the same time, it announced its aim to bring its overseas smartphone sales to nine million units in fiscal year 2016, ending March 31, 2016, using Europe as a stepping stone to the global market.

Panasonic will expand its mobile phone business into the global market, targeting at nine million units of overseas sales in fiscal year 2016.

With the mobile phone market rapidly shifting to smartphone usage worldwide and a steady growth expected particularly overseas, Panasonic aims to tap into this growth with its first global model smartphone for the European market in March 2012.

The main characteristics of the global model are:

1. An ultra-slim D-shaped design for easy portability
2. Slim bezel with high viewing quality Quarter HD (QHD) 4.3-inch large organic light emitting diode (OLED) screen
3. Waterproof and dustproof for ease of handling

Using this as a reference model, Panasonic will expand its lineup, aiming at sales of 1.5 million smartphones in Europe next fiscal year. Furthermore, in fiscal year 2016, Panasonic targets global sales of 15 million units, including nine million in Europe, Asia, China, and the Americas and six million in Japan (of which five million are smartphones).

The Panasonic Group created the Systems & Communications Company (SNC) in April this year in advance of its reorganization scheduled for January 2012 in order to handle products and services related to system, network and mobile communications. Within this company, Panasonic will maximize its internal resources, including making use of an existing factory in Malaysia. Currently, phones for the Japanese market are manufactured in this factory but now the same factory is also scheduled to manufacture the first global model as announced.

Panasonic will continue to expand its product lineup and increase sales in a speedy process by thoroughly utilizing the Group's technological assets and development resources as well as its production and sales sites around the world, thereby strengthening development, production, and sales structure and product competitiveness.

Photos of the new prototype smartphone are available at the following web site:

<http://mobilephone.panasonic.jp/epress/global/index.html>

ID: mobile PW: global

About Panasonic

Panasonic Corporation is a worldwide leader in the development and manufacture of electronic products for a wide range of consumer, business, and industrial needs. Based in Osaka, Japan, the company recorded consolidated net sales of 8.69 trillion yen (US\$105 billion) for the year ended March 31, 2011. The company's shares are listed on the Tokyo, Osaka, Nagoya and New York (NYSE:PC) stock exchanges. For more information on the company and the Panasonic brand, visit the company's website at <http://panasonic.net/>.