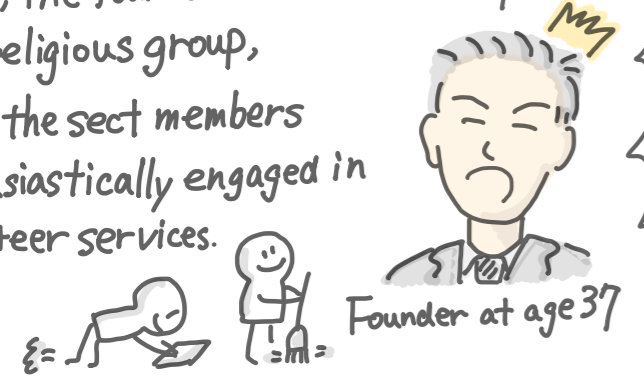


Source of the Founder's Aspirations: Meichi and the 250-year Plan

The founder awakened to the company's true mission: Meichi

In 1932, the founder visited the headquarters of a religious group, where the sect members enthusiastically engaged in volunteer services.



People need affluence both in matter and mind.
 Religion = Spiritual affluence
 Business = Material affluence
 Both are sacred occupations!
 There lies the true mission of a company!

May 5, 1932, the first Foundation Day Ceremony held

In the presence of all 168 executives, the founder announced, "Matsushita Electric's true mission is to produce an inexhaustible supply of goods, thus creating peace and prosperity throughout society."



Construction 10 years	Growth 10 years	Social Contribution 5 years
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25 years = 1 phase

While considering 25 years as 1 phase, repeat the cycle 10 times.

The 250-year plan to create an ideal society (peace and prosperity throughout society) over 250 years

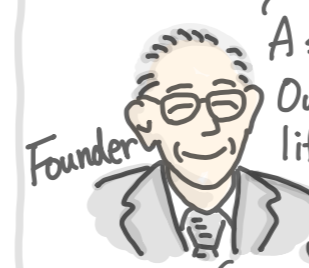
This does not mean we must sacrifice the present. Achieving our own happiness will bring happiness to the next generation.

The founder's speech filled the venue with excitement. All participants shared their thoughts, one after another.



I must say something to control my excitement.

Looking back on the ceremony...



A span of 250 years:
 Out of a 50-year lifespan, 25 years = a person's average working life = 1 phase

Our president has a grand vision in mind. What an incredible entrepreneur!

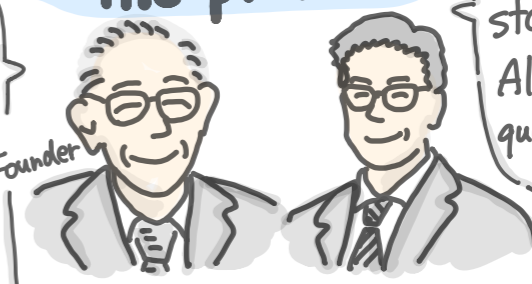
Some simply kept giving loud applause!

The ceremony began at 10:00 am and lasted until 6:00 pm! A fervent atmosphere enveloped the venue!

The founder's speech united all of us! It spontaneously inspired us to work together.

The 250-year plan leading up to the present

We will aspire to even higher ideals in the next 250 years. The vision then will be developed by people of the time by drawing on tradition.



Take on challenges by starting anew every day! Always question the status quo and explore new approaches.

Yuki Kusumi, CEO Panasonic Group

We will inherit the founder's aspirations and pass them down to future generations, think outside the box, and take innovative approaches to create an ideal society with affluence both in matter and mind!