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FOR IMMEDIATE RELEASE

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ANNOUNCEMENT OF FINANCIAL RESULTS

PANASONIC REPORTS FIRST-QUARTER RESULTS

**- Operating profit increased through greater efficiency
and net income significantly improved on one-off gain -**

Osaka, Japan, July 31, 2013 -- Panasonic Corporation (Panasonic [TSE:6752]) today reported its consolidated financial results for the first quarter, ended June 30, 2013, of the current fiscal year ending March 31, 2014 (fiscal 2014).

Consolidated First-quarter Results

Consolidated group sales for the first quarter increased by 1% to 1,824.5 billion yen compared with 1,814.5 billion yen for the first quarter of the year ended March 31, 2013 (fiscal 2013). This result was due mainly to positive impact of yen depreciation, and stable sales in housing and automotive businesses securing market recovery, despite decreased sales in digital consumer related products due to weak demand and the company's strategy focusing on profitability rather than on sales volume. Of the consolidated group total, domestic sales amounted to 864.9 billion yen, down by 6% from 922.1 billion yen a year ago. Overseas sales increased by 8% to 959.6 billion yen from 892.4 billion yen a year ago.

During the first quarter under review, the global economy continued to recover due mainly to robust consumption in the U.S. and improvement of business confidence from market upside in Japan, despite worsening employment situation in Europe and

- more -

decreasing investment in China.

Under such business circumstances, Panasonic has launched its three-year midterm management plan "Cross-Value Innovation 2015 (CV2015)," the period from fiscal 2014 to fiscal 2016. The company has been promoting four initiatives in a new group formation through its business division system to revitalize each business: 'eliminating unprofitable business,' 'expanding business and improving efficiency by shifting from in-house approach,' 'improving its financial position,' and 'enhancing its growth strategy from customer's viewpoint.'

Operating profit¹ increased to 64.2 billion yen from 38.6 billion yen a year ago, due mainly to fixed cost reduction including decrease in bonuses and positive impact of yen depreciation. Pre-tax income and net income attributable to Panasonic Corporation increased significantly to 122.6 billion yen from 37.8 billion yen, and to 107.8 billion yen from 12.8 billion yen, respectively, mainly on one-off gain of 79.8 billion yen from pension scheme change incurred as other income (deductions).

Breakdown by Segment

The company changed its group organization on April 1, 2013, resulting in the five reportable segments from eight. Accordingly, segment information for the first quarter of fiscal 2013 has been reclassified to conform to the presentation for the first quarter of fiscal 2014.

The company's first quarter consolidated sales and profits by segment with previous year comparisons are summarized as follows:

Appliances

Sales increased by 3% to 313.3 billion yen from 305.2 billion yen a year ago. Sales increased due mainly to favorable sales in Refrigerator Business Division (BD) and Kitchen Appliances BD, and positive impact of yen depreciation, despite sales decrease in Air-conditioner BD due to sales declines of air conditioners and compressors in China. Segment profit decreased by 39% to 12.7 billion yen, compared with 20.7 billion yen a year ago due mainly to negative impact of yen depreciation.

¹ For information about operating profit, see Note 2 of the Notes to consolidated financial statements on page 10.

Eco Solutions

Sales increased by 6% to 411.6 billion yen from 387.9 billion yen a year ago, due mainly to sales growth in Panasonic Ecology Systems Co., Ltd. and Housing Systems BD as well as significant sales growth in solar business of Energy Systems BD in a surge in consumer spending ahead of the purchasing price revision in Japan's feed-in tariff for electricity. Segment profit significantly increased by 344% to 16.1 billion yen from 3.6 billion yen a year ago due mainly to its sales increase.

AVC Networks

Sales decreased by 10% to 360.5 billion yen from 398.6 billion yen a year ago. Sales of DSCs, TVs and mobile phones decreased significantly due to weak demand and eliminating unprofitable product models. Segment loss was 16.7 billion yen almost unchanged from a year ago due mainly to sales decrease in DSCs, despite an improvement in panel business.

Automotive & Industrial Systems

Sales increased by 5% to 664.3 billion yen from 634.6 billion yen a year ago. Sales increased due mainly to positive impact of yen depreciation and sales growth in Automotive Infotainment Systems BD with car makers' stable automotive production overseas. Segment profit significantly increased by 127 % to 28.7 billion yen from 12.6 billion yen a year ago due mainly to fixed cost reduction and positive impact of yen depreciation.

Other

Sales decreased by 12% to 185.3 billion yen from 211.4 billion yen a year ago due mainly to the SANYO-related business transfers implemented in the fiscal 2013. Segment loss was 2.8 billion yen compared with a loss of 5.5 billion yen a year ago.

Consolidated Financial Condition

Net cash provided by operating activities for the first quarter of fiscal 2014 amounted to 102.4 billion yen, an increase of 48.6 billion yen from a year ago due mainly to curbing increasing inventories and increase in accrued expenses. Net cash used in investing activities amounted to 49.1 billion yen, compared with an inflow of 1.3 billion yen a year ago. This was due mainly to decrease in proceeds from disposals of

investments and property, plant and equipment, despite decrease in capital expenditures. Net cash used in financing activities amounted to 93.7 billion yen, an increase of 19.9 billion yen from a year ago due mainly to decrease in short-term bonds balance. Taking into consideration exchange rate fluctuations, cash and cash equivalents totaled 474.6 billion yen as of June 30, 2013, down 21.6 billion yen, compared with the end of the last fiscal year.

The company's consolidated total assets as of June 30, 2013 increased by 46.5 billion yen to 5,444.4 billion yen from March 31, 2013. This was due mainly to yen depreciation and increase in inventories, despite decrease in cash and cash equivalents, and property, plant and equipment. Panasonic Corporation shareholders' equity increased by 145.7 billion yen compared with March 31, 2013, to 1,409.7 billion yen. This was due mainly to incurring net income and improvement in accumulated other comprehensive income (loss) along with yen depreciation and increase of the market value in investment. Adding Noncontrolling interests to Panasonic Corporation shareholders' equity, total equity was 1,451.4 billion yen.

Forecast for Fiscal 2014

The business performance forecast for fiscal 2014 remains unchanged from the previous forecast announced on May 10, 2013.

Panasonic Corporation is one of the world's leading manufacturers of electronic and electric products for consumer, business and industrial use. Panasonic's shares are listed on the Tokyo and Nagoya stock exchanges. For more information, please visit the following web sites:

Panasonic home page URL: <http://panasonic.net/>
Panasonic IR web site URL: <http://panasonic.net/ir/>

Disclaimer Regarding Forward-Looking Statements

This press release includes forward-looking statements (that include those within the meaning of 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 press release 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 press release. Investors are advised to consult any further disclosures by Panasonic in its subsequent filings under the Financial Instrument and Exchange Act of Japan (the FIEA) and other publicly disclosed documents.

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 business reorganization after the acquisition of all shares of Panasonic Electric Works Co., Ltd. and SANYO Electric Co., Ltd.; 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, disruption of supply chain 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 the most recent English translated version of Panasonic's securities reports under the FIEA and any other documents which are disclosed on its website.

(Financial Tables and Additional Information Attached)

Panasonic Corporation
Consolidated Statements of Income and
Consolidated Statements of Comprehensive Income (Loss) *
(Three months ended June 30)

Consolidated Statements of Income

	<u>Yen (millions)</u>		<u>Percentage 2013/2012</u>
	<u>2013</u>	<u>2012</u>	
Net sales	¥ 1,824,515	¥ 1,814,498	101%
Cost of sales	(1,336,404)	(1,350,995)	
Selling, general and administrative expenses	(423,910)	(424,900)	
Interest income	2,223	2,803	
Dividends received	1,303	2,228	
Interest expense	(6,100)	(5,626)	
Expenses associated with the implementation of early retirement programs *	(198)	(392)	
Other income (deductions), net *	<u>61,183</u>	<u>209</u>	
Income before income taxes	122,612	37,825	324%
Provision for income taxes	(14,042)	(27,453)	
Equity in earnings of associated companies	<u>1,274</u>	<u>703</u>	
Net income	109,844	11,075	992%
Less net income (loss) attributable to noncontrolling interests	<u>2,013</u>	<u>(1,734)</u>	
Net income attributable to Panasonic Corporation	<u>¥ 107,831</u>	<u>¥ 12,809</u>	842%
Net income attributable to Panasonic Corporation, basic per common share	46.65 yen	5.54 yen	
per ADS	46.65 yen	5.54 yen	
Net income attributable to Panasonic Corporation, diluted per common share *	--	--	
per ADS *	--	--	
 <Supplementary Information *>			
Depreciation (tangible assets)	¥ 69,739	¥ 67,837	
Capital investment **	¥ 41,277	¥ 70,586	
R&D expenditures	¥ 112,661	¥ 122,490	
Number of employees (June 30)	292,163	327,512	

Consolidated Statements of Comprehensive Income (Loss)

	<u>Yen (millions)</u>		<u>Percentage 2013/2012</u>
	<u>2013</u>	<u>2012</u>	
Net income	¥ 109,844	¥ 11,075	992%
Other comprehensive income (loss), net of tax			
Translation adjustments	61,422	(50,747)	
Unrealized holding gains (losses) of available-for-sale securities	14,793	(26,243)	
Unrealized gains (losses) of derivative instruments	1,894	5,185	
Pension liability adjustments	<u>(34,772)</u>	<u>4,457</u>	
	43,337	(67,348)	
Comprehensive income (loss)	153,181	(56,273)	--
Less comprehensive income (loss) attributable to noncontrolling interests	<u>6,638</u>	<u>(5,311)</u>	
Comprehensive income (loss) attributable to Panasonic Corporation	<u>¥ 146,543</u>	<u>¥ (50,962)</u>	--

(Parentheses indicate expenses, deductions or losses.)

* See Notes to consolidated financial statements on pages 10-11.

** These figures are calculated on an accrual basis.

Panasonic Corporation
Consolidated Balance Sheets **
June 30, 2013
With comparative figures for March 31, 2013

	Yen (millions)	
Assets	June 30, 2013	March 31, 2013
Current assets:		
Cash and cash equivalents	¥ 474,635	¥ 496,283
Time deposits	1,671	1,674
Trade receivables:		
Notes	70,223	56,752
Accounts	883,453	905,973
Allowance for doubtful receivables	(23,606)	(23,398)
Inventories	837,080	786,845
Other current assets	311,285	269,954
Total current assets	2,554,741	2,494,083
Investments and advances	299,810	276,978
Property, plant and equipment, net of accumulated depreciation	1,659,383	1,675,428
Other assets	930,420	951,323
Total assets	¥ 5,444,354	¥ 5,397,812
 <u>Liabilities and Equity</u>		
Current liabilities:		
Short-term debt, including current portion of long-term debt	¥ 453,743	¥ 480,304
Trade payables:		
Notes	90,529	52,205
Accounts	708,190	739,581
Other current liabilities	1,355,292	1,327,069
Total current liabilities	2,607,754	2,599,159
Noncurrent liabilities:		
Long-term debt	602,521	663,091
Other long-term liabilities	782,701	831,289
Total noncurrent liabilities	1,385,222	1,494,380
Total liabilities	3,992,976	4,093,539
Panasonic Corporation shareholders' equity:		
Common stock	258,740	258,740
Capital surplus	1,109,837	1,110,686
Retained earnings	877,692	769,863
Accumulated other comprehensive income (loss) *	(589,517)	(628,229)
Treasury stock, at cost	(247,035)	(247,028)
Total Panasonic Corporation shareholders' equity	1,409,717	1,264,032
Noncontrolling interests	41,661	40,241
Total equity	1,451,378	1,304,273
Total liabilities and equity	¥ 5,444,354	¥ 5,397,812

* Accumulated other comprehensive income (loss) breakdown:

	Yen (millions)	
	June 30, 2013	March 31, 2013
Cumulative translation adjustments	¥ (239,058)	¥ (297,015)
Unrealized holding gains (losses) of available-for-sale securities	14,608	(218)
Unrealized gains (losses) of derivative instruments	(2,679)	(4,573)
Pension liability adjustments	(362,388)	(326,423)

** See Notes to consolidated financial statements on pages 10-11.

Panasonic Corporation
Consolidated Information by Segment *
(Three months ended June 30)

By Segment:

	<u>Yen (billions)</u>		Percentage
[Sales]	<u>2013</u>	<u>2012</u>	<u>2013/2012</u>
Appliances	¥ 313.3	¥ 305.2	103%
Eco Solutions	411.6	387.9	106%
AVC Networks	360.5	398.6	90%
Automotive & Industrial Systems	664.3	634.6	105%
Other	<u>185.3</u>	<u>211.4</u>	88%
Subtotal	1,935.0	1,937.7	100%
Eliminations and adjustments	<u>(110.5)</u>	<u>(123.2)</u>	--
Consolidated total	<u>¥ 1,824.5</u>	<u>¥ 1,814.5</u>	101%
[Segment Profit (Loss)]*			
Appliances	¥ 12.7	¥ 20.7	61%
Eco Solutions	16.1	3.6	444%
AVC Networks	(16.7)	(16.4)	--
Automotive & Industrial Systems	28.7	12.6	227%
Other	<u>(2.8)</u>	<u>(5.5)</u>	--
Subtotal	38.0	15.0	251%
Eliminations and adjustments	<u>26.2</u>	<u>23.6</u>	--
Consolidated total	<u>¥ 64.2</u>	<u>¥ 38.6</u>	166%

* See Notes to consolidated financial statements on pages 10-11.

Panasonic Corporation
Consolidated Statements of Cash Flows *
(Three months ended June 30)

	<u>Yen (millions)</u>	
	<u>2013</u>	<u>2012</u>
<i><u>Cash flows from operating activities:</u></i>		
Net income	¥ 109,844	¥ 11,075
Adjustments to reconcile net income to net cash provided by operating activities:		
Depreciation and amortization	83,444	84,875
Net (gain) loss on sale of investments	(547)	(7,034)
Cash effects of changes in, excluding acquisition:		
Trade receivables	29,258	17,180
Inventories	(35,680)	(57,270)
Trade payables	2,821	23,860
Retirement and severance benefits	(87,917)	(4,312)
Other	<u>1,185</u>	<u>(14,605)</u>
Net cash provided by operating activities	<u>102,408</u>	<u>53,769</u>
<i><u>Cash flows from investing activities:</u></i>		
Proceeds from disposition of investments and advances	2,824	42,380
Increase in investments and advances	(1,958)	(1,244)
Capital expenditures	(51,431)	(86,019)
Proceeds from disposals of property, plant and equipment	5,553	37,762
(Increase) decrease in time deposits	3	16,918
Other	<u>(4,085)</u>	<u>(8,480)</u>
Net cash provided by (used in) investing activities	<u>(49,094)</u>	<u>1,317</u>
<i><u>Cash flows from financing activities:</u></i>		
Increase (decrease) in short-term debt	(68,066)	(31,519)
Increase (decrease) in long-term debt	(19,351)	(23,965)
Dividends paid to Panasonic Corporation shareholders	--	(11,559)
Dividends paid to noncontrolling interests	(5,461)	(6,642)
(Increase) decrease in treasury stock	(9)	(7)
Purchase of noncontrolling interests and Other	<u>(843)</u>	<u>(123)</u>
Net cash used in financing activities	<u>(93,730)</u>	<u>(73,815)</u>
Effect of exchange rate changes on cash and cash equivalents	<u>18,768</u>	<u>(19,031)</u>
Net increase (decrease) in cash and cash equivalents	(21,648)	(37,760)
Cash and cash equivalents at beginning of period	<u>496,283</u>	<u>574,411</u>
Cash and cash equivalents at end of period	<u>¥ 474,635</u>	<u>¥ 536,651</u>

* See Notes to consolidated financial statements on pages 10-11.

Notes to consolidated financial statements:

1. The company's consolidated financial statements are prepared in conformity with U.S. generally accepted accounting principles (U.S. GAAP).
2. In order to be consistent with generally accepted financial reporting practices in Japan, operating profit, a non-GAAP measure, is presented as net sales less cost of sales and selling, general and administrative expenses. The company believes that this is useful to investors in comparing the company's financial results with those of other Japanese companies. Please refer to the accompanying consolidated statement of income and Note 3 for the U.S. GAAP reconciliation.
3. Under U.S. GAAP, expenses associated with the implementation of early retirement programs at certain domestic and overseas companies and the impairment losses on goodwill and fixed assets would be included as part of operating profit in the statement of income.
4. In other income (deductions), the company incurred expenses associated with the implementation of early retirement programs of certain domestic and overseas companies.
5. Diluted net income (loss) per share attributable to Panasonic Corporation common shareholders has been omitted because the company did not have potentially dilutive common shares that were outstanding for the period.
6. The figures in Eliminations and adjustments include earnings and expenses which are not attributable to any reportable segments, for the purpose of evaluating operating results of each segment, and consolidation adjustments (including amortization of intangible assets and differences of accounting principles).
7. In the first quarter of fiscal 2014, the company's management and labor unions agreed to reduce the employee's bonuses. As a result of the agreements, the company and certain domestic subsidiaries reversed accrued employee's bonus expenses, included in Other current liabilities in the consolidated balance sheet as of March 31, 2013. This revision is change in accounting estimate under U.S. GAAP. Accordingly, the amounts of Operating profit and Income before income taxes are increased by 20.1 billion yen, respectively, for the first quarter of fiscal 2014.
8. In the first quarter of fiscal 2014, the company and certain domestic subsidiaries decided to make a transition from the current defined benefit pension plan to the defined contribution pension plan, effective from future contributions made on or after July 1, 2013. Under the U.S. GAAP, upon this decision, any decrease in projected benefit obligations (PBO) due to a plan amendment in the past is required to be immediately recognized in the profit and loss. Accordingly, the company posted a gain of 79.8 billion yen in Other income (deductions), net in the consolidated statement of income for the first quarter of the fiscal 2014. This gain in other income represents a decrease in PBO due to a plan amendment in the past, and it does not have any impact on payments to employees.
9. With the aim of realizing a flexible capital policy, the company resolved a reduction of the capital reserve and the legal reserve at the 106th Ordinary General Meeting of Shareholders held on June 26, 2013. Effective on August 31, 2013, the full amount of the capital reserve and the full amount of the legal reserve will be reduced and the reduced amounts will be allocated to other capital

surplus and other retained earnings, respectively, in the parent-alone balance sheet of Panasonic, pursuant to Article 448, Paragraph 1 of the Companies Act. These transactions are transfers within Net Assets section and Panasonic Corporation shareholders' equity remains unchanged. Therefore, the both consolidated and parent-alone financial results of the company will not be affected.

10. From the first quarter of fiscal 2014, Retained earnings on the consolidated balance sheets present the total amount of Legal reserve and Retained earnings which were separately presented until fiscal 2013.
11. Panasonic Mobile Communications Co., Ltd. (PMC) transferred the mobile phone terminal business through a corporate split to a newly established company. At the same time, the mobile phone base station business was split and transferred to Panasonic System Networks Co., Ltd. Then Panasonic absorbed the remaining PMC through a merger on April 1, 2013. Upon this transfer, the newly established company was incorporated as Panasonic Mobile Communications Co., Ltd.
12. The company's segments are classified according to a divisional company-based management system, which focuses on global consolidated management by each divisional company, in order to ensure consistency of its internal management structure and disclosure.

The company restructured its Group organization on April 1, 2013, under which the company changed the number of segments from eight to five. Accordingly, the figures for each segment in fiscal 2013 have been reclassified to conform to the presentation for fiscal 2014.

13. Number of consolidated companies: 532 (including parent company)
14. Number of associated companies under the equity method: 94

Panasonic Group

1. Outline of the Panasonic Group

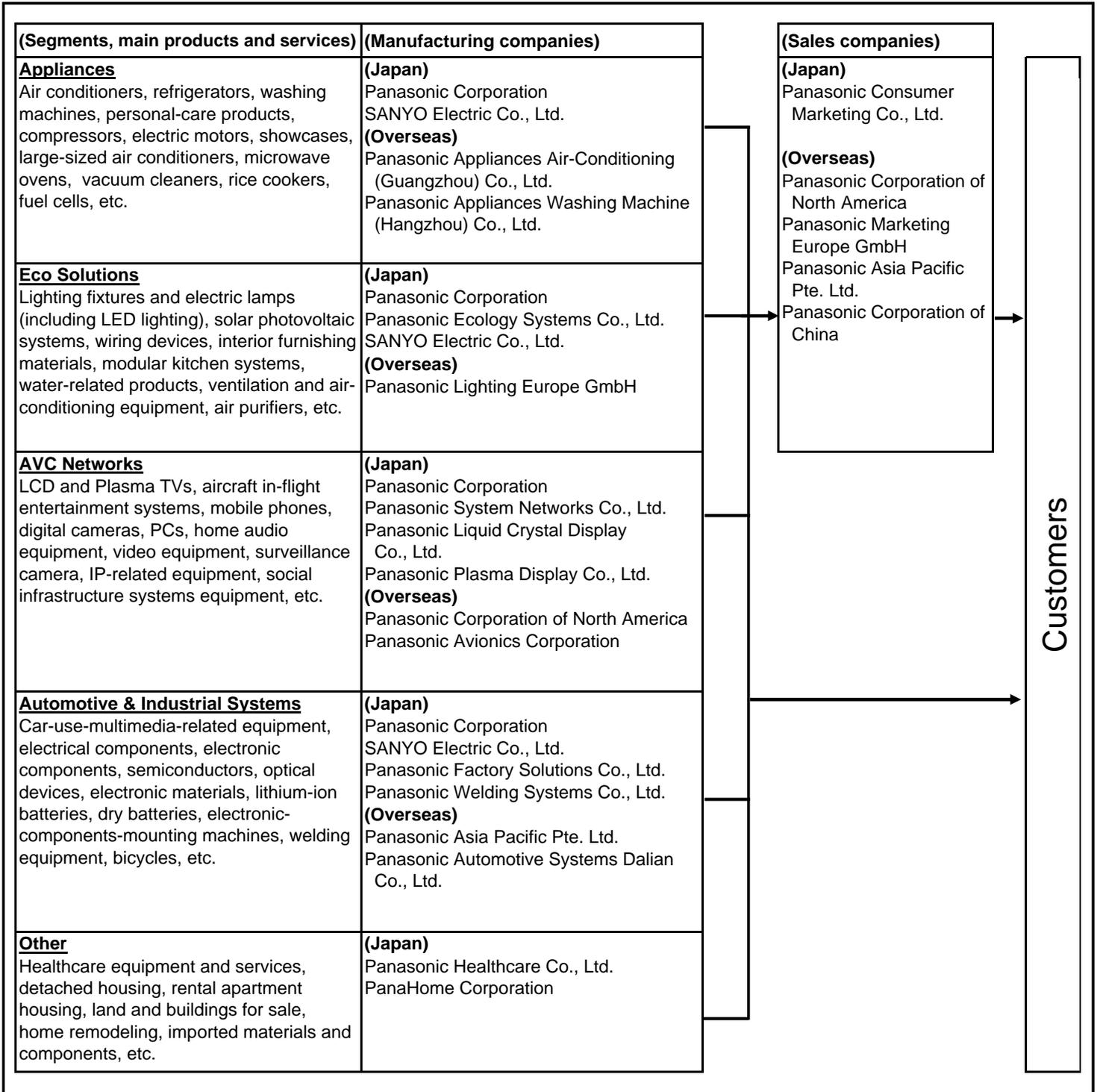
The Panasonic Group is comprised primarily of the parent Panasonic Corporation and 531 consolidated subsidiaries in and outside of Japan, operating in close cooperation with each other. As a comprehensive electronics manufacturer, Panasonic is engaged in production, sales and service activities in a broad array of business areas.

Panasonic supplies spectrum of electric/electronic equipment and related products, which is categorized into the following five segments: Appliances, Eco Solutions, AVC Networks, Automotive & Industrial Systems, and Other.

The company restructured its Group organization on April 1, 2013, under which the company changed the number of segments from eight to five.

2. Panasonic Group

As of June 30, 2013



Supplemental Consolidated Financial Data for Fiscal 2014 First Quarter, ended June 30, 2013

Note: The company restructured its Group organization on April 1, 2013, under which the company changed the number of segments from eight to five. Accordingly, the figures for each segment in fiscal 2013 first quarter have been reclassified to conform to the presentation for fiscal 2014 first quarter.

1. Segment Information

	yen(billions)				
	Sales	14/13	Segment Profit	% of sales	14/13
Appliances	313.3	103%	12.7	4.1%	61%
Eco Solutions	411.6	106%	16.1	3.9%	444%
AVC Networks	360.5	90%	-16.7	-4.6%	-
Automotive & Industrial Systems	664.3	105%	28.7	4.3%	227%
Other	185.3	88%	-2.8	-1.5%	-
Total	1,935.0	100%	38.0	2.0%	251%
Eliminations and Adjustments *1	-110.5	-	26.2	-	-
Consolidated Total	1,824.5	101%	64.2	3.5%	166%
Appliances (production and sales consolidated) *2	431.4	105%	22.3	5.2%	68%
AVC Networks (production and sales consolidated) *2	405.3	93%	-17.6	-4.4%	-

*1 The figures in "Eliminations and Adjustments" include earnings and expenses which are not attributable to any reportable segments, for the purpose of evaluating operating results of each segment, and consolidation adjustments (including amortization of intangible assets and differences of accounting principles).

*2 The figures in "Appliances (production and sales consolidated)" and "AVC Networks (production and sales consolidated)" include the sales and profits of sales division for consumer products, which are included in "Eliminations and Adjustments."

2. Business Division Information

		yen(billions)	
		Sales	14/13
Appliances	Air-conditioner BD	112.4	96%
	Refrigerator BD	33.1	111%
	Laundry Systems and Vacuum Cleaner BD	40.7	100%
	Cold Chain BD	23.1	104%
Eco Solutions	Lighting BD	68.8	100%
	Energy Systems BD	91.9	113%
	Housing Systems BD	89.6	106%
	Panasonic Ecology Systems Co., Ltd.	34.8	126%
AVC Networks	AV Network BD	32.3	92%
	DSC BD	16.4	49%
	IT Products BD	23.4	98%
	Security Systems BD	13.4	106%
Automotive & Industrial Systems	Automotive Infotainment Systems BD	114.3	126%
	Capacitor BD	28.6	90%
	Automation Controls BD	57.4	106%
	Panasonic Factory Solutions Co., Ltd.	30.7	85%

3. Additional Information

	yen(billions)				
	Sales	14/13	Profit	% of sales	14-13
TV BD *	87.9	91%	-0.6	-0.6%	-1.0
Panasonic Mobile Communications Co., Ltd.	15.3	86%	-5.4	-35.2%	-1.7
Semiconductor BD	44.7	85%	-3.8	-8.5%	+0.1
Portable Rechargeable Battery BD	70.6	108%	4.1	5.8%	+6.1

* "TV BD" manufactures TV sets. Sales and profits of distribution and TV panels sectors are not included.

4. Sales by Region

	yen(billions)		
	Sales	Yen basis 14/13	Local currency basis 14/13
Domestic	864.9	94%	-
Overseas	959.6	108%	88%
North and South America	272.3	112%	92%
Europe	177.2	105%	86%
Asia	257.9	113%	93%
China	252.2	100%	81%
Total	1,824.5	101%	91%

5. Capital Investment by Segments

	yen(billions)	
	Capital Investment	14-13
Appliances	5.3	-4.1
Eco Solutions	10.9	+1.3
AVC Networks	6.0	-4.7
Automotive & Industrial Systems	14.2	-21.1
Other	4.9	-0.7
Total	41.3	-29.3

Note: These figures are calculated on an accrual basis.

6. Foreign Currency Exchange Rates/Transactions

	Export Rates		Rates Used for Consolidation		Foreign Currency Transactions	
	Fiscal 2013 1st quarter	Fiscal 2014 1st quarter	Fiscal 2013 1st quarter	Fiscal 2014 1st quarter	Fiscal 2013 1st quarter	Fiscal 2014 1st quarter
U.S. Dollars	¥78	¥92	¥80	¥99	US\$0.6 billion	US\$0.2 billion
Euro	¥101	¥122	¥103	¥129	€0.4 billion	€0.4 billion

7. Number of Employees

	(persons)		
	End of June 2012	End of March 2013	End of June 2013
Domestic	132,815	125,067	124,736
Overseas	194,697	168,675	167,427
Total	327,512	293,742	292,163

8. Segment Information Fiscal 2014 Forecasts

The amount of segment profit affected by the measures for fixed cost reductions, which had been included in "Eliminations and Adjustments" as of May 10, 2013, was allocated to each segment as below. This allocation did not have an effect on the company's consolidated operating profit.

	Fiscal 2014 Forecast (as of May 10, 2013)					Fiscal 2014 Forecast (as of July 31, 2013)				
	Sales	14/13	Segment Profit	% of sales	14/13	Sales	14/13	Segment Profit	% of sales	14/13
Appliances	1,120	103%	43.0	3.8%	118%	1,120	103%	49.1	4.4%	135%
Eco Solutions	1,710	102%	58.0	3.4%	92%	1,710	102%	70.4	4.1%	112%
AVC Networks	1,690	104%	30.0	1.8%	361%	1,690	104%	43.0	2.5%	518%
Automotive & Industrial Systems	2,540	101%	76.0	3.0%	258%	2,540	101%	95.1	3.7%	322%
Other	900	89%	8.0	0.9%	235%	900	89%	17.6	2.0%	518%
Total	7,960	101%	215.0	2.7%	153%	7,960	101%	275.2	3.5%	196%
Eliminations and Adjustments *1	-760	-	35.0	-	-	-760	-	-25.2	-	-
Consolidated Total	7,200	99%	250.0	3.5%	155%	7,200	99%	250.0	3.5%	155%
Appliances (production and sales consolidated) *2	1,510	103%	63.0	4.2%	108%	1,510	103%	69.7	4.6%	119%
AVC Networks (production and sales consolidated) *2	1,830	100%	24.0	1.3%	-	1,830	100%	37.3	2.0%	-

*1 The figures in "Eliminations and Adjustments" include earnings and expenses which are not attributable to any reportable segments, for the purpose of evaluating operating results of each segment, and consolidation adjustments (including amortization of intangible assets and differences of accounting principles).

*2 The figures in "Appliances (production and sales consolidated)" and "AVC Networks (production and sales consolidated)" include the sales and profits of sales division for consumer products, which are included in "Eliminations and Adjustments."

Disclaimer Regarding Forward-Looking Statements

This document includes forward-looking statements (that include those within the meaning of 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 under the Financial Instrument and Exchange Act of Japan (the FIEA) and other publicly disclosed documents.

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 business reorganization after the acquisition of all shares of Panasonic Electric Works Co., Ltd. and SANYO Electric Co., Ltd.; 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, disruption of supply chain 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 the most recent English translated version of Panasonic's securities reports under the FIEA and any other documents which are disclosed on its website.

<Attachment 1> Reference

Segment Information for Fiscal 2013

Note: The company restructured its Group organization on April 1, 2013, under which the company changed the number of segments from eight to five. Accordingly, the figures for each segment in fiscal 2013 have been reclassified to conform to the presentation for fiscal 2014.

Sales

	yen(billions)				
	1st quarter (Apr.-June)	2nd quarter (July -Sep.)	3rd quarter (Oct.-Dec.)	4th quarter (Jan.-Mar.)	Full year (Apr.-Mar.)
Appliances	305.2	273.7	255.0	255.5	1,089.4
Eco Solutions	387.9	414.4	431.8	439.1	1,673.2
AVC Networks	398.6	431.3	387.6	403.9	1,621.4
Automotive & Industrial Systems	634.6	643.3	610.5	629.6	2,518.0
Other	211.4	226.2	208.2	363.0	1,008.8
Total	1,937.7	1,988.9	1,893.1	2,091.1	7,910.8
Eliminations and Adjustments *	-123.2	-165.2	-91.6	-227.8	-607.8
Consolidated Total	1,814.5	1,823.7	1,801.5	1,863.3	7,303.0

Segment profit

	yen(billions)				
	1st quarter (Apr.-June)	2nd quarter (July -Sep.)	3rd quarter (Oct.-Dec.)	4th quarter (Jan.-Mar.)	Full year (Apr.-Mar.)
Appliances	20.7	8.0	6.2	1.5	36.4
Eco Solutions	3.6	16.1	24.3	18.8	62.8
AVC Networks	-16.4	3.2	-10.9	32.4	8.3
Automotive & Industrial Systems	12.6	15.4	-0.8	2.3	29.5
Other	-5.5	-0.9	-3.5	13.3	3.4
Total	15.0	41.8	15.3	68.3	140.4
Eliminations and Adjustments *	23.6	7.0	19.3	-29.4	20.5
Consolidated Total	38.6	48.8	34.6	38.9	160.9

* The figures in "Eliminations and Adjustments" include earnings and expenses which are not attributable to any reportable segments, for the purpose of evaluating operating results of each segment, and consolidation adjustments (including amortization of intangible assets and differences of accounting principles).

<Attachment 2> Reference

Business Division Information for Fiscal 2013 (Sales)

		yen(billions)				
		1st quarter (Apr.-June)	2nd quarter (July -Sep.)	3rd quarter (Oct.-Dec.)	4th quarter (Jan.-Mar.)	Full year (Apr.-Mar.)
Appliances	Air-conditioner BD	116.7	83.4	69.6	87.3	357.0
	Refrigerator BD	29.8	33.2	26.3	20.7	110.1
	Laundry Systems and Vacuum Cleaner BD	40.8	41.6	48.1	39.0	169.5
	Cold Chain BD	22.2	23.9	19.3	19.9	85.3
Eco Solutions	Lighting BD	68.8	71.7	84.0	75.7	300.3
	Energy Systems BD	81.3	87.4	87.0	100.2	356.0
	Housing Systems BD	84.9	92.6	98.7	88.1	364.4
	Panasonic Ecology Systems Co., Ltd.	27.5	29.8	32.9	39.8	130.0
AVC Networks	AV Network BD	34.9	39.6	37.8	28.8	141.0
	DSC BD	33.2	26.7	20.2	12.9	93.0
	IT Products BD	23.8	20.4	21.6	29.9	95.6
	Security Systems BD	12.6	15.1	13.9	17.1	58.7
Automotive & Industrial Systems	Automotive Infotainment Systems BD	90.5	90.7	97.3	110.9	389.4
	Capacitor BD	31.9	31.5	27.8	29.4	120.5
	Automation Controls BD	54.3	55.0	53.9	54.1	217.3
	Panasonic Factory Solutions Co., Ltd.	36.3	29.2	19.9	20.0	105.4

Additional Information for fiscal 2013

Sales

yen(billions)					
	1st quarter (Apr.-June)	2nd quarter (July -Sep.)	3rd quarter (Oct.-Dec.)	4th quarter (Jan.-Mar.)	Full year (Apr.-Mar.)
TV BD *	96.1	95.2	99.3	54.2	344.8
Panasonic Mobile Communications Co., Ltd.	17.7	29.8	17.6	27.2	92.4
Semiconductor BD	52.4	51.9	39.4	40.3	184.0
Portable Rechargeable Battery BD	65.1	71.8	62.4	67.0	266.4

Profit

yen(billions)					
	1st quarter (Apr.-June)	2nd quarter (July -Sep.)	3rd quarter (Oct.-Dec.)	4th quarter (Jan.-Mar.)	Full year (Apr.-Mar.)
TV BD *	0.4	3.2	-7.4	2.4	-1.4
Panasonic Mobile Communications Co., Ltd.	-3.7	-2.5	-4.1	2.1	-8.1
Semiconductor BD	-3.9	-1.5	-8.2	-6.8	-20.5
Portable Rechargeable Battery BD	-2.0	-1.3	-2.6	-4.1	-10.0

* "TV BD" manufactures TV sets. Sales and profits of distribution and TV panels sectors are not included.