

CORRECTED: The capital of VIKO (May 28, 2014)

FOR IMMEDIATE RELEASE

October 31, 2013

Media Contacts:

Tokyo Public Relations Office

Panasonic Corporation

Tel: +81-(0)3-3574-5664 Fax: +81-(0)3-3574-5699

Panasonic News Bureau

Tel: +81-(0)3-3542-6205 Fax: +81-(0)3-3542-9018

**Panasonic Signs Share Purchase Agreement for
Turkish Wiring Device Maker VIKO**

Osaka, Japan – Panasonic Corporation today announced that it has concluded a share purchase agreement with the present owner Mr. Cahit Durmaz, Mr. Ali Dağbaşı and the other shareholders of the Turkish wiring devices leader Viko Elektrik ve Elektronik Endüstrisi Sanayi ve Ticaret Anonim Şirketi (VIKO). By the agreement, Panasonic will acquire 90% of the issued shares of Viko in fiscal year 2014 (ending March 31, 2014).

Through the agreement, Panasonic is aiming for the full-scale development of its electrical construction materials business in Turkey and the surrounding markets.

Through this agreement, Panasonic is aiming for the full-scale development of its electrical construction materials businesses, such as wiring devices, low voltage switchgears, building automation systems and smart meters in Turkey and the surrounding markets, which have the potential for medium- and long-term growth.

1. Aims of the agreement

In Panasonic's growth strategy for achieving sales of 2 trillion yen in its housing-related businesses by 2018, in addition to Southeast Asia and India, the Middle East, CIS and Africa are major markets for the electrical construction materials business. Utilizing its strengths in its wiring devices business, with which the company holds an especially high share in the Japanese market, Panasonic has developed its business in regions in Asia, such as Taiwan, Thailand and the Philippines. Panasonic also has expanded its business from Southeast Asia to India through the recent acquisition of India's Anchor Electricals Private Limited. However, the standards and specifications for wiring devices vary by country and region and "C-Type" wiring devices are used in Turkey and the surrounding countries. Through the agreement, by utilizing VIKO's management resources, such as its strong brand awareness, sales channels, and "C-Type" wiring devices and technologies, using Turkey as the base, Panasonic expects expansion in the sales of wiring devices and other product ranges as well as electrical equipment and

materials produced by Panasonic, such as lighting devices and fans, not only in Turkey, but in the Middle East, CIS and African markets. In addition, by introducing new products making use of Panasonic's product competitiveness and development capabilities, and by making improvements in productivity through sharing manufacturing know-how with VIKO, Panasonic will create synergy with VIKO and is aiming for further expansion of the business.

2. Details of the agreement

- Panasonic will allocate its funds to the acquisition of 90% of the issued shares of VIKO.

(Purchase Price: 460 million US dollars, approximately 46 billion yen)

*The official purchase price will be slated to be determined after closing.

3. Future developments through the agreement

- VIKO's current owners will maintain 10% of the issued shares of the company, and will jointly manage the company as members of the board with Panasonic.

- The VIKO company name will be maintained and the VIKO brand will continue to be used for the meantime.

4. Company Outline

1. Company Name	Viko Elektrik ve Elektronik Endüstri Sanayi ve Ticaret Anonim Şirketi
2. Head Office	Istanbul, Turkey
3. Representative	Cahit Durmaz (Chairman) and Ali Dağbaşı (Vice Chairman)
4. Date of Establishment	1966
5. Business Activities	Manufacturing and sales of electrical equipment and materials, such as wiring devices, low voltage switchgears, smart meters and building automation system
6. Number of Employees	Approx. 720
7. Capital	50 million Turkish Lira (approx. 2.5 billion yen) (as of the end of December, 2012)
8. Total Assets	248 million Turkish Lira (approx. 12.4 billion yen) (as of the end of December, 2012)
9. Net Sales	265 million Turkish Lira (approx. 13.3 billion yen) (for the year ended December, 2012) 305 million Turkish Lira (approx. 15.0 billion yen) (Sales forecast for the year ending December, 2013)

About VIKO

Located in Istanbul on an approximate 60,000m² area comprising a modern industrial plant, VIKO designs and manufactures innovative low voltage products and services in line with market anticipations which enhance comfort, safety and energy efficiency in buildings. The product range of VIKO includes wiring devices, group sockets, miniature circuit breaker boxes, accessories, low voltage switchgears, smart meters, automated meter reading systems and building automation systems. VIKO, the market leader in Turkey and one of the leading brands in the region exporting its innovative and high quality products to over 70 countries is listed in 331th place in the ISO 500 (Turkey's largest 500 companies) list. For more information about VIKO, please visit the company's website at www.viko.com.tr.

About Panasonic

Panasonic Corporation is a worldwide leader in the development and engineering of electronic technologies and solutions for customers in residential, non-residential, mobility and personal applications. Since its founding in 1918, the company has expanded globally and now operates over 500 consolidated companies worldwide, recording consolidated net sales of 7.30 trillion yen for the year ended March 31, 2013. Committed to pursuing new value through innovation across divisional lines, the company strives to create a better life and a better world for its customers. For more information about Panasonic, please visit the company's website at <http://panasonic.net/>.

#