

**FOR IMMEDIATE RELEASE**

March 17, 2017

**Panasonic Announces Organizational Changes and Appointment**

**Osaka, Japan** - Panasonic Corporation today announced the following organizational changes and appointment effective April 1, 2017.

(Effective April 1, 2017)

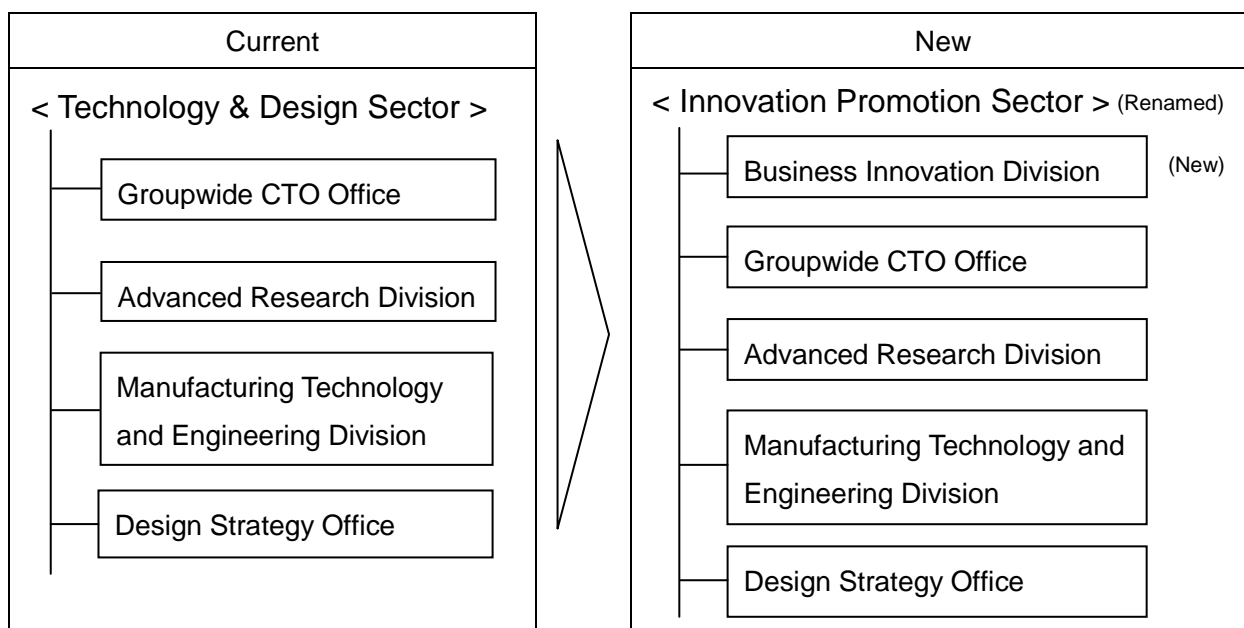
**Establishment of the Business Innovation Division and Others**

**Objectives and Contents:**

The Business Innovation Division will be established under the Innovation Promotion Sector (currently Technology & Design Sector) with the aim of creating new business projects and business models focused on AI/IoT technologies and accelerating commercialization toward the mid- and long-term growth of our group through a group & global approach. Yoshiyuki Miyabe, Senior Managing Director, Member of the Board will be concurrently assigned as Director of Business Innovation Division.

The Business Innovation Division will gather a diversity of human resources and knowledge from both inside and outside the group to promote the formulation of visions and strategies, internal and external communications, and implementation of strategies in collaboration with internal and external partners, toward the creation of new businesses to shape the future of Panasonic.

**Organization:**



Appointment (new employee):

Name	New Responsibility
Wataru Baba	Vice President of Corporate Business Innovation, Business Innovation Division, Panasonic Corporation Vice President, Panasonic Corporation of North America In charge of Business Innovation

Wataru Baba, current Vice President, Chief Innovation Officer, SAP Japan Co., Ltd., will join Panasonic Corporation on April 1 as Vice President, Business Innovation Division. He will also assume the role of Vice President, Panasonic Corporation of North America, based in Silicon Valley, one of the world's leading centers of innovation.

Mr. Baba has accomplished business model development and innovation creation as a partner in a variety of industries. Having such a wealth of experience and knowledge, he will be one of the key individuals to drive our group's global development and promotion of business innovations.