

FOR IMMEDIATE RELEASE

March 31, 2017

Panasonic Announces Organizational and Personnel Changes

Panasonic Corporation today announced the following organizational changes and appointments effective on April 1, 2017.

1. Organizational Changes in the Appliances Company and Others

The organizations engaged in the consumer and optical device businesses under the Imaging Network Business Division and the Communication Products Business Division will be transferred from the AVC Networks Company to the Appliances Company in order to consolidate the consumer business.

Appointment:

Name	New Responsibility	Current Responsibility
Yosuke Yamane	Director, Imaging Network Business Division, <u>Appliances Company</u>	Director, Imaging Network Business Division, <u>AVC Networks Company</u>
Yasuhiro Minami	Director, Communication Products Business Division, <u>Appliances Company</u>	<u>Managing Officer, AVC Networks Company</u> <u>In charge of Communication Business</u> Director, Communication Products Business Division <u>Director, Office Products Business Division</u>

(Underline: Changed responsibilities)

2. Organizational Changes in the Eco Solutions Company and Others

Panasonic Cycle Technology Co., Ltd. will be transferred from the Appliances Company to the Eco Solutions Company with the aim of expanding the sales and the service business of power-assisted bicycles in synergy with the life solution business, which is one of the key businesses to expand.

In addition, the Interior Furnishing & Systems Business Unit under the Housing Systems Business Division will be renamed Architecture Systems Business Unit in order to further accelerate the promotion of a wide variety of housing-related products.

Appointment:

Name	New Responsibility	Current Responsibility
Tomonori Kuramoto	<u>Director, Architecture Systems Business Unit</u> , Housing Systems Business Division, Eco Solutions Company	<u>Director, Interior Furnishing & Systems Business Unit</u> , Housing Systems Business Division, Eco Solutions Company

(Underline: Changed responsibilities)

3. Establishment of the Connected Solutions Company and Others

The AVC Networks Company will be reorganized and renamed the Connected Solutions Company in order to establish a customer-oriented business structure that will be a core of growth for the group-wide BtoB solution business aimed at five key business areas: Entertainment; Retail & Logistics; Public; Manufacturing; and Avionics.

(1) Media Entertainment Business Division

With the aim of contributing to the customer satisfaction as a producer of integrated spatial effects using images, sound, and light, the Media Entertainment Business Division will be established by integrating the organizations engaged in the professional AV business under the Imaging Network Business Division, the Visual Systems Business Division, and the AV Systems Business Unit under Panasonic System Networks Co., Ltd.

(2) Process Automation Business Division

The factory solutions business of the Automotive & Industrial Systems Company will be transferred to the Connected Solutions Company to establish the Process Automation Business Division with the aim of creating synergy by applying IoT-related technologies of the AVC Networks Company for reforming the existing business model focused on the sale of machinery, developing new key business areas, creating businesses for non-manufacturing industries, and thereby achieving growth.

In addition, Panasonic Smart Factory Solutions Co., Ltd. will be established by integrating Panasonic Factory Solutions Co., Ltd., Panasonic Welding Systems Co., Ltd., and Panasonic Welding Systems Kaga Co., Ltd. with the aim of promoting the flexible use of resources and accelerating decision-making and reforms.

(3) Mobile Solutions Business Division

The IT Products Business Division will be renamed the Mobile Solutions Business Division with the purpose of clarifying its role of contributing to mobile working innovations.

(4) Storage Business Development Center

The Storage Business Division will be renamed the Storage Business Development Center with the purpose of operating as a center of growth through more flexible, bold and strategic investments.

(5) Panasonic System Solutions Japan Co., Ltd.

Panasonic System Solutions Japan Co., Ltd. will be established by reorganizing the System Solutions Company (Japan) of Panasonic System Networks Co., Ltd. with the aim of clarifying its position as a pillar of Panasonic's BtoB solution business, enhancing the appeal to customers, and optimizing the management control structure for the promotion of solution businesses.

(6)Others

- Engineering sector

In order to promote a further application of technologies of the AVC Networks Company and contribute to business operations, the functions of the R&D Division and Business Development Center will be transferred to the Innovation Center of the Connected Solutions Company, the Innovation Promotion Sector (new name for the Technology & Design Sector assigned on April 1, 2017), and the engineering sectors of the companies concerned.

- Staff sector

The Corporate Planning Department will be renamed the Company Strategic Planning Office with the purpose of strengthening the capability to plan company strategies and clarifying its role.

Appointment:

Name	New Responsibility	Current Responsibility
Hideaki Harada	<u>Vice President, Connected Solutions Company</u> <u>In charge of Business Strategy and Planning</u> <u>General Manager, Company Strategic Planning Office</u>	<u>General Manager, Corporate Planning Department, Corporate Strategy Division</u>

Name	New Responsibility	Current Responsibility
Koichi Kawashima	Managing Officer, <u>Connected Solutions Company</u> <u>In charge of Solution Marketing, Security Business, and Storage Business</u>	Managing Officer, <u>AVC Networks Company</u> <u>General Manager, Corporate Planning Department</u>
Hiroaki Sakamoto	Managing Officer, <u>Connected Solutions Company</u> <u>Director, Mobile Solutions Business Division</u>	Managing Officer, <u>AVC Networks Company</u> <u>In charge of Business Mobile Business</u> <u>Director, IT Products Business Division</u>
Toshinori Kishi	<u>Director, Storage Business Development Center, Connected Solutions Company</u>	<u>Director, Storage Business Division, AVC Networks Company</u>

(Underline: Changed responsibilities)

4. Organizational Changes in the Automotive & Industrial Systems Company and Others

The Automotive R&D Division will be established by integrating the Automotive Development Center, AV&ICT Development Center, and Automotive Business Development Center in order to build a system solution development structure that functions across different business divisions with the aim of achieving further progress in the system design and specification formulation for the entire automotive business.

Appointment:

Name	New Responsibility	Current Responsibility
Masashige Mizuyama	<u>Director, Automotive R&D Division</u> , Automotive & Industrial Systems Company	<u>Executive, in charge of Technology, Automotive Infotainment Systems Business Division</u> , Automotive & Industrial Systems Company

(Underline: Changed responsibilities)

5. Establishment of the MICE Business Promotion Division

The regional revitalization and urban renewal through the development of an internationally competitive tourism industry are the pillars of Japan's growth strategy. With the aim of contributing to these goals, the MICE Business Promotion Division will be established under direct supervision of Panasonic Corporation to participate in the MICE business, including the integrated development and operation of accommodation, entertainment, and commercial facilities, expand

opportunities of Panasonic's service solution businesses, and create new businesses based on operation contracts.

*MICE stands for Meeting, Incentive Travel, Convention, and Exhibition/Event.

6. Personnel Changes (Effective April 1, 2017)

Appointment:

Name	New Responsibility	Current Responsibility
Shigeru Dohno	Managing Officer, Appliances Company <u>In charge of Food Retail & Commercial Equipment</u>	Managing Officer, Appliances Company <u>In charge of Planning</u>
Hiroshi Komoto	<u>Managing Officer</u> , Appliances Company <u>In charge of Planning</u>	<u>Director, Independent Dealers Sales Promotion Center, Consumer Marketing Division (Japan), Consumer Marketing Sector for Japan Region</u> , Appliances Company
Wu Liang	<u>Managing Officer</u> , Appliances Company <u>Managing Director</u> , Panasonic Appliances (China) Co., Ltd.	<u>Vice President</u> , Panasonic Appliances Company of China, Appliances Company
Yukio Hirose	<u>Director, Member of the Board</u> , <u>Panasonic Asia Pacific Pte. Ltd.</u> <u>In charge of Planning</u>	<u>Managing Director</u> , <u>Panasonic Consumer Marketing Europe</u> , <u>Panasonic Marketing Europe GmbH</u>
Yosuke Matsunaga	<u>Managing Officer</u> , Appliances Company <u>In charge of Europe Business Control</u> <u>Managing Director</u> , <u>Panasonic Consumer Marketing Europe</u> , <u>Panasonic Marketing Europe GmbH</u>	<u>Director</u> , <u>Kitchen Appliances Business Division</u> , Appliances Company
Shuji Okayama	Vice President, Eco Solutions Company Director, Customer Communication Center <u>Director, Supply Chain Management Center</u> In charge of Media & Spatial Design	Vice President, Eco Solutions Company <u>Director, Energy Systems Business Division</u> Director, Customer Communication Center In charge of Media & Spatial Design
Tomio Teramura	Managing Officer, Eco Solutions Company Director, Financial Management Center	Managing Officer, Eco Solutions Company Director, Financial Management Center <u>Director, Supply Chain Management Center</u>

Name	New Responsibility	Current Responsibility
Masaharu Michiura	Managing Officer, Eco Solutions Company Director, Lighting Business Division	Managing Officer, Eco Solutions Company Director, Lighting Business Division Director, Lighting Equipment Business Unit
Eiji Maruyama	Director, Lighting Equipment Business Unit, Lighting Business Division, Eco Solutions Company	Managing Director, Panasonic Energy Malaysia Sdn. Bhd.
Sadaharu Ukon	Managing Officer, Eco Solutions Company In charge of Business Development Associate Director, Marketing Division <u>In charge of Innovation</u>	Managing Officer, Eco Solutions Company In charge of Business Development Associate Director, Marketing Division <u>In charge of Marketing Innovation</u>
Kensuke Nakagawa	Associate Director, Marketing Division, Eco Solutions Company <u>In charge of Commercial Marketing</u>	Associate Director, Marketing Division, Eco Solutions Company <u>In charge of Sales and Showrooms</u>
Tadaharu Esaka	<u>Managing Officer, Connected Solutions Company</u> <u>In charge of Innovation & Design</u> Director, Innovation Center	Director, Innovation Center, <u>AVC Networks Company</u>
Takeshi Yukitake	<u>Managing Officer, Connected Solutions Company</u> <u>In charge of Technology</u> Director, Innovation Center	Director, Innovation Center, <u>AVC Networks Company</u>
Yoshimasa Shimizu	<u>Advisor</u> , Strategic Management Office, Automotive & Industrial Systems Company	<u>Managing Officer</u> , Automotive & Industrial Systems Company <u>In charge of Business Strategy & Planning</u> <u>General Manager, Strategic Management Office</u>
Kunio Tanaka	<u>Managing Officer</u> , Automotive & Industrial Systems Company <u>In charge of Business Strategy and Planning, and IT Planning</u> <u>General Manager, Strategic Management Office</u> General Manager in charge of Strategy of Automotive Business	General Manager in charge of Strategy of Automotive Business, Automotive & Industrial Systems Company
Manabu Takahashi	<u>Managing Officer</u> , Automotive & Industrial Systems Company <u>In charge of Quality Management and Manufacturing</u>	<u>Assistant Director, Smart Factory Solutions Business Division</u> , Automotive & Industrial Systems Company <u>President, Panasonic Welding Systems Co., Ltd.</u> <u>President, Panasonic Welding Systems Kaga Co., Ltd.</u>

Name	New Responsibility	Current Responsibility
Chiaki Kidani	<u>Assistant Director, Rechargeable Battery Business Division</u> , Automotive & Industrial Systems Company <u>Director, Portable Rechargeable Battery Business Unit</u>	<u>Director, Energy Device Business Division</u> , Automotive & Industrial Systems Company
Kazuo Tadanobu	<u>Director, Energy Device Business Division</u> , Automotive & Industrial Systems Company	<u>Director, Thermal & Noise Solutions Business Unit, Device Solutions Business Division</u> , Automotive & Industrial Systems Company
Shinsuke Nakahori	<u>Advisor, Manufacturing & Quality Enhancement Center</u> , Automotive & Industrial Systems Company	<u>Managing Officer</u> , Automotive & Industrial Systems Company <u>In charge of Business Administration</u>
Hiroki Soejima	<u>Managing Director, Panasonic Marketing Middle East & Africa FZE</u>	<u>General Manager, Global Communications Department, Groupwide Brand Communications Division</u>
Koji Tsuchiya	<u>General Manager, Global Communications Department</u> , Groupwide Brand Communications Division	<u>General Manager, Public Relations Department</u> , Groupwide Brand Communications Division
Tetsuro Maruyama	<u>General Manager, Advertising Department, Groupwide Brand Communications Division</u>	<u>President, Panasonic Cycle Technology Co., Ltd.</u>
Masayuki Tanaka	<u>Advisor</u> , Manufacturing Technology and Engineering Division	<u>Associate Director</u> , Manufacturing Technology and Engineering Division <u>In charge of Manufacturing</u>
Katsuhiko Omoto	Associate Director, Manufacturing Technology and Engineering Division <u>In charge of Manufacturing</u>	Associate Director, Manufacturing Technology and Engineering Division <u>In charge of Industrial Business</u>
Hideo Toyoda	<u>Advisor, in charge of IP Asset Management</u> , Intellectual Property Center	<u>President, Panasonic Intellectual Property Management Co., Ltd. Director</u> , Intellectual Property Center
Yoshiaki Tokuda	<u>Director</u> , Intellectual Property Center	<u>General Manager, Strategy Department</u> , Intellectual Property Center
Masaharu Nagata	<u>Vice President, Global Procurement Company in charge of centralized contract and strategic business</u> Director, Centralized Contract Center	Director, Centralized Contract Center, Global Procurement Company

Name	New Responsibility	Current Responsibility
Masanao Yamauchi	<u>Vice President, Global Procurement Company</u> <u>In charge of Overseas Operations</u>	<u>Managing Officer, Appliances Company</u> <u>Managing Director, Panasonic Appliances Company of China, Panasonic Corporation of China</u>
Toshiyuki Koda	<u>President, Panasonic Solution Technologies Co., Ltd.</u>	<u>Director, Business Development Center, AVC Networks Company</u>

(Underline: Changed responsibilities)