

**FOR IMMEDIATE RELEASE**

June 30, 2017

## Panasonic Announces Organizational and Personnel Changes

Panasonic Corporation today announced the following organizational changes and Personnel Changes effective on July 1, 2017.

### 1. Organizational Changes in the Corporate Strategy Division and Others

With the aim of strengthening the corporate financial strategy planning function, the Corporate Finance & IR Department will be established under the Corporate Strategy Division.

Appointment:

Name	New Responsibilities	Current Responsibilities
Yoshinori Nakashima	<u>General Manager,</u> <u>Corporate Finance &amp;</u> <u>IR Department,</u> <u>Corporate Strategy Division</u>	<u>Managing Director,</u> <u>Member of the Board,</u> <u>Panasonic Latin America</u>

(Underline: Changed responsibilities)

### 2. Organizational Changes in the Connected Solutions Company and Others

With the aim of further expanding the customer base, the Sales Promotion Division will be established under the Connected Solutions Company.

Appointment (new employee):

Name	New Responsibilities
Masae Yamanaka	<u>Managing Officer, Connected Solutions Company Director,</u> <u>Sales Promotion Division</u>

(Underline: Changed responsibilities)

Having notched up many achievements and acquired a lot of experience and knowledge over the course of her career in BtoB sales, Masae Yamanaka will further expand connections with customers as one of the key individuals for the growth of Panasonic's BtoB solution business.

### 3. Personnel Changes

#### Appointment:

Name	New Responsibilities	Current Responsibilities
Shoichiro Hara	<u>In charge of Special Task, attached to Yukio Nakashima, Director, Consumer Marketing Sector for Japan Region, Appliances Company</u>	<u>Associate Director, Consumer Marketing Division (Japan), Consumer Marketing Sector for Japan Region, Appliances Company</u>
Shuji Okayama	<u>Associate Director, Business Solutions Division</u>	<u>Vice President, Eco Solutions Company Director, Customer Communication Center Director, Supply Chain Management Center In charge of Media &amp; Spatial Design</u>
Akio Okude	Managing Officer, Eco Solutions Company In charge of Planning <u>Director, Customer Communication Center</u> <u>Director, Supply Chain Management Center</u> <u>In charge of Media &amp; Spatial Design</u>	Managing Officer, Eco Solutions Company In charge of Planning
Hiroyuki Inoue	<u>CMO, in charge of Energy Business, Automotive &amp; Industrial Systems Company</u>	<u>Director, Manufacturing Technology and Engineering Division</u>
Tatsuo Ogawa	<u>Director, Manufacturing Technology and Engineering Division</u>	<u>Assistant Director, Electromechanical Control Business Division, Automotive &amp; Industrial Systems Company</u>

(Underline: Changed responsibilities)