

FOR IMMEDIATE RELEASE

September 29, 2017

Panasonic Announces Organizational and Personnel Changes

Panasonic Corporation today announced the following organizational and Personnel changes.

1. Organizational Changes in the Eco Solutions Company and Others (Effective October 1)

The marketing departments will be reorganized on the basis of segments, i.e. the electrical construction material, housing product, and corporate & institutional businesses. Specifically, the Electrical Construction Materials Coordination Department and the Housing Products Sales Coordination Department will be established under the Marketing Division.

In addition, the functions of the Products Marketing Coordination Department under the Marketing Division will be transferred to relevant business divisions..

The BtoC functions of the Panasonic Reform Coordination Department under the Marketing Division will be transferred to Panasonic Home Renovation Co., Ltd., and the department will be dissolved.

| Name | New Responsibilities | Current Responsibilities |
|---------------|---|--|
| Sadaharu Ukon | Managing Officer, Eco Solutions Company Associate Director, Marketing Division In charge of <u>Strategy Planning & Engineering Business</u> | Managing Officer, Eco Solutions Company In charge of Business Development Associate Director, Marketing Division In charge of Innovation In charge of Project Sales, attached to Director, Marketing Division Director, Corporate & Institutional Sales Coordination Department |
| Tatsuya Kato | <u>Director, Electrical Construction Materials Coordination Department</u> , Marketing Division, Eco Solutions Company | Associate Director, Marketing Division, Eco Solutions Company In charge of Products Marketing Director, Products Marketing Coordination Department |

| Name | New Responsibilities | Current Responsibilities |
|------------------|--|---|
| Kensuke Nakagawa | <u>Director, Housing Products Sales Coordination Department, Marketing Division, Eco Solutions Company</u> | <u>Associate Director, Marketing Division, Eco Solutions Company</u> <u>In charge of Commercial Marketing</u> |
| Kosuke Yamamoto | <u>President, Panasonic Home Renovation Co., Ltd., Marketing Division, Eco Solutions Company</u> | <u>Director, Panasonic Reform Coordination Department, Marketing Division, Eco Solutions Company</u> <u>President, Panasonic Home Renovation Co., Ltd.</u> |

2. Personnel Changes

(Effective October 1)

| Name | New Responsibilities | Current Responsibilities |
|--------------------|---|---|
| Hideshi Fuchiue | <u>Managing Officer, Appliances Company</u> <u>In charge of Technology</u> <u>Director, Corporate Engineering Division</u> <u>Director, Groupwide CTO Office</u> | <u>Director, Groupwide CTO Office</u> |
| Masahiko Yamaguchi | <u>Managing Officer, Appliances Company</u> <u>In charge of Manufacturing, Quality, and Procurement</u> <u>Director, Corporate Quality Innovation Division</u> | <u>Managing Officer, Appliances Company</u> <u>In charge of Manufacturing and Quality</u> |
| Hideo Uemura | <u>Senior Audit & Supervisory Officer, Appliances Company</u> | <u>Director, Refrigerator Business Division, Appliances Company</u> |
| Masatoshi Sasaki | <u>Director, Refrigerator Business Division, Appliances Company</u> | <u>Director, Corporate Quality Innovation Division, Appliances Company</u> |
| Hideyuki Oka | <u>Managing Officer, Eco Solutions Company</u> <u>In charge of Technology, Design, Manufacturing, Business Development, and Quality and Environmental Promotion</u> <u>Director, Engineering Division</u> <u>Director, Manufacturing Innovation Division</u> | <u>Managing Officer, Eco Solutions Company</u> <u>In charge of Technology, Design, Manufacturing, and Quality and Environmental Promotion</u> <u>Director, Engineering Division</u> <u>Director, Manufacturing Innovation Division</u> |
| Masae Yamanaka | <u>Managing Officer, Connected Solutions Company</u> <u>Director, Sales Promotion Division</u> <u>Executive Vice President, Member of the Board, Panasonic System Solutions Japan Co., Ltd.</u> | <u>Managing Officer, Connected Solutions Company</u> <u>Director, Sales Promotion Division</u> |

| Name | New Responsibilities | Current Responsibilities |
|-------------------|---|--|
| Toru Yamazaki | <u>Executive, Innovation Center, Assistant Director, IoT Platform Business</u> Connected Solutions Company | <u>Executive, Business Strategy and Planning, Connected Solutions Company</u> |
| Yasuhiro Mashiko | <u>Executive, Business Innovation Division</u> | <u>Managing Officer, Connected Solutions Company</u> <u>In charge of Quality Assurance, Software Strategy</u> |
| Hideharu Nagasawa | <u>General Manager, Project & Strategy Office, Business Innovation Division</u> | <u>Director in charge of Planning, attached to Yoshiyuki Miyabe, Chief Technology Officer (CTO), Chief Manufacturing Officer (CMO)</u> |

(Effective November 1)

| Name | New Responsibilities (Effective November 1) | Responsibilities (Effective October 1) |
|-----------------|---|---|
| Hideshi Fuchiue | Managing Officer, Appliances Company In charge of Technology Director, Corporate Engineering Division | Managing Officer, Appliances Company In charge of Technology Director, Corporate Engineering Division Director, Groupwide CTO Office |
| Masaaki Isoda | <u>Director, Groupwide CTO Office</u> | Director, R&D Center, Lighting Business Division, Eco Solutions Company |

(Underline: Changed responsibilities)