

FOR IMMEDIATE RELEASE

October 17, 2019

Panasonic Announces Personnel Change

Panasonic Corporation today announced the following appointment effective October 17, 2019.

In order for Panasonic to continue its contribution to society as a "Business that Updates Lifestyle", it needs to strengthen management structure and adopt new business models. As announced in the New Mid-term Strategy, one of the key strategies is to transform its hardware business with software and services.

To propel these initiatives, the company invites Yoky Matsuoka, former Vice President of Google and CTO of Nest, to join the Panasonic executive team. She brings world-leading technical expertise and consumer product development to Panasonic.

With such a wealth of experience and knowledge, Yoky will lead the creation of new products and services beyond the existing business and organization. She will collaborate with various business divisions, and drive innovation by creating products and services that will improve the quality of life for people in meaningful ways.

She will be based in Silicon Valley in the U.S.A., assuming her role with leadership, also as a CEO of Panasonic β .

Appointment (new employee):

Name	New Responsibilities
Yoky Matsuoka	Fellow