

FOR IMMEDIATE RELEASE

August 28, 2020

Panasonic Announces Assignment of Responsibilities to an Executive Officer, Organizational Change, and Personnel Changes

Osaka, Japan - Panasonic Corporation today announced the following assignment of responsibilities to an executive officer, organizational change, and personnel changes effective October 1, 2020.

1. Assignment of responsibilities to an Executive Officer (Effective October 1)

Assignment:

Name	New Responsibilities	Current Responsibilities
Eiichi Katayama	Managing Executive Officer Chief Strategy Officer (CSO) In charge of Business Development <u>In charge of Sports Management Business</u> General Manger, Corporate Planning Department, Corporate Strategy Division	Managing Executive Officer Chief Strategy Officer (CSO) In charge of Business Development General Manger, Corporate Planning Department, Corporate Strategy Division

2. Organizational Change in the Groupwide Brand Communications Division and Others (Effective October 1)

The Groupwide Brand Communications Division will be renamed the Groupwide Brand Strategy Division with the aim of fully contributing to the business management by integrating brand communication with management strategies to enhance the strategic value of brand. The new division will develop and promote a brand strategy in line with the management, positioning the brand as an important management asset.

Under the new structure, the Brand Planning Department and the Global Communications Department will be dissolved, and these functions will be reorganized into the Brand Strategy Management Department and the Brand Strategy Planning Department.

Personnel Changes:

Name	New Responsibilities	Current Responsibilities
Satoshi Takeyasu	<u>Director in charge of Brand Strategy</u> Director in charge of Facility Management	<u>Director in charge of Brand Communications</u> <u>Director, Groupwide Brand Communications Division</u> Director in charge of Facility Management <u>Director in charge of Corporate Sports Promotion</u>

Name	New Responsibilities	Current Responsibilities
Yoshihiro Morii	<u>Director, Groupwide Brand Strategy Division</u> <u>General Manager, Brand Strategy Planning Department</u>	<u>Associate Director, Groupwide Brand Communications Division</u> <u>General Manager, Global Communications Department</u>
Koji Hosokawa	<u>General Manager, Brand Strategy Management Department, Groupwide Brand Strategy Division</u>	<u>General Manager, Brand Planning Department, Groupwide Brand Communications Division</u>

(Underline: Changed responsibilities)