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## Panasonic Formulates a New Brand Slogan "Vitalize the future with air"

-With the new brand slogan, Heating & Ventilation A/C Company of Panasonic will create new value from social and customer-centric viewpoints

**Osaka, Japan** – Panasonic Corporation today announced that with the establishment of the new organizational structure, its Heating & Ventilation A/C Company has formulated a new brand slogan, "Vitalize the future with air," that reflects its vision of the air quality and air-conditioning business. Heating & Ventilation A/C Company will continue to innovate and integrate the technologies it has in both air quality and air-conditioning businesses and create new value from social and customer-centric viewpoints.

From April 1, 2022, Panasonic Corporation will transition to a new holding company system and change its corporate name to Panasonic Holdings Corporation. Panasonic Holdings comprises eight highly specialized operating companies. One of them inherits the trade name "Panasonic Corporation," which will be configured of five divisional companies, including Heating & Ventilation A/C Company.

Heating & Ventilation A/C Company was established by integrating the Heating and Cooling Solutions Business Division that runs the air-conditioning business and Panasonic Ecology Systems Co., Ltd. that is responsible for the air quality business including ventilation/air purification equipment. The air-conditioning business started in 1957 when the Kadoma Cooler Production Plant was established and it has developed and expanded globally over 60 years. Meanwhile, the air quality business started in 1913 with the production of Japan's first mass-produced "AC electric fan.". Since then, Panasonic has been running businesses related to the air and water environment for over 100 years.

The new brand slogan expresses Panasonic's wish to combine the strength in its air quality and air-conditioning businesses, each of them has a long history of its own, and make a step forward to provide the following values to society and customers.

### ■Value that the Heating & Ventilation A/C Company provides to customers

- Provide safety and security through the air.  
Suppress harmful substances such as bacteria, viruses, and allergic substances utilizing unique technology to achieve a life where we can breathe comfortably.
- Energize society through the air.  
Help energize people and society by providing air for reducing stress according to each person's lifestyle and job
- Achieve a healthy earth through the air.  
Contribute to the prevention of global warming by saving energy and reducing CO<sub>2</sub>

A dedicated website is now up and running with a new brand slogan. Click on the URL below for details.

■Heating & Ventilation A/C Company brand site URL: <https://www.panasonic.com/jp/hvac/>

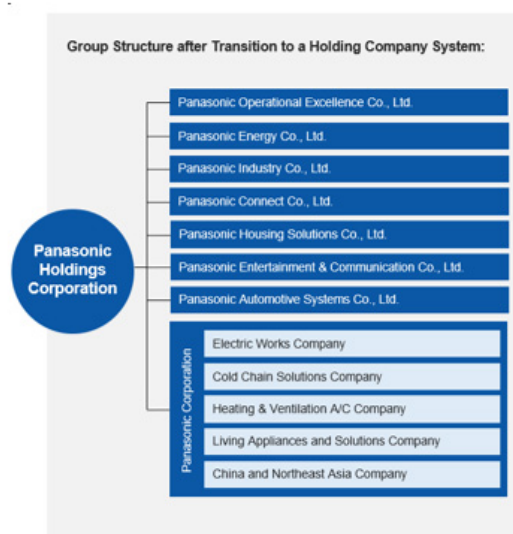
■Heating & Ventilation A/C Company Global site URL: <https://www.panasonic.com/global/hvac/>

The Heating & Ventilation A/C Company will continue to challenge to solve social issues by gathering the wisdom and technology it has accumulated in its history of over 100 years in order to contribute to the creation of a healthy and comfortable life and society.

[Reference]



## ■ Panasonic Group's new structure



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<https://news.panasonic.com/global/contacts/>

### About Panasonic

Panasonic Corporation is a global leader developing innovative technologies and solutions for wide-ranging applications in the consumer electronics, housing, automotive, and B2B sectors. The company, which celebrated its 100th anniversary in 2018, operates 522 subsidiaries and 69 associated companies worldwide and reported consolidated net sales of 6,698.8 billion yen for the year ended March 31, 2021. Committed to pursuing new value through collaborative innovation, the company uses its technologies to create a better life and a better world for customers. Learn more about Panasonic: <https://www.panasonic.com/global>.

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