

Supplemental Consolidated Financial Data for Fiscal 2010  
First Quarter, ended June 30, 2009

**1. Sales Breakdown**

yen (billions)

	Total	Local currency basis 10/09		Domestic	10/09	Overseas	Local currency basis 10/09	
		10/09					10/09	
Video and Audio Equipment	359.0	77%	85%	123.0	93%	236.0	71%	82%
Information and Communications Equipment	371.9	73%	77%	207.6	83%	164.3	63%	71%
Digital AVC Networks	730.9	75%	81%	330.6	87%	400.3	67%	77%
Home Appliances	279.0	81%	86%	159.9	92%	119.1	70%	78%
PEW and PanaHome	313.2	80%	83%	255.3	84%	57.9	68%	78%
Components and Devices	182.3	68%	73%	58.9	64%	123.4	70%	77%
Other	90.1	51%	53%	54.1	57%	36.0	45%	48%
<b>Total</b>	<b>1,595.5</b>	<b>74%</b>	<b>79%</b>	<b>858.8</b>	<b>82%</b>	<b>736.7</b>	<b>67%</b>	<b>75%</b>

**2. Overseas Sales by Region**

yen (billions)

	Overseas	Local currency basis 10/09	
		10/09	
North and South America	203.6	71%	77%
Europe	167.1	57%	71%
Asia	192.2	72%	84%
China	173.8	67%	70%
<b>Total</b>	<b>736.7</b>	<b>67%</b>	<b>75%</b>

### 3. Sales by Products

yen (billions)

Product Category	Products	Sales	10/09
Digital AVC Networks	TVs	215.7	80%
	Plasma TVs	123.4	83%
	LCD TVs	75.0	78%
	Digital Cameras	47.9	74%
	BD / DVD recorders	30.7	97%
	BD recorders / players	22.8	178%
	VCRs / camcorders	16.5	67%
	Audio equipment	16.3	63%
	Information equipment	222.0	68%
	Communications equipment	149.9	81%
	Mobile communications equipment	91.7	88%
Home Appliances	Air conditioners	76.9	76%
	Refrigerators	32.7	105%
Components and Devices	General components	70.6	67%
	Semiconductors *	76.2	62%
	Batteries	54.2	75%
Other	FA equipment	14.3	25%

\* Information for semiconductors is on a production basis.

The annual forecast for fiscal 2010 is 341.5 billion yen, down 13% from fiscal 2009.

### 4. Financial data for the primary domain companies

(Business domain company basis)

<Sales, Operating Profit (production division basis), and Capital Investment \* >

yen (billions)

	Sales		Operating Profit			Capital Investment	
		10/09		% of Sales	10/09		10-09
AVC Networks Company	366.8	69%	-34.6	-9.4%	-	68.0	+30.6
Panasonic Mobile Communications Co., Ltd.	102.0	86%	7.8	7.6%	52%	0.4	-0.1
Panasonic Electronic Devices Co., Ltd.	84.3	67%	-3.8	-4.5%	-	4.7	-4.6
Factory Automation Business	15.9	26%	-7.6	-47.4%	-	0.1	-0.3

\* These figures are calculated on an accrual basis.

## 5. Capital Investment by Business Segment \*

yen (billions)

	Capital Investment	
		10-09
Digital AVC Networks	70.0	+20.7
Home Appliances	12.5	-1.3
PEW and PanaHome	6.5	-3.1
Components and Devices **	23.5	-0.7
Other	1.8	-4.0
Total	114.3	+11.6

<\*\* semiconductors only>

< 5.5 > <-1.7 >

\* These figures are calculated on an accrual basis.

## 6. Foreign Currency Exchange Rates

<Fiscal 2010 First Quarter>

	Export Rates	Rates Used for Consolidation	Foreign Currency Transaction * (billions)
U.S. Dollars	¥93	¥97	US\$0.4
Euro	¥122	¥133	€0.3

<Fiscal 2009 First Quarter>

	Export Rates	Rates Used for Consolidation	Foreign Currency Transaction * (billions)
U.S. Dollars	¥105	¥105	US\$0.5
Euro	¥158	¥163	€0.4

\* These figures are based on the net foreign exchange exposure of the company.

## 7. Number of Employees

(persons)

	End of June 2008	End of March 2009	End of June 2009
Domestic	134,950	132,144	130,066
Overseas	175,631	160,106	158,867
Total	310,581	292,250	288,933

**<Attachment 1> Reference**  
**Segment information for fiscal 2010**

<u>Sales</u>	Yen(billions)
	1st Quarter (Apr. to Jun.)
Digital AVC Networks	773.3
Home Appliances	293.9
PEW and PanaHome	357.7
Components and Devices	229.6
Other	204.7
Subtotal	1,859.2
Eliminations	-263.7
Total	1,595.5

Segment profit

	1st Quarter (Apr. to Jun.)
Digital AVC Networks	-13.6
Home Appliances	20.3
PEW and PanaHome	-7.8
Components and Devices	-11.5
Other	-0.9
Subtotal	-13.5
Corporate and eliminations	-6.7
Total	-20.2

**<Attachment 2> Reference**  
**Segment information for fiscal 2009**

<u>Sales</u>		Yen(billions)				
	1st Quarter (Apr. to Jun.)	2nd Quarter (Jul. to Sept.)	3rd Quarter (Oct. to Dec.)	4th Quarter (Jan. to Mar.)	Full year (Apr. to Mar.)	
Digital AVC Networks	1,046.4	1,056.5	937.3	708.8	3,749.0	
Home Appliances	352.1	333.4	292.1	245.3	1,222.9	
PEW and PanaHome	432.8	495.9	432.7	404.9	1,766.3	
Components and Devices	334.5	335.7	278.3	178.8	1,127.3	
Other	289.4	309.2	222.4	250.7	1,071.7	
Subtotal	2,455.2	2,530.7	2,162.8	1,788.5	8,937.2	
Eliminations	-303.2	-339.0	-282.8	-246.7	-1,171.7	
Total	2,152.0	2,191.7	1,880.0	1,541.8	7,765.5	

Segment profit

	1st Quarter (Apr. to Jun.)	2nd Quarter (Jul. to Sept.)	3rd Quarter (Oct. to Dec.)	4th Quarter (Jan. to Mar.)	Full year (Apr. to Mar.)
Digital AVC Networks	55.0	47.8	-4.9	-94.7	3.2
Home Appliances	31.5	15.4	18.2	-16.1	49.0
PEW and PanaHome	10.5	25.3	10.3	-6.0	40.1
Components and Devices	19.5	29.5	5.0	-46.9	7.1
Other	13.9	14.9	0.1	-5.0	23.9
Subtotal	130.4	132.9	28.7	-168.7	123.3
Corporate and eliminations	-20.8	-14.3	-2.4	-12.9	-50.4
Total	109.6	118.6	26.3	-181.6	72.9

**<Attachment 3> Reference**  
**Segment information for fiscal 2008**

**Sales**

Yen(billions)

	1st Quarter (Apr. to Jun.)	2nd Quarter (Jul. to Sept.)	3rd Quarter (Oct. to Dec.)	4th Quarter (Jan. to Mar.)	Full year (Apr. to Mar.)
Digital AVC Networks	996.1	1,063.5	1,207.7	1,052.3	4,319.6
Home Appliances	349.4	317.6	339.2	310.2	1,316.4
PEW and PanaHome	431.9	505.3	472.5	500.6	1,910.3
Components and Devices	348.2	364.1	357.3	329.1	1,398.7
Other	260.4	281.9	249.8	292.1	1,084.2
JVC	138.0	45.1	--	--	183.1
Subtotal	2,524.0	2,577.5	2,626.5	2,484.3	10,212.3
Eliminations	-284.5	-291.7	-281.9	-285.3	-1,143.4
Total	2,239.5	2,285.8	2,344.6	2,199.0	9,068.9

**Segment profit**

	1st Quarter (Apr. to Jun.)	2nd Quarter (Jul. to Sept.)	3rd Quarter (Oct. to Dec.)	4th Quarter (Jan. to Mar.)	Full year (Apr. to Mar.)
Digital AVC Networks	38.9	71.2	84.3	57.9	252.3
Home Appliances	18.0	19.3	25.9	23.2	86.4
PEW and PanaHome	9.9	31.2	27.3	28.0	96.4
Components and Devices	18.4	31.1	27.8	27.7	105.0
Other	13.8	21.1	12.1	17.2	64.2
JVC	-6.7	-3.0	--	--	-9.7
Subtotal	92.3	170.9	177.4	154.0	594.6
Corporate and eliminations	-18.4	-24.8	-12.0	-19.9	-75.1
Total	73.9	146.1	165.4	134.1	519.5

Notes:

1. JVC and its consolidated subsidiaries became associated companies under the equity method from August 2007.
2. The company has changed the transaction between Global Procurement Service Company and other segments since April 1, 2008. Accordingly, segment information for Other and Corporate and eliminations of fiscal 2008 has been reclassified to conform to the presentation for fiscal 2009.
3. The name of "AVC Networks" was changed to "Digital AVC Networks" in April 2008.
4. The name of "MEW and PanaHome" was changed to "PEW and PanaHome" as of October 1, 2008.