

February 27, 2015

FOR IMMEDIATE RELEASE

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Panasonic Announces Senior Management Changes

Osaka, Japan, February 27, 2015 - Panasonic Corporation ([TSE:6752] "Panasonic"), today announced senior management changes. For further details, please see attached press release.

There will be no assignment or resignation of representative directors*.

* The Chairman of the Board of Directors, Vice Chairman of the Board of Directors, President, Executive Vice Presidents and Senior Managing Directors are Representative Directors and severally represent the company.

<Reference> "Panasonic Announces Proposed Senior Management Changes"

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February 27, 2015

Panasonic Announces Proposed Senior Management Changes

Osaka, Japan, February 27, 2015 - Panasonic Corporation ([TSE:6752] "Panasonic"), today announced the following changes of the members of the Board of Directors and Executive Officers, effective April 1, 2014, and proposed changes of the members of the Board of Directors and the Board of Audit & Supervisory Board Members effective June 25, 2015. These proposed changes will be submitted for and subject to approval at the company's ordinary general meeting of shareholders, and at the Board of Directors' Meeting and the Audit & Supervisory Board Members' Meeting to be held on June 25, 2015.

1. Resignation of Executive Officers (Effective March 31)

Name	New Responsibility (Effective April 1)	Current Responsibility
Shiro Nishiguchi	Corporate Advisor	Executive Officer Senior Vice President, Appliances Company In charge of Planning
Yasutomo Fukui	Corporate Advisor	Executive Officer In charge of General Affairs, Social Relations, Facility Management, and Corporate Sports Promotion

2. Assignment of Responsibilities as Executive Officers (Effective April 1)

Title	Name	Current Responsibility
Executive Officer	Yoshiyuki Iwai	
Executive Officer	Makoto Ishii	In charge of Information Systems
Executive Officer	Toru Nishida	Vice President, Automotive & Industrial Systems Company In charge of Industrial Business President, Panasonic Semiconductor Solutions Co., Ltd.
Executive Officer	Kazuhiro Murata	Director, Housing Products Sales Operations, Marketing Division, Eco Solutions Company

Title	Name	Current Responsibility
Executive Officer	Hiroyuki Aota	Vice President, Automotive & Industrial Systems Company In charge of Manufacturing Business President, Panasonic Factory Solutions Co., Ltd.
Executive Officer	Masaki Arizono	Managing Director, Panasonic System Communications Company Europe, Panasonic Marketing Europe GmbH
Executive Officer	Masashi Yamada	Managing Officer, Eco Solutions Company Director, Housing Systems Business Division In charge of AGE-FREE Business
Executive Officer	Michiko Ogawa	General Manager, Technics Business Promotion, Home Entertainment Business Division, Appliances Company
Executive Officer	Hirotooshi Uehara	Director, Automotive Infotainment Systems Business Division, Automotive & Industrial Systems Company

3. Members of the Board of Directors, Executive Officers, and their Responsibilities (Effective April 1)

Underline: Changed responsibilities

Title	Name	New Responsibility (Effective April 1)	Current Responsibility
Chairman of the Board	Shusaku Nagae		
Vice Chairman of the Board	Masayuki Matsushita		
President	Kazuhiro Tsuga		
Executive Vice President	Yoshihiko Yamada	In charge of Strategic Regions Director, Strategic Regions Business Promotion Division	In charge of Strategic Regions Director, Strategic Regions Business Promotion Division
Executive Vice President	Kazunori Takami (Promotion)	<u>In charge of Japan Region, Customer Satisfaction, and Design</u>	<u>President, Appliances Company</u> <u>In charge of Consumer Business</u>
Senior Managing Director	Hideaki Kawai	In charge of Accounting and Finance, and Groupwide Cost Busters Project	In charge of Accounting and Finance, and Groupwide Cost Busters Project
Senior Managing Director	Yoshiyuki Miyabe	<u>In charge of Technology, Intellectual Property, Manufacturing, and Procurement</u>	<u>President, AVC Networks Company</u> <u>In charge of Global Sourcing (Effective March 1)</u>

Underline: Changed responsibilities

Title	Name	New Responsibility (Effective April 1)	Current Responsibility
Senior Managing Director	Yoshio Ito	President, Automotive & Industrial Systems Company <u>In charge of Industrial Business</u>	President, Automotive & Industrial Systems Company
Senior Managing Director	Tamio Yoshioka	President, Eco Solutions Company In charge of Construction Safety Regulations Administration Department	President, Eco Solutions Company In charge of Construction Safety Regulations Administration Department
Managing Director	Takashi Toyama	Representative in Tokyo In charge of Government and External Relations Director, Government and External Relations Division In charge of Tokyo Olympic & Paralympic Business Promotion	Representative in Tokyo In charge of Government and External Relations Director, Government and External Relations Division In charge of Tokyo Olympic & Paralympic Business Promotion
Managing Director	Jun Ishii	In charge of Human Resources, <u>General Affairs, Social Relations, Legal Affairs, Fair Business & Compliance, Corporate Governance, Risk Management, Facility Management, and Corporate Sports Promotion</u> Director, Risk & Governance Management Division	In charge of Human Resources, Legal Affairs, <u>Risk Management, Information Security, Business Ethics, and Information Systems</u> Director, Legal Affairs Division
Managing Director	Mamoru Yoshida	<u>Senior Vice President, Appliances Company</u> <u>President, Air-Conditioner Company</u> <u>In charge of TV Business</u>	<u>In charge of Technology, Intellectual Property, Quality Administration, FF Customer Support & Management, Environmental Affairs, and Panasonic Spin-up Fund</u> <u>In charge of Air-Conditioning & Heating Devices Business,</u> Appliances Company Director, Air-Conditioner Business Division
Managing Director	Tsuyoshi Nomura		<u>In charge of Manufacturing Innovation, Procurement, Logistics, and Motor Business Administration Office</u> Director, Global Manufacturing Division
Managing Director	Mototsugu Sato (Promotion)	In charge of Planning, BPR Project, Business Creation Project, and <u>Panasonic Spin-up Fund</u>	In charge of Planning, BPR Project, and Business Creation Project

Underline: Changed responsibilities

Title	Name	New Responsibility (Effective April 1)	Current Responsibility
Director	Ikuo Uno		
Director	Masayuki Oku		
Director	Hiroko Ota		
Senior Audit & Supervisory Board Member	Seiichiro Sano		
Senior Audit & Supervisory Board Member	Yoshihiro Furuta	Chairman of The Meeting of Panasonic Group Audit & Supervisory Board Members	Chairman of The Meeting of Panasonic Group Audit & Supervisory Board Members
Audit & Supervisory Board Member	Yoshio Sato		
Audit & Supervisory Board Member	Ikuo Hata		
Audit & Supervisory Board Member	Toshio Kinoshita		

Managing Executive Officer	Laurent Abadie	Regional Head for Europe & CIS Chairman & CEO, Panasonic Europe Ltd. Managing Director, Panasonic Marketing Europe GmbH	Regional Head for Europe & CIS Chairman & CEO, Panasonic Europe Ltd. Managing Director, Panasonic Marketing Europe GmbH
Managing Executive Officer	Yorihisa Shiokawa	Regional Head for Latin America President, Panasonic Latin America President, Panasonic Marketing Latin America	Regional Head for Latin America President, Panasonic Latin America President, Panasonic Marketing Latin America
Managing Executive Officer	Joseph Taylor	Regional Head for North America Chairman & CEO, Panasonic Corporation of North America	Regional Head for North America Chairman & CEO, Panasonic Corporation of North America
Managing Executive Officer	Hidetoshi Osawa	Regional Head for China & Northeast Asia Chairman, Panasonic Corporation of China	Regional Head for China & Northeast Asia Chairman, Panasonic Corporation of China
Managing Executive Officer	Yukio Nakashima	<u>Senior Vice President, Appliances Company</u> <u>Director, Consumer Marketing Sector for Japan Region</u> <u>Director, Consumer Marketing Division (Japan)</u>	<u>Director, Consumer Marketing Sector for Japan Region</u> <u>Director, Consumer Marketing Division (Japan)</u> <u>In charge of Design</u>

Underline: Changed responsibilities

Title	Name	New Responsibility (Effective April 1)	Current Responsibility
Managing Executive Officer	Masahisa Shibata	Senior Vice President, Automotive & Industrial Systems Company In charge of Automotive Business	Senior Vice President, Automotive & Industrial Systems Company In charge of Automotive Business
Managing Executive Officer	Yasuji Enokido (Promotion)	<u>President, AVC Networks Company</u> <u>In charge of Visual & Imaging Business and Solutions Business</u>	<u>Senior Vice President, AVC Networks Company</u> <u>In charge of System Solutions Business</u>
Managing Executive Officer	Tetsuro Homma (Promotion)	<u>President, Appliances Company</u> <u>In charge of Consumer Business</u>	<u>Senior Vice President, Appliances Company</u> <u>In charge of Cold Chain and Home Appliances Business</u> Director, Refrigerator Business Division
Managing Executive Officer	Makoto Kitano (Promotion)	<u>Senior Vice President, Eco Solutions Company</u> <u>In charge of BtoB Solutions Business</u> Director, Lighting Business Division	<u>Vice President, Eco Solutions Company</u> Director, Lighting Business Division
Executive Officer	Toshiyuki Takagi	<u>In charge of Manufacturing Innovation, Quality Administration, FF Customer Support & Management, Environmental Affairs, and Motor Business Administration Office</u>	<u>Senior Vice President, AVC Networks Company</u> <u>In charge of System Products Business</u> <u>President, Panasonic System Networks Co., Ltd.</u> <u>In charge of Panasonic Mobile Communications Co., Ltd.</u>
Executive Officer	Masahiro Ido	In charge of Solution Sales Director, Business Solutions Division Director, Tokyo Olympic & Paralympic Enterprise Division	In charge of Solution Sales Director, Business Solutions Division Director, Tokyo Olympic & Paralympic Enterprise Division
Executive Officer	Satoshi Takeyasu	In charge of Corporate Communications, Advertising, and Citizenship Director, Groupwide Brand Communications Division	In charge of Corporate Communications, Advertising, and Citizenship Director, Groupwide Brand Communications Division
Executive Officer	Paul Margis	Senior Vice President, AVC Networks Company In charge of Avionics Business Director, Avionics Business Division	Senior Vice President, AVC Networks Company In charge of Avionics Business Director, Avionics Business Division

Underline: Changed responsibilities

Title	Name	New Responsibility (Effective April 1)	Current Responsibility
Executive Officer	Junichiro Kitagawa	<u>In charge of Consumer Business for Europe & CIS Region</u>	<u>Regional Head for Southeast Asia and Oceania</u> <u>Managing Director, Panasonic Asia Pacific Pte. Ltd.</u> <u>Managing Director, Panasonic Consumer Marketing Asia Pacific</u>
Executive Officer	Daizo Ito	Regional Head for India, South Asia, Middle East and Africa President, Panasonic India Pvt. Ltd.	Regional Head for India, South Asia, Middle East and Africa President, Panasonic India Pvt. Ltd.
Executive Officer	Shinji Sakamoto	Senior Vice President, Automotive & Industrial Systems Company In charge of Energy Business	Senior Vice President, Automotive & Industrial Systems Company In charge of Energy Business <u>Director, Portable Rechargeable Battery Business Division, SANYO Electric Co., Ltd.</u>
Executive Officer	Yuki Kusumi	Senior Vice President, Appliances Company <u>In charge of Home Appliances & Entertainment Business</u> Director, Home Entertainment Business Division	Senior Vice President, Appliances Company <u>In charge of Home Entertainment, Beauty and Living Business</u> Director, Home Entertainment Business Division
Executive Officer	Yoshiyuki Iwai (New appointment)	<u>Vice President, Eco Solutions Company</u> <u>In charge of Business Development and Intelligence & Liaison</u>	
Executive Officer	Makoto Ishii (New appointment)	In charge of Information Systems and <u>Logistics</u>	In charge of Information Systems
Executive Officer	Toru Nishida (New appointment)	<u>Regional Head for Southeast Asia and Oceania</u> <u>Managing Director, Panasonic Asia Pacific Pte. Ltd.</u> <u>Managing Director, Panasonic Consumer Marketing Asia Pacific</u>	<u>Vice President, Automotive & Industrial Systems Company</u> <u>In charge of Industrial Business</u> <u>President, Panasonic Semiconductor Solutions Co., Ltd.</u>
Executive Officer	Kazuhiro Murata (New appointment)	<u>Vice President, Eco Solutions Company</u> <u>Director, Marketing Division</u>	<u>Director, Housing Products Sales Operations, Marketing Division, Eco Solutions Company</u>

Underline: Changed responsibilities

Title	Name	New Responsibility (Effective April 1)	Current Responsibility
Executive Officer	Hiroyuki Aota (New appointment)	Vice President, Automotive & Industrial Systems Company <u>In charge of Factory Solutions Business</u> <u>Director, Smart Factory Solutions Business Division</u> President, Panasonic Factory Solutions Co., Ltd.	Vice President, Automotive & Industrial Systems Company <u>In charge of Manufacturing Business</u> President, Panasonic Factory Solutions Co., Ltd.
Executive Officer	Masaki Arizono (New appointment)	<u>In charge of Solutions Business for Europe & CIS Region</u> <u>Vice President, AVC Networks Company</u> Managing Director, Panasonic System Communications Company Europe, Panasonic Marketing Europe GmbH	Managing Director, Panasonic System Communications Company Europe, Panasonic Marketing Europe GmbH
Executive Officer	Masashi Yamada (New appointment)	<u>Vice President</u> , Eco Solutions Company Director, Housing Systems Business Division In charge of AGE-FREE Business	<u>Managing Officer</u> , Eco Solutions Company Director, Housing Systems Business Division In charge of AGE-FREE Business
Executive Officer	Michiko Ogawa (New appointment)	<u>In charge of Technics Brand</u> <u>Managing Officer</u> , Appliances Company General Manager, Technics Business Promotion, Home Entertainment Business Division	General Manager, Technics Business Promotion, Home Entertainment Business Division, Appliances Company
Executive Officer	Hirotooshi Uehara (New appointment)	<u>Vice President</u> , Automotive & Industrial Systems Company Director, <u>Automotive Infotainment Systems Business Division</u>	<u>Director, Automotive Infotainment Systems Business Division</u> , Automotive & Industrial Systems Company

4. Resignation and Assignment of the Members of the Board of Directors, Audit & Supervisory Board Members (Effective June 25)

Resignation:

Name	New Responsibility (Effective June 25)	Current Responsibility (Effective April 1)
Mamoru Yoshida	Managing Executive Officer Senior Vice President, Appliances Company President, Air-Conditioner Company In charge of TV Business	Managing Director Senior Vice President, Appliances Company President, Air-Conditioner Company In charge of TV Business
Tsuyoshi Nomura	Corporate Advisor	Managing Director
Yoshihiro Furuta	Corporate Advisor	Senior Audit & Supervisory Board Member Chairman of The Meeting of Panasonic Group Audit & Supervisory Board Members

Assignment:

Title	Name	Current Responsibility (Effective April 1)
Managing Director	Yasuji Enokido	Managing Executive Officer President, AVC Networks Company In charge of Visual & Imaging Business and Solutions Business
Managing Director	Tetsuro Homma	Managing Executive Officer President, Appliances Company In charge of Consumer Business
Senior Audit & Supervisory Board Member	Hirofumi Yasuhara	Senior Audit & Supervisory Officer, Automotive & Industrial Systems Company

5. Members of the Board of Directors, Executive Officers, and their Responsibilities (Effective June 25)

Title	Name	New Responsibility (Effective June 25)	Current Responsibility (Effective April 1)
Chairman of the Board	Shusaku Nagae		
Vice Chairman of the Board	Masayuki Matsushita		
President	Kazuhiro Tsuga		
Executive Vice President	Yoshihiko Yamada	In charge of Strategic Regions Director, Strategic Regions Business Promotion Division	In charge of Strategic Regions Director, Strategic Regions Business Promotion Division
Executive Vice President	Kazunori Takami	In charge of Japan Region, Customer Satisfaction, and Design	In charge of Japan Region, Customer Satisfaction, and Design
Senior Managing Director	Hideaki Kawai	In charge of Accounting and Finance, and Groupwide Cost Busters Project	In charge of Accounting and Finance, and Groupwide Cost Busters Project
Senior Managing Director	Yoshiyuki Miyabe	In charge of Technology, Intellectual Property, Manufacturing, and Procurement	In charge of Technology, Intellectual Property, Manufacturing, and Procurement
Senior Managing Director	Yoshio Ito	President, Automotive & Industrial Systems Company In charge of Industrial Business	President, Automotive & Industrial Systems Company In charge of Industrial Business
Senior Managing Director	Tamio Yoshioka	President, Eco Solutions Company In charge of Construction Safety Regulations Administration Department	President, Eco Solutions Company In charge of Construction Safety Regulations Administration Department
Managing Director	Takashi Toyama	Representative in Tokyo In charge of Government and External Relations Director, Government and External Relations Division In charge of Tokyo Olympic & Paralympic Business Promotion	Representative in Tokyo In charge of Government and External Relations Director, Government and External Relations Division In charge of Tokyo Olympic & Paralympic Business Promotion

Underline: Changed responsibilities

Title	Name	New Responsibility (Effective June 25)	Current Responsibility (Effective April 1)
Managing Director	Jun Ishii	In charge of Human Resources, General Affairs, Social Relations, Legal Affairs, Fair Business & Compliance, Corporate Governance, Risk Management, Facility Management, and Corporate Sports Promotion Director, Risk & Governance Management Division	In charge of Human Resources, General Affairs, Social Relations, Legal Affairs, Fair Business & Compliance, Corporate Governance, Risk Management, Facility Management, and Corporate Sports Promotion Director, Risk & Governance Management Division
Managing Director	Yasuji Enokido (New appointment)	President, AVC Networks Company In charge of Visual & Imaging Business and Solutions Business	President, AVC Networks Company In charge of Visual & Imaging Business and Solutions Business
Managing Director	Mototsugu Sato	In charge of Planning, BPR Project, Business Creation Project, and Panasonic Spin-up Fund	In charge of Planning, BPR Project, Business Creation Project, and Panasonic Spin-up Fund
Managing Director	Tetsuro Homma (New appointment)	President, Appliances Company In charge of Consumer Business	President, Appliances Company In charge of Consumer Business
Director	Ikuo Uno		
Director	Masayuki Oku		
Director	Hiroko Ota		
Senior Audit & Supervisory Board Member	Seiichiro Sano		
Senior Audit & Supervisory Board Member	Hirofumi Yasuhara (New appointment)	<u>Chairman of The Meeting of Panasonic Group Audit & Supervisory Board Members</u>	<u>Senior Audit & Supervisory Officer, Automotive & Industrial Systems Company</u>
Audit & Supervisory Board Member	Yoshio Sato		
Audit & Supervisory Board Member	Ikuo Hata		
Audit & Supervisory Board Member	Toshio Kinoshita		

Title	Name	New Responsibility (Effective June 25)	Current Responsibility (Effective April 1)
Managing Executive Officer	Laurent Abadie	Regional Head for Europe & CIS Chairman & CEO, Panasonic Europe Ltd. Managing Director, Panasonic Marketing Europe GmbH	Regional Head for Europe & CIS Chairman & CEO, Panasonic Europe Ltd. Managing Director, Panasonic Marketing Europe GmbH
Managing Executive Officer	Yorihisa Shiokawa	Regional Head for Latin America President, Panasonic Latin America President, Panasonic Marketing Latin America	Regional Head for Latin America President, Panasonic Latin America President, Panasonic Marketing Latin America
Managing Executive Officer	Mamoru Yoshida	Senior Vice President, Appliances Company President, Air-Conditioner Company In charge of TV Business	Senior Vice President, Appliances Company President, Air-Conditioner Company In charge of TV Business
Managing Executive Officer	Joseph Taylor	Regional Head for North America Chairman & CEO, Panasonic Corporation of North America	Regional Head for North America Chairman & CEO, Panasonic Corporation of North America
Managing Executive Officer	Hidetoshi Osawa	Regional Head for China & Northeast Asia Chairman, Panasonic Corporation of China	Regional Head for China & Northeast Asia Chairman, Panasonic Corporation of China
Managing Executive Officer	Yukio Nakashima	Senior Vice President, Appliances Company Director, Consumer Marketing Sector for Japan Region Director, Consumer Marketing Division (Japan)	Senior Vice President, Appliances Company Director, Consumer Marketing Sector for Japan Region Director, Consumer Marketing Division (Japan)
Managing Executive Officer	Masahisa Shibata	Senior Vice President, Automotive & Industrial Systems Company In charge of Automotive Business	Senior Vice President, Automotive & Industrial Systems Company In charge of Automotive Business
Managing Executive Officer	Makoto Kitano	Senior Vice President, Eco Solutions Company In charge of BtoB Solutions Business Director, Lighting Business Division	Senior Vice President, Eco Solutions Company In charge of BtoB Solutions Business Director, Lighting Business Division

Title	Name	New Responsibility (Effective June 25)	Current Responsibility (Effective April 1)
Executive Officer	Toshiyuki Takagi	In charge of Manufacturing Innovation, Quality Administration, FF Customer Support & Management, Environmental Affairs, and Motor Business Administration Office	In charge of Manufacturing Innovation, Quality Administration, FF Customer Support & Management, Environmental Affairs, and Motor Business Administration Office
Executive Officer	Masahiro Ido	In charge of Solution Sales Director, Business Solutions Division Director, Tokyo Olympic & Paralympic Enterprise Division	In charge of Solution Sales Director, Business Solutions Division Director, Tokyo Olympic & Paralympic Enterprise Division
Executive Officer	Satoshi Takeyasu	In charge of Corporate Communications, Advertising, and Citizenship Director, Groupwide Brand Communications Division	In charge of Corporate Communications, Advertising, and Citizenship Director, Groupwide Brand Communications Division
Executive Officer	Paul Margis	Senior Vice President, AVC Networks Company In charge of Avionics Business Director, Avionics Business Division	Senior Vice President, AVC Networks Company In charge of Avionics Business Director, Avionics Business Division
Executive Officer	Junichiro Kitagawa	In charge of Consumer Business for Europe & CIS Region	In charge of Consumer Business for Europe & CIS Region
Executive Officer	Daizo Ito	Regional Head for India, South Asia, Middle East and Africa President, Panasonic India Pvt. Ltd.	Regional Head for India, South Asia, Middle East and Africa President, Panasonic India Pvt. Ltd.
Executive Officer	Shinji Sakamoto	Senior Vice President, Automotive & Industrial Systems Company In charge of Energy Business	Senior Vice President, Automotive & Industrial Systems Company In charge of Energy Business
Executive Officer	Yuki Kusumi	Senior Vice President, Appliances Company In charge of Home Appliances & Entertainment Business Director, Home Entertainment Business Division	Senior Vice President, Appliances Company In charge of Home Appliances & Entertainment Business Director, Home Entertainment Business Division
Executive Officer	Yoshiyuki Iwai	Vice President, Eco Solutions Company In charge of Business Development and Intelligence & Liaison	Vice President, Eco Solutions Company In charge of Business Development and Intelligence & Liaison

Title	Name	New Responsibility (Effective June 25)	Current Responsibility (Effective April 1)
Executive Officer	Makoto Ishii	In charge of Information Systems and Logistics	In charge of Information Systems and Logistics
Executive Officer	Toru Nishida	Regional Head for Southeast Asia and Oceania Managing Director, Panasonic Asia Pacific Pte. Ltd. Managing Director, Panasonic Consumer Marketing Asia Pacific	Regional Head for Southeast Asia and Oceania Managing Director, Panasonic Asia Pacific Pte. Ltd. Managing Director, Panasonic Consumer Marketing Asia Pacific
Executive Officer	Kazuhiro Murata	Vice President, Eco Solutions Company Director, Marketing Division	Vice President, Eco Solutions Company Director, Marketing Division
Executive Officer	Hiroyuki Aota	Vice President, Automotive & Industrial Systems Company In charge of Factory Solutions Business Director, Smart Factory Solutions Business Division President, Panasonic Factory Solutions Co., Ltd.	Vice President, Automotive & Industrial Systems Company In charge of Factory Solutions Business Director, Smart Factory Solutions Business Division President, Panasonic Factory Solutions Co., Ltd.
Executive Officer	Masaki Arizono	In charge of Solutions Business for Europe & CIS Region Vice President, AVC Networks Company Managing Director, Panasonic System Communications Company Europe, Panasonic Marketing Europe GmbH	In charge of Solutions Business for Europe & CIS Region Vice President, AVC Networks Company Managing Director, Panasonic System Communications Company Europe, Panasonic Marketing Europe GmbH
Executive Officer	Masashi Yamada	Vice President, Eco Solutions Company Director, Housing Systems Business Division In charge of AGE-FREE Business	Vice President, Eco Solutions Company Director, Housing Systems Business Division In charge of AGE-FREE Business
Executive Officer	Michiko Ogawa	In charge of Technics Brand Managing Officer, Appliances Company General Manager, Technics Business Promotion, Home Entertainment Business Division	In charge of Technics Brand Managing Officer, Appliances Company General Manager, Technics Business Promotion, Home Entertainment Business Division
Executive Officer	Hirotooshi Uehara	Vice President, Automotive & Industrial Systems Company Director, Automotive Infotainment Systems Business Division	Vice President, Automotive & Industrial Systems Company Director, Automotive Infotainment Systems Business Division

6. Establishment of the Risk & Governance Management Division and Others (Effective April 1)

(1) Establishment of the Risk & Governance Management Division

Objectives and Contents:

In order to achieve 10 trillion yen in sales in FY2018, the Panasonic Group is developing a global growth strategy, where risks are becoming evident. Therefore, with the aim of strengthening support capabilities to promote fair business practices by preventing serious injustices, enhance the corporate governance functions from a global perspective, provide legal affairs support for important business matters such as mergers and acquisitions, and enhance the groupwide risk and crisis management, the Risk & Governance Management Division will be established in an effort to integrate and centralize major functions related to the risk management and corporate governance that are currently distributed from several divisions and departments in the Professional Business Support Sector.

Accordingly, the Legal Affairs Division will be dissolved.

(2) Name Change of the Global Manufacturing Division and Others

Objectives and Contents:

The Global Manufacturing Division will be renamed Production Engineering Division to clearly identify its roles and functions.

Appointment:

Wavy line: Responsibilities added to the current responsibilities

Name	New Responsibility (Effective April 1)	Current Responsibility
Hiroyuki Inoue	Director, Production Engineering Division Director, Production Engineering Development Center	Associate Director, Global Manufacturing Division Director, Production Engineering Development Center

(3) Establishment of the Air-Conditioner Company, Appliances Company

Objectives and Contents:

The Air-Conditioner Company will be established in the Appliances Company to enable independent self-management to face customers and the market in the air conditioning industry, with the aim of speeding up its decision making and strengthening the large scale air conditioning business toward becoming a globally competitive company within the air conditioning business field, which is one of the key businesses in the Appliances Company.

(4) Transfer of the Consumer Marketing Sector for Japan Region to the Appliances Company

Objectives and Contents:

The Consumer Marketing Sector for Japan Region will be transferred to the Appliances Company, aiming to further enhance cooperation between the development, manufacturing, sales and customer service departments with the ultimate goal of producing competitive products to realize the strategy for achieving two trillion yen sales in the consumer business.

(5) Organizational Changes in the Automotive & Industrial Systems Company and others

Objectives and Contents:

In the Automotive & Industrial Systems Company, the following reorganization of the business division structure will be made in order to strengthen capabilities to meet customer requirements and improve competitiveness in both the automotive and industrial businesses, which are key business fields to achieve growth strategy.

- 1) The Automotive Infotainment Systems Business Division will be established, with the automotive infotainment business and in-vehicle speaker business under its umbrella.
- 2) The Rechargeable Battery Business Division will be established, with the portable rechargeable battery business and automotive battery business under its umbrella.
- 3) The Smart Factory Solutions Business Division will be established, with the factory solutions (including welding) business and motor business under its umbrella.

Appointment:

Name	New Responsibility (Effective April 1)	Current Responsibility
Kenji Tamura	Director, Rechargeable Battery Business Division, SANYO Electric Co. Ltd., Automotive & Industrial Systems Company	Director, Automotive Battery Business Division, SANYO Electric Co., Ltd., Automotive & Industrial Systems Company

7. Appointment of Director, Air-Conditioner Business Division, Air-Conditioner Company, Appliances Company and Others (Effective April 1)

Wavy line: Responsibilities added to the current responsibilities

Name	New Responsibility (Effective April 1)	Current Responsibility
Kiyoshi Shirato	Director, Air-Conditioner Business Division, Air-Conditioner Company, Appliances Company	In charge of Manufacturing (CMO), AVC Networks Company
Hideo Uemura	Director, Refrigerator Business Division, Appliances Company	Director, TV Business Unit, Home Entertainment Business Division, Appliances Company
Shigeru Dohno	In charge of Planning, Appliances Company	Director, Kitchen Appliances Business Division, Appliances Company
Takuya Sugita	Vice President, AVC Networks Company Director, Imaging Network Business Division	Vice President, AVC Networks Company In charge of Imaging Network Business Director, Imaging Network Business Division
Hideaki Harada	In charge of Business Mobile Business, AVC Networks Company Director, IT Products Business Division	Director, IT Products Business Division, AVC Networks Company
Yasuhiro Minami	In charge of Communication Business, AVC Networks Company Director, Communication Products Business Division, Panasonic System Networks Co. Ltd. Director, Office Products Business Division, Panasonic System Networks Co. Ltd.	Director, Communication Products Business Division, Panasonic System Networks Co., Ltd.
Tatsuo Katakura	In charge of Solutions Business for Japan Region, AVC Networks Company President, Panasonic System Networks Co. Ltd. President, System Solutions Company (Japan)	Vice President, AVC Networks Company Vice President, Panasonic System Networks Co., Ltd. President, System Solutions Company (Japan)

Note: The Chairman of the Board of Directors, Vice Chairman of the Board of Directors, President, Executive Vice Presidents and Senior Managing Directors are Representative Directors and severally represent the company.