

Panasonic

New directions

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Chairman & CEO, Panasonic Europe Ltd.

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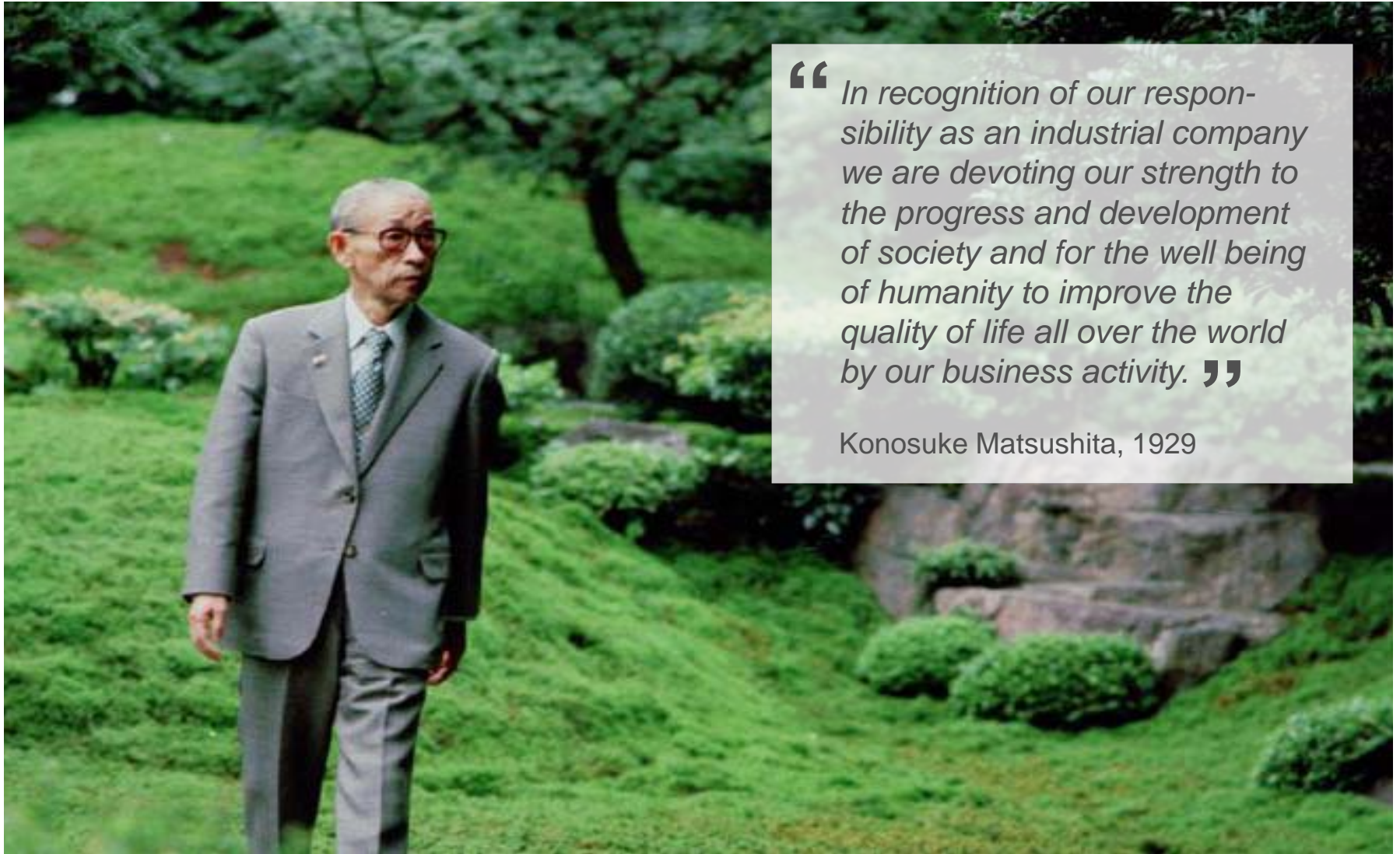
5th July, 2013

The Creation of a Leading Strategic Alliance

gorenje

Panasonic

Panasonic – Our Heritage and Vision



“ *In recognition of our responsibility as an industrial company we are devoting our strength to the progress and development of society and for the well being of humanity to improve the quality of life all over the world by our business activity.* ”

Konosuke Matsushita, 1929

Total Global and European Sales

Global turnover
by 31 March 2013

72 billion Euro

European turnover
by 31 March 2013

6.2 billion Euro

European
revenue split

60%



40%



B2C

B2B

Panasonic

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graph LR; Panasonic --- Appliances[Appliances Company]; Panasonic --- AVC[AVC Networks Company]; Panasonic --- Automotive[Automotive & Industrial Systems Company]; Panasonic --- Eco[Eco Solutions Company];
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Appliances Company

AVC Networks Company

Automotive & Industrial Systems
Company

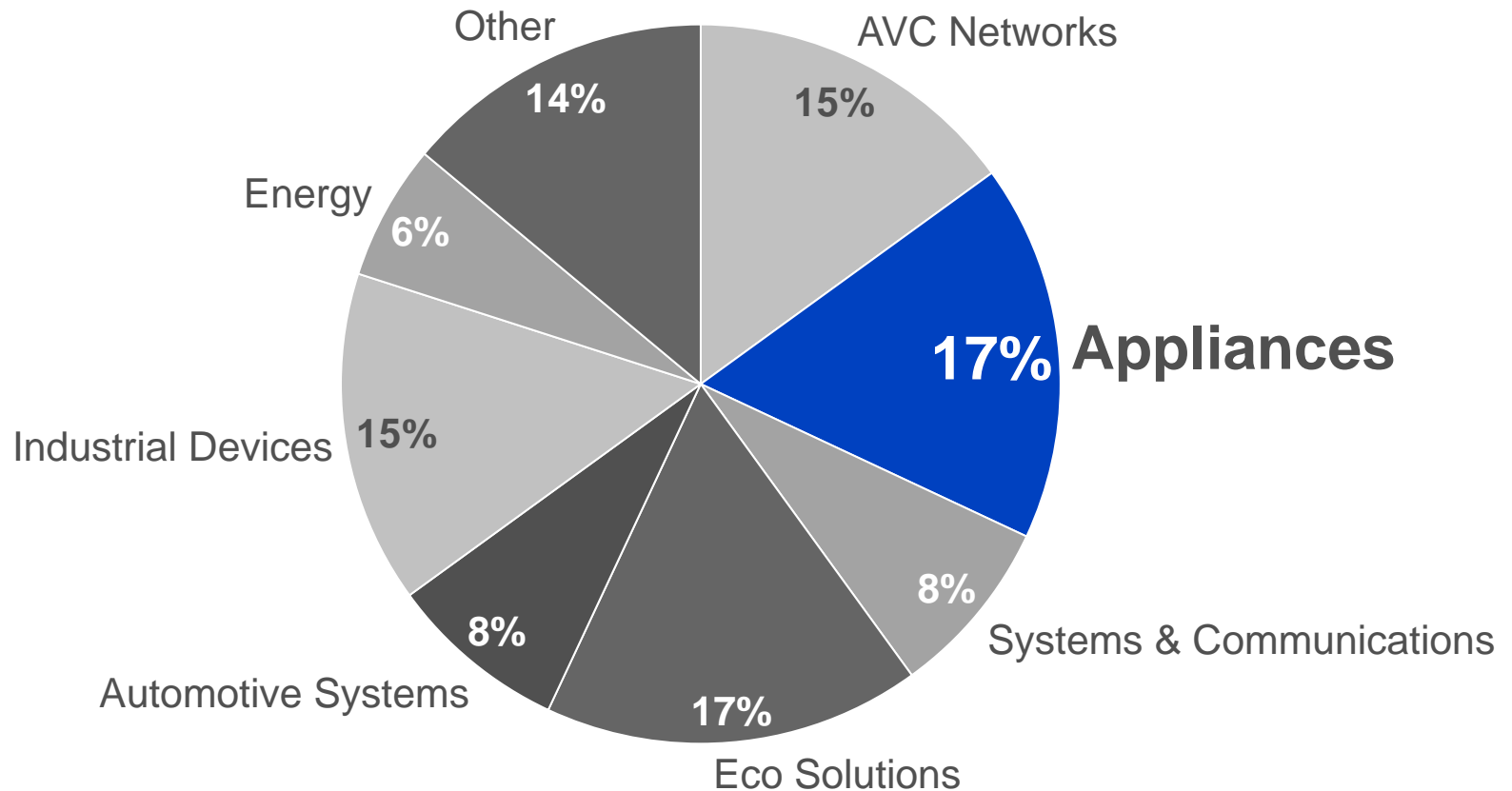
Eco Solutions Company

Panasonic's Wide Product Portfolio



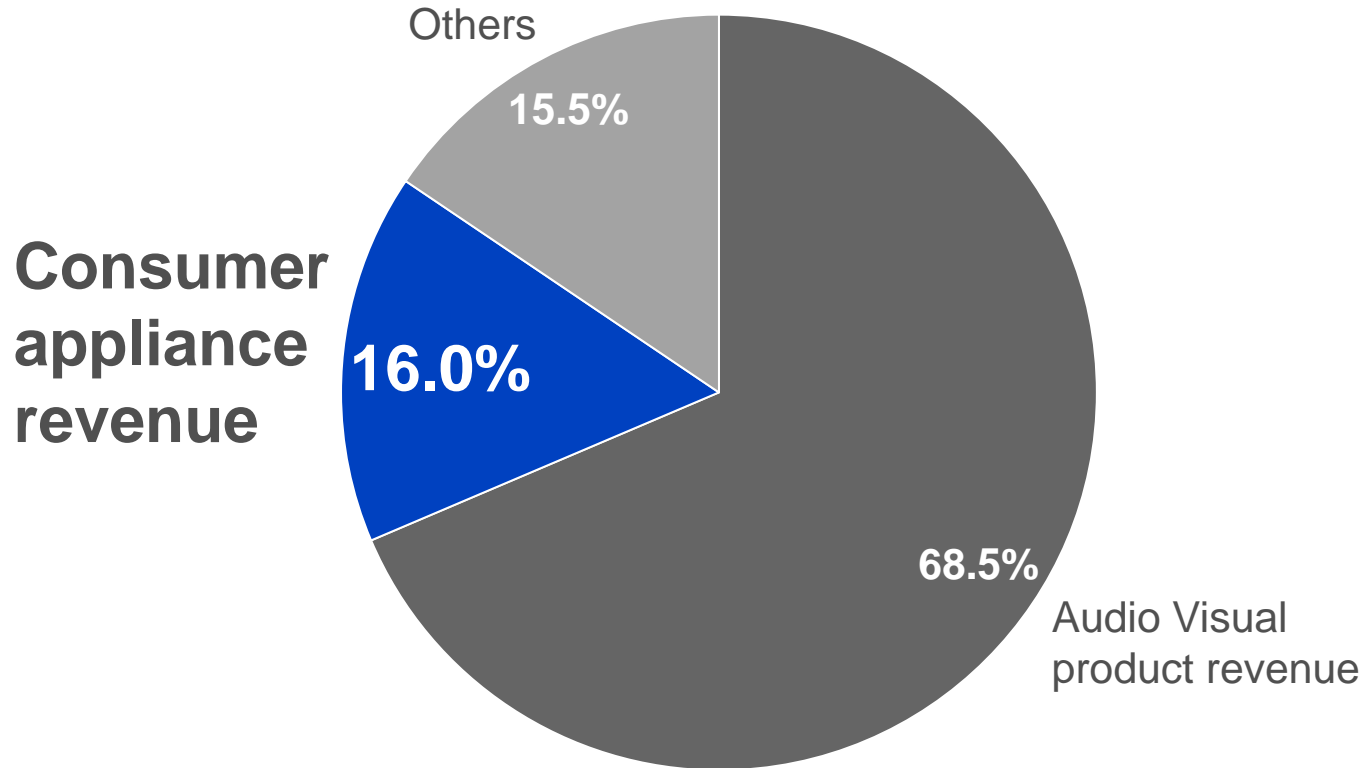
Global Turnover by Business Field

Global Sales by product category – Period: April 2012-March 2013



Consumer Appliance Business in Europe

Total European consumer revenue





- Panasonic invested globally 502.2 billion JPY in Research & Development
- 6.9% R&D expenditures/net sales¹⁾
- Panasonic is ranked 2nd with 2463 patent applications in 2011²⁾

1) As of 31st March 2013

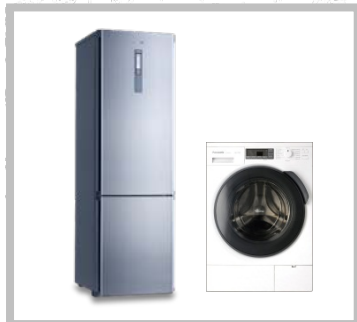
2) Source: WIPO. PCT Fillings 2011



To provide products and solutions that enable people to live a **smart and sustainable life** with cloud and connected products and services and a reduction of CO₂ emission to zero.

Smart and Sustainable Homes of Today and Tomorrow

Save



Home Energy Management System (HEMS)



Create



Store

The Creation of a Leading Strategic Alliance

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THANK YOU