

Panasonic

New directions

Appliances Company Overview

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Vice President

Panasonic Corporation – Appliances Company

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"A Better Life A Better World"

meeting the needs of each individual customer

We will provide not only single pieces of hardware, but also complete solutions with wide range of category in appliances business



History of Appliances Business



**Irons
(1927)**

We have been developing a wide range of products
for **86** years since 1927



**Washing Machines
(1951)**

Total 98 mil. Units¹⁾



**Refrigerators
(1953)**

Total 82 mil. units¹⁾



**Air-conditioners
(1958)**

Total 90 mil. units¹⁾

**Shavers
(1955)**



**Dish Washers
(1960)**



**Microwave Ovens
(1966)**



**Induction Hobs
(1974)**



**Hygiene Toilets
(1979)**



**Fuel Cells
(2009)**



1) Cumulative production units to 2012

Overview of Appliances Company

Location

Kusatsu-city, Shiga, Japan

Global Sales

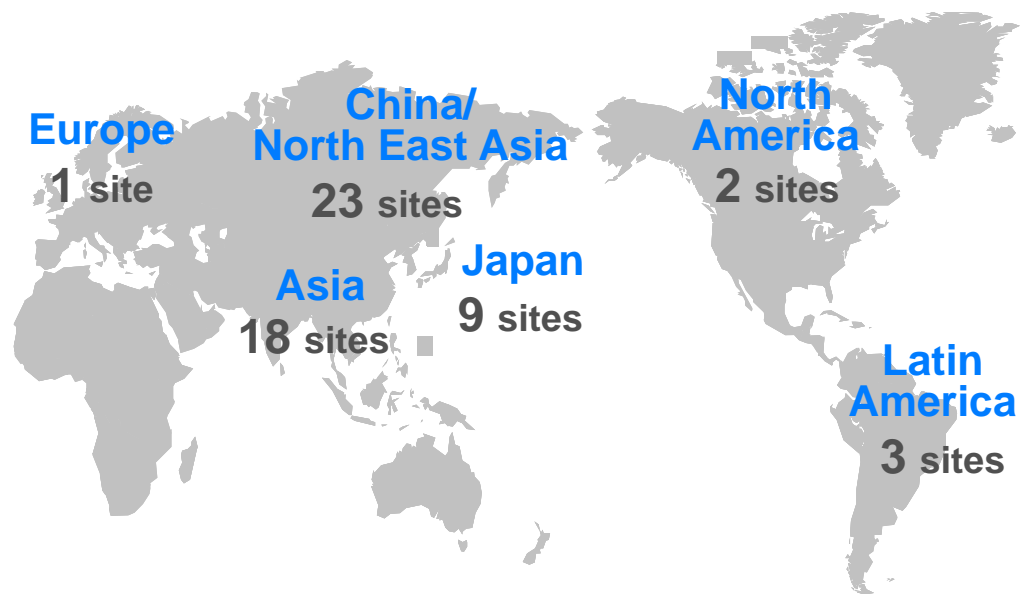
1,468 billion yen
(Production and Sales consolidated)

Employees

Approx. 42,000
(Japan) Approx. 9,000/(outside Japan) Approx. 33,000

Global Sites

56 sites

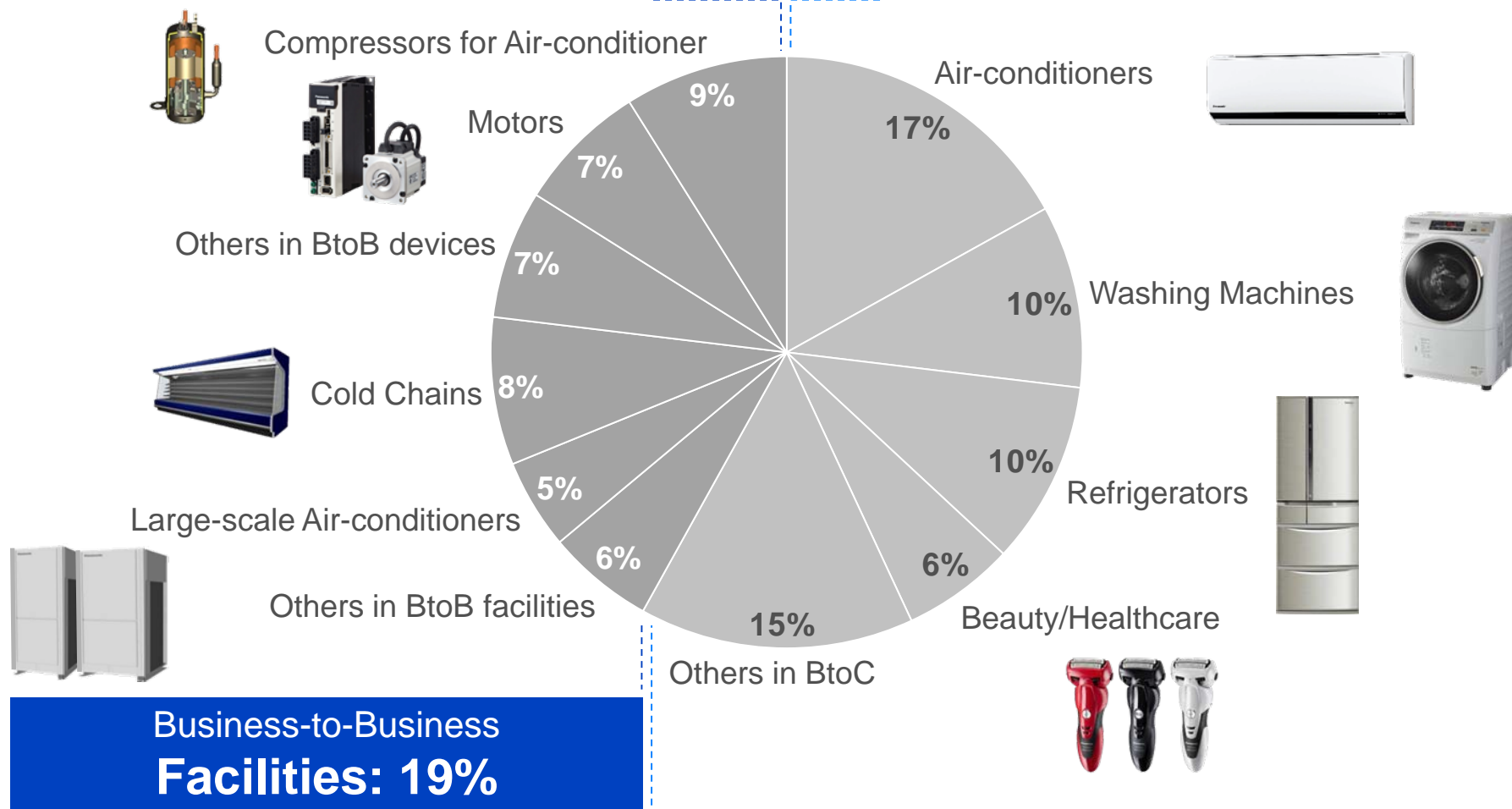


As of March 31, 2013

Wide Range of Business Category

Business-to-Business
Devices: 23%

Business-to-Consumer
Appliances: 58%



Business-to-Business
Facilities: 19%

Sum of sales by product in FY2012

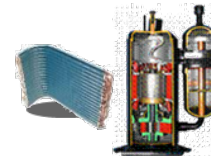
Core Technologies

Through this combination of unique core technologies, we have been able to create new products and businesses

Energy Saving Technology

Energy efficiency technology

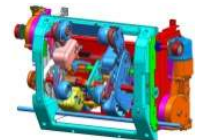
- Heat-pump
- Inverter
- Vacuum Insulation



Beauty & Health Technology

Beauty & Wellness based on biological and physiological research

- Improvement of Hair/Skin (Nano-e)
- 3D massage mechanism

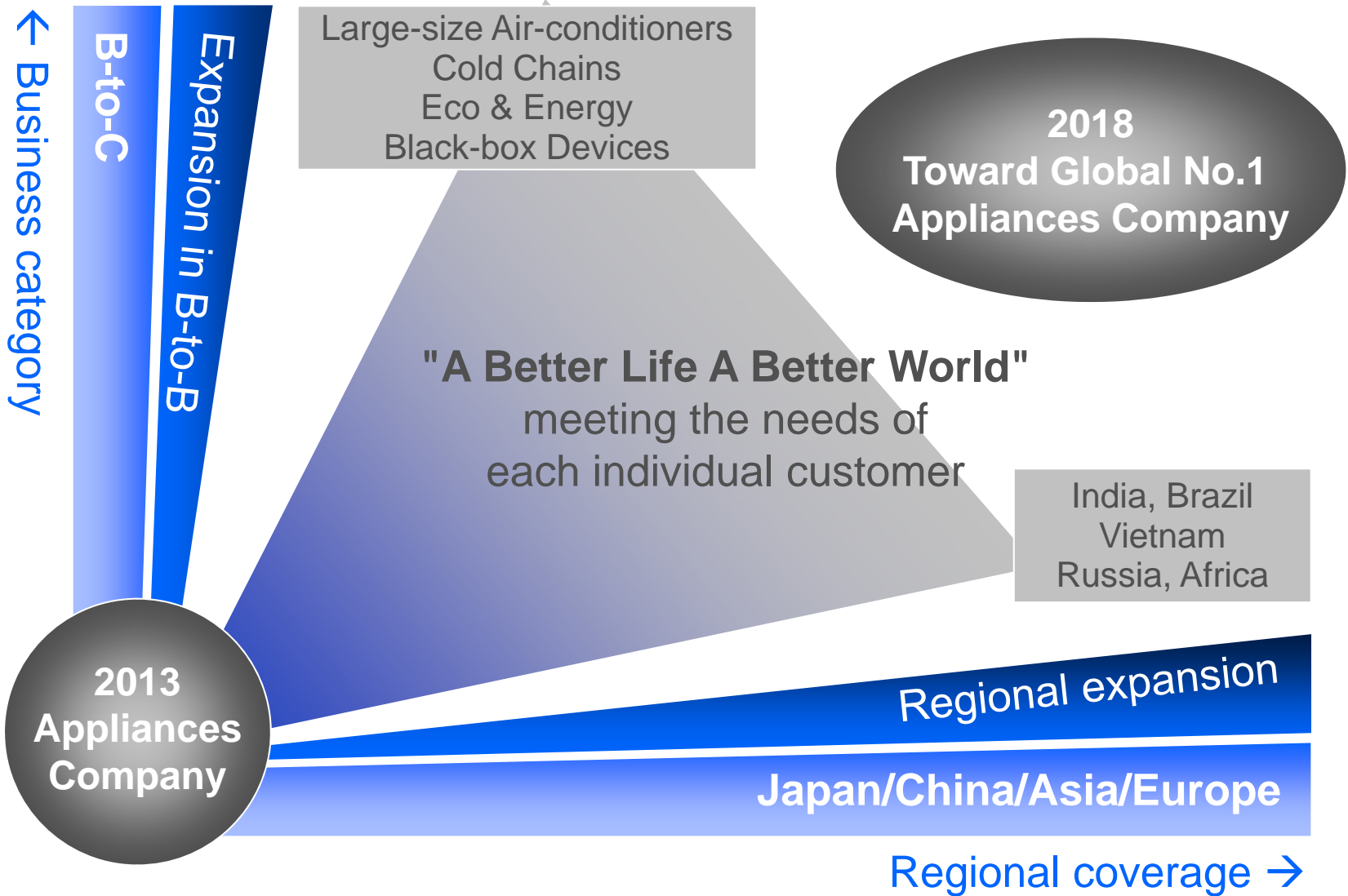


Resource Recycling Technology

Evolutional recycling and manufacturing technology

- Glass Wool production
- Plastic recycling
- Advanced Plastic injection

Toward Global No.1 Appliances Company



Appliances Business Initiatives for Europe

Continuously offer Appliance products with innovative technologies to enrich people's lives in Europe

Mid-term Sales Target: 820 million EUR in 2018

1. Air-conditioners

- Expanding product line-up
- Promoting large-size Air-conditioners for commercial market



2. Major Domestic Appliances

- Developing market presence as value-added brand
- **Starting the business collaboration with Gorenje**



3. Small Domestic Appliances

- Launching wide-range of Beauty products and Small Cooking appliances



Strategic Alliance with Gorenje

Strengthen our product line-up, development and distribution, and aim to establish ourselves as an European Specialist through the collaboration with Gorenje to better serve our customers

Refrigerators

- Product supply of Panasonic brand Refrigerators produced by Gorenje
 - Expansion of our product line-up and potential for joint development of newly designed Refrigerators
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Washing Machines

- Joint development of newly designed Washing Machines
 - Panasonic and Gorenje brand Washing Machines produced by Gorenje
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Built-in Kitchen Appliances

- Product supply of Panasonic brand Built-in Ovens produced by Gorenje
- Product supply potential for Gorenje brand from Panasonic
- Expansion of sales through distribution potential of Gorenje for kitchen retail channels

Panasonic