

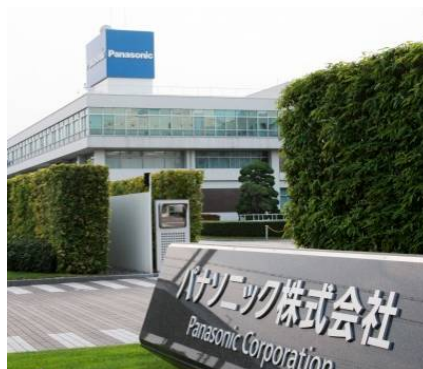
Panasonic Corporate Profile

2 June. 2012

**Corporate Division for Government & Public Affairs
Panasonic Corporation**

Overview of Panasonic

Company Name	Panasonic Corporation	
Head Office Location	Kadoma City, Osaka, Japan	
President	Fumio Ohtsubo	
Foundation	March 1918	
Net Sales (FY2011)	7,846.2 billion yen (approx. \$98 billion)	\$1=¥80
Number of Employees	330,767 (as of March31, 2012)	
Number of Consolidated Companies	578 (as of March31, 2012)	



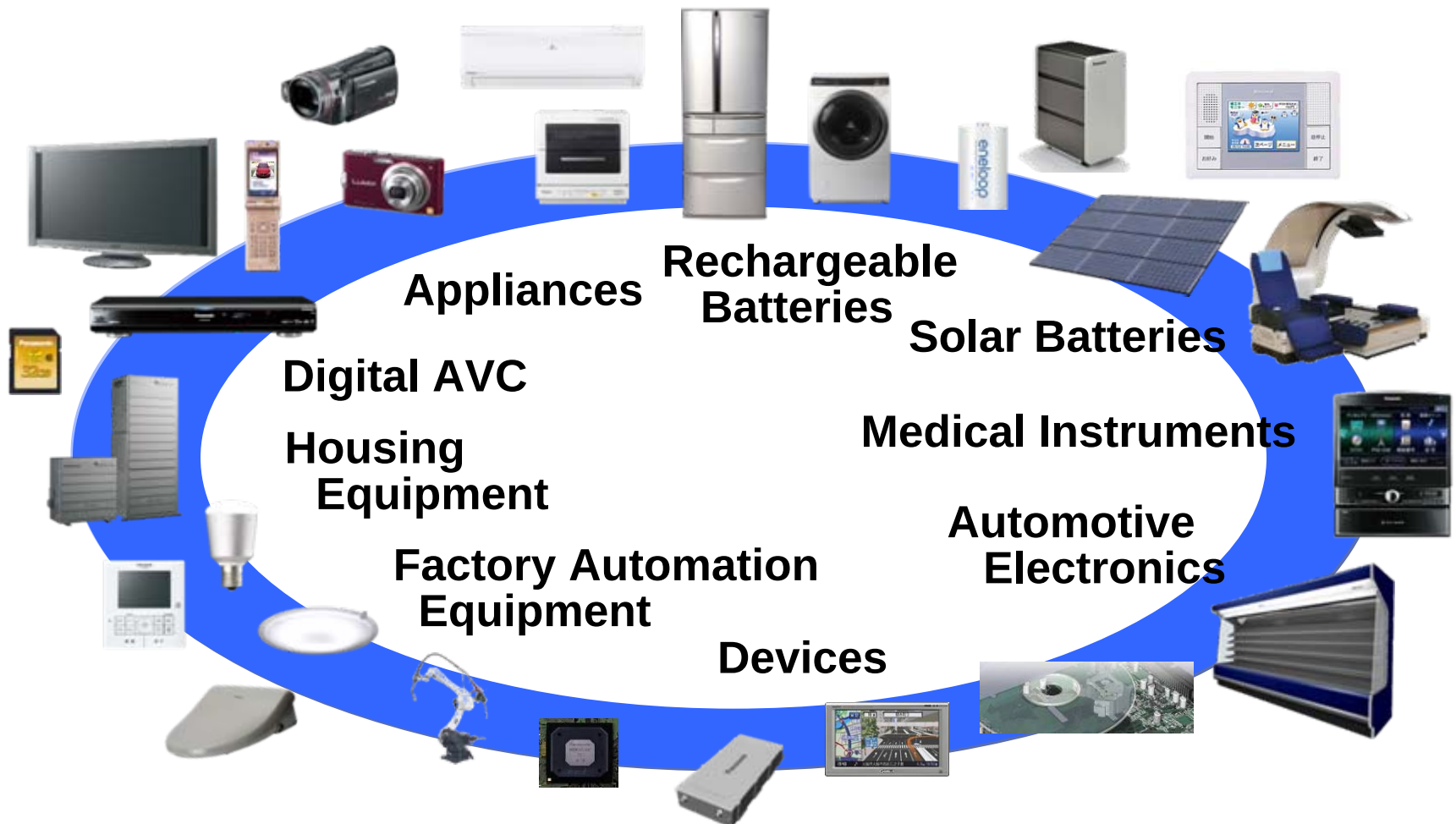
**Headquarters
(Osaka, Japan)**



President Fumio Ohtsubo

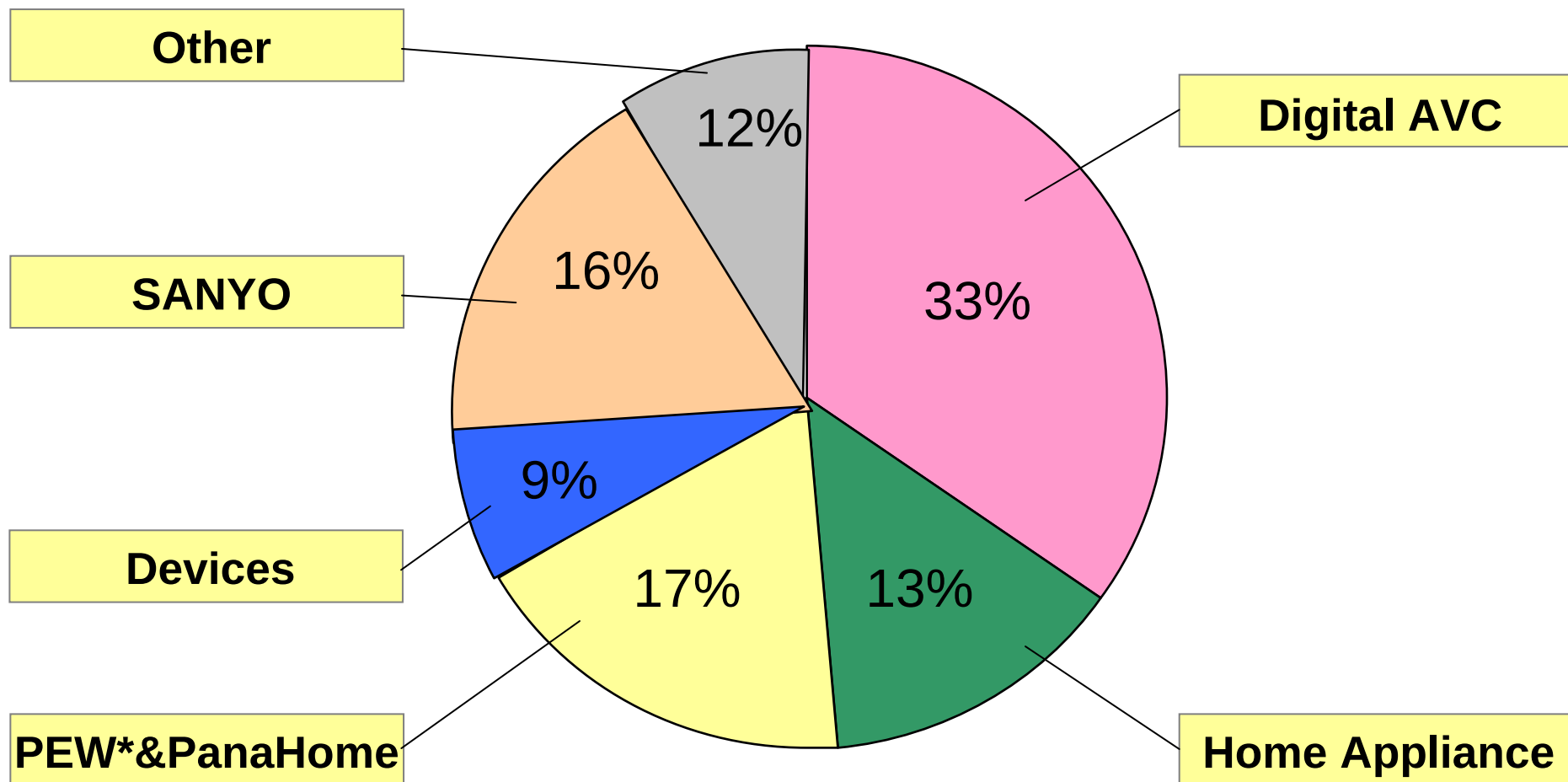
Business Fields

✧ **Wide Range: A comprehensive electronics manufacturer**



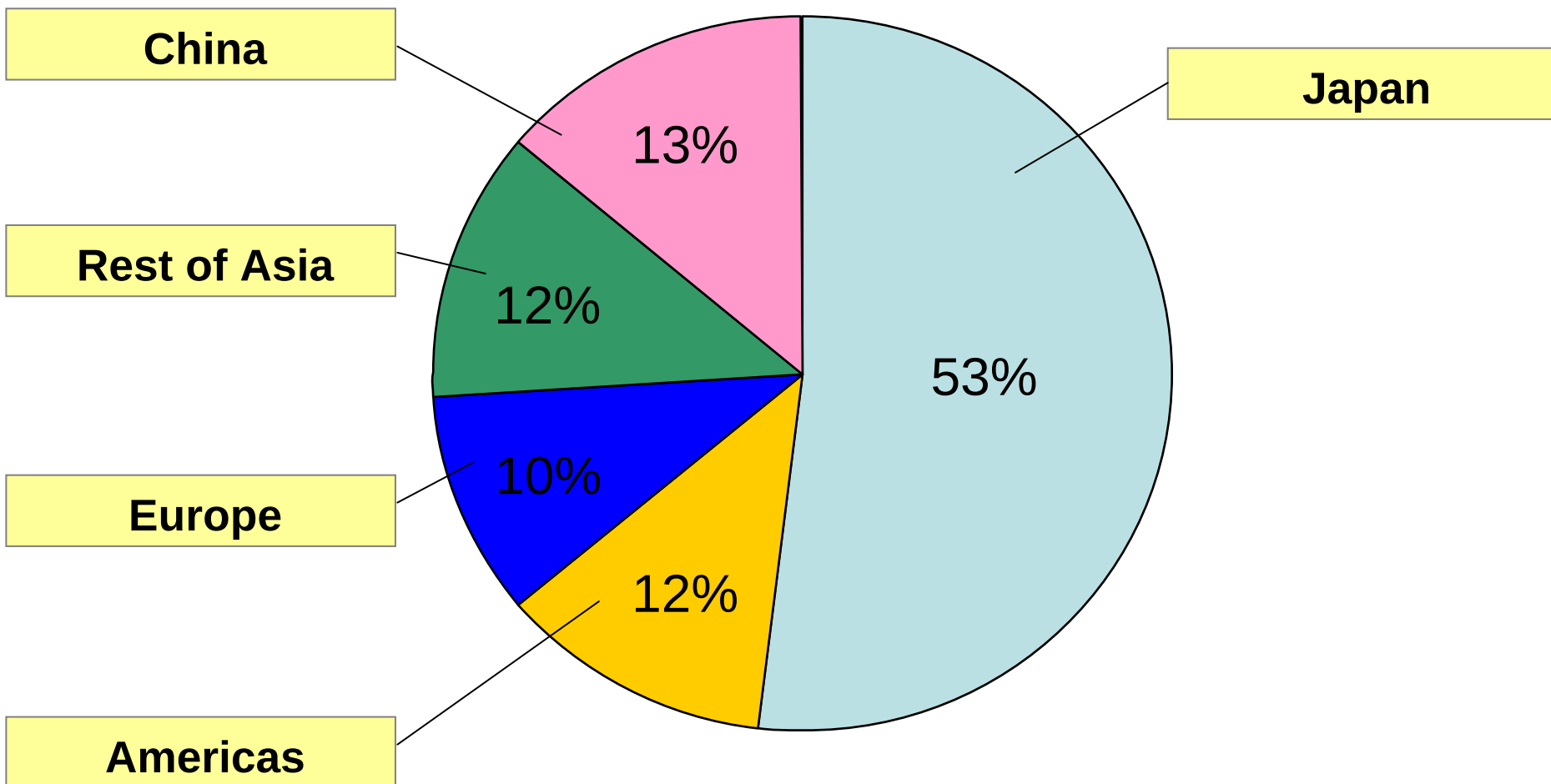
Sales by Product Category

✧ **Consolidated Sales were ¥7.8 trillion (\$98 billion) in FY2011**
- Digital AVC 33%, Home Appliances 13% etc.



Sales by Region

- Japan : Overseas = 53% : 47%



Overview of Panasonic Group in Thailand

Panasonic
ideas for life



PTHCグループ6社 (サムットプラカーン県)



PAPTH/PAPRADTH (チャチュンサオ県)



PMFTH コンケン工場 (コンケン県)

Companies : 22

- manufacturing : 12
- sales : 5
- R&D : 1
- Others : 4

Sales (FY2011)

- manufacturing: 1baht=2.75yen
66.2 billion baht (182 billion yen)
- sales:
30.5 billion baht (84 billion yen)

Employees

17,673

2011.3.31



三洋販社STC (バンコク都)



販売会社PST (バンコク都)

- ✧ **Panasonic will base all of its business activities on the environment and will demonstrate a solid commitment to this principle without exception.**

No. 1 Green Innovation Company in the Electronics Industry

**Make the “environment” central to all of our
business activities and bring forth innovation**

Green Life Innovation

**Realizing green lifestyles
to enrich people's lives**

Green Business Innovation

**Implementing and
proposing an optimum
green business-styles**

✧ **Bold Paradigm Shift is Needed to Increase Profitability
Based on Growth**

Strong Dependence on

**Existing Business
(ex. Digital AV)**

Japan-Oriented

**Individual Product-
Oriented**



Should Change to

**New Businesses
(ex. Energy)**

Globally-Oriented

**Solutions and
Systems-Oriented**