

# Fiscal 2009 First Quarter Financial Results

July 29, 2008  
Matsushita Electric Industrial Co., Ltd.

Notes: 1. This is an English translation from the original presentation in Japanese.  
2. In this presentation, "fiscal 2009" or "FY 2009" refers to the year ending March 31, 2009.

## Summary

1. Profit increase for the seventh consecutive year
2. Double-digit sales growth overseas in real terms
3. Profit increase in all segments

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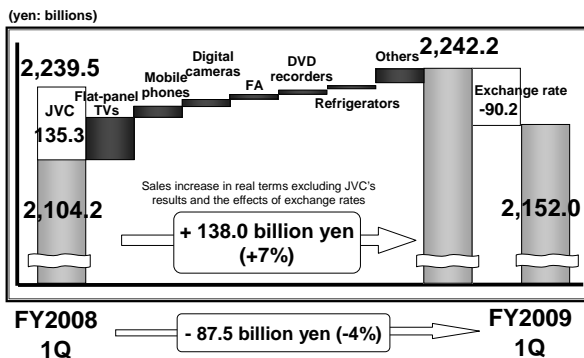
1. Fiscal 2009 first quarter financial results
2. Trends over the last 3 years
3. Segment analysis
4. Business fields of the Group

## Fiscal 2009 First Quarter Results

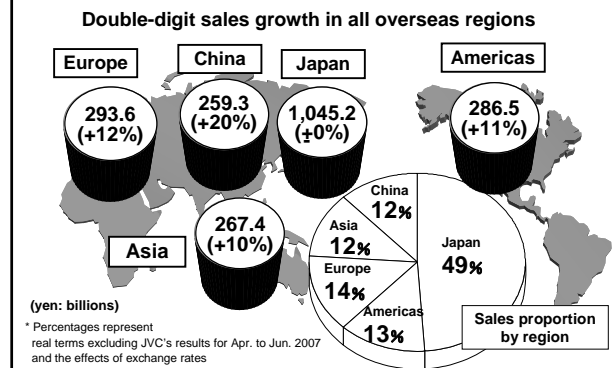
|                      | FY09<br>1Q      | FY08<br>1Q     | vs. FY08 | Real*<br>vs. FY08 |
|----------------------|-----------------|----------------|----------|-------------------|
| Sales                | 2,152.0         | 2,239.5        | -4%      | +7%               |
| Domestic             | 1,045.2         | 1,078.0        | -3%      | ±0%               |
| Overseas             | 1,106.8         | 1,161.5        | -5%      | +13%              |
| Operating profit (%) | 109.6<br>(5.1%) | 73.9<br>(3.3%) | +48%     |                   |
| Pre-tax income (%)   | 119.3<br>(5.5%) | 84.0<br>(3.7%) | +42%     |                   |
| Net income (%)       | 73.0<br>(3.4%)  | 39.3<br>(1.8%) | +86%     |                   |

\* Real terms: excluding JVC's results for Apr. to Jun. 2007 and the effects of exchange rates. (unaudited)

## Sales Analysis by Product (vs. FY2008 1Q)



## Sales by Region (vs. FY2008 1Q)



## Strengthening North American Consumer Business

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Evolving into Sales and Manufacturing Organization



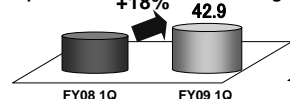
### Product Strategy

- VIERA Link products promotion
- Product planning tailored to local market
- Coordinated and timely response to market

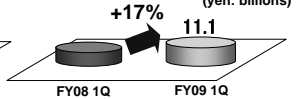
### Channel Strategy

- Balanced national & regional accounts
- Proactive marketing with retailers

Flat-panel TVs +18%



Digital cameras +17%



\* year-on-year: on a local currency basis

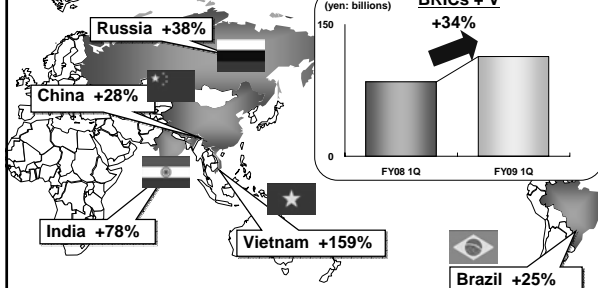
## Sales in Emerging Markets

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Expanding targets and strengthening product competitiveness

Sales of consumer electronics and system products

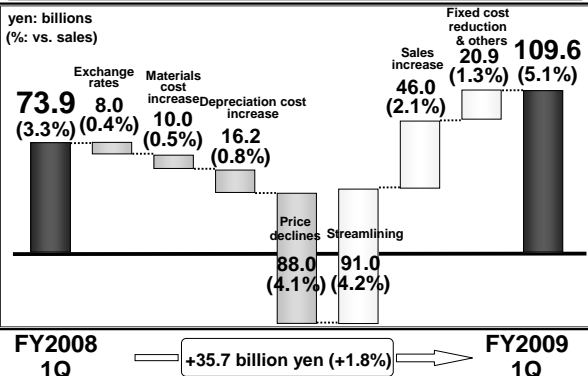
(vs. FY08 1Q)



\* year-on-year: on a local currency basis

## Operating Profit Analysis (vs. FY2008 1Q)

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## Pre-tax and Net Income Analysis

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|  | (yen: billions) |         |
|--|-----------------|---------|
|  | FY09            | vs FY08 |
| Operating profit                           | 109.6           | +35.7   |
| Non-operating income/loss                  | 9.7             | -0.4    |
| Financial income                           | 6.8             | -1.5    |
| Early retirement charges                   | -0.2            | +0.8    |
| Other                                      | 3.1             | +0.3    |
| Pre-tax income                             | 119.3           | +35.3   |
| Provision for income taxes                 | -42.4           | -0.4    |
| Minority interests                         | -4.2            | -6.0    |
| Equity in earnings of associated companies | 0.3             | +4.8    |
| Net income                                 | 73.0            | +33.7   |

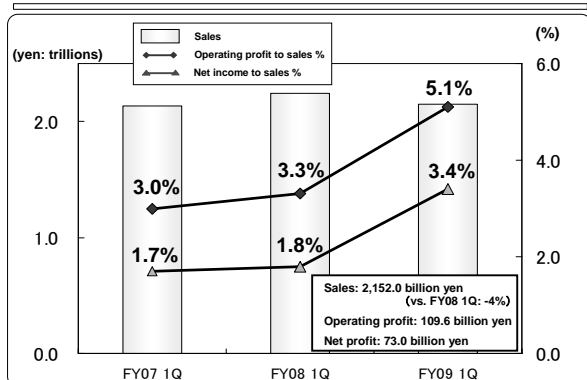
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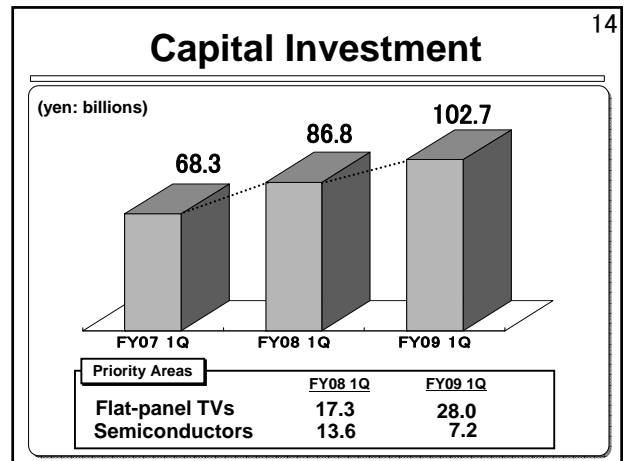
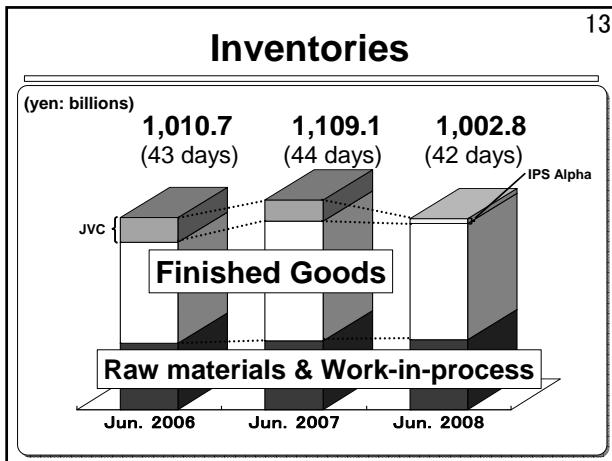
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## Trend of First Quarter Results

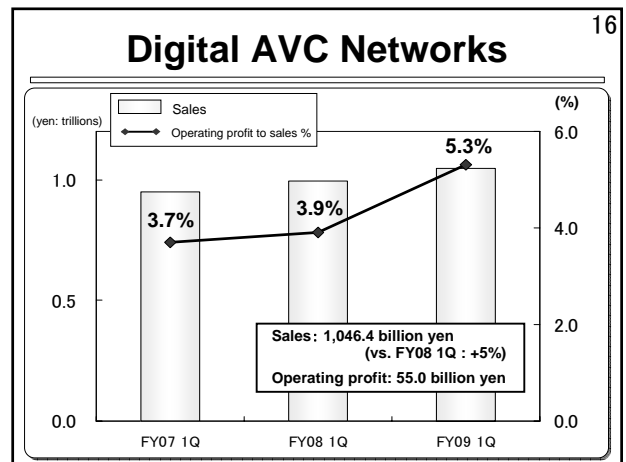
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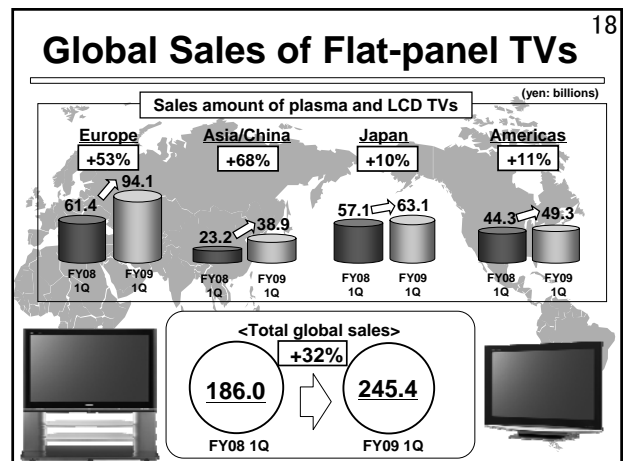
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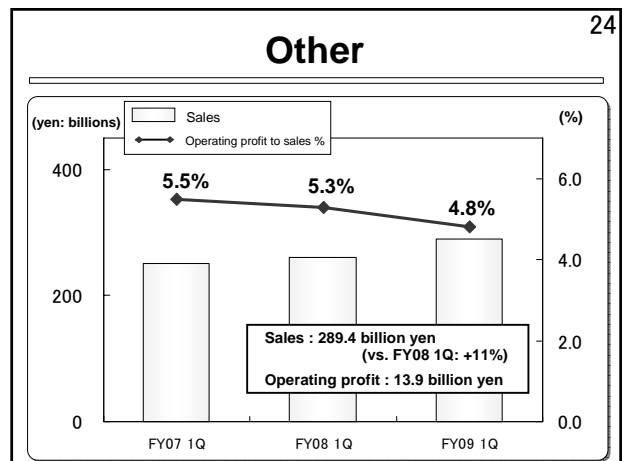
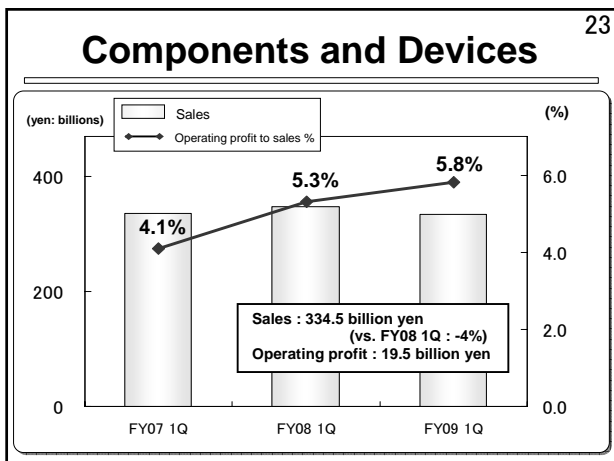
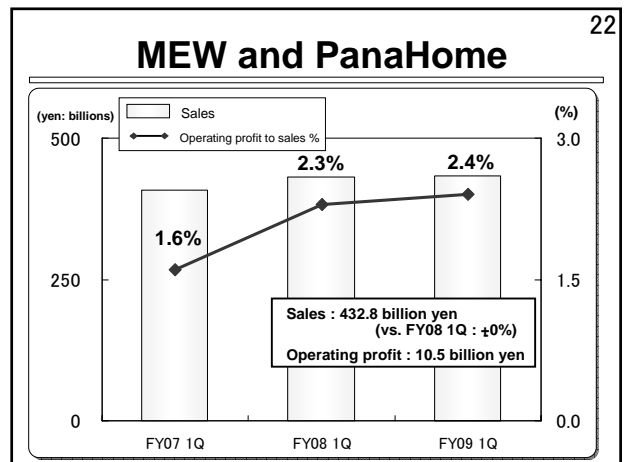
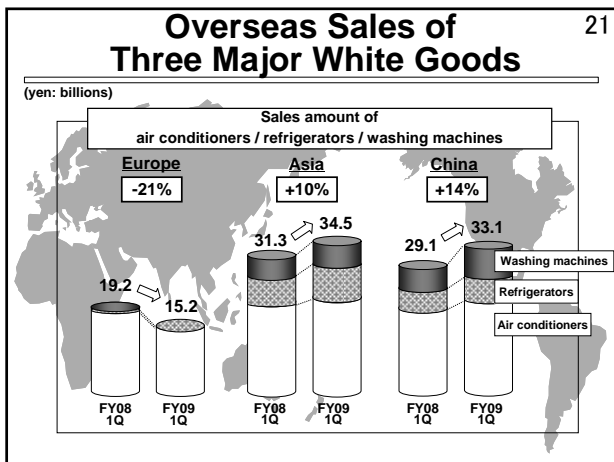
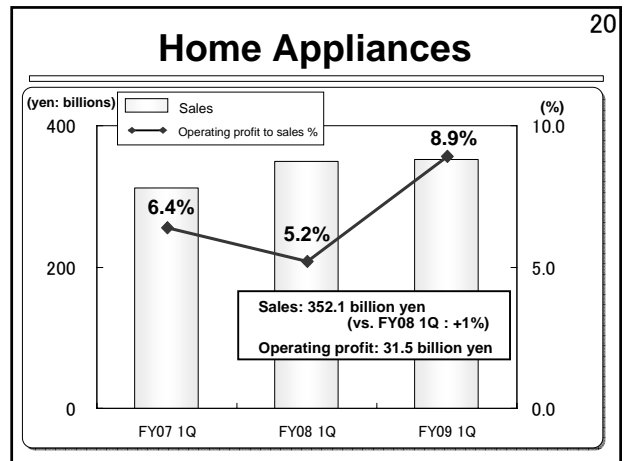
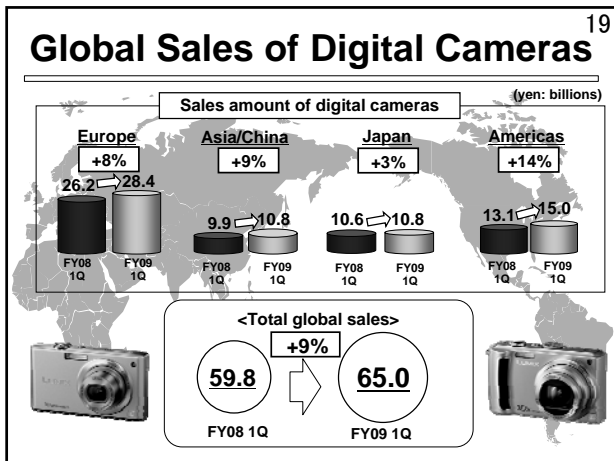


### PAVC and PMC 17

(yen: billions)

|                    | PAVC    |             | PMC     |             |
|--------------------|---------|-------------|---------|-------------|
|                    | FY09 1Q | vs. FY08 1Q | FY09 1Q | vs. FY08 1Q |
| Sales              | 529.9   | +15%        | 118.8   | +10%        |
| Operating profit   | 14.4    | +1%         | 14.9    | —           |
| vs. sales (%)      | 2.7%    | -0.4%       | 12.5%   | +14.0%      |
| Capital investment | 37.4    | +11.7       | 0.5     | ±0          |





## PED and FA Business

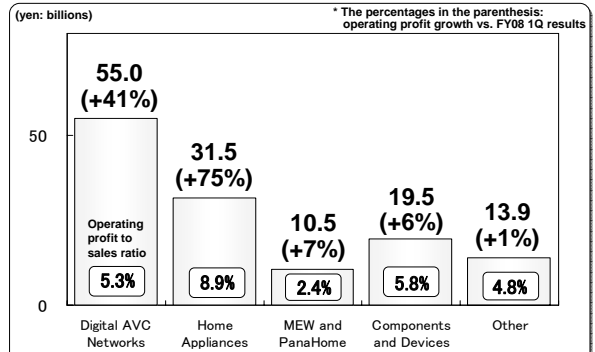
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(yen: billions)

|                    | PED     |             | FA business |             |
|--------------------|---------|-------------|-------------|-------------|
|                    | FY09 1Q | vs. FY08 1Q | FY09 1Q     | vs. FY08 1Q |
| Sales              | 124.9   | -4%         | 60.8        | +6%         |
| Operating profit   | 9.0     | -3%         | 9.4         | -3%         |
| vs. sales (%)      | 7.2%    | +0.0%       | 15.5%       | -1.3%       |
| Capital investment | 9.3     | ±0          | 0.4         | -0.4        |

## Operating Profit by Segment

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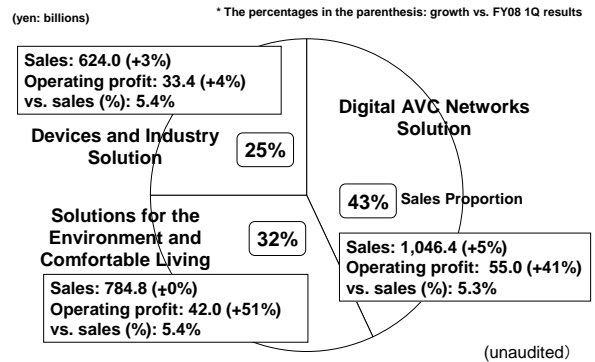
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## FY09 1Q Results by Business Field

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