

Business at a Glance

● Business Field ● Segment

● Main Products and Services

Digital AVC Networks Solution

Digital AVC Networks

Plasma and LCD TVs, BD and DVD recorders, camcorders, digital cameras, personal and home audio equipment, SD Memory Cards and other recordable media, optical pickup and other electro-optic devices, PCs, optical disc drives, multi-function printers, telephones, mobile phones, facsimile equipment, broadcast- and business-use AV equipment, communications network-related equipment, traffic-related systems, car AVC equipment, healthcare equipment, etc.

Solutions for the Environment and Comfortable Living

Home Appliances

Refrigerators, room air conditioners, washing machines and clothes dryers, vacuum cleaners, electric irons, microwave ovens, rice cookers, other cooking appliances, dish washer/dryers, electric fans, air purifiers, electric heating equipment, electric hot water supply equipment, sanitary equipment, electric lamps, ventilation and air-conditioning equipment, compressors, vending machines, etc.

PEW and PanaHome

Lighting fixtures, wiring devices, personal-care products, health enhancing products, water-related products, modular kitchen systems, interior furnishing materials, exterior finishing materials, electronic materials, automation controls, detached housing, rental apartment housing, medical and nursing care facilities, home remodeling, residential real estate, etc.

Devices and Industry Solution

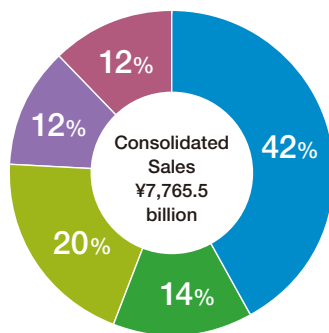
Components and Devices

Semiconductors, general components (capacitors, tuners, circuit boards, power supplies, circuit components, electromechanical components, speakers, etc.) electric motors, batteries, etc.

Other

Electronic-components-mounting machines, industrial robots, welding equipment, bicycles, imported materials and components, etc.

● Percentage of Fiscal 2009 Sales



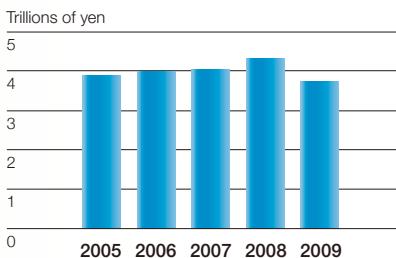
- Digital AVC Networks
- Home Appliances
- PEW and PanaHome
- Components and Devices
- Other

- Notes
1. From fiscal 2009, the name of "AVC Networks" was changed to "Digital AVC Networks."
 2. The company has changed the transactions between the Global Procurement Service Company and other segments since April 1, 2008. Accordingly, sales results for Other and Corporate and eliminations for fiscal 2007 and fiscal 2008 have been reclassified to conform with the presentation for fiscal 2009.
 3. The healthcare business was transferred to Panasonic Shikoku Electronics Co., Ltd. on April 1, 2007. Accordingly, the net sales and segment profit for Digital AVC Networks and Home Appliances for fiscal 2006 and fiscal 2007 have been reclassified to conform with the presentation for the year ended March 31, 2008.
 4. Under the collaboration with Panasonic Electric Works Co., Ltd. (PEW), the Company reorganized business and sales channels in such areas as electrical construction materials, building equipment and home appliances. Accordingly sales results for fiscal 2005 for the Home Appliances and PEW and PanaHome segments have been reclassified to conform with fiscal 2006 sales results for those segments.
 5. Sales composition for each segment includes intersegment transactions.

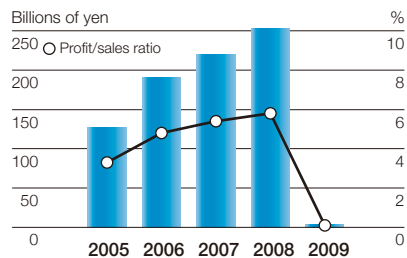
● Fiscal 2009 Segment Overview

Segment sales decreased due to sluggish sales of digital cameras, audio equipment, car AVC equipment, mobile phones and other products. However, the segment recorded higher year-on-year sales of flat-panel TVs and BD and DVD recorders.

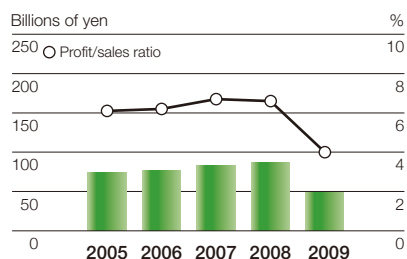
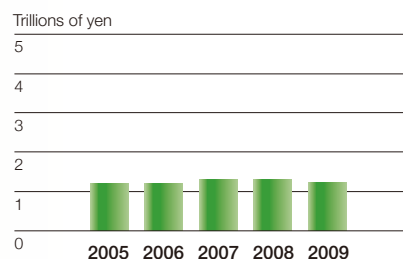
● Sales (Years ended March 31)



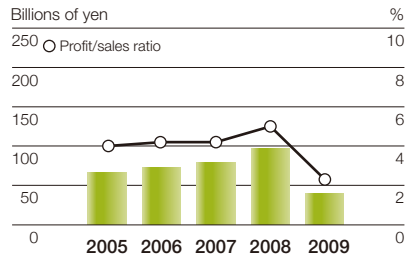
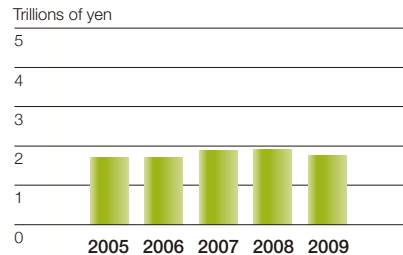
● Segment Profit (Years ended March 31)



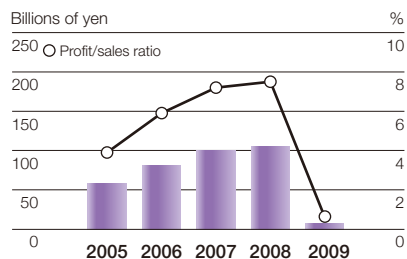
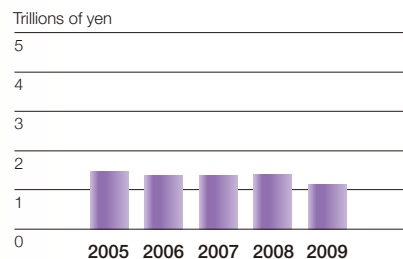
Segment sales decreased due to weak sales of compressors, air conditioners and other products, despite products for all-electric homes, such as induction-heating (IH) cooking equipment, and "Eco Cute" natural-refrigerant water heating systems, large-capacity refrigerators and other products recording strong sales.



PEW recorded lower sales due to sluggish sales of electronic materials, automation controls, health enhancing products and other products. PanaHome, meanwhile, recorded lower sales mainly due to rapid deterioration in housing market conditions from September 2008.



Segment sales decreased due to depressed sales of key devices for digital AV and automotive equipment, reflecting deteriorating market conditions and inventory cutbacks at finished product manufacturers.



Segment sales in the factory automation (FA) business decreased due to much lower demand for mounting equipment amid the global trend to reduce capital investment.

