

Fiscal 2014 First Quarter Financial Results

July 31, 2013
Panasonic Corporation

*Notes: 1. This is an English translation from the original presentation in Japanese.
2. In this presentation, "fiscal 2014" or "FY2014" refers to the year ending March 31, 2014.*

Contents

2

**1. Fiscal 2014 first quarter
financial results**

2. Segment analysis

Summary of FY14 1Q Results

- Sales in yen increased slightly but decreased on local currency basis
 - Sales decreased globally in real terms under continued severe competitive conditions
 - Operating profit increased through greater efficiency
 - Group-wide fixed cost reductions efforts and streamlining
 - Led by ES* (whose housing-related business is favorable) and AIS* (whose energy-related business is favorable due to yen depreciation)
- *ES: Eco Solutions, AIS: Automotive & Industrial Systems
- Significant improvements in pre-tax income and net income attributable to Panasonic Corporation
 - A one-off gain due to some changes in pension scheme

FY14 Progress on the Main Targets

- Improvements in unprofitable businesses are going generally according to the Company plan
 - The improved amount in the 1Q was approximately 7.0 billion yen against the annual target of 90.0 billion yen
- Continuously implementing measures to change business structure
 - Planned business restructuring expenses for FY14 : 120.0 billion yen
- Steady improvement in financial structure
 - Net cash at the end of 1Q improved by 65.5 billion yen compared with the end of FY13

FY14 1Q Financial Results

(1Q = Apr. to Jun.)

(yen: billions)

		FY14 1Q	FY13 1Q	vs. FY13 1Q/ difference	
Sales	Domestic	864.9	922.1	-6%	
	Overseas	959.6	892.4	+8%	(-12%)*
Sales		1,824.5	1,814.5	+1%	(-9%)* + 10.0
Operating profit		64.2 (3.5%)	38.6 (2.1%)	+66%	+ 25.6
Pre-tax income		122.6 (6.7%)	37.8 (2.1%)	+224%	+ 84.8
Net income**		107.8 (5.9%)	12.8 (0.7%)	+742%	+ 95.0

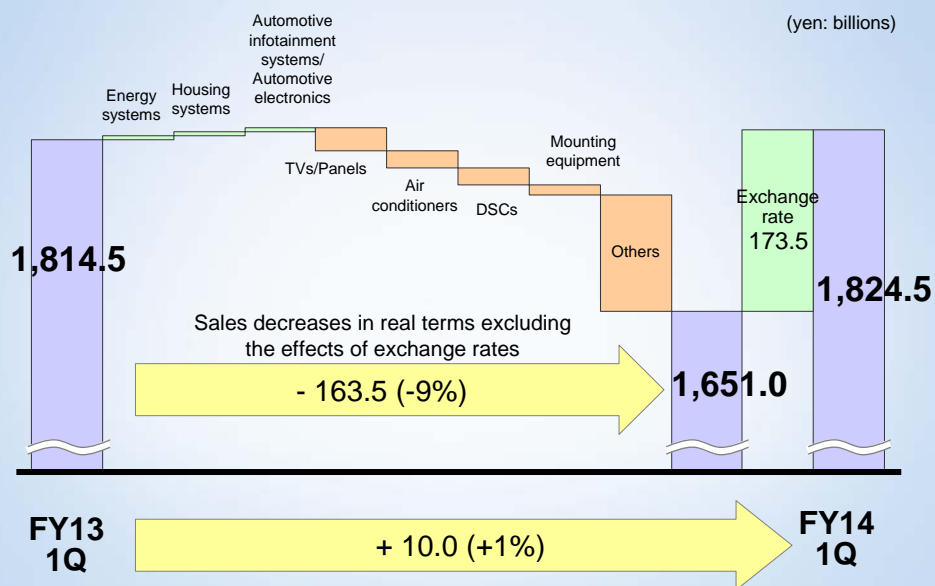
* Real terms excluding the effects of exchange rates (unreviewed)

** Net income attributable to Panasonic Corporation

Exchange rates		FY14 1Q	FY13 1Q
1 US dollar		99 yen	80 yen
1 Euro		129 yen	103 yen
1 Renminbi		16.05 yen	12.72 yen

FY14 1Q Sales Analysis by Major Product (vs. FY13 1Q)

(yen: billions)



FY14 1Q Global Sales by Region (vs. FY13 1Q)

(1Q = Apr. to Jun.)

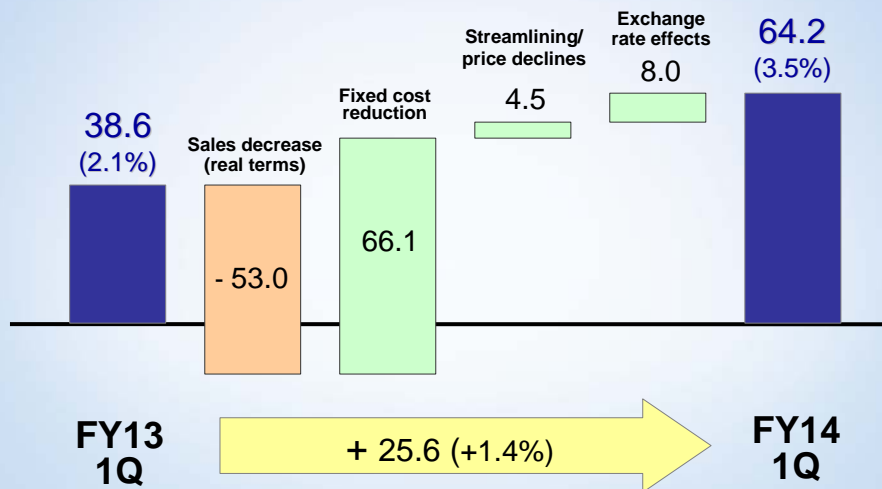
(yen: billions)

	Sales	vs. FY13 1Q		Sales proportion by region (vs. FY13 1Q)	
		Yen basis	Local currency basis		
Japan	864.9	-6%	-	47%	(-4%)
Americas	272.3	+12%	-8%	15%	53% (+4%)
Europe	177.2	+5%	-14%	10%	
Asia	257.9	+13%	-7%	14%	
China	252.2	±0%	-19%	14%	
Total	1,824.5	+1%	-9%	100%	

FY14 1Q Operating Profit Analysis (vs. FY13 1Q)

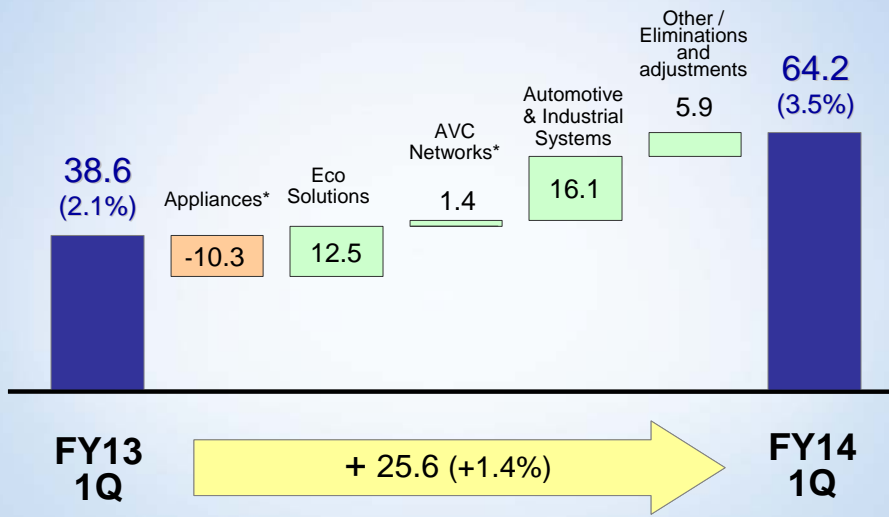
(1Q = Apr. to Jun.)

(yen: billions)
(%: vs. sales)



FY14 1Q Operating Profit Analysis by Segment (vs. FY13 1Q)

(1Q = Apr. to Jun.) (yen: billions) (%: vs. sales)



* Appliances and AVC Networks are on a production and sales consolidated basis

FY14 1Q Pre-tax and Net Income Analysis

(1Q = Apr. to Jun.) (yen: billions)

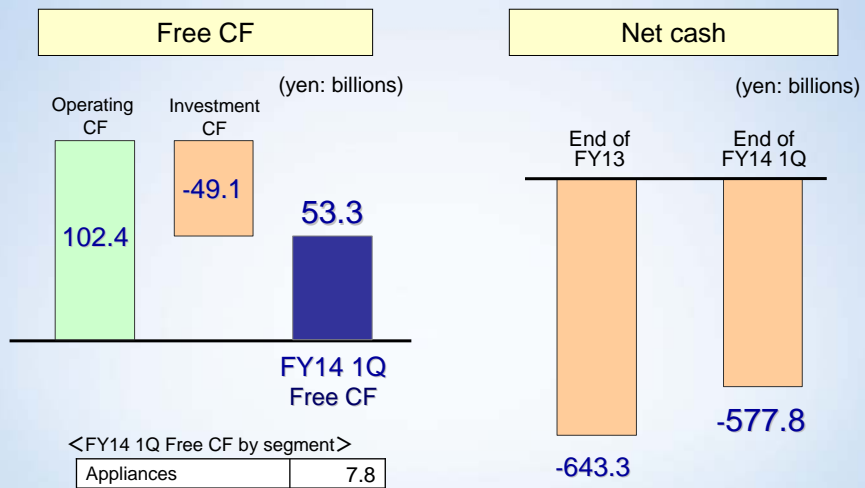
	FY14 1Q	vs. FY13 1Q
Operating profit	64.2	+ 25.6
Non-operating income / loss *	58.4	+ 59.2
Pre-tax income	122.6	+ 84.8
Provision for income taxes	14.1	- 13.3
Equity in earnings of associated companies	1.3	+ 0.6
Net income	109.8	+ 98.7
Less net income attributable to noncontrolling interests	2.0	+ 3.7
Net income attributable to Panasonic Corporation	107.8	+ 95.0

* Details of non-operating income / loss

Business restructuring expenses	- 4.3	- 1.5
Early retirement charges	- 0.2	+ 0.2

FY14 1Q Free CF and Net Cash

(1Q = Apr. to Jun.)



<FY14 1Q Free CF by segment>

Appliances	7.8
Eco Solutions	23.4
AVC Networks	- 0.7
Automotive & Industrial Systems	51.6

Contents

1. Fiscal 2014 first quarter financial results
- 2. Segment analysis**

FY14 1Q Segment

(1Q = Apr. to Jun.)

(yen: billions)

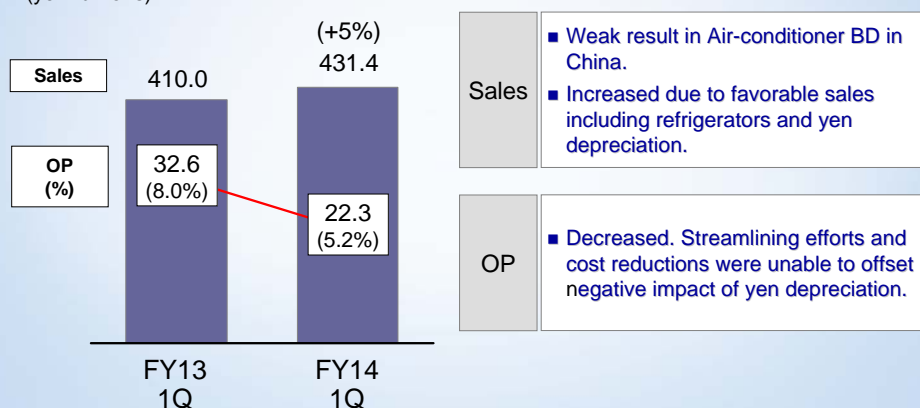
	FY14 1Q			
	Sales	vs. FY13 1Q	Operating profit	vs. FY13 1Q
Appliances	313.3	+3%	12.7	- 8.0
Eco Solutions	411.6	+6%	16.1	+ 12.5
AVC Networks	360.5	-10%	- 16.7	- 0.3
Automotive & Industrial Systems	664.3	+5%	28.7	+ 16.1
Other	185.3	-12%	- 2.8	+ 2.7
Subtotal	1,935.0	±0%	38.0	+ 23.0
Eliminations and adjustments	- 110.5	-	26.2	+ 2.6
Consolidated total	1,824.5	+1%	64.2	+ 25.6
Appliances (production and sales consolidated)*	431.4	+5%	22.3	- 10.3
AVC Networks (production and sales consolidated)*	405.3	-7%	- 17.6	+1.4

* The figures in "Appliances (production and sales consolidated)" and "AVC Networks (production and sales consolidated)" include the sales and profits of sales division for consumer products, which are included in "Eliminations and adjustments."

FY14 1Q Results by Segment

Appliances (production and sales consolidated)

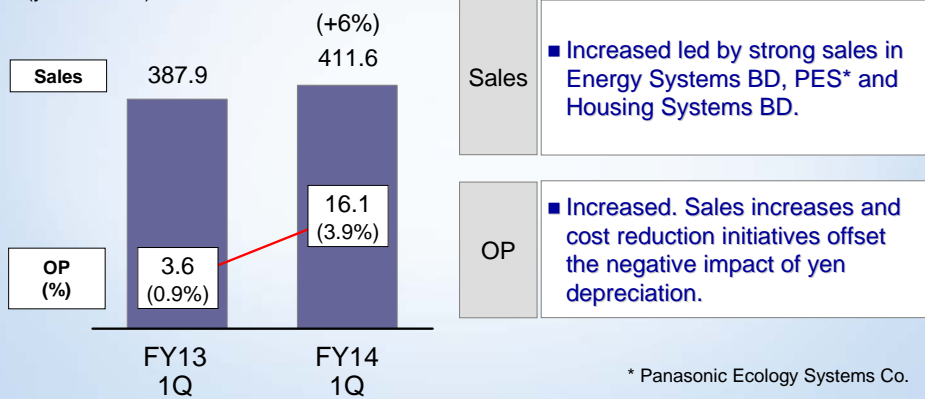
(yen: billions)



FY14 1Q Results by Segment

Eco Solutions

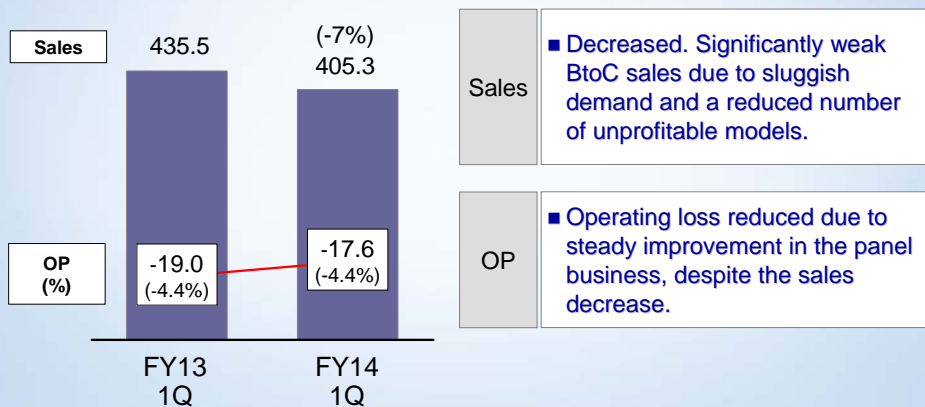
(yen: billions)



FY14 1Q Results by Segment

AVC Networks (production and sales consolidated)

(yen: billions)

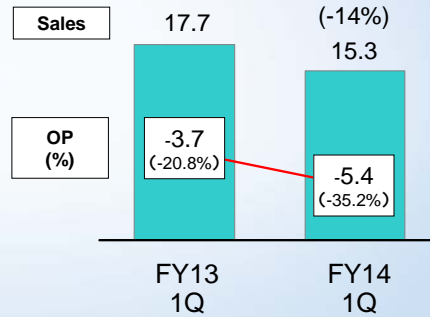
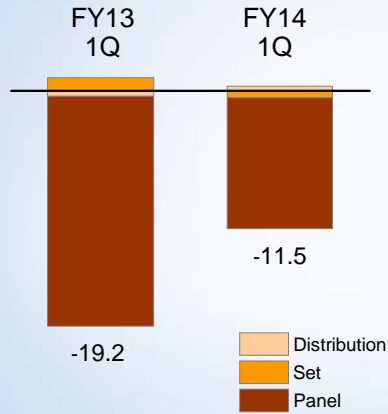


FY14 1Q Major Unprofitable Businesses

(yen: billions)

<TV/Panel Business >
(OP of production and sales consolidated)

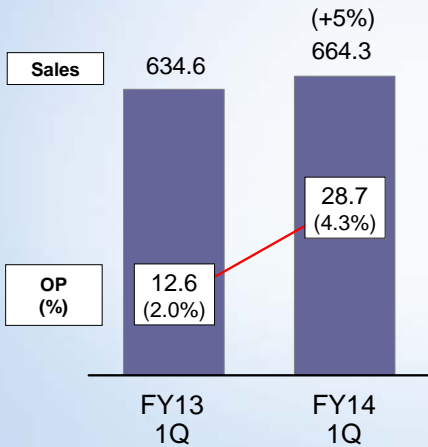
<Panasonic Mobile Communications Co.>



FY14 1Q Results by Segment

Automotive & Industrial Systems

(yen: billions)



Sales

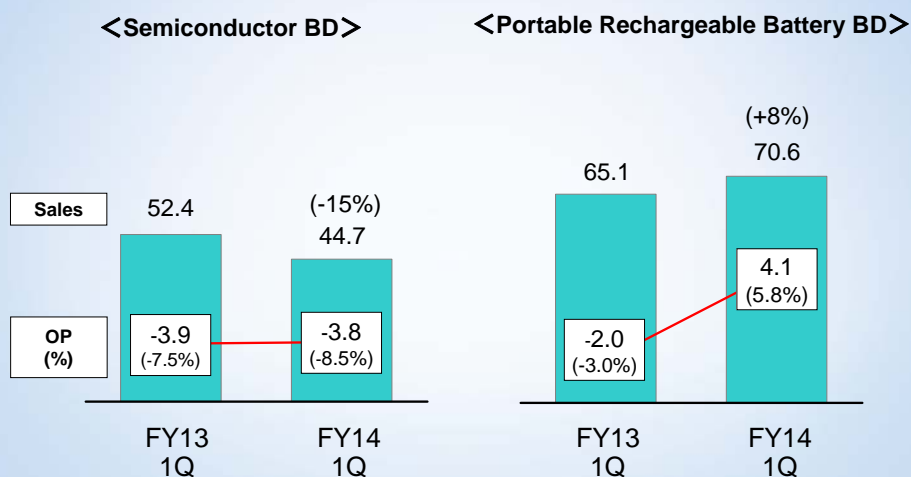
- Increased due to sales growth in Automotive Infotainment Systems BD and yen depreciation.

OP

- Increased due to fixed cost reductions and yen depreciation.

FY14 1Q Major Unprofitable Businesses

(yen: billions)



FY14 Full Year Segment Forecast Revision: Operating Profit

(yen: billions)

	FY14				Revised figures
	Sales	vs. FY13	Operating profit	vs. FY13	
Appliances	1,120.0	+3%	49.1	+ 12.7	+ 6.1
Eco Solutions	1,710.0	+2%	70.4	+ 7.6	+ 12.4
AVC Networks	1,690.0	+4%	43.0	+ 34.7	+13.0
Automotive & Industrial Systems	2,540.0	+1%	95.1	+65.6	+19.1
Other	900.0	-11%	17.6	+14.2	+ 9.6
Subtotal	7,960.0	+1%	275.2	+ 134.8	+ 60.2
Eliminations and adjustments	- 760.0	-	- 25.2	- 45.7	- 60.2
Consolidated total	7,200.0	-1%	250.0	+ 89.1	0.0
Appliances (production and sales consolidated) *	1,510.0	+3%	69.7	+ 11.2	+ 6.7
AVC Networks (production and sales consolidated) *	1,830.0	±0%	37.3	+ 68.9	+ 13.3

* The figures in "Appliances (production and sales consolidated)" and "AVC Networks (production and sales consolidated)" include the sales and profits of sales division for consumer products, which are included in "Eliminations and adjustments."

Panasonic

Disclaimer Regarding Forward-Looking Statements

This presentation includes forward-looking statements (that include those within the meaning of Section 21E of the U.S. Securities Exchange Act of 1934) about Panasonic and its Group companies (the Panasonic Group). To the extent that statements in this presentation do not relate to historical or current facts, they constitute forward-looking statements. These forward-looking statements are based on the current assumptions and beliefs of the Panasonic Group in light of the information currently available to it, and involve known and unknown risks, uncertainties and other factors. Such risks, uncertainties and other factors may cause the Panasonic Group's actual results, performance, achievements or financial position to be materially different from any future results, performance, achievements or financial position expressed or implied by these forward-looking statements. Panasonic undertakes no obligation to publicly update any forward-looking statements after the date of this presentation. Investors are advised to consult any further disclosures by Panasonic in its subsequent filings under the Financial Instrument and Exchange Act of Japan (the FIEA) and other publicly disclosed documents. .

The risks, uncertainties and other factors referred to above include, but are not limited to, economic conditions, particularly consumer spending and corporate capital expenditures in the United States, Europe, Japan, China, and other Asian countries; volatility in demand for electronic equipment and components from business and industrial customers, as well as consumers in many product and geographical markets; currency rate fluctuations, notably between the yen, the U.S. dollar, the euro, the Chinese yuan, Asian currencies and other currencies in which the Panasonic Group operates businesses, or in which assets and liabilities of the Panasonic Group are denominated; the possibility of the Panasonic Group incurring additional costs of raising funds, because of changes in the fund raising environment; the ability of the Panasonic Group to respond to rapid technological changes and changing consumer preferences with timely and cost-effective introductions of new products in markets that are highly competitive in terms of both price and technology; the possibility of not achieving expected results on the alliances or mergers and acquisitions including the business reorganization after the acquisition of all shares of Panasonic Electric Works Co., Ltd. and SANYO Electric Co., Ltd.; the ability of the Panasonic Group to achieve its business objectives through joint ventures and other collaborative agreements with other companies; the ability of the Panasonic Group to maintain competitive strength in many product and geographical areas; the possibility of incurring expenses resulting from any defects in products or services of the Panasonic Group; the possibility that the Panasonic Group may face intellectual property infringement claims by third parties; current and potential, direct and indirect restrictions imposed by other countries over trade, manufacturing, labor and operations; fluctuations in market prices of securities and other assets in which the Panasonic Group has holdings or changes in valuation of long-lived assets, including property, plant and equipment and goodwill, deferred tax assets and uncertain tax positions; future changes or revisions to accounting policies or accounting rules; as well as natural disasters including earthquakes, prevalence of infectious diseases throughout the world, disruption of supply chain and other events that may negatively impact business activities of the Panasonic Group. The factors listed above are not all-inclusive and further information is contained in the most recent English translated version of Panasonic's securities reports under the FIEA and any other documents which are disclosed on its website.

In order to be consistent with generally accepted financial reporting practices in Japan, operating profit (loss) is presented in accordance with generally accepted accounting principles in Japan. The company believes that this is useful to investors in comparing the company's financial results with those of other Japanese companies. Under United States generally accepted accounting principles, expenses associated with the implementation of early retirement programs at certain domestic and overseas companies, and impairment losses on long-lived assets are usually included as part of operating profit (loss) in the statement of income.

