

Fiscal 2016 Financial Result Fiscal 2017 Financial Forecast

April 28, 2016

Panasonic Corporation

*Notes: 1. This is an English translation from the original presentation in Japanese.
2. In this presentation, "fiscal 2016" or "FY2016" refers to the year ended March 31, 2016.
In addition, "fiscal 2017" or "FY17" refers to the year ending March 31, 2017.*

- This presentation contains consolidated financial result for fiscal 2016 ended March 31, 2016 and current financial forecast for fiscal 2017 ending March 31, 2017.

Summary

FY16 Financial result (US GAAP)

- Sales decreased due to downsizing businesses such as TV and slow demand in solar panel and ICT* related businesses. Profit increased due to improving profit structure.
- In particular, appliance and Vertical Solution business contributed to company-wide profit expansion.

FY17 Financial forecast (IFRS)

- Lay foundation for future growth.
- Proactively implement upfront investment in high-growth businesses with projected fixed cost increase.

* ICT stands for information and communications technology

● 1) FY16 financial result:

Sales decreased due to downsizing businesses such as TV and slow demand in solar panel and ICT related businesses. Profit increased due to improving profit structure, particularly in appliance and Vertical Solution business.

● 2) FY17 financial forecast:

As we announced our business policy on March 31, 2016, we will lay foundation for future growth and proactively invest in high-growth businesses such as automotive and housing with projected fixed cost increase.

Contents

1. FY16 Financial Result

2. FY17 Financial Forecast

- FY16 financial result.

FY16 Financial Result

(yen: billions)

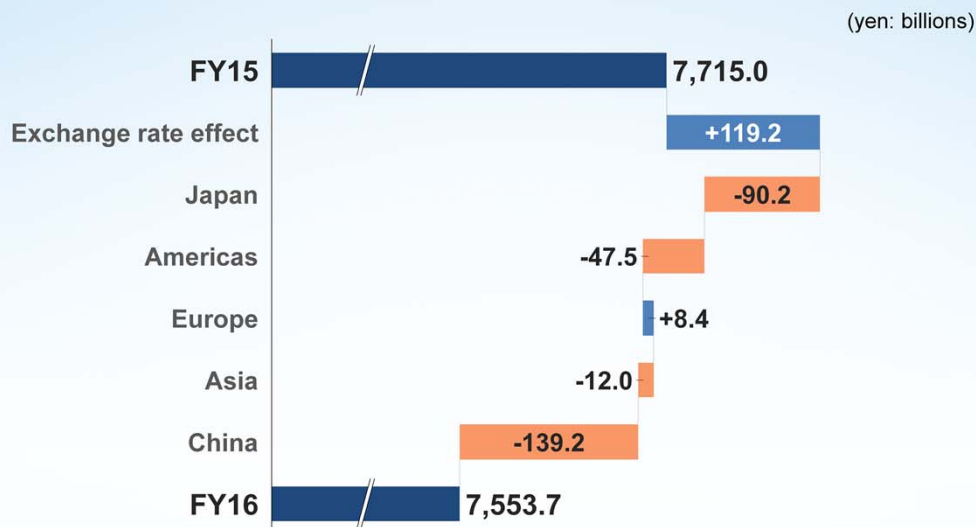
	FY16 (US GAAP)	FY15 (US GAAP)	vs. FY15 %/amount		FY16 Forecast (as of Feb. 3, 2016)
Sales	7,553.7	7,715.0	-2% (-4%)*	-161.3	7,550.0
Operating profit	415.7 (5.5%)	381.9 (5.0%)	+9%	+33.8	410.0 (5.4%)
Non-operating income/loss	-198.7	-199.4	-	+0.7	-130.0
Pre-tax income	217.0	182.5	+19%	+34.5	280.0
Net income**	193.3	179.5	+8%	+13.8	180.0
ROE	11.0%	10.6%	-	+0.4%	

Exchange rate	1 USD	120 yen	110 yen
	1 EUR	133 yen	139 yen
	1 Renminbi	18.9 yen	17.7 yen

* Real terms excluding exchange rate effect (unaudited)
 ** Net income attributable to Panasonic Corporation

- Consolidated group sales decreased by 2% and consolidated group sales in real terms excluding exchange rate effect decreased by 4% y-y.
- OP increased by 33.8 bil. yen y-y to 415.7 bil. yen, net income attributable to Panasonic Corporation increased by 13.8 bil. yen y-y to 193.3 bil. yen, where both figures exceeded their forecasts.
- ROE improved by 0.4% y-y to 11.0%.

FY16 Sales Analysis by Region

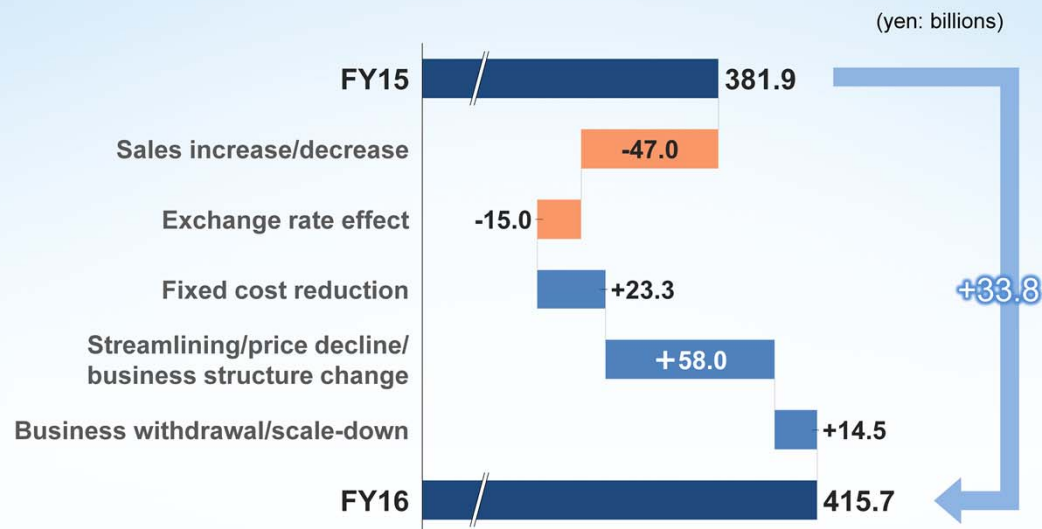


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Panasonic

- FY16 sales analysis by region excluding exchange rate effect.
- Exchange rate movement positively impacted with 119.2 bil. yen, offsetting the negative impact of the emerging countries' currency depreciation and yen appreciation starting in Q3.
- Japan: sales decreased due to sluggish business in solar panels and devices for ICT applications, while appliance business was favorable.
- Americas: sales decreased due to downsizing of TV business and sluggish sales in notebook PCs, although automotive and Vertical Solutions businesses were favorable.
- Europe: sales increased due to steady air-conditioner business, while TV business was slow.
- Asia: sales decreased due to sluggish device business offsetting favorable appliance business.
- China: sales hugely declined due to slow air-conditioner business and weak device business.

FY16 Operating Profit Analysis



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Panasonic

- FY16 operating profit analysis.
- Operating profit increased by 33.8 bil. yen due to fixed cost reduction including restructuring benefit, streamlining of material-related process and benefit from business structure change, offsetting the negative impact from exchange rate movement mainly in the second half of FY16 as well as sales decrease.

FY16 Pre-Tax and Net Income Analysis

(yen: billions)

	FY16	vs. FY15
Operating profit	415.7	+33.8
Non-operating income/loss*	-198.7	+0.7
Pre-tax income	217.0	+34.5
Provision for income taxes	14.5	+16.5
Equity in earnings of associated companies	12.6	+0.7
Net income	215.1	+18.7
Less net income attributable to noncontrolling interests	21.8	+4.9
Net income**	193.3	+13.8

* Detail of non-operating income/loss

Business restructuring expenses	-65.8	+29.1
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** Net income attributable to Panasonic Corporation

- FY16 pre-tax and net income analysis.
- Non-operating loss was 198.7 bil. yen with 65.8 bil. yen of business restructuring expenses and 69.1 bil. yen of legal cost related to rechargeable battery and CRT TV businesses. Accordingly, pre-tax income amounted to 217.0 bil. yen.
- DTA (deferred tax asset) which was written off in the past on a consolidated basis was recorded, since profit structure has been improved by the introduction of the consolidated tax system in addition to the improvement of profitability. This DTA recording includes 132.8 bil. yen to Panasonic Corporation and some amounts to its consolidated subsidiaries.
- Net income attributable to Panasonic Corporation was 193.3 bil. yen.

FY16 FCF and Net Cash

(yen: billions)

	FY16	FY15	vs. FY15
FCF * Figure excludes strategic investment.	124.4 (222.9)*	353.5	-229.1
Cash Conversion Cycle (CCC)	30 days	36 days	-6 days
Net Cash (End of fiscal year)	293.8	331.5	-37.7

- FY16 FCF and net cash.
- FCF was 124.4 bil. yen due to company-wide project to create cash flow, and 222.9 bil. yen excluding strategic investment which exceeded our original target of 200.0 bil. yen.
- Cash conversion cycle was 30 days, improving 6 days y-y.
- Net cash as of March 31, 2016 decreased to 293.8 bil. yen y-y due to yen appreciation.
- Based on our dividend policy, we will pay a year-end dividend, 1 yen over the amount we announced on February 25, 2016.

FY16 Result by Segment

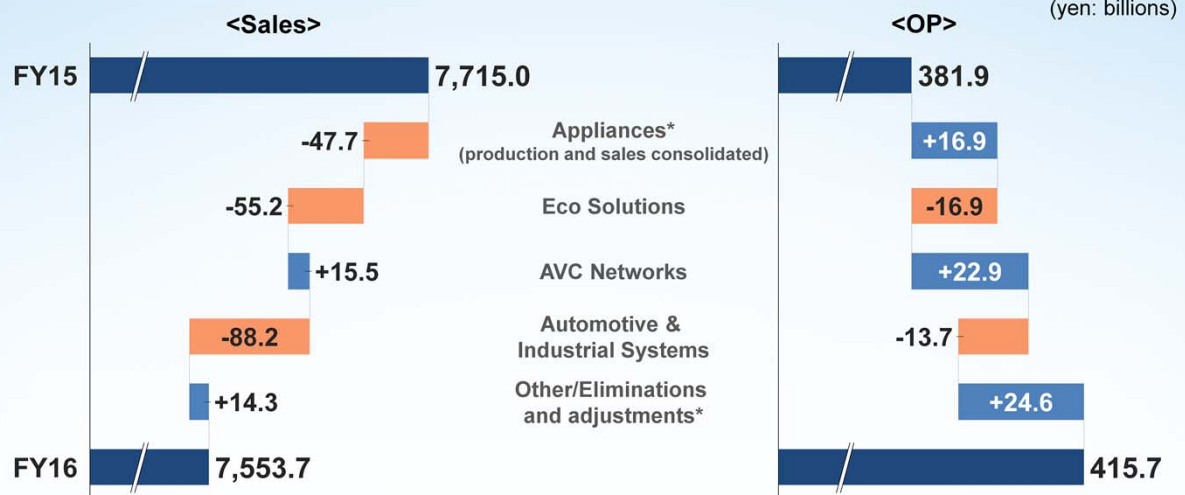
(yen: billions)

	FY16 (US GAAP)			
	Sales	vs. FY15	OP	vs. FY15
Appliances	2,269.4	-3%	72.2	+22.4
Eco Solutions	1,610.8	-3%	78.4	-16.9
AVC Networks	1,169.8	+1%	74.7	+22.9
Automotive & Industrial Systems	2,708.6	-3%	102.7	-13.7
Other	661.4	-13%	16.1	+1.5
Eliminations and adjustments	-866.3	-	71.6	+17.6
Consolidated total	7,553.7	-2%	415.7	+33.8
Appliances (production and sales consolidated)*	2,504.8	-2%	67.8	+16.9

* Appliances (production and sales consolidated) includes sales and profits of sales division for consumer products which are included in Eliminations and adjustments.

- FY16 result by segment.
- Sales increased only in AVC Networks. OP increased in Appliances and AVC Networks and decreased in Eco Solutions and Automotive & Industrial Systems.

FY16 Sales and OP Analysis by Segment



* Difference between Appliances (production and sales consolidated) and Appliances is adjusted in Other/eliminations and adjustments.

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Panasonic

- FY16 sales and OP analysis by segment.
- Appliances: sales decreased, since favorable appliance business was unable to offset negative impact from downsizing of TV business. OP increased due to improvement in profitability of high-end appliance business, and TV business which returned to black.
- Eco Solutions: both sales and OP decreased due mainly to sluggish solar panel business.
- AVC Networks: both sales and OP increased due to strong Vertical Solution business, offsetting sluggish sales in Mobility and Communication businesses.
- Automotive & Industrial Systems: sales decreased due to downsizing and withdrawal of businesses and weak ICT related business such as batteries and devices, although automotive and industrial related businesses were favorable. OP decreased due to weak rechargeable battery and industrial businesses.

FY16 Sales and OP in Six Large-scale and TV BDs

(yen: billions)

	FY16			
	Sales	vs. FY15	OP	vs. FY15
Air-conditioner*	465.6	+1%	18.3	+2.4
Lighting	320.3	+1%	20.3	+5.4
Housing Systems	353.6	-4%	14.0	+2.8
Automotive Infotainment Systems	534.1	+/-0%	17.2	-3.2
Rechargeable Battery**	352.8	-7%	0.1	-7.3
PanaHome	353.0	+8%	15.9	+3.1
Total	2,379.4	+/-0%	85.8	+3.2
TV*	350.8	-22%	1.3	+16.2

* Production and sales consolidated

** Rechargeable Battery BD + Tesla BU

- Sales and OP in six large-scale and TV BDs.
- Automotive Infotainment Systems: profit decreased due to R&D investment increase for future growth.
- Rechargeable Battery: profit decreased due to significant sales decrease in ICT related business such as notebook PCs.
- TV: profit returned to black for the first time in the past eight years due to streamlining, fixed cost reduction and sales expansion with high-end products such as 4KTVs.

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1. FY16 Financial Result

2. FY17 Financial Forecast

- FY17 financial forecast.

IFRS Voluntary Adoption

<Schedule>

Financial period	Materials to disclose	Adopted accounting standard
FY17 Q1, Q2 and Q3	<ul style="list-style-type: none"> - Quarterly financial result - Quarterly report 	US GAAP
FY17 year end	<ul style="list-style-type: none"> - Financial result - Financial documents under the Companies Act - Annual securities report 	IFRS

- IFRS voluntary adoption.
- We will voluntarily adopt IFRS from FY17 year end as we announced on April 28, 2015.
- US GAAP will be continued to be adopted until Q3 for financial announcements. Meantime, since we start to adopt IFRS for our internal management from Q1, we will release segment and BD financial figures in IFRS starting from Q1.
- FY17 financial forecast is based on IFRS.

FY17 Financial Forecast (IFRS)

(yen: billions)

	FY17(e) (IFRS)	vs. FY16* %/amount	<reference> FY17(e) (US GAAP)
Sales	7,600.0	+/-0% (+3%)**	7,500.0
Adjusted operating profit***	385.0	-7%	-
Other income/loss	-75.0	-	-
Operating profit	310.0	+35%	375.0
Non-operating income/loss	-10.0	-	-105.0
Pre-tax income	300.0	+31%	270.0
Net income****	145.0	-9%	135.0
FCF (excl. strategic investment)	More than 150.0		
Exchange rate	1 USD	115 yen	
	1 EUR	125 yen	
	1 Renminbi	17.6 yen	

* FY16 figures are based on IFRS (unaudited)

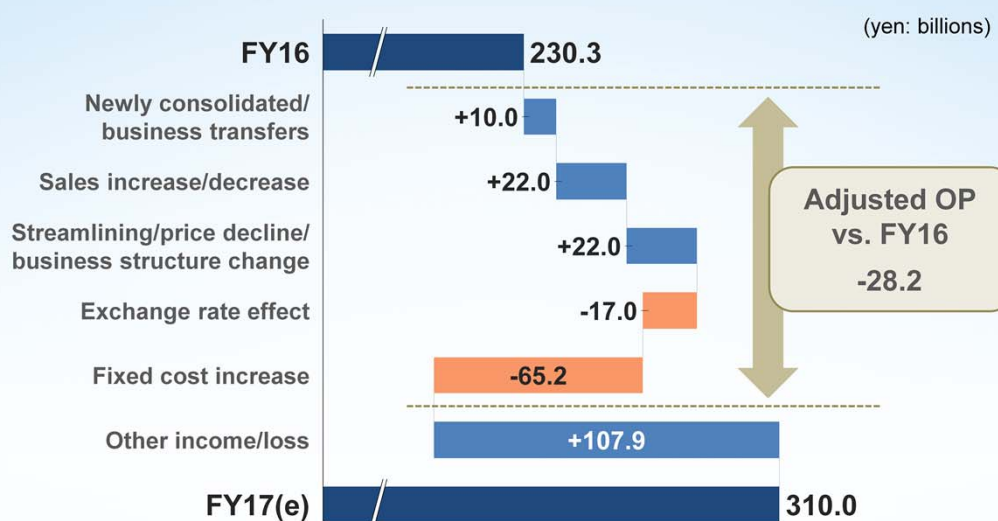
** Real terms excluding exchange rate effect

*** Adjusted operating profit=sales-cost of sales-SG&A

**** Net income attributable to owners of parent company

- FY17 financial forecast.
- The figures in US GAAP are also disclosed as reference. The major changes from US GAAP to IFRS are: scope of consolidated subsidiaries, definition of non-operating income/loss, and capitalization of part of R&D expenses.
- Consolidated group sales in FY17 which remain the same level as the previous FY16 are expected to be 7.6 trillion yen, and consolidated group sales in real terms excluding exchange rate effect increase 3% y-y.
- Adjusted operating profit which is mostly the same as operating profit in US GAAP is expected to be 385.0 bil. yen, a decrease from the previous year due to fixed cost increase for future growth.
- Other income/loss which is mostly the same as non-operating income/loss in US GAAP is expected to significantly improve.
- As a result, operating profit is expected to increase by 79.7 bil. yen to 310.0 bil. yen and net income attributable to owners of the parent company is expected to decrease by 14.6 bil. yen to 145.0 bil. yen.
- We will target FCF with more than 150.0 bil. yen excluding strategic investment and positive net cash position which will change time to time along with strategic investment. We will stay well balanced between implementation of strategic investment and strengthening financial structure.
- Yen appreciation has further progressed from our forecasted exchange rate in this presentation, however we will try to offset the negative impact from currency fluctuation to maintain the level of our forecast profit.

FY17 Operating Profit Analysis



* FY16 figures are unaudited.

- FY17 operating profit analysis both on adjusted OP and other income/loss in comparison with the previous fiscal year.
- As it is shown on right hand, adjusted OP is expected to decrease by 28.2 bil. yen y-y due to significant fixed cost increase of upfront investment in high-growth business such as automotive, housing and solutions businesses for future growth.
- Other income/loss defined as non-operating income/loss in US GAAP excluding interest income/loss and exchange rate income/loss, is expected to hugely improve due to declining in business restructuring expenses and legal cost which were recorded in the previous fiscal year. Business restructuring expenses for FY17 are expected to be 17.5 bil. yen.

FY17 Segment Forecast (IFRS)

(yen: billions)

	FY17(e) (IFRS)							
	Sales		Adjusted OP		Other income/loss		OP	
		vs. FY16		vs. FY16		vs. FY16		vs. FY16
Appliances	2,370.0	+91.2	106.4	+25.0	-9.4	+12.4	97.0	+37.4
Eco Solutions	1,640.0	+47.3	95.8	+7.9	-5.8	+5.8	90.0	+13.7
AVC Networks	1,175.0	+2.3	74.5	-8.1	-15.5	-1.9	59.0	-10.0
Automotive & Industrial Systems	2,640.0	-67.3	117.0	-18.2	-17.0	+68.0	100.0	+49.8
Other	690.0	+42.9	14.0	-2.2	-9.0	-6.9	5.0	-9.1
Eliminations and adjustments	-915.0	-142.7	-22.7	-32.6	-18.3	+30.5	-41.0	-2.1
Consolidated total	7,600.0	-26.3	385.0	-28.2	-75.0	+107.9	310.0	+79.7
Appliances (production and sales consolidated)	2,600.0	+94.3	109.4	+33.1	-9.4	+12.3	100.0	+45.4

* FY16 figures are based on IFRS (unaudited)

- FY17 segment forecast.
- Adjusted OP, Other income/loss and OP are disclosed in each segment.
- Fixed cost increase included not only upfront investment in each segment but also some other investment not attributable to any segment in elimination and adjustments in addition to investment in PanaHome in Other category.

Appliances (Production and sales consolidated) (1)

<Sales and OP>

(yen: billions)

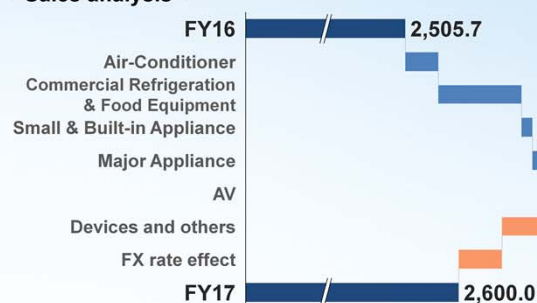
	Sales	Adjusted OP	OP
FY17(e)	2,600.0	109.4 4.2%	100.0 3.8%
vs. FY16 %/amount	+4% (+7%)*	+33.1 +1.2%	+45.4 +1.7%

* Real terms excluding effect of exchange rate

<Business environment>

Japan	<ul style="list-style-type: none"> - Consumer electronics market is expected to continue to grow moderately. - Consumer sentiment toward energy-efficient and high-end products is expected to be strong.
Asia	<ul style="list-style-type: none"> - Consumer electronics market in Vietnam and the Philippines is expected to continue to expand.
China	<ul style="list-style-type: none"> - Market for major appliance business is expected to be softened due to less demand. - Inventory of air-conditioners is expected to be continuously adjusted. - Small appliance is expected to be driven by e-commerce market.

<Sales analysis>



<Adjusted OP analysis>

- Adjusted OP in air-conditioner business is expected to expand due to sales increase and improvement of profit structure.
- Adjusted OP is expected to increase due to marketing focusing on high-end consumer products in Japan, Asia and China.
- Newly-consolidated Hussmann Corp. will contribute to adjusted OP increase.

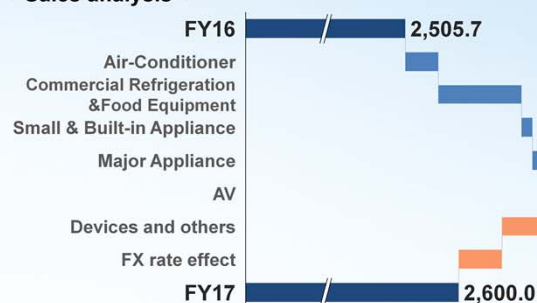
- Appliances (production and sales consolidated.)
- Business categories in the right-hand chart will be disclosed from FY17. The last page shows all business categories.
- Under the business environment in the major regions, sales in real terms excluding exchange rate effect are expected to grow by 7% y-y with sales increase in Commercial Refrigeration & Food Equipment business by newly-consolidated Hussmann, Air-Conditioner business and Major Appliance business including refrigerators and washing machines.
- Adjusted OP is expected to increase due mainly to air-conditioner with sales increase and improving profit structure, favorable sales in high-end consumer products in Japan, Asia and China and consolidation of Hussmann Corp.

Appliances (Production and sales consolidated) (2)

<Forecast by BD>

Air-Conditioner	[Room air-conditioner] - Japan/Asia: shift focus to high-end products. - China: re-establish brand strategy focusing on health products. [Commercial air-conditioner] - Overseas sales are expected double digit growth, shifting resources.
Commercial Refrigeration & Food Equipment	- Create synergy with consolidation of Hussmann Corp. - OP is expected to increase by strengthening dispenser business for beverage industry.
Small & Built-in Appliance	- Continue to capture domestic demand from overseas tourists and utilize e-commerce to meet demand in China. - Overseas sales are expected to increase mainly in Europe.
Major Appliance	- Sales are expected to expand with high-end products and strong product lineup in prioritized areas such as Japan, Asia and China.
AV	- Shift focus more to high-end products with 4KTV mainly in Japan and Europe.

<Sales analysis>



<FY17 Sales ratio by BD>

* BD stands for Business Division



● Forecast by BD.

Eco Solutions (1)

<Sales and OP>

(yen: billions)

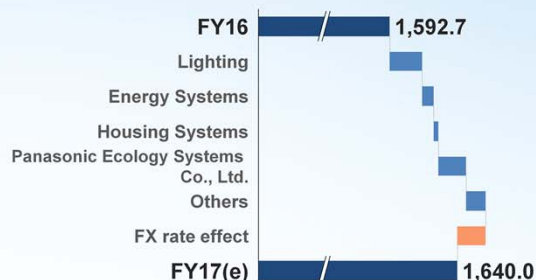
	Sales	Adjusted OP	OP
FY17(e)	1,640.0	95.8 5.8%	90.0 5.5%
vs. FY16 %/amount	+3% (+4%)*	+7.9 +0.3%	+13.7 +0.7%

* Real terms excluding effect of exchange rate

<Business environment>

- In Japan, demand in remodeling and elderly-care market is expected to grow, although domestic housing starts expected to decline.
- Domestic non-housing demand is expected steadily expanding due mainly to the Olympic Games in Tokyo.
- Overseas business in strategic regions and North America is expected to grow.

<Sales analysis>



<Adjusted OP analysis>

Adjusted OP is expected to increase due to sales expansion and streamlining, offsetting negative impact from fixed cost increase in upfront investment for business expansion (including personnel cost) in remodeling and elderly-care businesses.

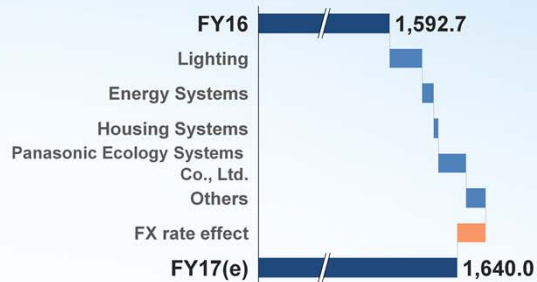
- Eco Solutions.
- Sales are expected to increase by 4% y-y in real terms excluding exchange rate effect, led by Lighting BD and Panasonic Ecology Systems Co., Ltd. under the business environment mentioned.
- Adjusted OP is expected to increase due mainly to sales expansion and streamlining, offsetting negative impact from fixed cost increase from upfront investment for business expansion including personnel cost in remodeling and elderly-care businesses. Lighting BD is expected to contribute to adjusted OP increase.

Eco Solutions (2)

<Forecast by BD>

Lighting	- Sales are expected to continue to expand in domestic business and overseas LED lighting business.
Energy Systems	[Solar panel business] - Increase solar panel market share in Japan despite slight market decline. - Expand overseas business mainly in India and Turkey.
Housing Systems	- Increase market share in remodeling market. - Sales are expected to increase due to new business development such as non-housing and elderly-care businesses.
Panasonic Ecology Systems Co., Ltd.	- Sales are expected to grow in domestic ventilation system business and overseas business in air purifiers and pumps.
Others	- Sales are expected to expand such as in elderly-care business.

<Sales analysis>



<FY17 Sales ratio by BD>



● Forecast by BD.

AVC Networks (1)

<Sales and OP>

(yen: billions)

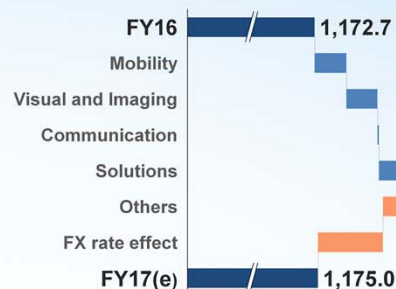
	Sales	Adjusted OP	OP
FY17(e)	1,175.0	74.5 6.3%	59.0 5.0%
vs. FY16 %/amount	+/-0% (+4%)*	-8.1 -0.7%	-10.0 -0.9%

* Real terms excluding effect of exchange rate

<Business environment>

Mobility	- Demand in durable mobile devices is expected to increase particularly in tablet PCs.
Visual and Imaging	- High value added product market such as 4K products is expected to steadily expand.
Communication	- Demand in land-line phones is expected to steadily increase in office application and decrease in household application.
Solutions	- Aircraft related market is expected to expand. - IoT related investment in service industry is expected to increase.

<Sales analysis>



<Adjusted OP analysis>

Adjusted OP is expected to decline y-y due mainly to Solutions business where one-time demand increase in FY16 was seen and upfront investment to strengthen global business structure; while adjusted OP in Mobility, Visual and Imaging and Communication businesses is expected to increase with sales expansion.

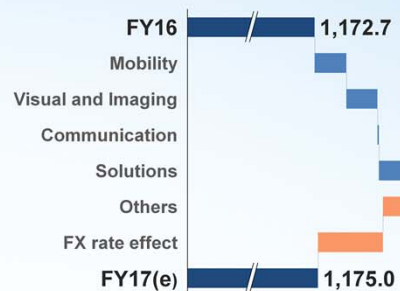
- AVC Networks.
- Sales are expected to increase in all four categories, by 4% y-y in real terms excluding exchange rate effect under the business environment mentioned.
- Adjusted OP is expected to decline due mainly to Solutions business where we had one-time demand increase in FY16 and upfront investment to strengthen global business structure, while adjusted OP is expected to increase in Mobility, Visual and Imaging and Communication businesses with their sales expansion.

AVC Networks (2)

<Forecast by BD>

Mobility	- Sales are expected to expand in durable mobile devices for mobile workers in distribution, police, utility (electricity, gas) industries.
Visual and Imaging	- Sales are expected to increase with high quality imaging and high value added products mainly in 4K products, such as projectors, digital cameras, broadcasting cameras and surveillance cameras.
Communication	- Sales are expected to increase in IP-PBXs, IP phones for mid and small offices where demand is relatively heavy.
Solutions	- Aircraft related sales are expected to remain the same level as FY16 due to one-time demand increase in FY16, while business is expected to expand in such as construction, support and service areas, strengthening relationship with major customers in service industry.

<Sales analysis>



<FY17 Sales ratio by BD>



● Forecast by BD.

Automotive & Industrial Systems (1)

<Sales and OP>

(yen: billions)

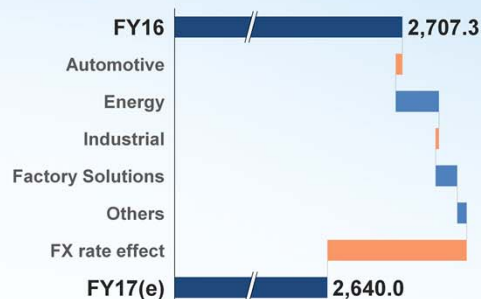
	Sales	Adjusted OP	OP
FY17(e)	2,640.0	117.0 4.4%	100.0 3.8%
vs. FY16 %/amount	-2% (+2%)*	-18.2 -0.6%	+49.8 +1.9%

* Real terms excluding effect of exchange rate

<Business environment>

Automotive	- Growing demand for ADAS and tighter environmental regulation are expected to boost business opportunity.
Industrial	- FA: Increasing needs for IoT and automation is expected to expand market. - Storage battery: Demand for infrastructure is expected to expand in emerging countries.
ICT	- ICT device market is expected to remain slow. (Application for PCs: lower growth than FY16 smartphones: soften growth)

<Sales analysis>



<Adjusted OP analysis>

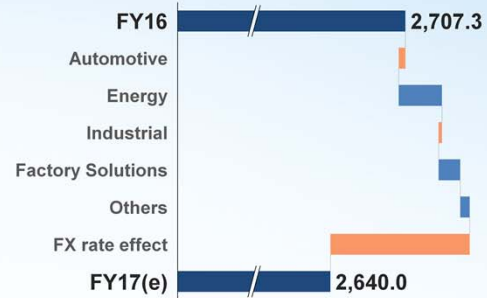
Adjusted OP is expected to decrease due to investment increase for future growth such as automotive and industrial businesses, although sales increase mainly in Energy business is expected to contribute to profit increase.

- Automotive & Industrial Systems.
- Sales in real terms excluding exchange rate effect are expected to increase by 2% y-y due to favorable Energy and Factory Solutions businesses under the business environment mentioned.
- Adjusted OP is expected to decrease due to fixed cost increase with aggressive investment on growth fields such as automotive and industrial businesses.
- OP is expected to increase, since one-off expenses mainly for legal and product quality issues were recorded in FY16.

<Forecast by BD>

Automotive	<ul style="list-style-type: none"> - Sales are expected to decrease due to curbing to receive orders in 2011 and 2012 to prioritize BCP (business continuity plan) establishment as a disaster countermeasure. - Sales are expected to expand from FY18 due to starting delivery for new major customers.
Energy	<ul style="list-style-type: none"> - Sales are expected to increase due to rechargeable battery business accelerating focus shift to automotive and storage battery applications.
Industrial	<ul style="list-style-type: none"> - Sales are expected to decrease due to sluggish demand for ICT and downsizing of LCD TV panel business, while sales for automotive and industrial businesses such as relays and multi-layer devices are expected to increase.
Factory Solutions	<ul style="list-style-type: none"> - Sales are expected to increase due to solution business expansion for system, support and service industries.

<Sales analysis>



<FY17 Sales ratio by BD>



- Forecast by BD.
- In Energy, we will continue to invest on automotive battery business where the market is expected to expand to meet our customers' demand.

FY17 Forecast in Six Large-Scale and TV BDs

(yen: billions)

	FY17(e) (IFRS)							
	Sales	vs. FY16	Adjusted OP	vs. FY16	Other income/loss	vs. FY16	OP	vs. FY16
Air-conditioner*	504.6	+39.3	29.7	+10.6	-2.2	+0.9	27.5	+11.5
Lighting	338.8	+18.5	25.2	+2.7	-0.9	+8.6	24.3	+11.3
Housing Systems	370.0	+2.9	17.0	+1.7	-0.6	+1.0	16.4	+2.7
Automotive Infotainment Systems	506.1	-28.0	25.6	-8.0	-0.1	-0.5	25.5	-8.5
Rechargeable Battery**	366.8	+14.0	10.2	+6.7	-6.7	+59.9	3.5	+66.6
PanaHome***	400.0	+47.0	-	-	-	-	21.5	+5.6
TV*	325.8	-24.9	5.3	+3.5	-2.2	+8.3	3.1	+11.8

* Production and sales consolidated

** Rechargeable Battery BD + Tesla BU

*** Figures are disclosed from PanaHome (Japan GAAP)

- Forecast in six large-scale and TV BDs. We will continue to disclose figures in these BDs in FY17.
- Profitability in Housing Systems and TV is still in progress to improve and we will continue to accelerate profit structure enhancement.
- In Rechargeable Battery, we will accelerate investment in automotive and industrial areas where we expect growth, to make up for negative impact from ICT market shrinkage.

Improve Low Profitability Business

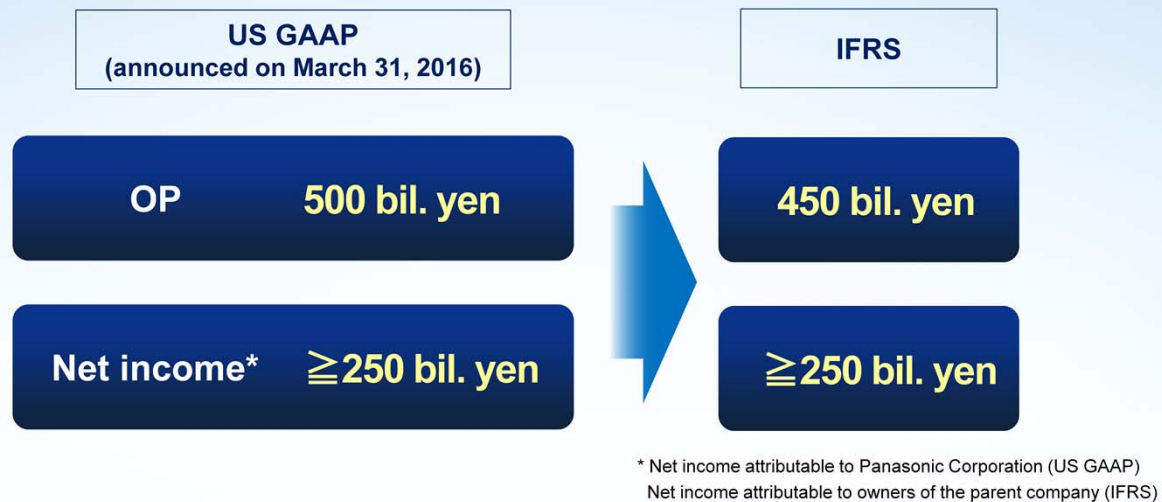


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Panasonic

- We would like to follow up our business policy announced on March 31, 2016.
- Starting from FY17, we will divide our BDs into three business categories defined by business characteristic point of view and competitiveness in order to make our best business decision. We will explain more in detail about low profitability business out of three business categories.
- Low profitability businesses are defined as the ones which OPs are below 5% in FY16 and the market is hard to expect significant growth in future.
- TV, LCD panel and semi-conductor businesses are included here which we have already figured out how to improve their profitability. We have started to see the steady progress in TV business by withdrawal of unprofitable products or distribution channels and fixed cost reduction, and will further accelerate enhancement.
- Meantime, we need to improve profitability in IT and communication product businesses which started to worsen in FY16.
- In IT product business, we will re-establish our marketing strategy and strengthen product lineup in North America. In communication product business, we will work on dominating land-line phone market and expand home network business.
- In addition, in AVC Networks related business, we will figure out if we need additional countermeasures corresponding to further business environment changes.
- Adjusted OP in FY17 is expected to improve in total of low profitability business.
- Meantime, adjusted OP in high-growth business including automotive, housing and solution businesses is expected to decrease in FY17 due to aggressive upfront investment.
- We aims to achieve steady growth in sales and profit in FY19 by laying foundation for future growth.

FY19 Group Financial Target



- FY19 group financial target are restated in IFRS with OP of 450 bil. yen and net income attributable to owners of the parent company of 250 bil. yen or more .

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- Thank you for your cooperation.

Disclaimer Regarding Forward-Looking Statements

This presentation includes forward-looking statements (that include those within the meaning of Section 27A of the U.S. Securities Act of 1933, as amended, and Section 21E of the U.S. Securities Exchange Act of 1934), as amended about Panasonic and its Group companies (the Panasonic Group). Panasonic discloses its consolidated financial forecasts for fiscal 2017 based on International Financial Reporting Standards (IFRS). 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.

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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.

(Reference)

Segments and Business Divisions

Appliances

Air-Conditioner Company
TV BD
Home Entertainment BD
Refrigerator BD
Laundry Systems and Vacuum Cleaner BD
Kitchen Appliances BD
Beauty and Living BD
Panasonic Cycle Technology Co., Ltd.
Refrigeration and Air-Conditioning Devices BD
Smart Energy System BD
Cold Chain BD
Husmann Corporation

AVC Networks

Imaging Network BD
Storage BD
Visual Systems BD
Panasonic Avionics Corporation
IT Products BD
Security Systems BD
Communication Products BD
Office Products BD
System Solutions Company (Japan)

Automotive & Industrial Systems

Automotive Infotainment Systems BD
Automotive Electronics Systems BD
Rechargeable Battery BD
Energy Device BD
Panasonic Storage Battery Co., Ltd.
Electromechanical Control BD
Panasonic Semiconductor Solutions Co., Ltd.
Device Solutions BD
Electronic Materials BD
Panasonic Liquid Crystal Display Co., Ltd.
Smart Factory Solutions BD

Eco Solutions

Lighting BD
Energy Systems BD
Housing Systems BD
Panasonic Ecology Systems Co., Ltd.

Other

PanaHome Corporation

As of April 28, 2016

(Reference) Sales disclosure businesses in FY17

Appliances

- Air-Conditioner Business : Air-Conditioner Company
- Commercial Refrigeration & Food Equipment Business : Cold Chain BD, Hussmann Corporation
- Small & Built-in Appliance Business : Kitchen Appliances BD, Beauty and Living BD
- Major Appliance Business : Refrigerator BD, Laundry Systems and Vacuum Cleaner BD
- AV Business : TV BD, Home Entertainment BD

AVC Networks

- Mobility Business : IT Products BD, Storage BD
- Visual and Imaging Business : Imaging Network BD, Security Systems BD, Visual Systems BD
- Communication Business : Office Products BD, Communication Products BD
- Solutions Business : Panasonic Avionics Corporation, Domestic/Overseas Solutions

Automotive & Industrial Systems

- Automotive Business : Automotive Infotainment Systems BD, Automotive Electronics Systems BD
- Energy Business : Rechargeable Battery BD, Energy Device BD
- Industrial Business : Electromechanical Control BD, Panasonic Semiconductor Solutions Co., Ltd., Device Solutions BD, Electronic Materials BD, Panasonic Liquid Crystal Display Co., Ltd.
- Factory Solutions Business : Smart Factory Solutions BD