

Corporate Social Responsibility

Matsushita Management Philosophy

Basic Management Objective

“Recognizing our responsibilities as industrialists, we will devote ourselves to the progress and development of society and the well-being of people through our business activities, thereby enhancing the quality of life throughout the world.”

Since its establishment, Matsushita has sought to contribute to society through its business activities. This is based on the idea that customers and the public at large are stakeholders in corporations, not just certain individuals and shareholders. The Company’s founder, Konosuke Matsushita, believed that raising both material and spiritual wealth was the key to human happiness. Accordingly, he

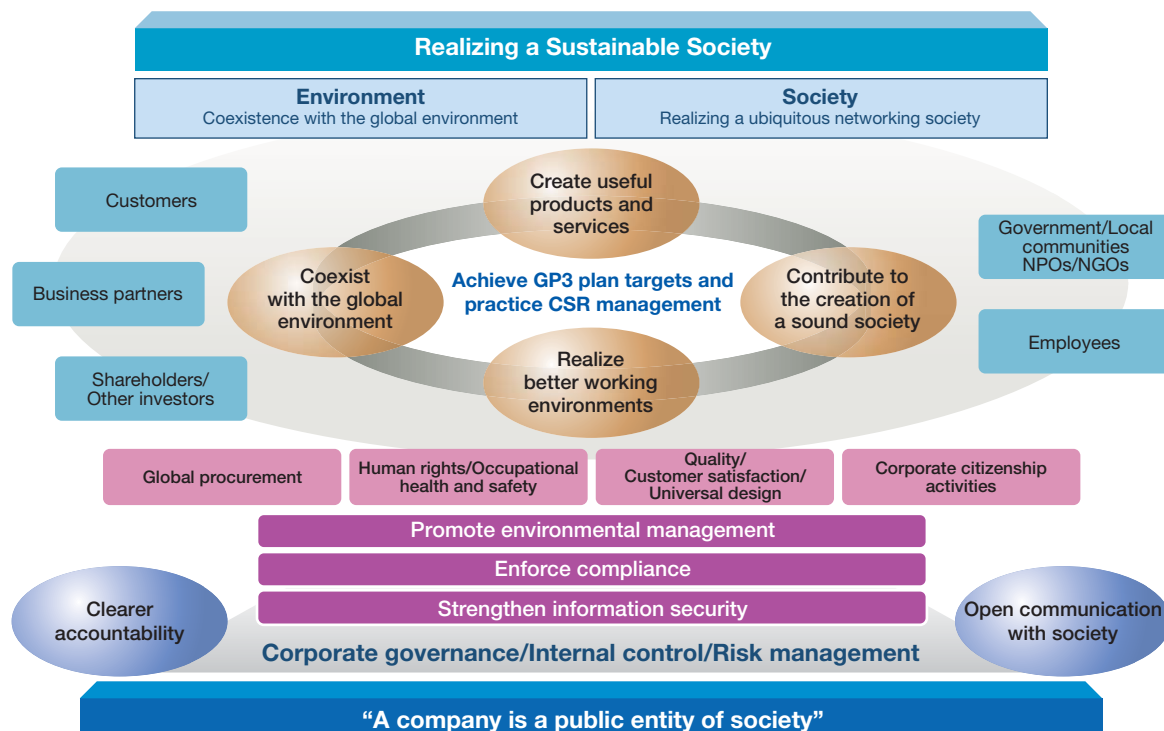
reasoned that the true mission of a manufacturer was to supply basic necessities at a price anybody could afford to help eliminate poverty worldwide. This idea that companies can contribute to the prosperity and well-being of mankind remains an integral part of the Matsushita Group’s business activities today.

Practicing CSR Management

Matsushita believes that implementing this management philosophy in all its business activities is the core essence of corporate social responsibility (CSR).

In terms of CSR, the Company recognizes the importance of three areas—promoting environmental management, enforcing compliance, and reinforcing information security—as the main minimum standards for groupwide CSR management.

Based on these three areas, the Matsushita Group’s CSR activities focus on global procurement, human rights, occupational health and safety, product quality, customer satisfaction, universal design, and corporate citizenship activities. In this framework, Matsushita is implementing CSR initiatives linked to its business activities and actively promoting its own corporate citizenship activities in Japan and overseas.



Working to Retain the Trust of Stakeholders



Matsushita employees involved in activities to locate remaining FF-type kerosene fan heaters in cold regions of Japan

- Global compliance initiatives: compliance activities tailored to the characteristics of each overseas operating region.
- Enhancing Compliance Month: activities such as sending messages from the president and distributing guidebooks to employees designed to raise awareness of compliance throughout the Company.
- Ensuring information security: measures to protect information about customers, business partners and third-party assets, as well as personal information, and steps to reinforce related systems.
- Reports by the Company concerning its response to issues with FF-type kerosene fan heaters: ongoing and rigorous steps to deal with remaining issues through the Corporate FF Customer Support & Management Division.

Protecting the Environment

Basic Environmental Policy

Coexistence with the global environment is one of Matsushita's corporate visions for the 21st century. Matsushita strives to create "new value for living" by minimizing environmental impact while improving customer quality of life with its products. The Company is thus promoting environmental management based on its Green Plan 2010, a global environmental action plan with targets to be achieved by 2010. And under a new symbol called "eco ideas," representing Matsushita's commitment to achieving environmental global excellence, the Company will roll out a number of groundbreaking environmental initiatives.



Matsushita's energy-saving activities in Malaysia have won approval as CDM projects from the United Nations



A practical test bed for product recycling

Initiatives Balancing Business Activities With Environmental Preservation

- Matsushita Eco Technology Center (METEC) conducts research into making home appliances more recyclable, while collecting resources from end-of-life products. All parts of the Matsushita Group receive feedback from the R&D programs conducted by METEC into designing easy-to-dismantle products, disassembly technologies and related work on materials. The results filter down into a wide range of products. In fiscal 2007, METEC recycled a total of around 2,220,000 appliances.
- Matsushita has developed the world's first lead-free PDP. Although the creation of lead-free substitute materials presented significant difficulties, the Company overcame these challenges with the development of new materials featuring unique additives that have characteristics similar to lead. Lead-free products were then realized by optimizing heating processes during manufacturing.
- The Company is actively implementing activities to reduce CO₂ emissions at its plants in China. In fiscal 2007, the Company ran an internal energy conservation competition featuring 213 energy use-reduction projects from 35 companies. By implementing best practices across its manufacturing sites in China, CO₂ emissions were cut by 53,000 tons compared with the previous fiscal year.
- At its factories in Malaysia, Matsushita applied for clean development mechanism (CDM)* registration for 26 projects such as the replacement of compressors, boilers and other equipment with high-efficiency versions. Approval was received from the Japanese government in February 2006 and the Malaysian government the following July. Subsequently, after gaining approval from the United Nations in March 2007, Matsushita became the first company in Japan to gain CDM accreditation for energy-conservation projects.

* A system whereby industrialized nations work with developing countries to reduce emissions of greenhouse gases through projects in developing countries. In return, the industrialized nation receives credits towards its own emissions in proportion to the total emissions reduced through the project.



Dow Jones
Sustainability
Index



FTSE4
GOOD Global
100 Index



Ethibel
Sustainability
Index

Examples of Matsushita's Corporate Citizenship Activities

Supporting the development of future generations

- RiSuPia: a fun, hands-on science and mathematics museum opened in the Panasonic Center Tokyo in August 2006.
 - Kid Witness News: a program launched worldwide with the aim of boosting the creativity and communication skills of children through video production.
 - Shakespeare for Children Series: a tour in Japan sponsored under the Panasonic brand.
 - Book donations: Matsushita teamed up with a bank in Brazil to gift 2,000 library books to local children aged 3 to 12.
 - Support for schools in Thailand: Over the years, Matsushita has endowed the construction of 75 elementary schools in Thailand. Every year, the Company donates educational materials and AV products such as TVs and DVD recorders to the schools.
 - Disabled person support group in Indonesia: 40 local Matsushita employees helped with cleaning and the installation of signs, while the Company provided support in the form of donations of electronic equipment, food and medicines.
 - Mobile phone recycling: Matsushita called on employees and local residents in North America to return their old mobile phones, which the Company then gave to an NPO called Phones for Life*.
- * An NPO that collects old mobile phones, reconditions them as new, and then donates them to people on lower incomes for communication during disasters and other emergencies.
- Dreams Come to School ACADEMIC: Matsushita participated in this program run by Japan's Ministry of Economy, Trade and Industry designed to help children plan their future careers.



RiSuPia in the Panasonic Center Tokyo



Use of the Astro Vision screen was donated to Gallaudet University to air a public service announcement

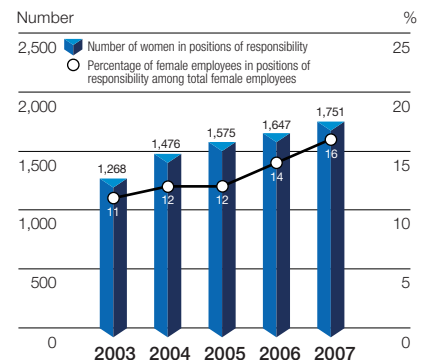
Working to realize a fully inclusive society

- Okayama Kibikogen Wheelchair "Fureai" Road Race: support for a race that allows runners and wheelchair participants to compete over the same course.
- Kids Project: Matsushita volunteers participated in this project in Tokyo that helps to build bonds with disabled children. The Company also provided donations and event venues.
- Video equipment donation: Matsushita donated a video production studio to Gallaudet University in the United States, the world's only liberal arts college for the deaf and hard of hearing. The Company also aired a public service announcement made by the university on its giant Astro Vision screen in Times Square, New York, in 2006.
- Donations for the disabled: Matsushita employees in Singapore give monthly donations to a group that supports disabled people. The Company then doubles the amount.

Creating Better Workplaces

- Corporate Diversity Promotion Division established: In April 2006, Matsushita set up a Corporate Diversity Promotion Division headed by the Company's president. The council's aims are to promote greater participation by women in management, and encourage the creation of a more diverse workforce regardless of age or nationality.
- Promoting e-work: leveraging the advantages of ICT, Matsushita is promoting more flexible working styles unrestricted by time or place, and creating more diverse, comfortable workplaces.

Numbers and percentages of women in positions of responsibility



* Total for Matsushita Electric Industrial and major Group companies
 People in positions of responsibility: employees that have been appointed to positions such as coordinator or counselor

For more information about CSR activities, please refer to the following websites:

Corporate Social Responsibility (CSR)
<http://panasonic.net/csr/>

Environmental Activities
<http://panasonic.net/eco/>

Corporate Citizenship Activities
<http://panasonic.net/citizenship/>