

Fiscal 2008 First Quarter Financial Results

July 25, 2007
Matsushita Electric Industrial Co., Ltd.

Notes: 1. This is an English translation from the original presentation in Japanese.
2. In this presentation, "fiscal 2008" or "FY 2008" refers to the year ended March 31, 2008.

Summary

1. Profit increase for the sixth consecutive year
2. The highest first quarter sales ever
3. Revision in both first-half and full-year forecast

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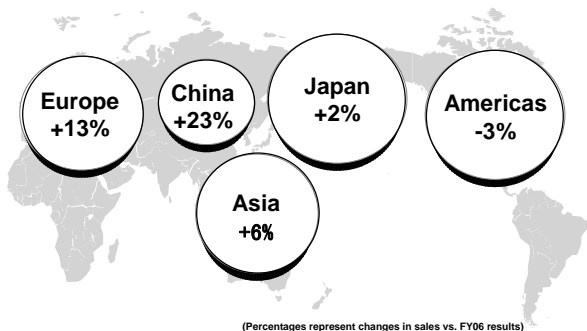
1. Fiscal 2008 first quarter financial results
 - 1) Summary of financial results
 - 2) Sales and profit results by segment
 - 3) Operating profit analysis
 - 4) Pre-tax income analysis
2. Revision of fiscal 2008 first-half and full-year forecast

Fiscal 2008 First Quarter Results

(yen: billions)

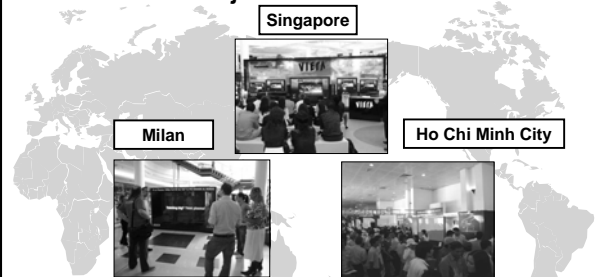
| | FY08 First Quarter | FY07 First Quarter | vs. FY07 |
|------------------|-----------------------|-----------------------|----------|
| Sales | 2,239.5 | 2,136.9 | +5% |
| Domestic | 1,078.0 | 1,061.9 | +2% |
| Overseas | 1,161.5 | 1,075.0 | +8% |
| Operating profit | 73.9 | 65.1 | +13% |
| Pre-tax income | 84.0 | 75.4 | +11% |
| Net income | 39.3 | 35.8 | +10% |

Overseas Sales (vs. FY2007 first quarter)

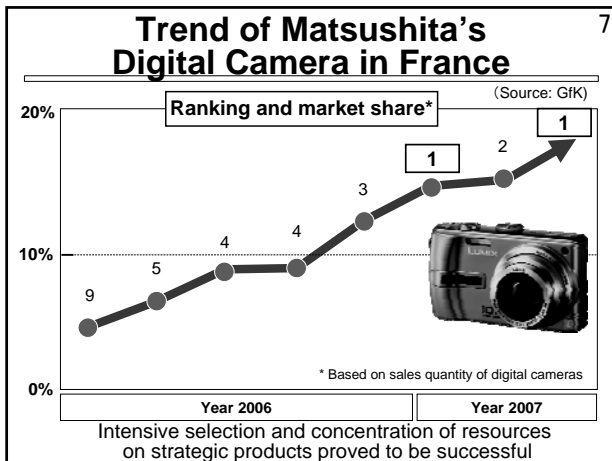


Initiatives for Increasing Overseas Sales

Strong appeal of product competitiveness
in major cities in the world



FY08 Global Plasma Roadshow (planned)
in more than 80 cities (200 locations) worldwide



Specify Strategies for Capturing Emerging Markets

Promote marketing strategy focused on wealthier customers

India

6% (approx. 12.5 million households)

Strategy for distribution channels

- Create fans by developing brand shops
- Expand sales in increasing mass retailers

Focus on key products

- Boost sales with flat panel PDP & LCD TVs
- Focus on high-end models in white goods

Vietnam

10% (approx. 0.5 million households)

VIERA Target --- Wealthier consumers in urban areas

LUMIX Target --- Young generation in cities

Focus on sales channels in 6 major cities

- Strengthen sales in 20 mass retailers
- Establish brand shops & intensify advertising

Expanding "eco ideas" in Japan

CO₂と電気代を減らす、エコアイデア。

National

Longer life, energy-efficient fluorescent lamps

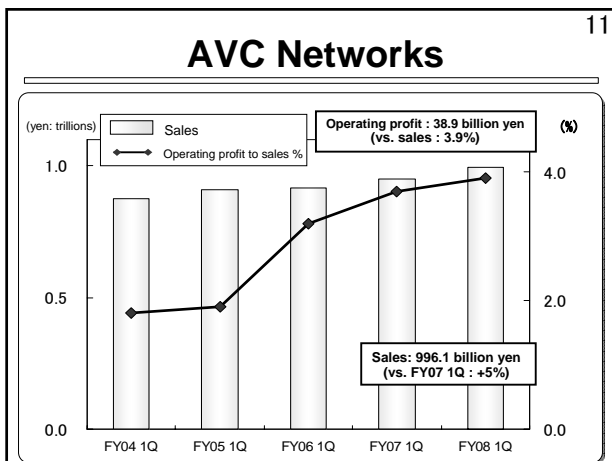
eco ideas

Pa-look Ball Premier series

Effects

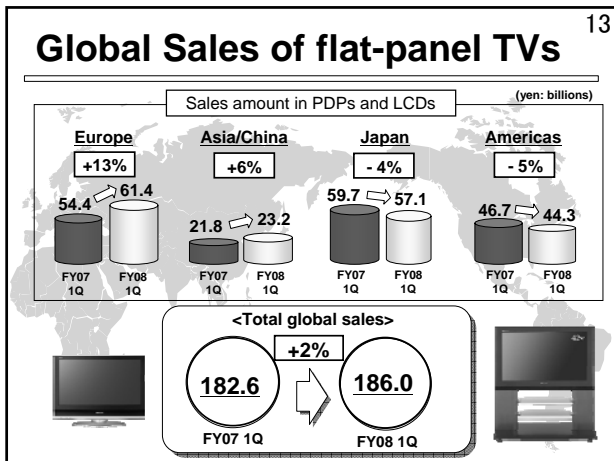
- CO₂ emission**
Approx. 80% reduced
- Annual electricity expense**
Approx. 2,100 yen saved

* Comparison of Pa-look Ball Premier D15 E26 socket-model and Matsushita Silica 60 light bulb (54W) *Comparison with Matsushita Silica 60 light bulb(54W)



Results of Major Domain Companies

| | PAVC | | PCC | | PMC | |
|------------------------|---------|-------------|---------|-------------|---------|-------------|
| | FY08 1Q | vs. FY07 1Q | FY08 1Q | vs. FY07 1Q | FY08 1Q | vs. FY07 1Q |
| Sales | 460.1 | +7% | 129.2 | +11% | 108.4 | +3% |
| Operating profit | 14.3 | +15% | 2.0 | -59% | -1.6 | - |
| Operating profit/sales | 3.1% | +0.2% | 1.6% | -2.6% | -1.5% | -2.5% |
| Capital investment | 25.7 | +14.0 | 2.0 | -0.7 | 0.5 | -0.5 |



Full HD World Expanded by VIERA

14

3.1ch & W sub-woofer rack theater

VIERA Link!

SD3

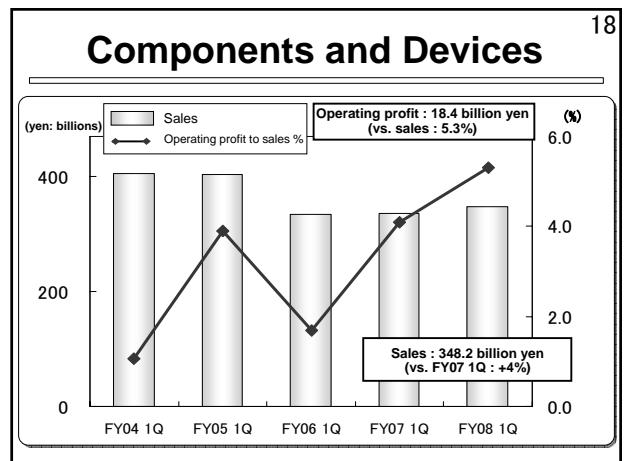
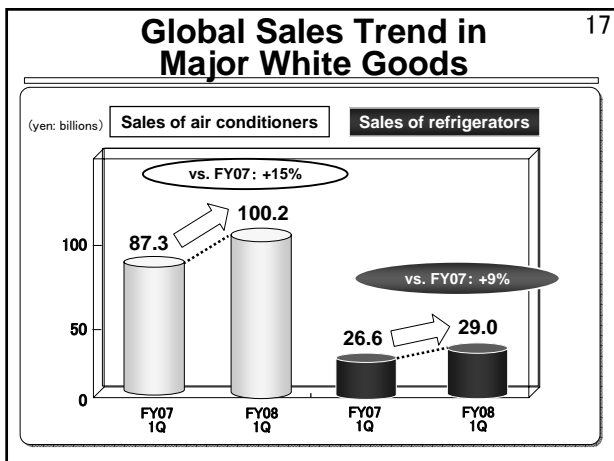
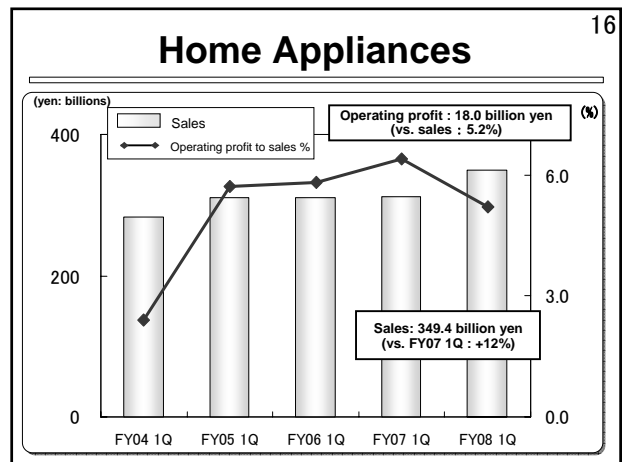
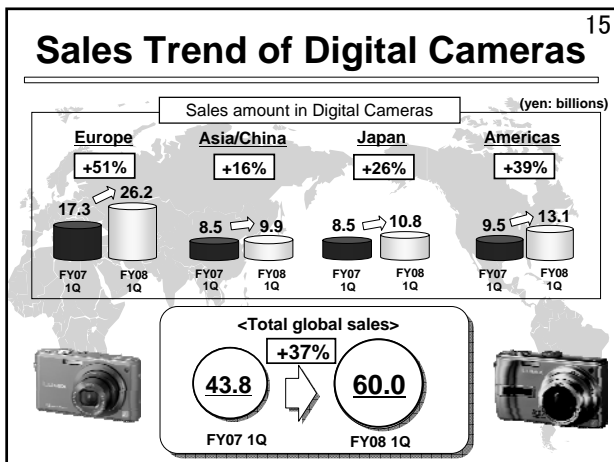
AVCHD

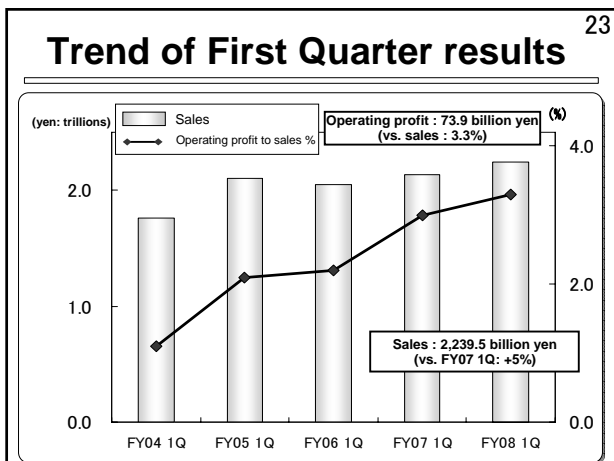
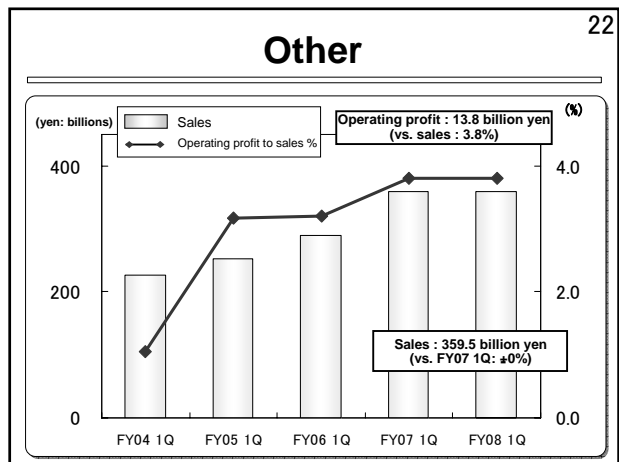
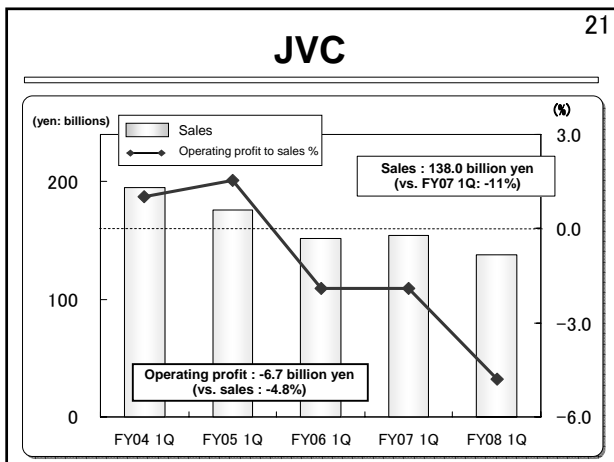
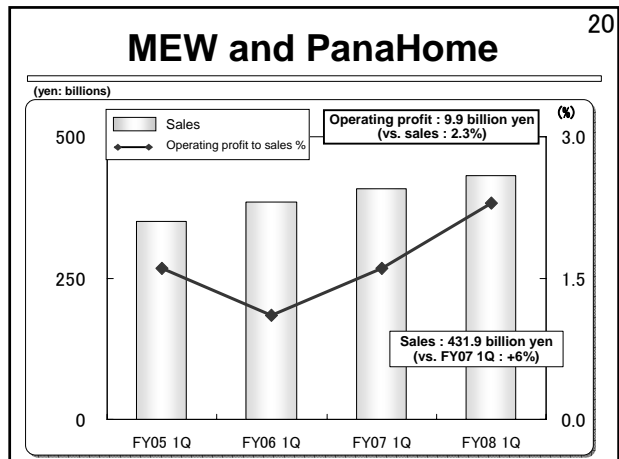
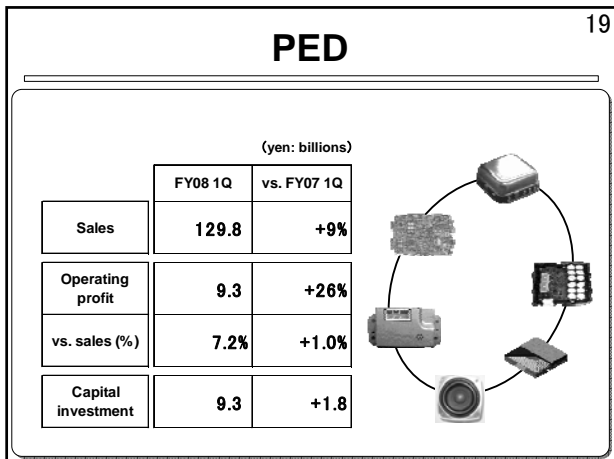
DIGNA

BD compatible

PG2

Further evolution with full HD picture quality



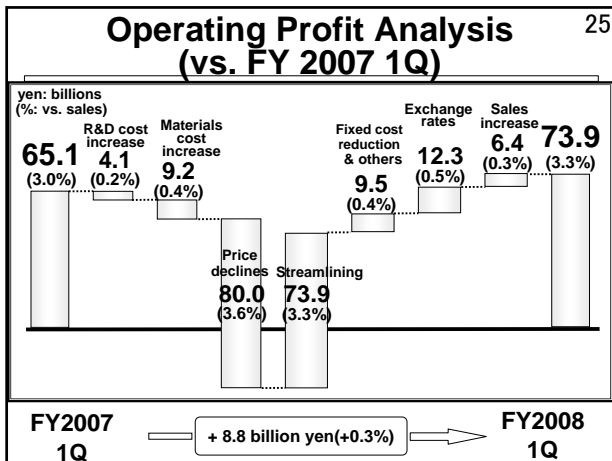


Operating Profit Trends

24

(vs. FY2007 1Q) ↗ increase ↘ decrease

| | | |
|-------------------------------|---|---|
| AVC Networks | ↗ | Digital cameras, LCD TVs, notebook PCs |
| | ↘ | CRT TVs, mobile phones (base station) |
| Home Appliances | ↗ | Vacuum cleaners, microwave ovens |
| | ↘ | Compressors |
| Components and Devices | ↗ | General electronic components |
| | ↘ | — |
| MEW and PanaHome | ↗ | Elec. construction materials, elec. and plastic materials |
| | ↘ | Control equipment |

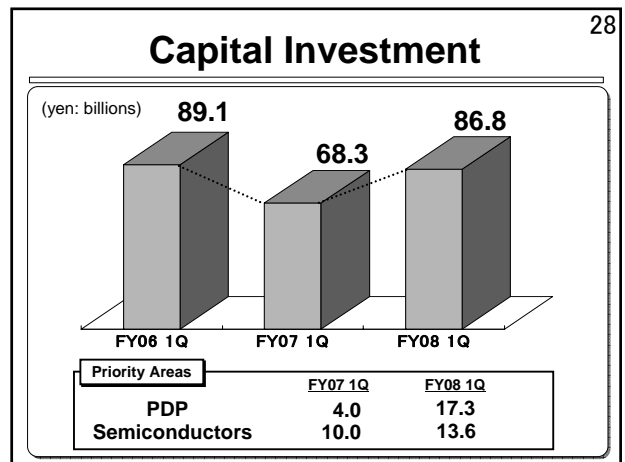
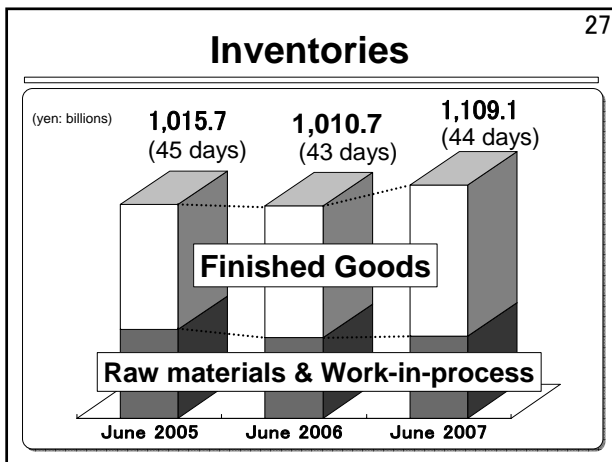


Pre-tax and Net Income Analysis

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(yen: billions)

| | FY08 1Q | vs. FY07 1Q |
|--------------------------------|---------|-------------|
| Operating profit | 73.9 | +8.8 |
| Non-operating income/loss | 10.1 | -0.2 |
| Financial income | 8.3 | +5.0 |
| Early retirement charges | -1.0 | -0.5 |
| Other | 2.8 | -4.7 |
| Pre-tax income | 84.0 | +8.6 |
| Provision for income taxes | -42.0 | -4.2 |
| Minority interests | 1.7 | +2.3 |
| Equity in associated companies | -4.4 | -3.2 |
| Net income | 39.3 | +3.5 |



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Revision of Fiscal 2008 First-half Forecast

30

(billion yen)

| | Original forecast | | Revised forecast | | |
|------------------|-------------------|----------|------------------|----------|-----------------------|
| | (As of April 27) | vs. FY07 | (As of July 24) | vs. FY07 | vs. Original forecast |
| Sales | 4,450 | +1% | 4,322 | -2% | -128 |
| Operating profit | 190 | -8% | 181 | -13% | -9 |
| Pre-tax income | 185 | -20% | 179 | -23% | -6 |
| Net income | 90 | -22% | 82 | -29% | -8 |

Revision of Fiscal 2008 Full-year Forecast

31

(billion yen)

| | Original forecast | | Revised forecast | | |
|------------------|-------------------|----------|------------------|----------|-----------------------|
| | (As of April 27) | vs. FY07 | (As of July 24) | vs. FY07 | vs. Original forecast |
| Sales | 9,250 | +2% | 8,780 | -4% | -470 |
| Operating profit | 500 | +9% | 477 | +4% | -23 |
| Pre-tax income | 460 | +5% | 452 | +3% | -8 |
| Net income | 250 | +15% | 246 | +13% | -4 |

Panasonic
ideas for life

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