

Fiscal 2012 Second Quarter and Six Months Financial Results

October 31, 2011
Panasonic Corporation
Makoto Uenoyama

*Notes: 1. This is an English translation from the original presentation in Japanese.
2. In this presentation, "fiscal 2012" or "FY12" refers to the year ending March 31, 2012. In addition, "fiscal 2012 six months" or "FY12 6M" refers to the period from April to September 2011.*

Summary of Six Months Results FY12 2

- 1. Both sales and profit declined due mainly to the sluggish economy in Europe and the US as well as further appreciation of the yen**
- 2. As a result of implementing radical restructuring initiatives in unprofitable businesses, both pre-tax income and net income attributable to Panasonic Corporation recorded significant losses**
- 3. Full year financial forecasts for fiscal 2012 have been revised due to an expected acceleration and increase of restructuring activities**

1. Summary of second quarter and six months financial results
2. Segment analysis
3. Revision of full year forecasts for fiscal 2012

FY12 Six Months Results

(yen: billions)

	FY12 6M (Apr. to Sept.)	FY11 6M (Apr. to Sept.)	vs. FY11 /difference	Forecasts (June 20)
Sales	4,005.2	4,367.9	-8% (-6%)* -362.7	4,000.0
Domestic	2,036.4	2,189.5	-7%	-
Overseas	1,968.8	2,178.4	-10% (-4%)*	-
Operating profit (%)	47.6 (1.2%)	169.0 (3.9%)	-121.4	10.0
Pre-tax income/loss (%)	-159.3 (-4.0%)	144.6 (3.3%)	-303.9	-50.0
Net income/loss** (%)	-136.2 (-3.4%)	74.7 (1.7%)	-210.9	-70.0

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

** Net income / loss attributable to Panasonic Corporation

FY12 2nd Quarter Results (July to Sept.) 5

(yen: billions)

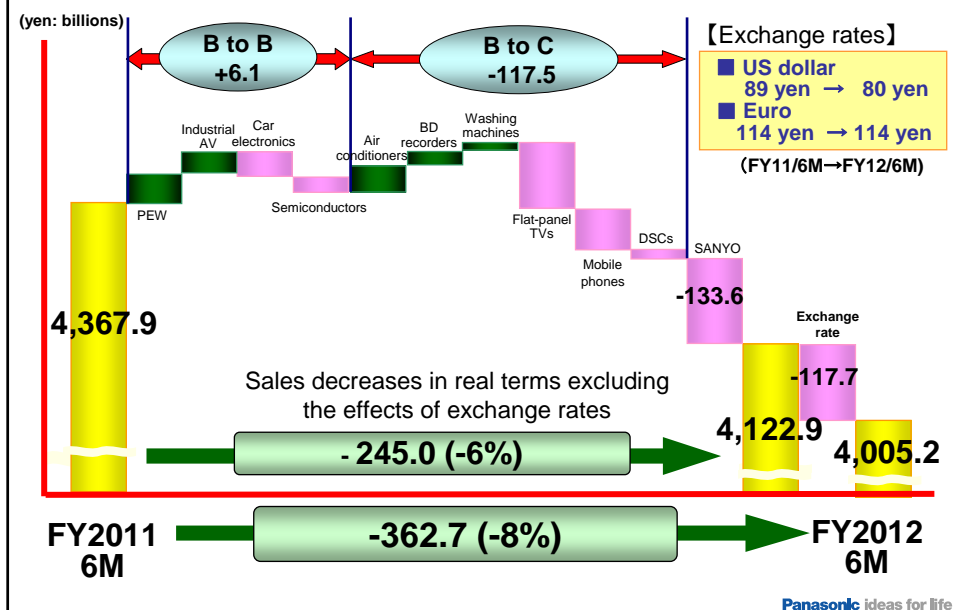
	FY12 2Q (July to Sept.)	FY11 2Q (July to Sept.)	vs. FY11 /difference	
Sales	2,075.7	2,206.8	-6%	(-3%)*
Domestic	1,068.8	1,135.1	-6%	
Overseas	1,006.9	1,071.7	-6%	(-1%)*
Operating profit (%)	42.0 (2.0%)	85.2 (3.9%)		-43.2
Pre-tax income/loss (%)	-141.9 (-6.8%)	60.3 (2.7%)		-202.2
Net income/loss** (%)	-105.8 (-5.1%)	31.0 (1.4%)		-136.8

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

** Net income / loss attributable to Panasonic Corporation

Panasonic ideas for life

FY12 6M Sales Analysis by Products (vs. FY11 6M) 6

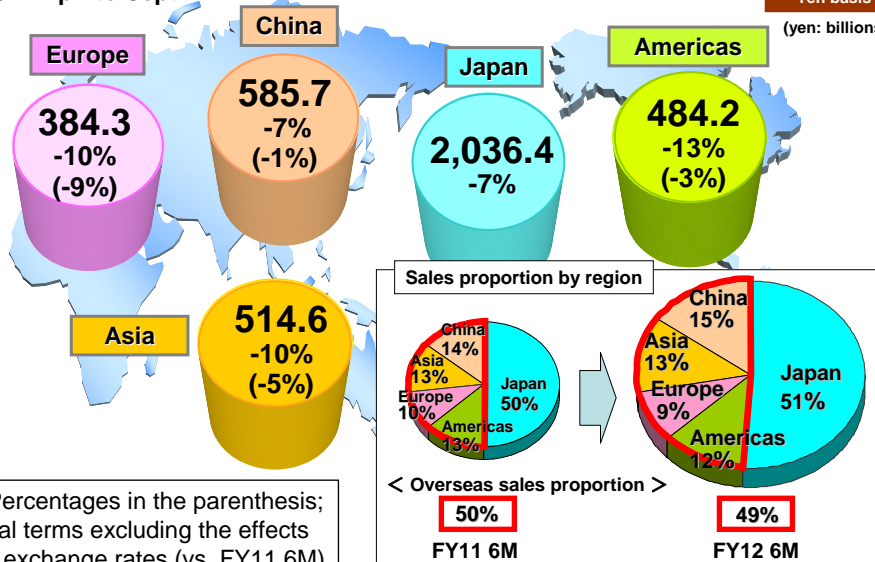


FY12 6M Global Sales by Region (vs. FY11 6M) 7

6M=Apr. to Sept.

Yen basis

(yen: billions)



Panasonic ideas for life

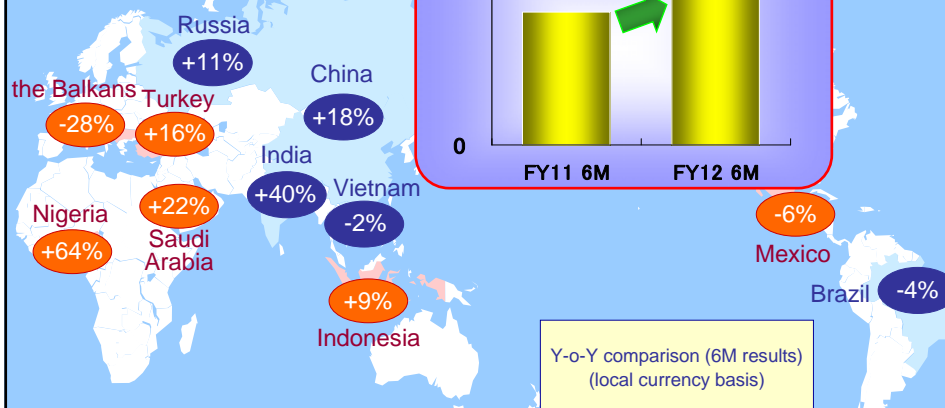
Overseas CS Sales*; Strategic Emerging Countries (excluding SANYO) 8

(6M=Apr. to Sept.)

BRICs+V·MINTS+B

(yen: billions)

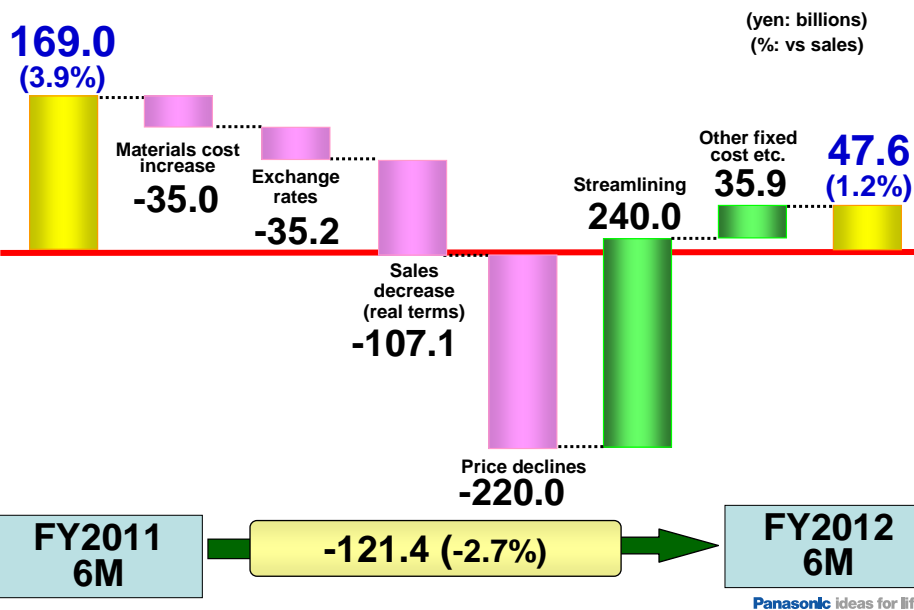
+12%



*Overseas CS sales: Panasonic sales in consumer & system

Panasonic ideas for life

FY12 6M Operating Profit Analysis (vs. FY11 6M) 9



FY12 6M Pre-tax and Net Income Analysis 10

(6M=Apr. to Sept.)

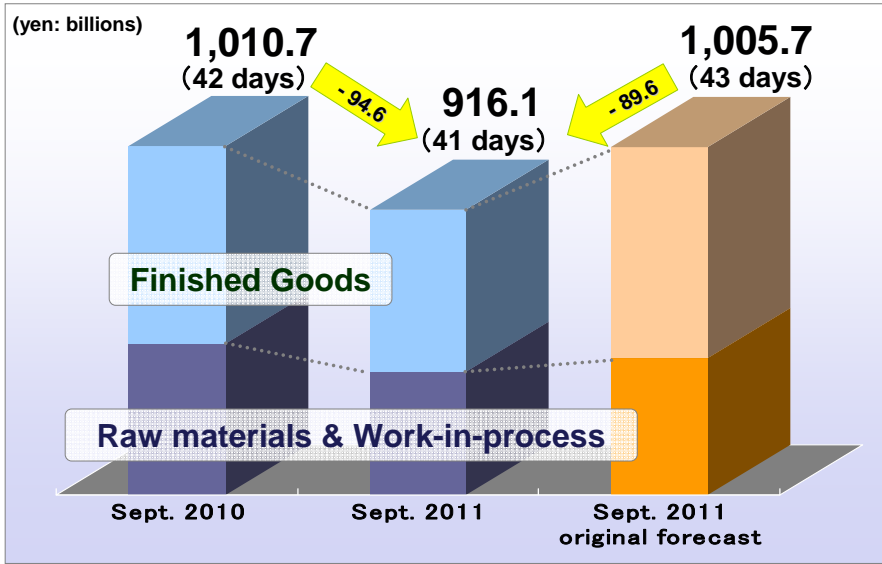
(yen: billions)	FY12 6M	vs. FY11 6M
Operating profit	47.6	- 121.4
Non-operating income / loss	- 206.9	- 182.5
Financial income / loss	- 3.6	+ 1.5
Early retirement charges *	- 23.3	- 21.7
Other *	- 180.0	- 162.3
Pre-tax income / loss	- 159.3	- 303.9
Provision for income taxes	- 1.3	+ 65.4
Equity in earnings of associated companies	4.8	+ 1.3
Net income / loss	- 153.2	- 237.2
Less net income / loss attributable to noncontrolling interests	- 17.0	+ 26.3
Net income / loss attributable to Panasonic Corporation	- 136.2	- 210.9

*Total business restructuring expenses which are included in 'Early retirement charges' and 'Other' : 184.1 billion yen

Panasonic ideas for life

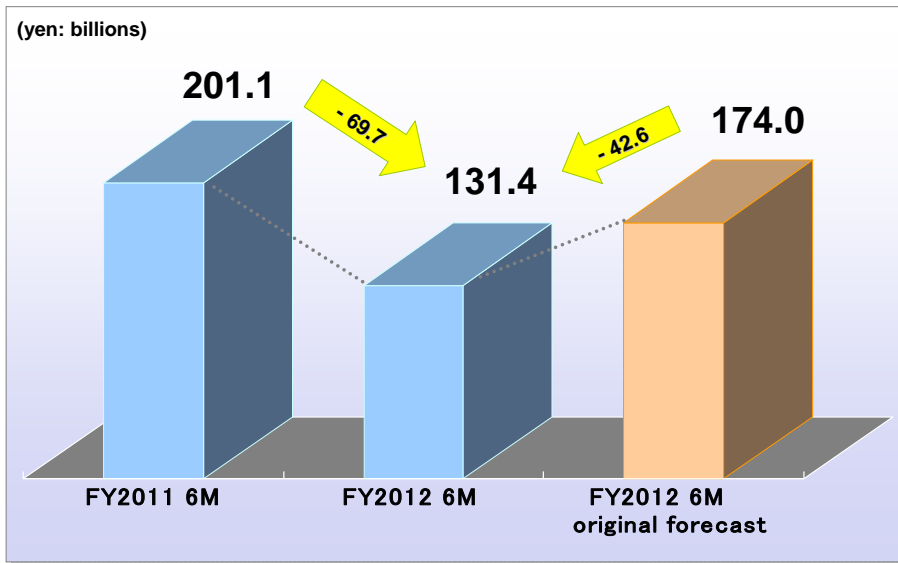
Inventories

11



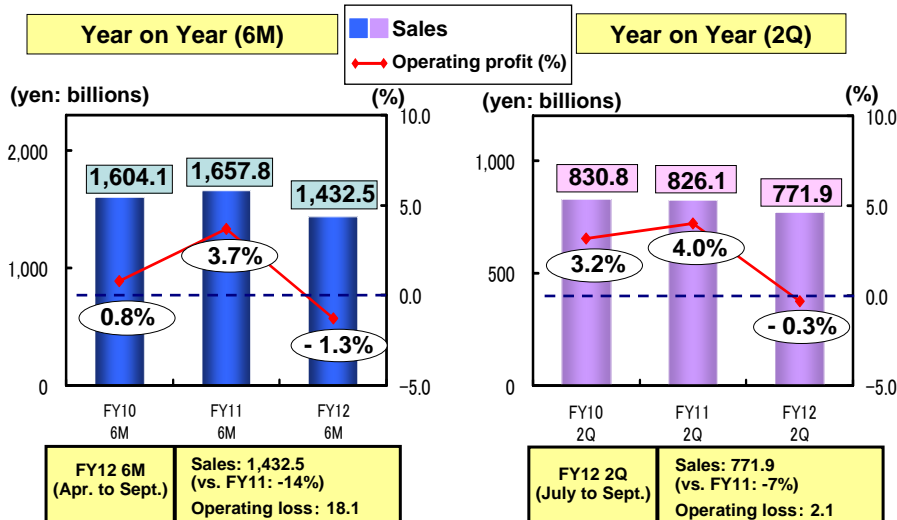
Capital Investment

12



1. Summary of second quarter and six months financial results
- 2. Segment analysis**
3. Revision of full year forecasts for fiscal 2012

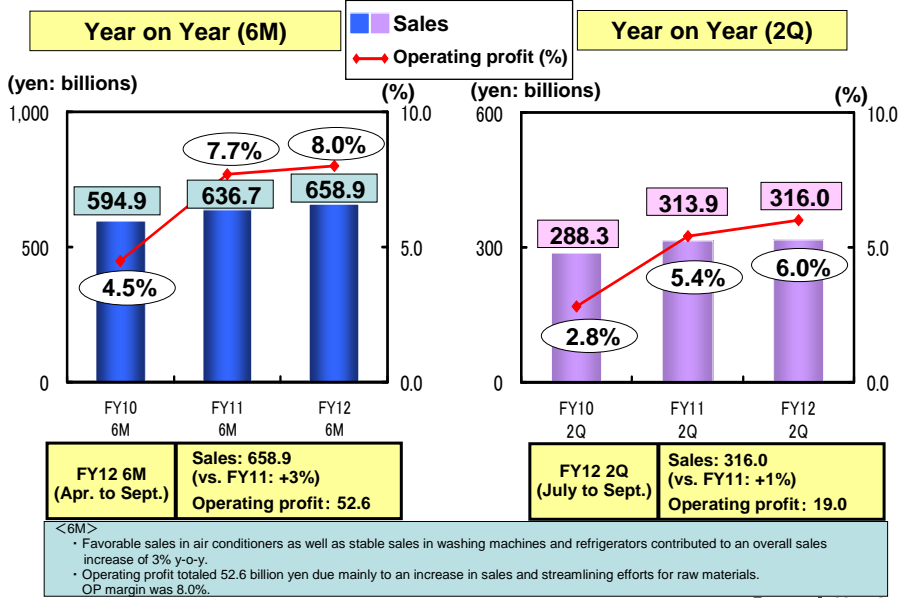
Digital AVC Networks



<6M>
 • Although sales in blue-ray disc recorders were favorable, overall sales decreased by 14% y-o-y, affected by weak sales in flat-panel TVs and mobile phones.
 • Operating loss amounted to 18.1 billion yen due mainly to sales decrease and price decline.

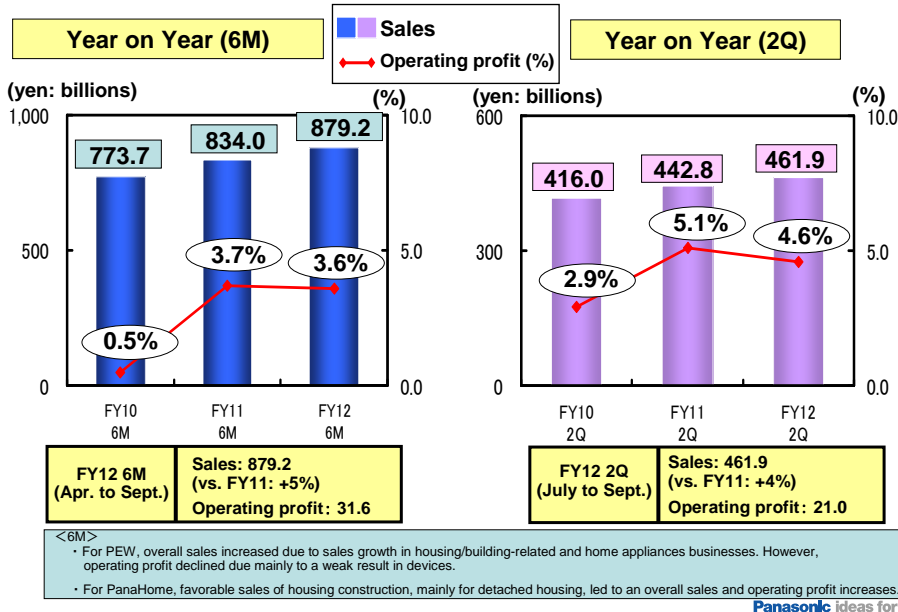
Home Appliances

15



PEW and PanaHome

16



<Reference> Breakdown of PEW

17

Sales and operating profits by segment

(yen: billions)

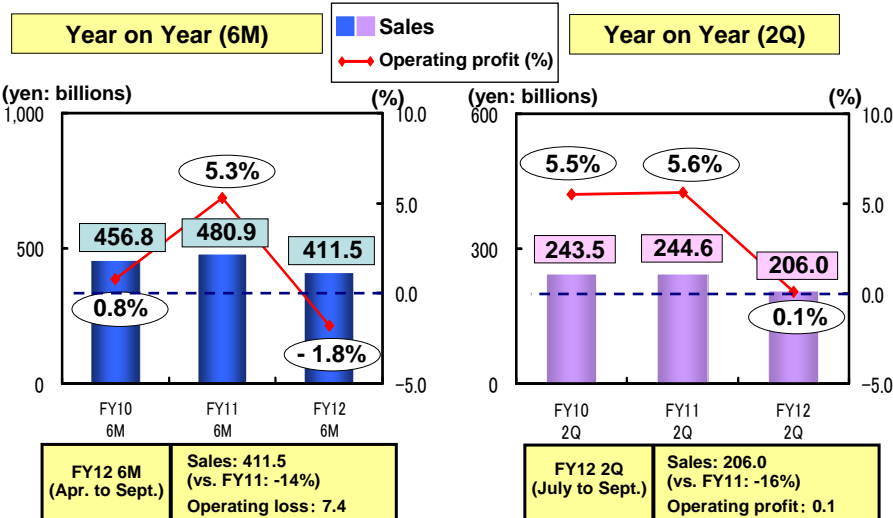
	Sales			Operating profit		
	FY12 6M	FY11 6M	vs. FY11 6M	FY12 6M	FY11 6M	change
Electrical Construction Materials	302.6	288.9	+5%	3.5	4.4	-0.8
Home Appliances	50.9	49.1	+4%	2.6	2.2	+0.4
Building Products	252.8	239.5	+6%	6.5	2.7	+3.8
Electronic Materials	50.5	51.0	-1%	3.0	3.9	-0.8
Automation Controls	103.3	105.3	-2%	8.0	13.2	-5.2
Others	21.0	18.3	+15%	3.4	3.2	+0.2
Total	781.4	752.3	+4%	27.3	29.8	-2.5
Corporate and eliminations	-	-	-	0.6	-0.6	+1.2
Consolidated (PEW)	781.4	752.3	+4%	27.9	29.2	-1.2

(Notes) 1. This chart shows segment information for PEW (Panasonic Electric Works Co., Ltd.) which was delisted on March 29, 2011.(unreviewed)
2. The amounts are rounded down to the nearest 100 million.

Panasonic ideas for life

Components and Devices

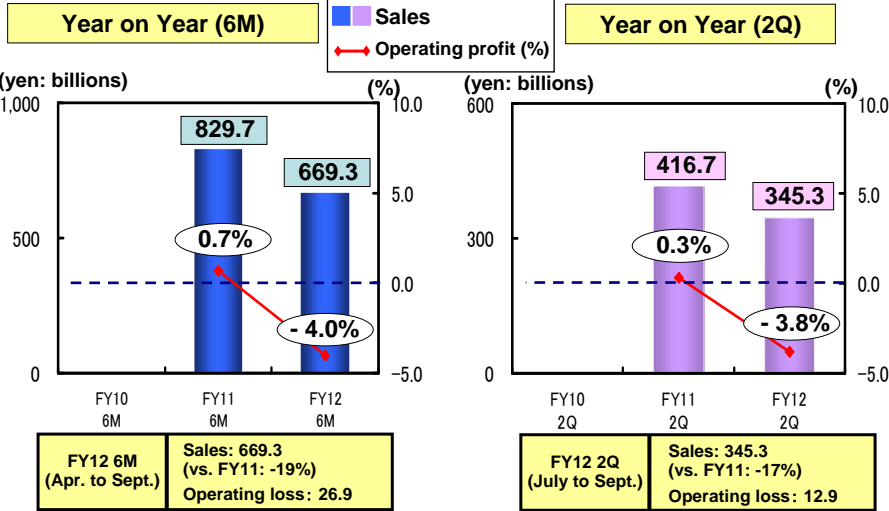
18



<6M>

- Due to weak sales in flat-panel TVs, digital cameras and in-car-related equipment, sales in semiconductors, general components and batteries declined. Overall sales decline by 14% compared with the previous year.
- Operating loss amounted to 7.4 billion yen due mainly to significantly worsened profit in semiconductors.

Panasonic ideas for life



<6M>
 • Although sales of solar photovoltaic systems and cold-chain equipments were stable, sales of electronic components, digital cameras, in-car-related equipments were sluggish. The transfer of the semiconductor business also contributed to the decline of overall sales of 19% y-o-y.
 • This resulted in operating loss of 26.9 billion yen after incurring expenses such as amortization of intangible assets recorded at the acquisition.

<Reference> Breakdown of SANYO

Sales and operating profits by segment

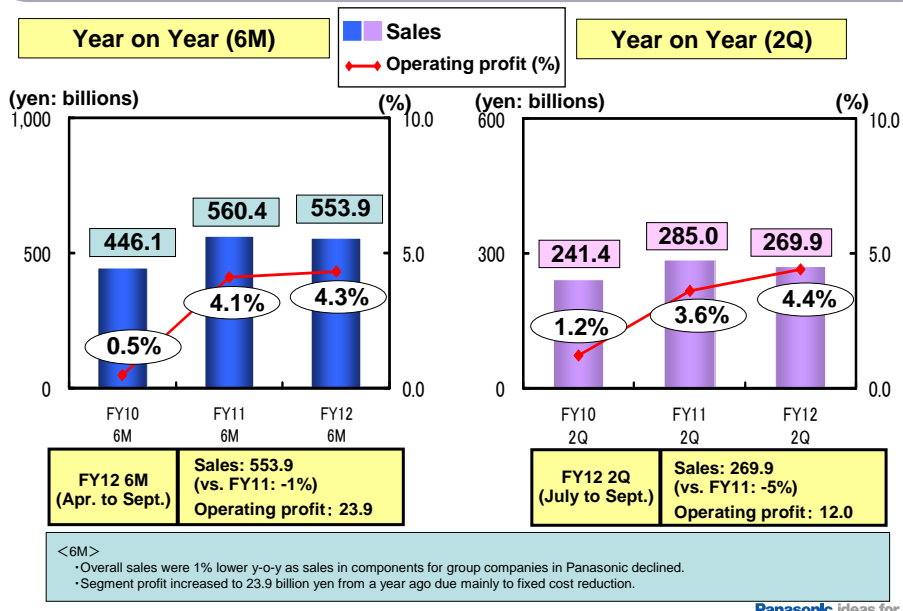
(yen: billions)

	Sales			Operating profit		
	FY12 6M	FY11 6M	vs. FY11 6M	FY12 6M	FY11 6M	change
Energy	210.2	218.8	-4%	4.9	11.5	-6.6
Electronic Device	87.5	116.8	-25%	0.2	10.4	-10.2
Digital System	108.3	149.5	-28%	-0.1	1.6	-1.7
Commercial	179.7	204.5	-12%	2.7	0.3	+2.4
Consumer Electronics	96.4	120.2	-20%	0.3	3.4	-3.1
Other	18.1	7.0	+157%	0.5	0.3	+0.2
Total	700.2	816.8	-14%	8.5	27.5	-19.0
Corporate and eliminations	-21.8	-38.4	-	-9.1	-2.2	-6.9
Consolidated (SANYO)	678.4	778.4	-13%	-0.6	25.3	-25.9

(Notes) 1. This chart shows segment information for SANYO Electric Co., Ltd. which was delisted on March 29, 2011. (unreviewed)
 2. Figures related to discontinued semiconductor business are excluded.

Other

21



AVC / PED / FA Business

22

(6M=Apr. to Sept.)

	AVC		PED		FA Business	
	FY12 6M	vs. FY11 6M/ difference	FY12 6M	vs. FY11 6M/ difference	FY12 6M	vs. FY11 6M/ difference
Sales	719.1	-15%	167.2	-14%	97.7	+1%
Operating profit/loss	-49.0	-31.0	-0.3	-8.6	14.5	-0.9
vs. sales (%)	-6.8%	-4.7%	-0.2%	-4.5%	14.9%	-1.0%
Capex	24.7	-35.4	13.2	+0.1	1.8	+1.0

AVC = AVC Networks Company

PED = Panasonic Electronic Devices Co., Ltd.

FA Business = Factory Automation Business

Panasonic ideas for life

1. Summary of second quarter and six months financial results
2. Segment analysis
3. Revision of full year forecasts for fiscal 2012

FY2012 Full Year Forecasts

(yen: billions)

	Revised forecast	Original forecast	Difference	FY2011	vs. FY2011
Sales	8,300.0	8,700.0	-400.0	8,692.7	-392.7
Operating profit (%)	130.0 (1.6%)	270.0 (3.1%)	-140.0	305.3 (3.5%)	-175.3
Pre-tax income/loss (%)	-430.0 (-5.2%)	100.0 (1.1%)	-530.0	178.8 (2.1%)	-608.8
Net income/loss* (%)	-420.0 (-5.1%)	30.0 (0.3%)	-450.0	74.0 (0.9%)	-494.0

【Exchange rates】

FY2012	2H	Full year	Original forecast
US dollar	76 yen	78 yen	83 yen
Euro	105 yen	110 yen	110 yen

* Net income / loss attributable to Panasonic Corporation

FY2012 Operating Profit Breakdown
(changes from the original forecast)

25

(yen: billions)

Contents		Amounts
Original operating profit forecast		270.0
Changes	Sales decrease	- 112.7
	Material price increase	- 14.0
	Streamlining, price decline	- 82.0
	Exchange rate	- 28.0
	Fixed cost reductions, etc.	+ 96.7
	(Total)	- 140.0
Revised operating profit forecast		130.0

Panasonic ideas for life

FY2012 Pre-tax Income Breakdown
(changes from the original forecast)

26

(yen: billions)

Contents	Revised forecast	Original forecast
Operating profit	130.0	270.0
Business restructuring expenses	- 514.0	- 110.0
Others	- 46.0	- 60.0
(non-operating income/loss total)	- 560.0	- 170.0
Pre-tax income/loss	- 430.0	100.0

Panasonic ideas for life

FY2012 Revised Forecasts by Segment 27

(yen: billions)

	Sales		Operating profit (%)	
		changes		changes
Digital AVC Networks	3,090.0	-250.0	36.0 (1.2%)	-85.0
Home Appliances	1,320.0	0.0	104.0 (7.9%)	0.0
PEW and PanaHome	1,810.0	0.0	76.0 (4.2%)	0.0
Components and Devices	880.0	-65.0	5.0 (0.6%)	-30.0
SANYO	1,260.0	-75.0	-69.0 (-5.5%)	-6.0
Other	1,200.0	-10.0	45.0 (3.8%)	-10.0
Subtotal	9,560.0	-400.0	197.0 (2.1%)	-131.0
Corporate and Eliminations	-1,260	-	-67.0	-9.0
Consolidated Total	8,300.0	-400.0	130.0 (1.6%)	-140.0

Panasonic ideas for life

Panasonic
ideas for life

Disclaimer Regarding Forward-Looking Statements

This presentation includes forward-looking statements (within the meaning of Section 27A of the U.S. Securities Act of 1933 and 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 with the U.S. Securities and Exchange Commission pursuant to the U.S. Securities Exchange Act of 1934 and its other filings.

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; natural disasters including earthquakes, prevalence of infectious diseases throughout the world and other events that may negatively impact business activities of the Panasonic Group; as well as direct or indirect adverse effects of the Great East Japan Earthquake on the Panasonic Group in terms of, among others, component procurement, manufacturing, distribution, economic conditions in Japan including consumer spending and sales activities overseas, and direct or indirect adverse effects of the flooding in Thailand on the Panasonic Group in terms of, among others, component procurement and manufacturing. The factors listed above are not all-inclusive and further information is contained in Panasonic's latest annual reports, Form 20-F, and any other reports and documents which are on file with the U.S. Securities and Exchange Commission.

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.