

GROW YOUR CAREER AT PANASONIC



Panasonic

“EVERY PERSON HAS A PATH TO FOLLOW...

*It widens, narrows, climbs and descends.
There are times of desperate wanderings.
But with courageous perseverance and personal conviction,
the right road will be found. This is what brings real joy.”*

Konosuke Matsushita

CONTENTS

2 Welcome

Corporate Profile 3

4 Life at Panasonic

Historical Facts 5

6 Panasonic in Europe and CIS

Basic Business Philosophy 7

9 Olympic Games

Careers 10

11 Culture of Communication

People Development 12

14 Timeline of our Products

Our Product Portfolio 15

16 Boost – Your Career



“PEOPLE BEFORE PRODUCTS

*As one of the largest electronic companies in the world,
we give opportunities to ambitious people, to create
and market innovative products and solutions that
enrich lives all around the world.”*

Konosuke Matsushita



W E L C O M E



Thomas Lammel
Chief Human Resources Officer
Panasonic Europe Ltd

Dear all,

This brochure offers you an overview of Panasonic and it gives you an insight into our company culture.

Whether you are a student searching for first work experience, a graduate keen on joining our 'European Marketing Programme' or a professional who is looking for a challenging new job – Panasonic can offer you a wide range of interesting positions all across Europe.

Have a read and find out if you identify with our company philosophy and take a first step towards an exciting career at Panasonic today.

Panasonic is looking for enthusiastic people that are eager to acquire new knowledge and skills and have the ability to co-operate across our different corporate divisions, countries and cultures in local or pan European roles. If you are proactive, dynamic and creative and if you have the power and willingness to achieve excellent performance each day, you could be the right person for Panasonic. We will help you to achieve your career goals by offering attractive and individual opportunities to develop your talent.

Join our ambitious Panasonic team that aims to enrich people's lives around the globe every day.

C O R P O R A T E P R O F I L E

THROUGH INNOVATIVE THINKING, WE ARE COMMITTED TO ENRICHING PEOPLE'S LIVES ALL AROUND THE WORLD

3



Panasonic Corporation is one of the largest electronic product manufacturers in the world, comprised of 505 companies.

We manufacture and market a wide range of products under the Panasonic brand to enhance and enrich lifestyles all around the globe.

BRAND PROMISE

Since the founding of our company in 1918, we at Panasonic have been providing better living for our customers, always making “people” central to our activities, and thus focusing on “people’s lives”. Going forward as well, based on our innovative electronics technology, we will provide a wide variety of products, systems and services, ranging from consumer electronics products to industrial devices, building products and housing. In various spaces and areas, such as homes, communities, businesses, journeys and automobiles, we will continue to work hard to offer new value for better living and help realize “A Better Life A Better World” for each individual customer.

PANASONIC WORLDWIDE

- 505 companies
- 271,789 employees
- Business volume 54.6 billion € (business year 2013/2014)



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LIFE AT PANASONIC

4



EMPOWERMENT

Panasonic is one of the world's most recognised and respected brands. Our company is rooted in self-driven spirit, employee entrepreneurship and tireless challenge of the unknown. At Panasonic Europe, employees are encouraged to experience a broad variety of activities, undertake challenging tasks and take on new responsibilities. You are empowered to make the most of these opportunities and ultimately make a difference to the performance of our business.

You are empowered to challenge the unknown

CONNECTIONS

You thrive through strong personal connections and relationships of trust with customers, colleagues and managers from all over the world. You are encouraged to cross boundaries within Panasonic and beyond to help develop and sustain Panasonic's ability to deliver innovative solutions that will touch all facets of people's lives.

You thrive through strong personal connections

EXCELLENCE

You work for a company recognised globally for its high quality products, green innovative systems and solutions, developed by highly talented people. As a Panasonic employee you look toward the future and embrace change, contributing to improve the life of our customers and in return you get opportunities to learn new skills and grow in your career.

You are part of a strong global brand

ENRICHMENT

"Our mission is to enrich people's lives through our business". Those were the words of Konosuke Matsushita who, with the invention of the two-socket light bulb from his house in Osaka in 1918, founded Panasonic. Almost 100 years on, our commitment to progress and to the development of society is still very much at the core of life at Panasonic. No matter who you are, where you work, what role you play, or how long you have been with us, your contribution as an employee of Panasonic ultimately helps deliver solutions that enhance the well-being of people and the quality of life throughout the world.

With your contribution, you will enrich people's lives



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HISTORICAL FACTS



EVERY PERSON HAS A PATH TO FOLLOW...

5



KONOSUKE MATSUSHITA

FOUNDATION

The founder of Panasonic, Konosuke Matsushita, was born in **1894** in a small farming village in the south of Osaka, Japan. The story of Panasonic Corporation began in **1918**, when Matsushita invented a light socket attachment plug. He started producing and selling the light socket attachment plug from his tenement with just three employees.

EXPANSION

1935 marked a turning point in the size, production and sheer growth of Panasonic. This year saw the company manufacturing 600 different kinds of products with sales extending to overseas markets for the first time, the employee base rose to 3500.

The Panasonic brand name was created in **1955** and was first used as a brand for audio speakers. It is a combination of the words, "Pan" (complete), and "Sonic" (sound) and represents the sound our Company creates to the world. In the sixties the number of total employees had risen to 28.000 and the profits reached 1.5 billion yen.

GLOBAL PLAYER

In 2012, SANYO and Panasonic Electric Works was integrated into the Panasonic brand resulting in one of the largest, leading electronic product manufacturers in the world.

TODAY PANASONIC IS ONE OF THE LEADING
ELECTRONIC MANUFACTURERS IN THE WORLD.



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PANASONIC IN EUROPE AND CIS

LOCATIONS IN EUROPE AND CIS

Panasonic in Europe and CIS has approximately 10,000 employees in more than 50 organisations.



- ★ Headquarters
- ⬡ Manufacturing Operations
- ▲ Sales and Marketing Operations
- R&D Operations



LAURENT ABADIE
Chairman and CEO, Panasonic Europe Ltd.,
Regional Head for Europe & CIS

BASIC BUSINESS PHILOSOPHY

FOUNDATION OF OUR BUSINESS

7



WHAT IS OUR BASIC BUSINESS PHILOSOPHY ABOUT?

The Basic Business Philosophy comprises the Basic Management Objective, the Company Creed and the Seven Principles. It helps us to determine our objectives, our approach to business activities and the general direction of our company. It serves as a compass, helping us set and maintain the right direction for our business. It is timeless and remains valid regardless of where our business takes us.

BASIC MANAGEMENT OBJECTIVE

Recognising 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.

COMPANY CREED

Progress and development can be realised only through the combined efforts and co-operation of each employee of our company. **United in spirit**, we pledge to perform our corporate duties with dedication, diligence and integrity.



BASIC BUSINESS PHILOSOPHY

OUR 7 PRINCIPLES AND HOW WE PUT THEM INTO PRACTICE

The Seven Principles were formulated by our founder, Konosuke Matsushita, in 1918 and since then they influence the commitment, behavior and attitude of our employees in their daily work.



1 CONTRIBUTION TO SOCIETY

Our true mission is to contribute to the development and prosperity of humanity all over the world through marketing, R&D, manufacturing and the services of our products.

2 FAIRNESS AND HONESTY

Only by promoting transparent activities as a 'public entity' in society our business will be able to win the trust and support from society. We must always behave with sincerity and with a sense of fair play.

3 CO-OPERATION AND TEAM SPIRIT

Let us respect the diversity of all individuals and co-operate with each other, united in spirit, through close communication.

4 UNTIRING EFFORT FOR IMPROVEMENT

It is essential for each of us to seek ideas, advice from each other, continue to improve our skills and develop our personality, maintaining a challenging spirit.

5 COURTESY AND HUMILITY

It is important to be courteous demonstrating polite manners and using appropriate words in our interactions with others. Let us deal with everything faithfully and reflect upon ourselves humbly.

6 ADAPTABILITY

It is important that we keep an open, unbiased mind, striving for improvement and always with a mindset of 'Customer comes first' and 'Start anew every day'.

7 GRATITUDE

We should maintain a sense of gratitude towards society as our business relies on the support of many people in society.



OLYMPIC GAMES



9



**PANASONIC IS PROUD
TO SUPPORT THE
OLYMPIC MOVEMENT
WHICH AIMS TO
PROMOTE WORLD PEACE
THROUGH SPORTS**

Panasonic has been a proud Official Worldwide Olympic Partner in the Audio and Visual Equipment category for more than 20 years.

Under the slogan “**Sharing the Passion**”, we contribute to the success of the Olympic Games through our innovative technology.

We enable people around the globe to be part of the Olympic Games - to see 200 nations, more than 10,000 athletes compete in 300 events (*Rio de Janeiro 2016).

We strongly support the Olympic core values of **Excellence, Friendship and Respect**.

In 2014 Panasonic renewed the partnership with the International Olympic Committee up until the Summer Olympic Games in 2024.



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CAREERS

EMPLOYEES GIVE AN INSIGHT INTO THEIR PANASONIC EXPERIENCE

10



PARTICIPANT OF THE TALENT FOR TOMORROW (TfT) PROGRAMME

I joined Panasonic in 2008 as Product Manager for Eastern Europe in the Telecommunications Department, Vienna. This was the beginning of an exciting journey and in 2010 Panasonic offered me the opportunity to move to our European Marketing Headquarters, Wiesbaden.

One of the most exciting moments in my career was my six weeks secondment in Japan during the TfT programme. It felt like a “gift” to spend several weeks in the “heart of the company”, gain new insights and learning during an intensive on-site training programme. Moreover, I had the opportunity to experience a great hospitality of my Japanese colleagues and could deepen my knowledge about the Japanese culture.

In April 2013 I was promoted to Manager, in charge of sales and marketing of mobile telecommunication products for total Europe. Panasonic is investing a lot of money, resources and time in the education of its employees. At the end of the day, in a highly competitive environment of today’s business, it’s the people who make the real difference between success and failure. I feel proud to be part of the big Panasonic family.



NATIONAL SALES MANAGER AIR CONDITIONING AND HEATING

“My first role in Panasonic was as a Sales Engineer. I initially had responsibility for one and then later three regions in the eastern part of Spain. During that time, Panasonic enabled me to do a Masters in Marketing. The business grew and so did my team and responsibilities as I was assigned to become the National Sales Manager for Spain Aircon.

A few years later, the opportunity presented itself to take on the role of Regional European Sales Manager for Aircon and Heating as well as UK and Ireland Country Manager. I moved to Wiesbaden as an expatriate, where I ended up with a team of 23 people with responsibility for Benelux, UK, Poland and Turkey. I have relished the opportunity to experience different cultures and adapting to both working and living abroad.

What I most value about Panasonic are my managers – I have always felt I learnt a lot from them and they supported my new challenges and roles – that’s very motivating. On top of which, I know I will never get bored at Panasonic!

Now living in London I sometimes miss the Spanish way of life, but London is pretty good apart from the fog and rain!”

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CULTURE OF COMMUNICATION

11



We give our employees the opportunity to develop and stretch their abilities by working in a culture of collaboration and partnership that ensures transparent expectations and constructive feedback.

EMPLOYEE OPINION SURVEY

To understand the perceptions and opinions of our employees, we run employee opinion surveys, followed by thorough action planning.

PANASONIC DIALOGUE

With our annual Panasonic Dialogue process we ensure constructive feedback and follow-up regarding personal expectations, competencies, performance, potential and development.

KNOWLEDGE MANAGEMENT PORTAL

The Knowledge Management Portal is our intranet platform which accelerates collaboration and information sharing across Panasonic to enable all employees to work together as one 'Team Europe'.

CEO STAFF MEETINGS

To strengthen our internal communication we hold regular CEO Staff Meetings where our CEO shares and debates with employees throughout Europe the business situation, future direction and concrete project examples.



PEOPLE DEVELOPMENT

EXTERNAL

12



To achieve excellent business performance in a dynamic environment we give our employees exciting new challenges and continuously enhance their skills and competencies.

Our training and development centres in Europe and Japan offer a wide variety of leadership and functional training to complement local development activities. Programmes closely linked to business objectives and company values are available for first line managers up to Executive level.

INDUSTRIAL PLACEMENTS / INTERNSHIPS

We offer a 1 year programme for UK Students as part of the university sandwich course in various functions (Marketing, Sales, HR, Financial Assistants).

Our National Sales Companies offer internship positions and student placements for challenging functions across Europe.

APPRENTICES

The 2–3 year German dual programme for school graduates consists of attending classes at a vocational school and working for Panasonic.



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PEOPLE DEVELOPMENT

INTERNAL



13

For further information
about trainings visit us
on our career page
<http://career.panasonic.eu/>

TALENT FOR TOMORROW

18–24 month programme to prepare employees for first level management roles.

Provides the opportunity to exchange experiences with European colleagues from different companies, to take part in workshops and work with others on Corporate Social Responsibility projects. Short term assignment to overseas locations.

WORKING IN JAPAN

Opportunity to spend from 6 weeks up to a year in Japan

The aim is to understand the company from a global perspective by working closely with colleagues on dedicated projects.

CO-OPERATION WITH BUSINESS SCHOOLS

Executive management training at business schools to enhance senior managers' leadership capabilities.

IN-HOUSE TRAINING CENTRES

Wide portfolio for leadership and management training.
Functional training, e.g. marketing seminars for all levels.



Panasonic

TIMELINE OF OUR PRODUCTS

"It has always been important for us to develop industrial products with new innovative technologies – right from the beginning."

14

1920 DOUBLE
CLUSTER SOCKET



1952 JAPAN'S FIRST
BLACK-WHITE TELEVISION



1959 WORLD'S SMALLEST
TRANSISTOR RADIO



1960 JAPAN'S FIRST
COLOUR TELEVISION



1969 WORLD'S FIRST
MASSAGE LOUNGER
IS PRODUCED



1970 FIRST DIRECT DRIVE
COMMERCIAL RECORD
PLAYER IS LAUNCHED



1974 FIRST COLOUR
TELEVISION IN EUROPE



1979 'MACLORD' -
FIRST HOME
ENTERTAINMENT



1992 WORLD'S FIRST
WRIST BLOOD
PRESSURE METER



1998 FIRST PLASMA
TELEVISION



2002 DVD RECORDER
WITH HARD DISK



2003 STANDARDS WITH
O.I.S (OPTICAL IMAGE
STABILIZER) INTRODUCED



2005 FIRST WET&DRY
EPILATORS INTRODUCED



2006 FIRST BLU-RAY
PLAYERS INTRODUCED
TO EUROPE



2006 WORLD'S LARGEST
FULL HIGH DEFINITION
DISPLAY PANEL



2007 FIRST DVD HARD DISC
RECORDER WITH
SATELLITE RECEIVER



2008 WORLD'S FIRST
INTERCHANGEABLE LENS
AND MIRROR-LESS
CAMERA WITH MICRO
FOUR THIRDS SYSTEM



2009 INTRODUCTION OF MAJOR
HOUSEHOLD APPLIANCES
INTO EUROPE



2010 INTRODUCTION OF
FULL HD 3D HOME
ENTERTAINMENT
PRODUCTS



2014 HTC SOLAR CELL WITH
THE WORLD'S HIGHEST
CONVERSION EFFICIENCY



OUR PRODUCT PORTFOLIO

A BETTER LIFE, A BETTER WORLD

AVC NETWORKS

15



APPLIANCES



ECO SOLUTIONS

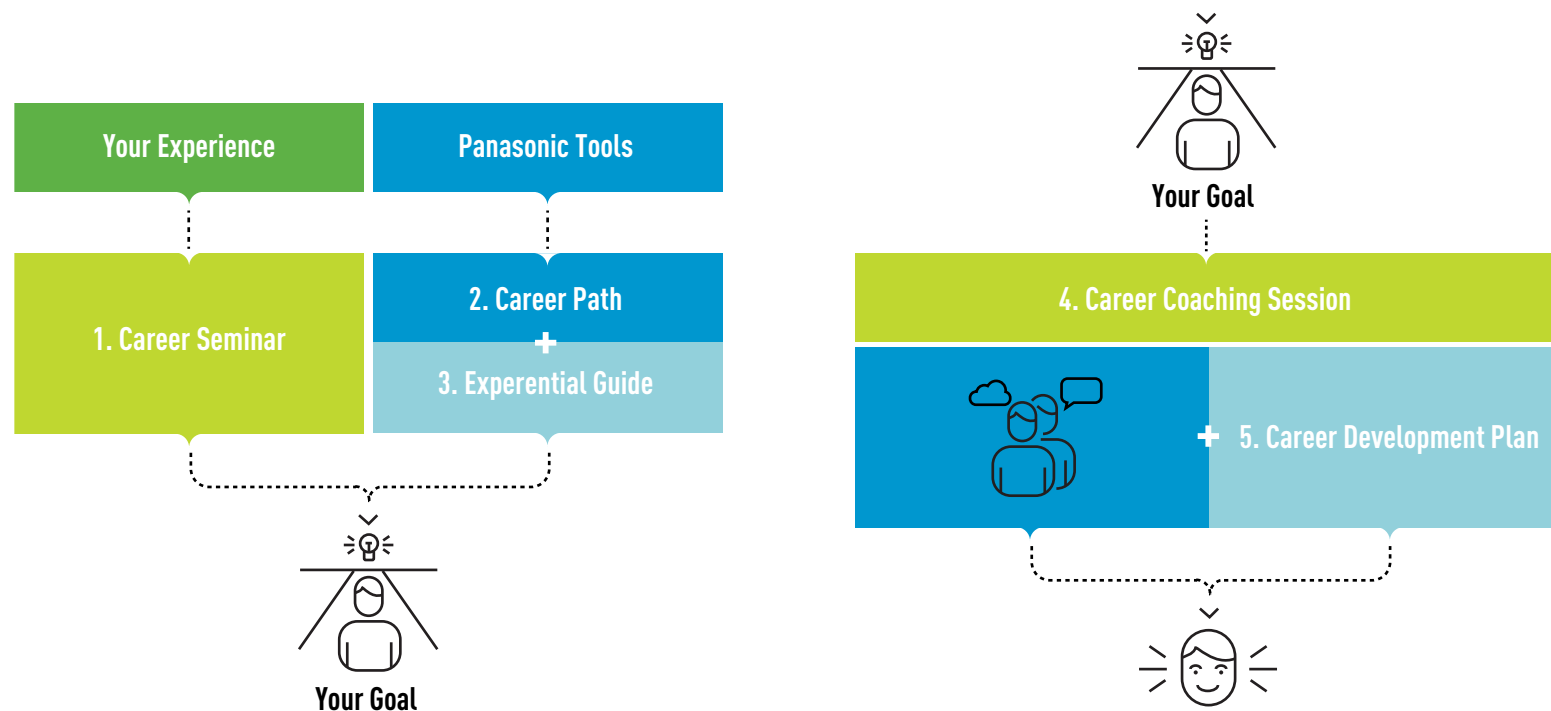


AUTOMOTIVE AND INDUSTRIAL SYSTEMS



BOOST – YOUR CAREER

16



Here at Panasonic we believe in helping you get your career to where you want it to be.

Whether you have just joined or been here for a while, we want to help you enhance your skills and abilities for your career development and in parallel you will help the company to achieve success.

'Boost' is 'Your Career Development'. Boost nurtures talent and shows you how you can progress your career if you want to. Whatever your ambition, this new framework encourages you to find future success at Panasonic.

Career Path

Each Career Path captures the routes that can be taken in progressing your career within an area of the business.

Experiential Guide

To help you understand what skills, behaviours, experiences and know-how you need to develop in order to progress in or across each business area, we are creating Experiential Guides. Each Experiential Guide is connected to a Career Path.

Career Seminar

To ensure that you are confident in understanding 'Your Career Development', HR will run local Career Seminars.

Career Coaching

Once your local Career Seminar has taken place it is up to you to organise your Career Coaching Session with your Line Manager if you want to.

Career Development Plan

We encourage you to create your Career Development Plan to help you articulate what your goal is.



*“We can grow every day of our lives,
by keeping an open mind and always asking, ‘WHY?’”*

Konosuke Matsushita