

**Address by Mr. Toru Nishida  
Managing Director, Panasonic Asia Pacific  
Establishment of PanaHome Gobel Indonesia  
Monday, 16 May 2016, 10:50AM  
PGI Historic Hall**

Good morning everyone. I would like to start by thanking the members of the media, our distinguished guests, Mr. Rachmat Gobel, former Trade Minister, and Chairman as well as a Shareholder of Panasonic Gobel Group, Mr. Abdullah Gobel, President Director of PT Gobel International, and the members of the Gobel family, for taking time out of their busy schedules to join us today to commemorate the establishment of PanaHome Gobel Indonesia.

My name is Toru Nishida. I am the Managing Director of Panasonic Asia Pacific, which is the regional headquarters for Southeast Asia and Oceania, and is located in Singapore. I am truly happy to have this opportunity to come to Indonesia and meet with everyone.

Indonesia is the largest economy within ASEAN. In 2016, its GDP growth ratio is expected to surpass 5%. The country boasts a population of 258 million people and its population is expected to grow nearly 1% annually.

The country is on the verge of a demographic shift period, where the working population between the ages of 15 and 65 will exceed number of people in other population age ranges by more than 50%. In light of this, Indonesia is expected to experience substantial economic growth as it moves forward.

From this perspective, for Panasonic, Indonesia is a strategic market that will continue to grow. I am convinced that it is crucial that Panasonic provide support for the development of the country's infrastructure.

Panasonic has a long and rich history in Indonesia and has grown leaps and bounds since 1960 by contributing primarily in the area of home appliances.

Our product lineup has evolved from audio and television products in our formative years, to our present wide range of products, which includes

VIERA flat-screen TVs and the ECONAVI series of energy-efficient home appliances, such as air-conditioners, refrigerators and washing machines. In addition, we also provide housing equipment, including wiring devices.

We have also established a wide dealer network and strong brand presence in Indonesia. Although this is but one example, recently our share of the room air conditioner was nearly 25%. In fiscal year 2015, Panasonic Gobel Indonesia, a sales company which mainly handles the sales of consumer electronics products, achieved double digit growth.

We are truly grateful for your strong support.

Today marks the next business milestone for the Panasonic Group. We are venturing into the housing business in addition to the consumer electronics business, so that we can contribute to improve the quality of people's everyday lives here in Indonesia.

In specific, the establishment of PanaHome Gobel Indonesia will enable us to bring Japan Quality housing technologies to Indonesia. We believe that this should enable us to replicate the success of projects in Japan, such as Fujisawa Sustainable Smart Town and PanaHome Smart City Shioashiya.

Moreover, we believe our security systems and energy management technologies can make homes safer, greener and more sustainable.

On top of this, we are confident that by venturing into the housing business, we can further contribute to the country's economic growth and expansion of employment opportunities.

In April 2015, Panasonic introduced new business brands. The 'Panasonic Homes & Living', one of these new business brands, demonstrates our commitment to high quality and sustainable development of ranging from individual homes to entire smart towns.

This can be realized by the integration of various areas of expertise, including housing technologies at PanaHome, our wide range of housing devices at Panasonic Eco Solutions Company, energy-efficient home

appliance technologies at Panasonic Appliance Company, and security technologies at Panasonic AVC Networks Company.

This is the result of cross-company comprehensive capabilities as only Panasonic can do.

As a global company, it is crucial for us to continuously challenge new areas of business and thereby make positive contributions to society. Panasonic is excited to contribute to creating a better life and a better world for each individual customer in Indonesia.

Terima Kasih