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**FOR IMMEDIATE RELEASE**

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**Panasonic Announces to have Revised the Consolidated Financial Forecasts**

Osaka, Japan, October 31, 2016 -- Panasonic Corporation ([TSE:6752] "Panasonic") today announced to have revised its financial forecasts for the current fiscal year ending March 31, 2017 (fiscal 2017) from the forecasts announced on April 28, 2016 based on the recent business conditions.

The revised forecasts for fiscal 2017 (from April 1, 2016 to March 31, 2017)

Yen (millions)

	Net Sales	Operating profit	Income before income taxes	Net income attributable to owners of the parent company	Net income attributable to owners of the parent company per share
Previous forecasts (A)	7,600,000	310,000	300,000	145,000	62.47 yen
Revised forecasts (B)	7,200,000	245,000	240,000	120,000	51.70 yen
Difference (B-A)	-400,000	-65,000	-60,000	-25,000	
Difference (%)	-5.3%	-21.0%	-20.0%	-17.2%	
(Reference) Financial Results for fiscal 2016	—	—	—	—	—

Notes: 1. Panasonic will voluntarily adopt International Financial Reporting Standards (IFRS) from its year-end financial results for the fiscal year ending March 31, 2017 (fiscal 2017). Accordingly, the Company discloses its annual forecasts for fiscal 2017 based on IFRS.

2. Financial Results for fiscal 2016 are indicated as "—", as the figures were based on U.S. generally accepted accounting principles.

Reason for the revision:

Panasonic revised downward its consolidated financial sales forecast for fiscal 2017 taking into account the impact of exchange rate fluctuation as yen became higher than expected. The Company also revised downward its forecast of operating profit, income before income taxes, and net income attributable to owners of the parent company respectively. In addition to the exchange rate fluctuation, Panasonic took into account such as profit decrease in solar photovoltaic systems for household-use and ICT-related device businesses.

**Disclaimer Regarding Forward-Looking Statements**

*This press release includes forward-looking statements (that include those within the meaning of Section 27A of the U.S. Securities Act of 1933, as amended, and Section 21E of the U.S. Securities Exchange Act of 1934), as amended about Panasonic and its Group companies (the Panasonic Group). Panasonic discloses its consolidated financial forecasts for fiscal 2017 based on International Financial Reporting Standards (IFRS). To the extent that statements in this press release 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 press release. Investors are advised to consult any further disclosures by Panasonic in its subsequent filings under the Financial Instrument and Exchange Act of Japan (the FIEA) and other publicly disclosed documents.*

*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 Americas, 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; the possibility that excessive currency rate fluctuations of the U.S. dollar, the euro, the Chinese yuan and other currencies against the yen may adversely affect costs and prices of Panasonic's products and services and certain other transactions that are denominated in these foreign currencies; the possibility of the Panasonic Group incurring additional costs of raising funds, because of changes in the fund raising environment; the possibility of the Panasonic Group not being able 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 or incurring unexpected losses in connection with the alliances or mergers and acquisitions; the possibility of not being able to achieve its business objectives through joint ventures and other collaborative agreements with other companies, including due to the pressure of price reduction exceeding that which can be achieved by its effort and decrease in demand for products from business partners which Panasonic highly depends on in BtoB business areas; the possibility of the Panasonic Group not being able 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; the possibility of incurring expenses resulting from a leakage of customers' or confidential information from Panasonic's systems due to unauthorized access or a detection of vulnerability of network-connected products of the Panasonic Group; as well as natural disasters including earthquakes, prevalence of infectious diseases throughout the world, disruption of supply chain and other events that may negatively impact business activities of the Panasonic Group. The factors listed above are not all-inclusive and further information is contained in the most recent English translated version of Panasonic's securities reports under the FIEA and any other documents which are disclosed on its website.*