The Panasonic Electric Works (PEW) group works actively toward the creation of new products and new businesses to enhance the quality of life throughout the world. The Group operates in six business sectors: Lighting Products, Information Equipment and Wiring Products, Home Appliances, Building Products, Electronic and Plastic Materials and Automation Control Products. These products are used in houses, buildings, commercial and public facilities as well as in factories to support communications, industry and everyday living and working activities.

The Group core business activities focus on creating living spaces that enable people everywhere to enjoy more convenient, safer and more comfortable lives, with peace of mind, and on offering eco-friendly solutions that ensure coexistence with the global environment.

In 2018, PEW will celebrate Panasonic’s 100th anniversary. In preparing for this momentous occasion, Panasonic aims to become the Number 1 Green Innovation Company in the Electronics Industry.
Basic Business Principles

The key to our success

Whenever we envision the future in these times of tumultuous change that defines our operating environment today, Panasonic Electric Works draws its inspiration from the Basic Management Objective set out by Konosuke Matsushita some 90 years ago.

The Basic Management Objective constitutes the Company’s management philosophy as well as spells out our mission. Furthermore, the Seven Principles, which are based on this management philosophy, serve as action guidelines for the day-to-day activities of employees.

Basic Management Objective

Recognizing 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 realized only through the combined effort and cooperation of each employee of our company. United in spirit, we pledge to perform our corporate duties with dedication, diligence, and integrity.

Business Principles

- Contribution to Society
- Fairness and Honesty
- Cooperation and Team Spirit
- Untiring Effort for Improvement
- Courtesy and Humility
- Adaptability
- Gratitude
GLOBAL ACTIVITIES

Panasonic Electric Works Co., Ltd. (PEW) traces its roots to the company founded in 1918 by Konosuke Matsushita. He was ahead of his time in recognizing that, by combining a spirit of innovation with a willingness to talk to customers, it was possible to create products with impressive user benefits. In 1935, the forerunner of the PEW group was established to carry on the work of the initial wiring products business. Sharing the same roots as PEW is Panasonic Corporation, well-known for its consumer products.

Konosuke Matsushita laid the foundation for a company that is now one of the largest in the world. In its 90 years of existence, Panasonic has developed some 220,000 products, ranging from high-quality lighting and information systems to consumer goods and household appliances to precision components and systems for industrial automation.
Panasonic Electric Works Europe AG is the headquarters for the sales companies in a large number of European countries. Through the cooperation of these and other established partner companies, we can offer comprehensive service throughout Europe.

Our sales companies are organized on a local basis so that they reflect national characteristics and take into account the economic conditions specific to each country. Within a framework where tasks are shared with the local PEWs, PEW Europe AG is responsible for planning, development, technical service, central marketing, material management, controlling and world-wide coordination.

The central European warehouse and production facilities in Pfaffenhofen (D), Plana (CZ) and Enns (A) also fall under PEW Europe AG’s administrative umbrella.
Panasonic Electric Works (PEW) in Europe started its activities more than 40 years ago by developing, in cooperation with its European customers, new generations of electromechanical relays which successfully contributed to more efficient and economical devices. Meanwhile, our European organization is involved in the sales, production and development of products from all divisions of the parent company PEW in Japan.

By consolidating the German subsidiary and PEW Europe AG in April 2010, customer service could be expanded further and market-oriented knowhow directly integrated into daily processes. Given these new conditions, Panasonic sees itself strengthened and well positioned to deal with the challenges the European market holds for the future.
1918: Foundation of Matsushita Electric by Konosuke Matsushita

1920: Implementation of the brand National

1925: Name change to Matsushita Electric Works

1929: Foundation of Matsushita Electric Industrial Co., Ltd. (MEI) and Matsushita Electric Works, Ltd. (MEW)

1933: Introduction of divisional concept in Japan

1935: Foundation of SDS-Elektro GmbH in Germany

1940: Start of cooperation SDS / Matsushita Electric Works

1942: Foundation of SDS Austria GmbH

1943: Foundation of SDS Switzerland AG

1949: Foundation of SDS France SARL

1950: Foundation of SDS Italia srl

1955: Foundation of SDS UK

1960: Foundation of SDS-Relais GmbH in Pfaffenhofen

1964: Start of cooperation SDS / Matsushita Electric Works

1967: Foundation of SDS-Relais GmbH in Pfaffenhofen

1970: Foundation of Matsushita Automation Controls Germany

1974: Foundation of Matsushita Automation Controls Benelux

1975: Move to Holzkirchen

1980: Foundation of SDS-Relais GmbH in Pfaffenhofen

1990: Foundation of Matsushita Automation Controls in Scandinavia

1992: New production plant in Pfaffenhofen

1997: New warehouse in Pfaffenhofen

1998: New production plant in Czech Republic

1999: Foundation of Matsushita Automation Controls in Scandinavia

2000: Matsushita Electric Works in Europe as a united European group

2002: Acquisition of Vossloh-Schwabe in Europe in order to expand global lighting business (PEWVS)

2004: Matsushita Electric Industrial acquired the majority of stocks for Matsushita Electric Works. Brand unification with Panasonic

2005: Name change to Panasonic Electric Works for overseas companies

2008: Name change Matsushita Electric Works, Ltd. to Panasonic Electric Works Co., Ltd.

Matsushita Electric Works becomes major shareholder of SUNX

1989: Merger of SDS and MEW

Foundation of Matsushita Electric Works Europe AG

1990: Foundation of Matsushita Automation Controls Germany

Foundation of Matsushita Automation Controls Benelux

2008: Name change Matsushita Electric Industrial Co., Ltd. to Panasonic Corporation

2010: Merger of PEW Fire & Security and PEW Nordic

2010: Merger of PEW Germany and PEW Europe

1918 – 1920: Foundation of Matsushita Electric by Konosuke Matsushita

1925: Implementation of the brand National

1929: Name change to Matsushita Electric Works

1933: Introduction of divisional concept in Japan

1935: Foundation of Matsushita Electric Industrial Co., Ltd. (MEI) and Matsushita Electric Works, Ltd. (MEW)
TECHNICAL EXCELLENCE

The Panasonic Group is a global force. With our local facilities and branched around the world, manufacturing know-how gained from decades of experience and a team of premium process engineers, our customers can depend on excellent products and outstanding customer support.

The research teams use a global network of Panasonic research centers and premier research institutions to explore and forge new technologies. Necessarily, the equipment employed by our research centers is state-of-the-art. Our goal is to expand the customers’ future applications. Especially in the field of applications technology, our customers play a key role during development.

Typical examples are MEMS (Micro Electrical Mechnical Systems), MIPTEC (Microscopic Integrated Processing) and nano technology all of which accelerate the micro-miniaturization of devices.
EXCELLENCE IN QUALITY AND SUPPORT

Cost-oriented manufacturing and cooperation with qualified suppliers allow us to consistently offer quality products that are tailored to customer requirements at competitive prices.

Our customers benefit from high flexibility thanks to local production and a central warehouse located in Germany. Our state-of-the-art distribution center gives us a better overview of what we have in stock and how fast products move, which allows us to eliminate unnecessary stock and keep our costs down. Logistically, we can ship to customers directly, anywhere in Europe.

Customer satisfaction and trust are at the core of Panasonic Quality First activities. To ensure top quality products and services, everybody is involved, from top management to each individual employee. From product quality to management quality, we concern ourselves with how to respond to a diversity of customer needs and expectations. Thanks to local management, our customers can count on quick and competent pre- and after-sales service.
**TARGET MARKETS**

**Industrial Automation**
- Factory Automation
  - Safety systems
  - Visual quality inspection
  - Track and trace application
- Machinery
  - Food and packaging
  - Semiconductor Pick & Place
  - Glass marking
- Robotics
  - Motion control and control systems

**Automotive**
- Car Applications
  - Power train
  - Comfort electronic
  - Safety & security
  - Eco drive (Hybrid / Electric)
- Infrastructure
  - Tollgate control
  - Traffic-control systems
- Automobile production
  - Visual quality inspection
  - Track and trace applications
  - Pick-to-Light systems

**Building Automation**
- Home & Building Automation
  - Door control systems
  - Escalators & elevators
  - Energy consumption control
  - Smart metering
- Lighting
  - Light control
  - Motion control
  - Street light control
- Safety & security systems
  - Fire alarms
  - Smoke alarms
  - Burglar alarms

**Green Automation**
- Energy management
  - Energy distribution (gas, power)
  - Smart grid applications
  - Telecontrol systems
- Green energy
  - Solar tracker equipment
  - Inverters
- Water/Waste water
  - Water supply
  - Waste water
  - Data transfer
Transportation

Railway
- Signaling
- Level crossing protection
- Actuating systems
- Door control
- Passenger counting
- Ticket machines

Home Appliances

Home entertainment
- TV switch

White goods
- Function control
- Energy control
- Pressure control

Information & Telecommunication

IT devices
- Mobile device connections
- Energy control

Network equipment
- GPS timing
- Cross connect

Measurement

Measurement equipment
- High frequency switch
- Distance measurement
- Pressure measurement

Test devices
- Signal switch

Test equipment
- PC board test
Panasonic Environmental Statement:

“Fully aware that humankind has a responsibility to respect and preserve the delicate balance of nature, we at Panasonic acknowledge our obligation to maintain and nurture the ecology of this planet. Accordingly, we pledge ourselves to the prudent, sustainable use of the earth’s resources and the protection of the natural environment, while we strive to fulfill our corporate mission of contributing to enhanced prosperity for all.”
The Panasonic Group has announced an “eco ideas” strategy and joined forces worldwide to achieve environmental goals such as: reducing CO₂ emissions, handling chemicals safely, cutting waste, and recycling materials and resources. This strategy aims to accelerate efforts to ensure coexistence with the global environment and is based on three concepts.

**eco ideas for Products**
We will continue to develop energy-saving and Green Products (GP) and promote their acceptance in the global market.

**eco ideas for Manufacturing**
We are pushing ahead with efforts to achieve the Panasonic Group’s goal of reducing CO₂ emissions and waste at all of our manufacturing sites.

**eco ideas for Everybody, Everywhere**
We are working to raise environmental awareness inside and outside the Company by furthering environmental education and learning.

As a consequence, Panasonic not only achieved but exceeded its eco ideas targets by 24% set for the period October 2008 through March 2010 for its European manufacturing sites. Since October 2008, 20 of our product categories were awarded Panasonic’s top class environmental performance status Superior Green Product. Panasonic Europe has initiated more than 40 eco-related activities, in which more than 3,000 Panasonic employees participated.
# Panasonic Electric Works

Please contact our Global Sales Companies in:

## Europe

<table>
<thead>
<tr>
<th>Country</th>
<th>Company Name</th>
<th>Address</th>
<th>Phone</th>
<th>Fax</th>
<th>Website</th>
</tr>
</thead>
<tbody>
<tr>
<td>Austria</td>
<td>Panasonic Electric Works Austria GmbH</td>
<td>Josef Madersperger Str. 2, 2302 Bischofsmustertal</td>
<td>+43 (0) 2236-28444</td>
<td>+43 (0) 2236-48133</td>
<td><a href="http://www.panasonic-electric-works.at">www.panasonic-electric-works.at</a></td>
</tr>
<tr>
<td>Benelux</td>
<td>Panasonic Electric Works Sales Western Europe B.V.</td>
<td>De Rijn 4, (Postbus 211), 5684 PJ Best, Netherlands</td>
<td>+31 (0) 499 372727</td>
<td>+31 (0) 499 372185</td>
<td><a href="http://www.panasonic-electric-works.nl">www.panasonic-electric-works.nl</a></td>
</tr>
<tr>
<td>Czech Republic</td>
<td>Panasonic Electric Works Czech s.r.o.</td>
<td>Průmyslová 1, 34815 Planá</td>
<td>+420-374 799 990</td>
<td>+420-374 799 999</td>
<td><a href="http://www.panasonic-electric-works.cz">www.panasonic-electric-works.cz</a></td>
</tr>
<tr>
<td>France</td>
<td>Panasonic Electric Works Sales Western Europe B.V.</td>
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<td>+33 (0) 1 6913 5757</td>
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<td><a href="http://www.panasonic-electric-works.fr">www.panasonic-electric-works.fr</a></td>
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<td>Germany</td>
<td>Panasonic Electric Works Europe AG</td>
<td>Rudolf-Diesel-Ring 2, 83607 Holzkirchen</td>
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<td>+49 (0) 8024 648-111</td>
<td><a href="http://www.panasonic-electric-works.de">www.panasonic-electric-works.de</a></td>
</tr>
<tr>
<td>Greece</td>
<td>Panasonic Electric Works Greece s.r.o.</td>
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<td>+30 (0) 6984 123456</td>
<td>+30 (0) 6984 123456</td>
<td><a href="http://www.panasonic-electric-works.gr">www.panasonic-electric-works.gr</a></td>
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<tr>
<td>Hungary</td>
<td>Panasonic Electric Works Europe AG</td>
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<td>+36 (0) 20 9715689</td>
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<tr>
<td>Ireland</td>
<td>Panasonic Electric Works UK Ltd.</td>
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<td>+353 (0) 850000000</td>
<td><a href="http://www.panasonic-electric-works.co.uk">www.panasonic-electric-works.co.uk</a></td>
</tr>
<tr>
<td>Italy</td>
<td>Panasonic Electric Works Italia srl</td>
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<td>+39 (0) 450761272</td>
<td>+39 (0) 450761273</td>
<td><a href="http://www.panasonic-electric-works.it">www.panasonic-electric-works.it</a></td>
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<tr>
<td>Nordic Countries</td>
<td>Panasonic Electric Works Nordic AB</td>
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<td>+46 8 59749191</td>
<td>+46 8 59749192</td>
<td><a href="http://www.panasonic-electric-works.se">www.panasonic-electric-works.se</a></td>
</tr>
<tr>
<td>Poland</td>
<td>Panasonic Electric Works Polska sp. z o.o</td>
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<td>+48 (0) 22 336-13-32</td>
<td>+48 (0) 22 336-13-33</td>
<td><a href="http://www.panasonic-electric-works.pl">www.panasonic-electric-works.pl</a></td>
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<tr>
<td>Spain</td>
<td>Panasonic Electric Works España S.A.</td>
<td>Carretera de San Vicente, 15, 28942 Madrid</td>
<td>+34 91 550 00 00</td>
<td>+34 91 550 00 01</td>
<td><a href="http://www.panasonic-electric-works.es">www.panasonic-electric-works.es</a></td>
</tr>
<tr>
<td>Switzerland</td>
<td>Panasonic Electric Works Schweiz AG</td>
<td>Grundbrunnen 8, 6045 Rolle</td>
<td>+41 (0) 41 789 0000</td>
<td>+41 (0) 41 789 0001</td>
<td><a href="http://www.panasonic-electric-works.ch">www.panasonic-electric-works.ch</a></td>
</tr>
<tr>
<td>United Kingdom</td>
<td>Panasonic Electric Works UK Ltd.</td>
<td>Sunrise Parkway, Uxbridge Road, Milton Keynes, MK14 6LT</td>
<td>+44 (0) 1908 231555</td>
<td>+44 (0) 1908 231599</td>
<td><a href="http://www.panasonic-electric-works.co.uk">www.panasonic-electric-works.co.uk</a></td>
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## North America

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<tbody>
<tr>
<td>USA</td>
<td>PANASONIC Corporation of America</td>
<td>629 Central Avenue, New Providence, N.J. 07074</td>
<td>Tel: 1-800-444-1350</td>
<td>Fax 1-800-444-1351</td>
<td><a href="http://www.panasonic.com">www.panasonic.com</a></td>
</tr>
<tr>
<td>China</td>
<td>Panasonic Electric Works (China) Co., Ltd.</td>
<td>Level 2, Tower 6B, The Tower Oriental Plaza, No. 2, East Chang An Ave., Dong Cheng District, Beijing 100738</td>
<td>Tel: (8610) 8518-5988, Fax (8610) 8616-1307</td>
<td></td>
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</tr>
<tr>
<td>Hong Kong</td>
<td>Panasonic Electric Works (Hong Kong) Co., Ltd.</td>
<td>Room1035-6, 12/F, Tower 1, The Gateway, 25 Canton Road, Tsim Sha Tsui, Kowloon, Hong Kong</td>
<td>Tel: (852) 2966-3118, Fax (852) 2966-3888</td>
<td></td>
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<tr>
<td>Japan</td>
<td>Panasonic Electric Works Co., Ltd.</td>
<td>1048 Katocho, Katano-shi, Osaka 571-8508, Japan</td>
<td>Tel: (85) 6003-1059, Fax (85) 6003-5781</td>
<td></td>
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</tr>
<tr>
<td>Singapore</td>
<td>Panasonic Electric Works Asia Pacific Pte. Ltd.</td>
<td>101 Thomson Road, #25-03/05, United Square, Singapore 307991</td>
<td>Tel: (65) 6473-1050, Fax (65) 6473-1050</td>
<td></td>
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