

Pioneer



Corporate Guide 2023

Message from the President and CEO

Under its Mission “Move the Heart and Touch the Soul,” Pioneer has been delivering world-first, industry-first products and services to customers around the globe since its founding in 1938. In June 2023, the company updated its Mission, Vision, and Values to stay relevant in a changing operating environment. In pursuit of the Mission “Move the Heart and Touch the Soul” and the Vision “Creating the Future of Mobility Experiences,” Pioneer intends to continue enhancing its enterprise value.

Pioneer creates even greater value in the mobility domain by combining the value of hardware products and solution services. More specifically, we develop and offer exciting new hardware products by leveraging our years of excellence in manufacturing, as well as our industry-leading technology and expertise in sound. At the same time, we leverage a massive amount of data we gather and analyze from inside and outside vehicles, as well as our proprietary mobility platform, to develop new business models. They include providing drivers with a stream of information in real time to make driving safer and more comfortable, providing services specifically for EVs, assisting the logistics industry in addressing truck driver shortages and saving on energy usage, and helping resolve social issues ranging from traffic congestion and accidents to global warming.

Pioneer aspires to become a solutions company that constantly brings new value and excitement to you by offering products and services that make your mobility experiences safer, smarter, and more comfortable.



Shiro Yahara
President and CEO
Pioneer Corporation

Mission · Vision · Values

Mission

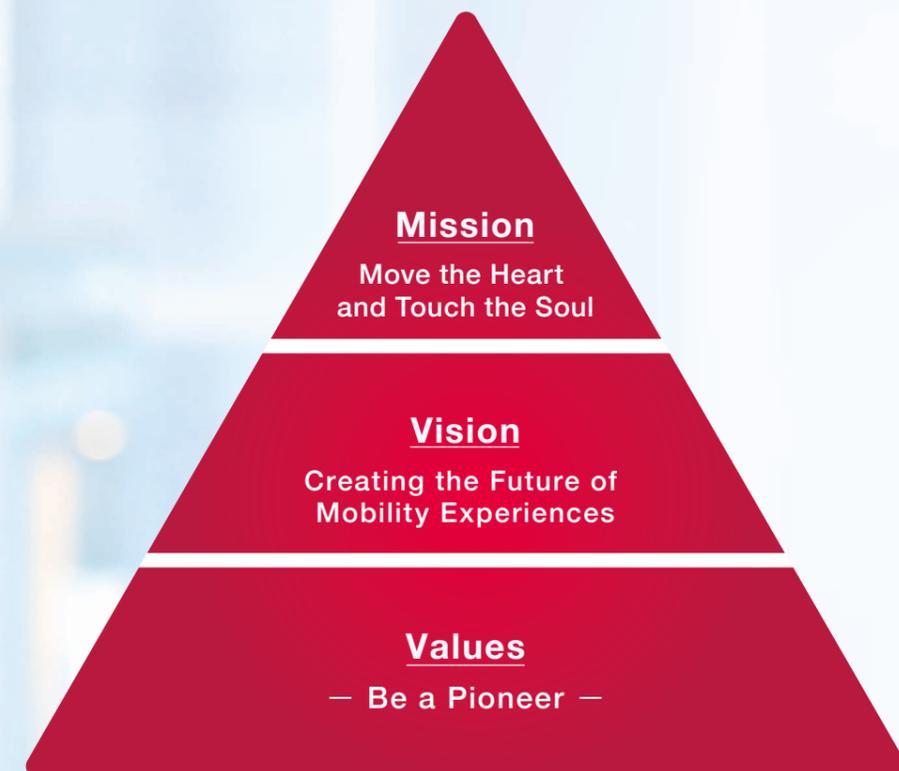
Move the Heart and Touch the Soul

We are committed to uncovering a world of thrilling sensations. We are devoted to sharing emotionally moving experiences with you and put ourselves in relentless pursuit of the means to deliver them.

Vision

Creating the Future of Mobility Experiences

Pioneer turns your mobility experiences into safer, more exciting, and more comfortable ones. We draw on our strengths in manufacturing and solution services to keep creating innovative value for you.



Values

— Be a Pioneer —

Embrace challenges

Have the courage and determination to embrace mistakes and change in explorations of the unknown.

Be bold and agile

Work as a team to get started before anyone else does and stay ahead of the competition.

Exceed expectations

Listen to and digest what customers say about our products and services and aim higher to deliver value that exceeds their expectations.

Pioneer offers greater value in the mobility domain by combining hardware products and solution services

Founded as a speaker manufacturer, Pioneer has evolved into a global enterprise that offers exciting world-first, industry-first products and services.

Today, we are in the middle of transforming ourselves into a solutions company. By leveraging our years of excellence in manufacturing, a massive amount of probe data, and our proprietary mobility platform, we combine the value of hardware products and solution services to resolve diverse social and business issues.



A-8

Evolving into a global audio brand

1938 to 1969

- Introduces the A-8, the first dynamic speaker made in Japan.
- Introduces world's first separate-component stereo.
- Introduces a 4-track cartridge tape player for the car in the United States.



Component car stereo



Surface-mounted speakers



Graphic equalizer

Expanding the car electronics business globally

1970 to 1989

- Introduces world's first component car stereo.
- Starts supplying car stereos to automakers.
- Introduces world's first CD player for the car.
- Introduces world's first power amplifier for the car.



GPS car navigation



Air Navi



Smart Loop

Leading the market for car navigation systems

1990 to 2009

- Introduces world's first GPS car navigation system AVIC-1 for consumer market.
- Introduces the Air Navi, the world's first car navigation system with network connectivity.
- Develops the Smart Loop information network that uses accumulated data.



HVT satellite speakers



Network communication device for auto insurance companies



Vehicle Assist

Stepping up developing mobility solutions

2010 to 2018

- Introduces world's first HVT satellite speaker system.
- Launches Vehicle Assist, cloud-based fleet management service.
- Starts providing driving-assistance services to drivers insured by a designated auto insurance company.



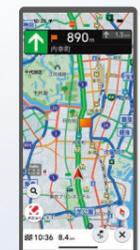
Cyber Navi



In-car Wi-Fi router



NP1



COCCHI app for smartphones

Piomatix
Pioneer Informatics Architecture



Transforming into a solutions company

From 2019 onward

- Introduces the new Cyber Navi car navigation system with upgraded capability to access on-demand content.
- Introduces an in-car Wi-Fi router to bring Internet connectivity to the car.
- Introduces the world's first AI-powered connected virtual driving partner NP1.
- Develops the Piomatix mobility AI platform on which to provide drivers with relevant information at the right time via voice and visually intuitive UI.
- Develops Piomatix for Green, which provides environmental solutions for business customers.
- Releases the COCCHI car navigation app for smartphones.

Technology for achieving sound excellence

Excellence in manufacturing high-quality, reliable products

Accumulating probe data gathered from in-car devices

Pursuing the solutions business

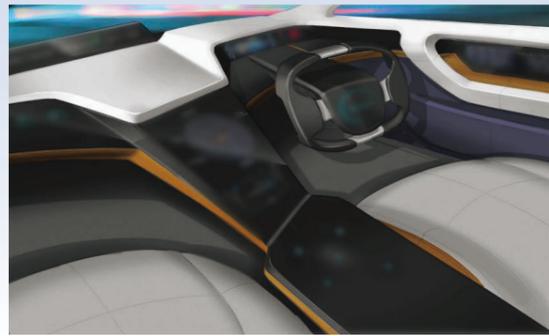
Combining hardware products and solution services to create greater value

Pioneer engages primarily in the car electronics business globally. We leverage our cutting-edge technologies to turn novel and visionary ideas into groundbreaking products and services.

Consumer Business



OE Solutions Business



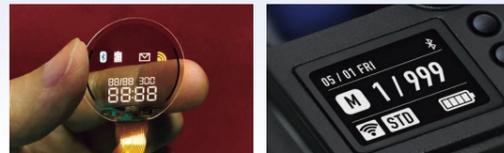
Sound Business



Data Solutions Business



Other Businesses



Consumer Business

We have a broad range of in-car products in our lineup, including the *carrozzeria* series for the Japanese market, car navigation systems and audio/video systems. Our *carrozzeria* series offers Cyber Navi, which is packed with leading-edge technologies and features, and the easy-and-fun-to-use Raku Navi. We also have dash cams for greater safety and security on the road.



CYBER NAVI



楽NAVI



Display audio



Flip-down monitor



In-car Wi-Fi router



Dash cam

carrozzeria
TRIP to the EDGE

Your conversational driving partner.

NP1

The NP1 is an AI-powered, connected virtual driving partner. It combines a network-connected dash cam that never misses recording a shot with a voice controlled and guided car navigation system. OTA (over-the-air) software updates add new features to the NP1, including exciting services provided by Pioneer and its business partners.



Scan the code to learn more about our mobility products and services.



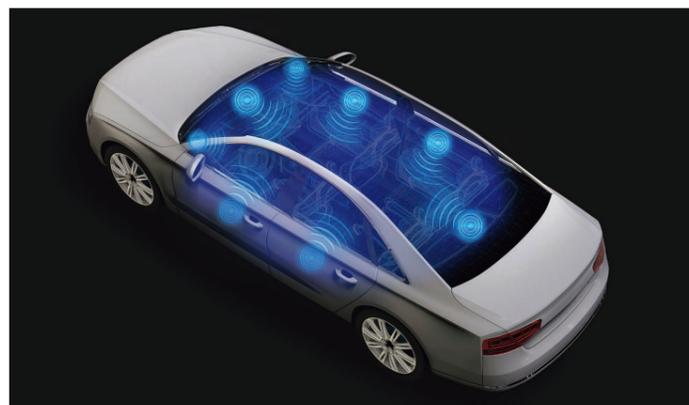
OE Solutions Business

We supply high-performance navigation systems, audio/video systems, and speakers to leading automakers around the globe. We also develop and offer software applications and solutions to be incorporated into next-generation vehicles.



Sound Business

We apply our wealth of technology assets in acoustics to developing and manufacturing sound systems that deliver the highest level of sound excellence. We also provide sound systems that meet the transformative needs of the mobility industry brought about by transitions to EVs and autonomous driving. Our TAD-branded high-end speakers and hi-fi components have earned critical acclaim worldwide, and their design philosophy and technologies are shared in our Consumer and OE Solutions Businesses.



TAD
TECHNICAL AUDIO DEVICES LABORATORIES, INC.



Scan the code to learn more our sound business.



Data Solutions Business

Vehicle Assist

Over the years, Pioneer has amassed a wealth of real-world mobility data. We use these data assets to develop and provide cloud-based solutions to auto-insurance and trucking companies. Our Vehicle Assist service works with dash cams and navigation systems on board commercial fleets of vehicles to offer sophisticated vehicle tracking and dispatching and the monitoring of driver behavior to help business customers prevent road accidents and achieve greater efficiency in fleet management.



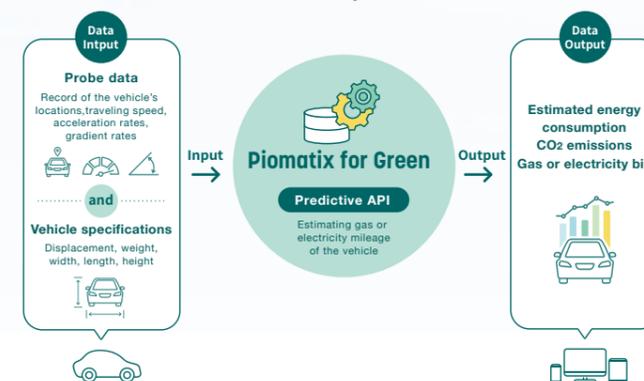
COCCHI

We have developed a car navigation app for smartphones, using our advanced routing technology and a massive amount of driving log data. The app records CO2 emissions from your vehicle and assists you with driving safety and convenience.



Piomatrix for Green

Piomatrix for Green is a cloud-based platform on which to develop and provide solutions for reducing environmental impact associated with driving vehicles. It uses Pioneer's proprietary technology for predicting vehicle fuel and electricity consumption and sophisticated route-searching technology in order to provide services to help business customers reduce vehicle emissions and achieve carbon neutrality.

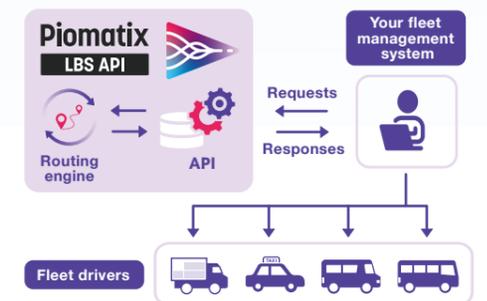


Scan the code to learn more about the Piomatrix for Green.



Piomatrix LBS APIs

Piomatrix LBS APIs provide access to Pioneer's proprietary routing technology and location-based services—built over years of developing car navigation systems—through Web APIs. They assist commercial fleet operators in optimizing dispatch and delivery routes for their vehicles through the Route Search API, the Route Optimization API, which calculates the most efficient delivery sequences, and the Route Matrix API, which calculates driving distances and time between multiple stops.



Other Businesses

We offer Blu-ray/DVD drives for PCs with high-precision reading and writing capabilities, including ones capable of reading Ultra HD Blu-ray discs. Since Pioneer became the first in the world to establish a technique for mass-producing OLED displays in 1997, we have been developing, manufacturing, and marketing a wide range of OLED displays, including high-contrast, wide-viewing-angle devices and value-added transmissive and ultra-thin OLED panels.



Scan the code to learn more about our optical storage device business.



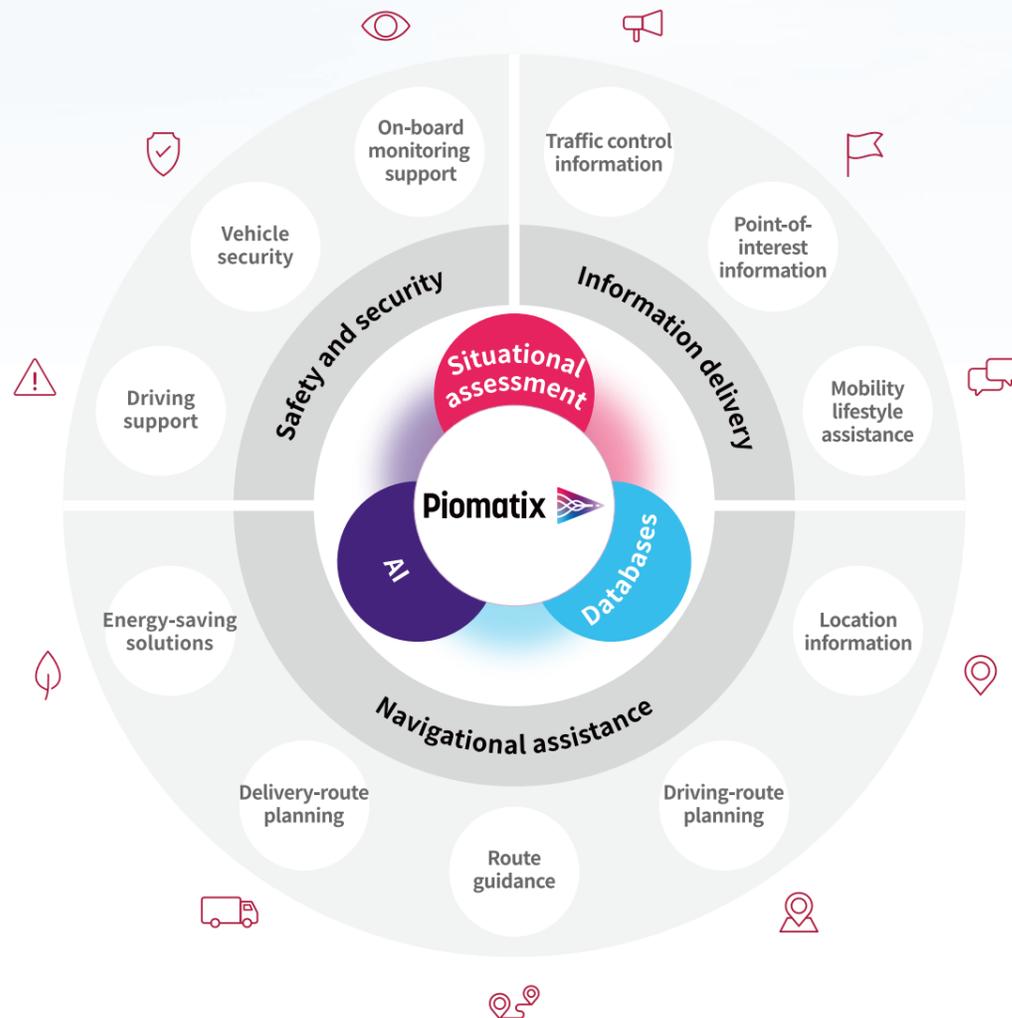
Scan the code to learn more about our OLED business.



Pioneer has been developing technologies that use massive amounts of data fed from in-car devices, AI, and human-machine interfaces (HMIs) to offer novel value in the mobility domain with the combination of groundbreaking hardware products and solution services.

Piomatix

Piomatix is a mobility AI platform that works with in-car edge devices and the cloud to recognize in real time what is going on inside and outside the vehicle and offer the most relevant information and navigational assistance to the driver at the exact right time. It is designed as an open platform on which to jointly develop and deliver exciting UX with corporate partners.



Scan the code to learn more about Piomatix.



Sound

We leverage our manufacturing excellence and engineering expertise in in-car acoustics to develop high-fidelity in-car sound systems and solutions that recreate an ideal sound field inside the vehicle. Our wealth of knowledge in acoustics and sound reproduction gained in the mobility domain is incorporated into developing professional sound solutions and high-end hi-fi audio components.



Scan the code to learn more our sound business.



Developing Future-Looking Technologies

■ IVI technology for next-generation vehicles

We are working to develop automobile multimedia software packages that will integrate more robust hardware design processes and components of an IVI (in-vehicle infotainment) system, such as navigation, audio, and network connectivity, and will work on a variety of in-car platforms in an emerging CASE (Connectivity, Autonomous, Sharing, and Electrification) environment.

■ Next-level HMI solutions

We are also working to develop next-level HMI technology and solutions, which will bring enhanced entertainment experience, comfort, and safety into an increasingly complex and sophisticated in-car environment. They will also provide a variety of experiential value optimized for constantly changing driving conditions as well as the needs of the driver and passengers.

■ Connected services and data-driven solutions

We are developing in-house AI and data application technologies driven by a massive amount of digital data we have accumulated on driving routes, traffic conditions, and maps. These technologies are designed to create new services for consumers and help resolve social issues.

■ Core technologies for next-level mobility solutions

Fast-paced advances in AI and sensors provide us with the basis for refining our image-recognition and data-analytics technologies. They serve as core enablers for next-level solutions to bring you novel value and emotionally uplifting experiences.

Scan the code to learn more about our future-looking technologies.



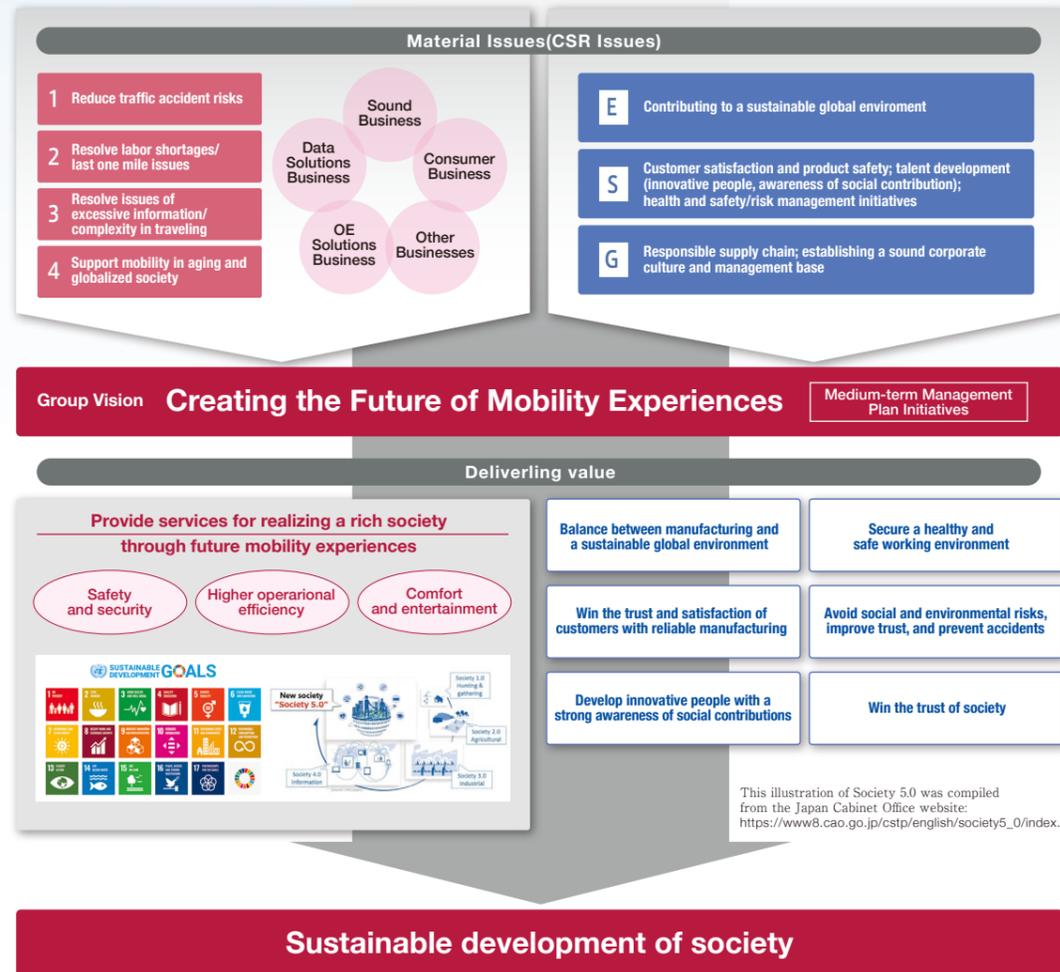
Initiatives to Help Achieve a Sustainable Society While Increasing Our Enterprise Value

The Pioneer Group bases its corporate activities on its Group Mission and aligns them with its Vision and medium-term business plans.

Our primary objective in business is to achieve CSV (creating shared value), which enables us to increase our enterprise value while delivering greater social value to the public. This can be done by providing products and services that help fulfill the 17 Sustainable Development Goals¹ (SDGs) and achieve Society 5.0², proposed by the Japanese government. To make our corporate infrastructure more robust, we intend to fulfill our social responsibility with a focus on group-wide organizational governance, human rights, labor practices, the environment, fair business practices, consumer issues, and community engagement and development.

1. The 17 goals and 169 targets were adopted by the United Nations in 2015, as part of the 2030 Agenda for Sustainable Development.
2. A human-centered society that balances economic advancement with the resolution of social problems by a system that highly integrates cyberspace and physical space.

How Pioneer Creates Value



The Pioneer Group plays an instrumental role in promoting the sustainable development of society by addressing material issues, such as reducing the risk of road accidents, through actions aligned with its Vision and medium-term business plans.

Scan the code to access our CSR reports.



Highlights of Business Activities

Special version of the NP1

When the NP1 detects the presence of a preschooler left behind unattended on a school bus at the destination, it sounds an alarm and alerts the bus driver and a preschool administrator via a smartphone.

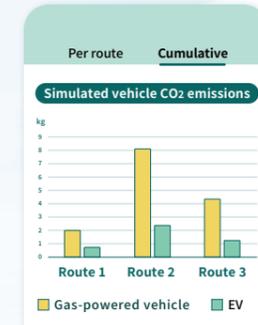


Related SDGs

- 3** Reduce traffic accidents by issuing heads-ups
- 9** Expansion of technological innovation

Pioneer Green Mobility Program

Our GX (Green Transformation) solutions assist trucking service providers in achieving low-carbon operations by providing customized services and solutions that meet their operational needs, including visualizing CO₂ emissions of their vehicles and offering emission-reduction ideas.



Example of screen for visualizing CO₂ emissions

Piomatrix LBS APIs

Our DX (Digital Transformation) solutions include the Route Search API and the Route Matrix API, which calculates ETA of vehicles down to the minute, and help trucking service providers achieve greater operational efficiency, save on operation costs, and increase delivery quality.

Related SDGs

- 3** Reduction of traffic accidents by issuing heads-ups
- 7** Fuel efficiency improvement by supporting safe driving and optimal routing
- 8** Productivity improvement by streamlining driving routes
- 11** Reduction of CO₂ emissions by shortening required mileage and time through operational management
- 17** Partnerships (collaboration between companies)

Related SDGs

- 7** Visualization and reduction of vehicle CO₂ emissions to help mitigate global warming
- 11** Solutions based on a proprietary open platform
- 13** Partnerships (collaboration between companies)

Examples of More Robust Corporate Infrastructure

Achieving carbon neutrality

We have installed an array of solar panels on the roof of one of our plants and reduced lifecycle GHG emissions as part of our effort to reduce GHG emissions from our operations. In addition, we are working to reduce supply chain emissions, ranging from the procurement of materials to the use and disposal of our products.



An array of solar panels at our plant in Thailand

Related SDGs

- 12** Resource saving and resource recycling; management of chemical substances
- 13** Prevention of global warming

Implementing community outreach programs

We play an instrumental role in creating a society in which people live fulfilling lives.



Hands-on craft workshop for children



Listen-through-the-Body concert

Related SDGs

- 4** Contribution to culture and diversity by holding Listen through the Body concerts
- 16** Forest conservation activities

Creating a workplace environment in which diverse employees thrive and excel

We help employees maintain a healthy work-life balance and embrace diversity, inclusion and equity in the workplace, welcoming people regardless of gender, disabilities, or nationality.

Related SDGs

- 5** Promotion of women's participation and advancement
- 8** Promotion of employment of people with disabilities

Scan the code to learn more about our environmental initiatives.



Scan the code to learn more about our social outreach programs.



Company Profile

Company	PIONEER CORPORATION	President and CEO	Shiro Yahara
Headquarters	28-8, Honkomagome 2-chome, Bunkyo-ku, Tokyo 113-0021, Japan Phone: +81-3-6634-8777	Capital	57.38 billion yen
Founded	January 1, 1938 (as Fukuin Shokai Denki Seisakusho)	Plants in Japan	Kawagoe Plant 25-1, Yamada, Kawagoe, Saitama 350-8555, Japan
Date of incorporation	May 8, 1947		

Years since founding

85 years



We have been bringing out a series of world-first, industry-first products and services.

(As of January 2023)

Number of employees

8,368
(consolidated)



Each employee reaches their full potential to drive innovation.

(As of March 31, 2023)

Annual consolidated net sales

268.6
billion yen



On track toward achieving greater enterprise value.

(for the fiscal year ended March 31, 2023)

Number of Group companies

50

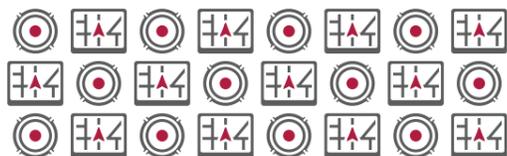


Operating in the global arena.

(As of March 31, 2023)

Number of in-car devices we manufacture annually

50 million



We manufacture a variety of in-car devices, such as navigation systems, audio systems, and speakers, for the global market.

(for the fiscal year ended March 2023)

Number of corporate subscribers to the Vehicle Assist fleet-management service

More than 1,200



Assisting them in reducing road accidents of their commercial vehicles and achieving greater efficiency in fleet management.

(as of June 2023)

Group Companies

Pioneer Corporation has 50 subsidiaries and affiliates that serve customers around the globe by providing industry-leading products and services.

Japan

- Mogami Denki Corporation
- Pioneer Digital Design And Manufacturing Corporation
- Pioneer Finetech Corporation
- Pioneer Sales and Marketing Corporation
- Pioneer Service Network Corporation
- Pioneer System Technologies Corporation
- Pioneer Welfare Services Co., Ltd.
- SOAR CORPORATION
- Technical Audio Devices Laboratories Inc.
- Tohoku Pioneer Corporation



Americas

- Brazil Pioneer do Brasil Ltda.
- Panama Pioneer International Latin America, S.A.
- United States Pioneer Electronics (USA) Inc.

Europe

- Belgium Pioneer Europe NV

Middle East and Africa

- United Arab Emirates Pioneer Gulf, Fze.

Asia-Pacific

- Australia Pioneer Electronics Australia Pty. Ltd.
- East Asia Pioneer China Holding Co., Ltd.
Pioneer (HK) Ltd.
- India Pioneer India Electronics Private Ltd.
- Singapore Pioneer Electronics Asiacentre Pte. Ltd.
- Thailand Pioneer Electronics (Thailand) Co., Ltd.

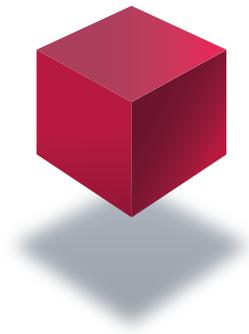


Scan the code to learn more about our company.



Scan the code to learn more about Pioneer Group companies.





Pioneer