

# News Release

For Immediate Release

## **Pioneer to Streamline Business Operations to Match the New Business Scale after Business Portfolio Realignment**

September 15, 2009, Tokyo, Japan – Pioneer Corporation announced today that the company will implement organizational changes effective October 1, 2009 as part of its ongoing business structure reforms.

### Objectives of the changes:

- 1) To create a structure that will allow Pioneer to carry out business at minimum costs in order to implement its mid-term management plan and bring it to fruition.
- 2) To pursue business at the fastest possible speed, and realize total optimization in business operations as well.
- 3) To create a structure that will allow Pioneer to make preparations for further growth in the future.

### Major changes: (For the old and new organization charts, please see below)

- To achieve minimum costs, Pioneer will horizontally integrate common business functions currently operating in various divisions so as to maximize business efficiency from the perspective of the optimum for the whole.

- Pioneer will put together indirect, administrative functions now carried out separately by the headquarters and individual business groups, and improve business efficiency. This is based on the assumption that its structure will be slimmed down according to the downsizing of its business scale and that businesses will be integrated into two bases following this development.

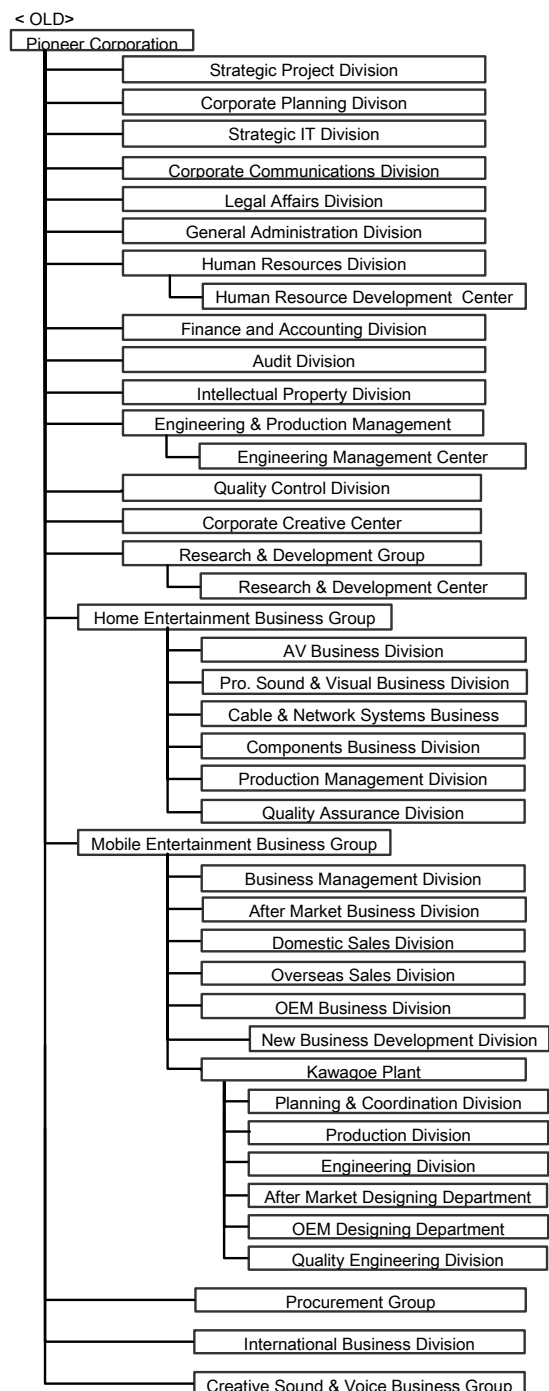
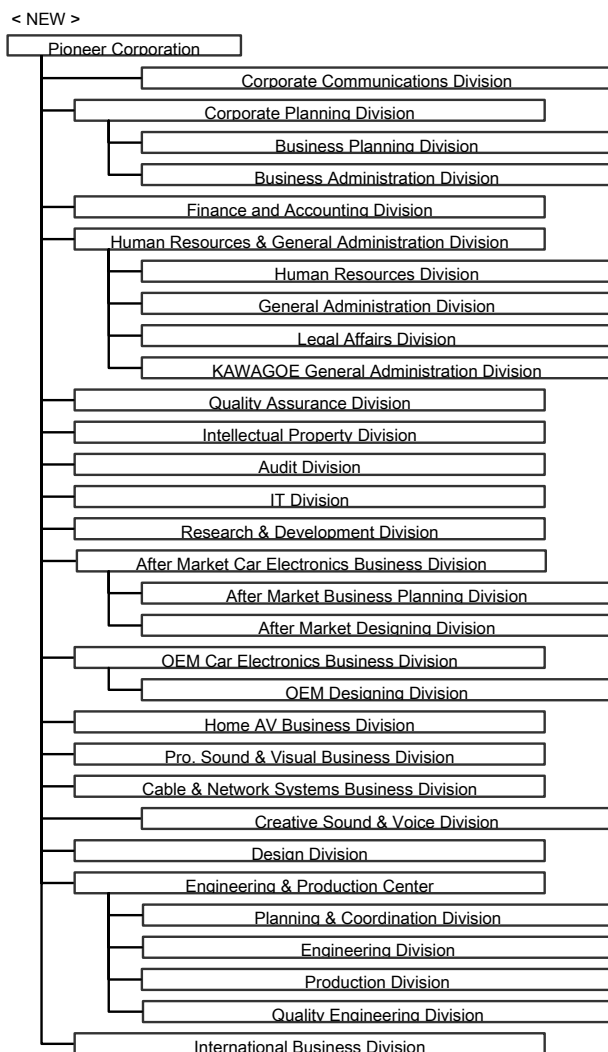
- Pioneer will end its Business Group System. Instead, the company will create a business structure that will enable it to respond to changes in the marketplace and business environment with greater speeds. To make this happen, Pioneer will reorganize business units into smaller segments according to differences in customer types and business processes.

- Pioneer will create a structure that will enable the company to extract, analyze and solve management issues with greater speeds. To do this, the company will integrate principal strategies formulating functions into the Corporate Planning Division.

- (1) To enhance the functions of the Corporate Planning Division, the Business Planning Division and the Business Administration Division will be established in the division.
- (2) The Human Resources Division, the General Administration Division, and the Legal Affairs Division will be integrated into the Human Resources & General Administration Division.
- (3) The Corporate Creative Center will be dissolved. Its designing function will be separately established as the Design Division. The advertising function will be transferred to the domestic sales subsidiary. The corporate brand strategy function will be integrated into the Corporate Planning Division.
- (4) The Research & Development Group will be dissolved and reorganized as the Research & Development Division.
- (5) The Kawagoe Plant will be reorganized as the Engineering & Production Center. The Production Management Division and Quality Assurance Division of Home Entertainment Business Group will be integrated into the Engineering & Production Center.
- (6) The Engineering & Production Management Division will be dissolved and integrated into the Engineering & Production Center and Corporate Planning Division.

- (7) The Procurement Group will be dissolved and integrated into the Engineering & Production Center.
- (8) The Home Entertainment Business Group and Mobile Entertainment Business Group will be dissolved and reorganized as smaller segments: After Market Car Electronics Business Division, OEM Car Electronics Business Division, Home AV Business Division, Pro. Sound & Visual Business Division, Cable & Network Systems Business Division, and Creative Sound & Voice Division
- (9) The functions of the International Business Division will be expanded: It will integrate the overseas sales division of individual business groups, and control Pioneer regional headquarters and overseas sales subsidiaries.

< Organization Chart >



At the same time, Pioneer announced changes in management as follows:

**<Effective October 1, 2009>**

- Mr. Akira Haeno, currently Senior Managing Director and Representative Director, and General Manager of Mobile Entertainment Business Group and in charge of Procurement Group, will become Senior Managing Director and Representative Director, and in charge of Engineering & Production Center.
- Mr. Hideki Okayasu, currently Senior Managing Director and Representative Director, and General Manager of Finance and Accounting Division, and Chief Financial Officer, and General Manager of Corporate Communications Division, will become Senior Managing Director and Representative Director, and in charge of Corporate Communications Division, Finance and Accounting Division, Human Resources & General Administration Division, Audit Division, and export management in general.
- Mr. Satoshi Matsumoto, currently Managing Director and in charge of Quality Control Division and Creative Sound & Voice Business Group, will become Managing Director and in charge of New Business Development Department, Quality Assurance Division, Pioneer Sales & Marketing Corporation, and Pioneer Marketing Corporation.
- Mr. Masanori Koshoubu, currently Managing Director, and General Manager of Research & Development Group and in charge of Network Media Platform Business Department, will become Managing Director, and General Manager of Research & Development Division and in charge of Intellectual Property Division, Floating Vision Business Department, Network Media Platform Business Department.
- Mr. Tatsuo Takeuchi, currently Managing Director, and General Manager of Human Resources Division, General Manager of General Administration Division, General Manager of Legal Affairs Division, and General Manager of Human Resource Development Center, will become Managing Director, and General Manager of International Business Division.
- Mr. Mikio Ono, currently Managing Director, and General Manager of Corporate Planning Division and in charge of export management in general and Strategic IT Division, will become Managing Director, and General Manager of Corporate Planning Division and in charge of IT Division.
- Mr. Haruyuki Inohana, currently Senior Executive Officer, and General Manager of Home Entertainment Business Group, and in charge of Strategic Project Division, will become Senior Executive Officer, and in charge of Home Electronics Business and Pioneer Digital Design and Manufacturing Corporation.
- Mr. Masanori Kurosaki, currently Senior Executive Officer, and General Manager of OEM Business Division of Mobile Entertainment Business Group, and General Manager of Project Management Department of OEM Business Division, will become Senior Executive Officer, and in charge of Car Electronics Business.
- Mr. Keiichi Yamauchi, currently Executive Officer, and General Manager of Engineering & Production Management Division and General Manager of Engineering Management Center, will become Executive Officer, and General Manager of Business Planning Division of Corporate Planning Division.
- Mr. Hiroyuki Mineta, currently Executive Officer, and General Manager of Kawagoe Plant of Mobile Entertainment Business Group, will become Executive Officer, and General Manager of Engineering & Production Center.
- Mr. Takashige Nakano, currently Executive Officer, and General Manager of Domestic Sales Division of Mobile Entertainment Business Group, will become Executive Officer, and President of Pioneer Sales & Marketing Corporation.

- Mr. Yasuhiko Danjo, currently Executive Officer, and Chairman & Managing Director of Pioneer China Holding Co., Ltd., will become Executive Officer, and General Manager of Human Resources & General Administration Division.
- Mr. Gen Inoshita, currently Executive Officer, and General Manager of AV Business Division of Home Entertainment Business Group, and General Manager of Pro. Sound & Visual Business Division of Home Entertainment Business Group, will become Executive Officer, and General Manager of Home AV Business Division and General Manager of Pro. Sound & Visual Business Division.
- Mr. Harumitsu Saito, currently Executive Officer, and General Manager of After Market Business Division of Mobile Entertainment Business Group, will become Executive Officer, and General Manager of After Market Car Electronics Business Division.
- Mr. Kunio Kawashiri, currently Executive Officer, and in charge of Budgeting & Subsidiaries Management of Corporate Planning Division, will become Executive Officer, and General Manager of Business Administration Division of Corporate Planning Division.
- Mr. Koji Shiino, currently Manager of Planning Department of Finance and Accounting Division, will become General Manager of Corporate Communications Division.
- Mr. Mikio Shimoda, currently Deputy General Manager of Finance and Accounting Division, will become General Manager of Finance and Accounting Division.
- Mr. Kengo Kondo, currently Deputy General Manager of Human Resources Division, will become General Manager of Human Resources Division of Human Resources & General Administration Division.
- Mr. Shinichi Oshiumi, Pioneer Display Products Corporation, will become General Manager of General Administration Division of Human Resources & General Administration Division.
- Mr. Shinichi Tsuji, Standards & Copyright Management Center of Research & Development Group, will become General Manager of Legal Affairs Division of Human Resources & General Administration Division.
- Mr. Susumu Saito, currently General Manager of General Affairs Division of Home Entertainment Business Group, will become General Manager of KAWAGOE General Administration Division of Human Resources & General Administration Division.
- Mr. Takafumi Yuki, currently Deputy General Manager of Quality Control Division, will become General Manager of Quality Assurance Division.
- Mr. Mitsuhiro Arimura, currently General Manager of Strategic Planning Department of Strategic IT Division, will become General Manager of IT Division.
- Mr. Yutaka Sato, currently Project Leader for Cost Restructuring of Kawagoe Plant of Mobile Entertainment Business Group, will become General Manager of After Market Business Planning Division of After Market Car Electronics Business Division.
- Mr. Shoji Suenaga, currently General Manager of After Market Designing Division of Kawagoe Plant of Mobile Entertainment Business Group, will become General Manager of After Market Designing Division of After Market Car Electronics Business Division.
- Mr. Hajime Wada, currently General Manager of Overseas Sales Department of OEM Business Division of Mobile Entertainment Business Group, will become General Manager of OEM Car Electronics Business Division.
- Mr. Fumiya Yamada, currently General Manager of OEM Designing Division of Kawagoe Plant of Mobile Entertainment Business Group, will become General Manager of OEM Designing Division of OEM Car Electronics Business Division.
- Mr. Norikane Nakamaru, currently General Manager of Cable & Network Systems

**Business Division of Home Entertainment Business Group, will become General Manager of Cable & Network Systems Business Division.**

- **Mr. Mitsuaki Kusakabe, currently General Manager of Creative Sound & Voice Business Group, will become General Manager of Creative Sound & Voice Division.**
- **Mr. Noboru Keitoku, currently General Manager of Corporate Creative Center, will become General Manager of Design Division.**
- **Mr. Nobuhiko Suzuki, Strategic Project Division, will become General Manager of Planning & Coordination Division of Engineering & Production Center.**
- **Mr. Hiroshi Kobayashi, currently General Manager of Engineering Division of Kawagoe Plant of Mobil Entertainment Business Group, will become General Manager of Engineering Division of Engineering & Production Center.**
- **Mr. Koichi Nakahara, currently General Manager of Production Management Division of Home Entertainment Business Group, will become General Manager of Production Division of Engineering & Production Center.**
- **Mr. Shinichi Shimazaki, currently General Manager of Quality Engineering Division of Kawagoe Plant of Mobile Entertainment Business Group, will become General Manager of Quality Engineering Division of Engineering & Production Center.**

**About Pioneer:**

**Pioneer Corporation is a leading global manufacturer of consumer- and business-use electronics products such as audio, video and car electronics. Its shares are traded on the Tokyo Stock Exchange.**

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