

News Release

For Immediate Release
May 10, 2012

Pioneer Announces Proposed Changes in Corporate Governance Structure and Management

Pioneer Corporation has announced Proposed Changes in Structure and management/responsibility changes with the aim of improving corporate governance, effective June 27, 2012. Details are as follows:

■ Improvement in corporate governance

In addition to the Board of Directors, which makes decisions on management policies and other matters and supervises business activities, the executive officer system has to date been adopted to expedite business activities and to clarify responsibility. Aimed at improving corporate governance, a new structure will be established to enable the directors to specialize in decision-making and supervising functions from a Group-wide perspective and the executive officers to enhance their executing functions.

■ Proposed Changes in Management (Effective June 27, 2012)

Name	Current title	New title	Current Occupation	New Occupation
Susumu Kotani	President and Representative Director	Representative Director, President and CEO	In charge of New Business Development, Cable & Network Systems Business Division and Medical & Health Business Development Division	In charge of Medical & Health Business Development Division and Cable & Network Systems Business Division
Hideki Okayasu	Senior Managing Director and Representative Director	Representative Director, Senior Managing Executive Officer	In charge of Investor Relations Division, Finance and Accounting Division, Human Resources & General Administration Division and Audit Division, and export management in general	In charge of Finance and Accounting Division, Human Resources & General Administration Division, Investor Relations Division, Legal & Intellectual Property Division, Audit Division, and export management in general
Mikio Ono	Managing Director and Representative Director	Representative Director, Senior Managing Executive Officer	General Manager of Corporate Planning Division, and in charge of Home AV Business, Pro. Sound & Visual Business, Optical Disc Business, Industrial Solutions Division, IT Division and Pioneer Digital Design and Manufacturing Corporation	General Manager of Corporate Planning Division, and in charge of Production & Procurement Management Division, Design Division, New Business Development Division and Home Electronics Business Management Group

Name	Current title	New title	Current occupation	New occupation
Satoshi Matsumoto	Managing Director	Director, Managing Executive Officer	In charge of Ecology, Quality Assurance Division and Corporate Brand Management Division, Pioneer Sales & Marketing Corporation and Pioneer Marketing Corporation	In charge of Corporate Brand Management Division, Pioneer Sales & Marketing Corporation and Pioneer Marketing Corporation
Kunio Kawashiri	Director	Director, Senior Executive Officer	General Manager of Business Administration Division of Corporate Planning Division and in charge of finance	General Manager of Business Administration Division of Corporate Planning Division and in charge of Ecology, finance, Quality Assurance Division, IT Division, Industrial Solutions Division and Pioneer Digital Design and Manufacturing Corporation
Masanori Koshoubu	Managing Director	Managing Executive Officer	General Manager of Research & Development Division and in charge of Legal & Intellectual Property Division and OLED Lighting Business Division	General Manager of Research & Development Division and in charge of OLED Lighting Business Division
Tatsuo Takeuchi	Managing Director	Managing Executive Officer	General Manager of International Business Management Division	General Manager of International Business Management Division
Masanori Kurosaki	Director	Managing Executive Officer	General Manager of Car Electronics Business Management Group	General Manager of Car Electronics Business Management Group

■ Candidate for Substitute Auditor in case of a vacancy to be newly elected

Nobuko Hanano	Substitute Auditor (Outside Corporate Auditor)	Attorney-at-law
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■ Executive Officer to be newly elected

Toshihiko Kurihara	Currently General Manager of Industrial Solutions Division
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