

News Release

For Immediate Release
May 13, 2013

Pioneer Announces Changes in Management

Pioneer Corporation today announced proposed changes in management as follows:

<Effective June 26, 2013>

(1) Executive Officers to be newly elected:

- Mr. Satoshi Ohdate, currently Chairman and C.E.O. of Pioneer North America, Inc.
- Mr. Koichi Moriya, currently Chairman and Managing Director of Pioneer China Holding Co., Ltd.

(2) Executive Officers who will retire:

- Mr. Tatsuo Takeuchi, currently Managing Executive Officer and General Manager of International Business Management Division.
- Mr. Keiichi Yamauchi, currently Executive Officer and Deputy General Manager of Research & Development Division.

(3) Change in Executive Officer:

- Mr. Masahiro Kawamura, currently Executive Officer, and Chairman and Managing Director of Pioneer Europe NV, will be promoted to Senior Executive Officer.

(Effective June 26, 2013, Mr. Kawamura will become General Manager of International Business Management Division of Pioneer Corporation.)