

News Release

For Immediate Release
May 13, 2013

Pioneer Announces Group Organizational Changes

Pioneer Corporation (the “Company”) announced that, at a meeting of its Board of Directors held today, the Company resolved to make changes to the Pioneer Group organization to split a business of the Company to its subsidiary, and a merger among its subsidiaries. Details are as follows:

Purpose and Outline of Changes

In its ongoing restructuring, the Company has been reviewing the structure of the Home Electronics business. As a part, reforms will be made to the Home AV business, with the aim of achieving stable profitability by streamlining the organization and eliminating duplicated functions.

Effective July 1, 2013, the Company’s division related to its Home AV business will be merged with Pioneer Sales & Marketing Corporation, a subsidiary of the Company, through a company split, and effective October 1, 2013, Pioneer Communications Corporation, a subsidiary of the Company, will be merged with Pioneer Sales & Marketing Corporation.

Outlook

Representatives, trade names, principal businesses, stated capital, locations, and fiscal year end of the related parties after the organizational changes will be as follows:

- There will be no change to Pioneer Corporation with respect to the above items.
- Mr. Akiharu Yagi (currently Deputy General Manager of Home Electronics Business Management Group, Pioneer Corporation) will be appointed President and Representative Director of Pioneer Sales & Marketing Corporation as of June 25, 2013.

The trade name of Pioneer Sales & Marketing Corporation will be changed to Pioneer Home Electronics Corporation (hereinafter “PHE”) as of July 1, 2013.

As of July 1, 2013, principal businesses of PHE will include the manufacture and overseas sales of home electronics products, and as of October 1, 2013, the manufacture of telephones will be included in PHE’s principal businesses.

The stated capital of PHE will be 310 million yen as of July 1, 2013.

The location and fiscal year end of PHE will remain the same as before the changes.

Through the changes described above, Pioneer seeks to improve the efficiency on a Group-wide basis. The impact of these changes on consolidated business performance is expected to be immaterial, as all related parties are within the Pioneer Group.