

News Release

September 14, 2015

Pioneer Takes Stake in SyncPower Corporation and Forms Business Alliance

Aims to develop a new in-car entertainment service utilizing music lyric information

Pioneer Corporation (Head Office: Kawasaki City, Kanagawa Prefecture; President & CEO: Susumu Kotani; hereinafter “Pioneer”) concluded a capital investment and business alliance agreement on September 11, 2015 with SyncPower Corporation (Head Office: Chiyoda-ku, Tokyo; CEO: Masakazu Tomita; hereinafter “SyncPower”), whose operations include the creation and distribution of music lyric data.

With new music service formats such as fixed rate music streaming services continuing to expand in Japan and overseas, through the investment in SyncPower the alliance aims to develop a new entertainment service optimized for the in-car usage for which Pioneer is renowned, as well as the provision of services ahead of a global rollout in the near future. By linking the music lyric data and utilization technologies of SyncPower with the expertise Pioneer has cultivated in in-car equipment to date and its technologies in song analysis and meta-data utilization, Pioneer will bring about an unprecedented new music experience inside the car and create a more comfortable and enjoyable in-car environment. Details on the new entertainment service under joint development by both companies will be shared at a later date once an overview of the service has been finalized.

Pioneer will continue to actively pursue efforts to establish new business models that contribute to the expansion of its car electronics business.

<About Pioneer>

Pioneer is using the wide array of technologies and expertise it has acquired to date to pursue development of the systems required for automated driving, including high-performance, compact and low-cost 3D-LiDAR systems and systems to efficiently develop and operate sophisticated maps (“data ecosystems”). In addition to these advanced technologies, Pioneer is working to create safe, reliable, comfortable and fun in-car environments for the automated driving society of the near-future, by providing new and unprecedented in-car entertainment services.

<About SyncPower >

SyncPower provides lyric service such as media player app, lyric search service and more, that enables people to find music more enjoyable in this digital age. SyncPower is the leading company that provides groovy and visualized sync-lyric containing optimum timing of music timestamp. Its accurate synchronization and well managed programming logic make it possible to collaborate with many partner services.

<SyncPower Corporation Company profile >

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| Company Name | SyncPower Corporation |
| Address | 4-2-6 Kojimachi Chiyoda-ku, Tokyo 102-0083 Japan |
| CEO | Masakazu Tomita |
| Business Field | Music Content Production, Supply & Distribution |
| Capitalization | 359 Million Yen |
| Foundation Date | May 9 , 2006 |