

News Release

October 21, 2015

Established PT PIONEER ELECTRONICS INDONESIA, a sales subsidiary
in Indonesia
- Strengthening OEM business in Southeast Asia -

Pioneer announced today that, in order to further strengthen its sales organization in Southeast Asia, it has established PT PIONEER ELECTRONICS INDONESIA, a sales subsidiary in Indonesia, where the automobile market is expected to grow.

Since the establishment in 1992 of Pioneer Electronics Asiacentre Pte. Ltd., a manufacturing and sales company in Singapore that also manages subsidiaries in Southeast Asia, Pioneer has established sales companies in Thailand, Malaysia, and India. In October 2012, Pioneer established a representative office in Indonesia, and since 2013 it has expanded its sales and manufacturing systems in Southeast Asia, including commencing local production in partnership with an EMS company in Indonesia.

Indonesia, where a succession of automakers have started production, is expected to become the largest automobile market in Southeast Asia. By establishing a sales subsidiary in Indonesia, Pioneer aims to expand its business in Southeast Asia by strengthening its business for automakers.

<Outline of new company>

Name of company : PT PIONEER ELECTRONICS INDONESIA
Main business : Import and sale of car electronics products
Address : Wisma 46 – Kota BNI, 2nd Floor, Suite #2.09, Jl.Jend
Sudirman Kav.1, Jakarta 10220, Indonesia
Capital : US\$1.5M
President : Jun Murakami
Established : May 3, 2015
Operation commenced : August 3, 2015 (import business scheduled to commence late
November, 2015)