Panasonic Connect
Company Profile
Our Purpose

Change Work,
Advance Society,
Connect to Tomorrow.
CEO Message

Panasonic Connect plays a central role in the growth of the Panasonic Group’s B2B solutions business and provides new value to its customers by working with them on the ground, facing their challenges alongside them.

Our company’s purpose, the very reason for our existence, is to “Change Work, Advance Society, Connect to Tomorrow.” By driving innovation in the supply chain, public services, infrastructure, and entertainment sectors, we aim to contribute to the realization of a sustainable society and to ensure well-being for all.

Above all, we value “connecting” with our customers, being close to them and truly understanding their challenges, so that we can continually help them to solve problems and make even greater contributions to their businesses.

I look forward to your continued support.

Panasonic Connect Co., Ltd.
CEO Yasu Higuchi
Our Story

At Panasonic Connect, we help our customers connect today for a better tomorrow. We work with them and our partners on the ground, facing their challenges alongside them.

Whether it’s their technology, process, or operating site, we help improve and innovate work where the most impact is created. This allows us to be constantly learning and iterating, helping our customers and ourselves get smarter in the process.

Leveraging our decades-long experience and the latest technologies, we connect everything we provide, from hardware and software to smart components and autonomous systems, to create value for customers’ business.

We connect people, processes, and technologies to move society forward.

It’s our way of ensuring a sustainable future for our customers and our planet.

It’s how we partner for tomorrow.
Our 5 Core Values

By connecting the power of people and technology, we bring innovation to our customers’ operations and create a better future.

Empathy  Results  Relentless  Teamwork
## Company Overview

<table>
<thead>
<tr>
<th>Company Name</th>
<th>Panasonic Connect Co., Ltd.</th>
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<tbody>
<tr>
<td>Head Office Location</td>
<td>Sumitomo Fudosan Shiodome Hamarikyu Bldg., 8-21-1 Ginza, Chuo-ku, Tokyo 104-0061, Japan</td>
</tr>
<tr>
<td>Tel</td>
<td>+81-3-5565-8700</td>
</tr>
<tr>
<td>Web</td>
<td><a href="https://connect.panasonic.com/en">https://connect.panasonic.com/en</a></td>
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<td>Foundation</td>
<td>April 1, 2022</td>
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<tr>
<td>CEO</td>
<td>Yasu Higuchi</td>
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<tr>
<td>Business</td>
<td>Development, manufacture and sale of devices, and provision of solutions, including system integration, installation, maintenance and repair services for the supply chain, public service, infrastructure, and entertainment sectors.</td>
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<tr>
<td>Employees</td>
<td>Approx. 28,500 (Japan: 12,500; Overseas: 16,000) (as of April 1, 2022)</td>
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<tr>
<td>Annual Sales</td>
<td>JPY924.9 billion (FY2022)</td>
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<td>Business Sites</td>
<td>Japan: 13 (incl. 4 factories), affiliated companies: 11; overseas: 24 (as of April 1, 2023)</td>
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### History

**2017**
- **Apr.**  Established Connected Solutions Company
  - Yasu Higuchi appointed CEO of the company
- **Jul.**  Acquired all outstanding shares of Zetes Industries SA and completed its delisting [Details]
- **Oct.**  Moved head office to Hamarikyu office (Ginza, Chuo-ku, Tokyo)

**2018**
- **Apr.**  Announced the corporate vision “Gemba Process Innovation”
- **Aug.**  Hamarikyu office wins the 31st Nikkei New Office Award

**2019**
- **Jan.**  Established Customer Experience Center in Hamarikyu building [Details]
- **Sep.**  Endorsed the “100% Paternity Leave Declaration” by Work-Life Balance Co., Ltd.
- **Sep.**  Endorsed the recommendations on Marriage Equality by the American Chamber of Commerce in Japan (ACCJ)
- **Oct.**  Established a new company for a security system business [Details]

**2020**
- **May**  Extended partnership with Blue Yonder and made a strategic equity investment [Details]
- **Jun.**  Received “Grand Prize” in the 9th Japan HR Challenge Awards

**2021**
- **Apr.**  Announced agreement to acquire all outstanding shares of Blue Yonder [Details]
- **Jun.**  Endorsed the Equality Act Japan signature gathering campaign aimed at establishing an equality act for the LGBT community
- **Jul.**  Enhanced businesses related to “Gemba Process Innovation”
- **Sep.**  Acquired all outstanding shares of Blue Yonder [Details]

**2022**
- **Apr.**  **Established Panasonic Connect Co., Ltd.**
  - Yasu Higuchi becomes CEO of the company
Panasonic Group Structure

**Up to March 2022**

- Panasonic Corporation
  - Corporate Strategy & Technology Sector
  - Lifestyle Updates Business Division
  - Automotive Company
  - Entertainment & Communication Business Division
  - Housing Systems Business Division
  - Connected Solutions Company
    - Industry Company
    - Energy Company
    - Operational Excellence Company

**From April 2022**

- Panasonic Holdings Corporation
  - Panasonic Corporation
    - Heating & Ventilation A/C Company
    - Cold Chain Solutions Company
    - Electric Works Company
  - Panasonic Automotive Systems Co., Ltd.
  - Panasonic Housing Solutions Co., Ltd.
  - Panasonic Entertainment & Communication Co., Ltd.
  - Panasonic Industry Co., Ltd.
  - Panasonic Energy Co., Ltd.
  - Panasonic Operational Excellence Co., Ltd.
  - Panasonic Connect Co., Ltd.
Panasonic Connect Organizational Structure

**Up to March 2022**

**Connected Solutions Company**
- Blue Yonder Holding, Inc.
- Media Entertainment Business Division
- Process Automation Business Division
  - Panasonic Smart Factory Solutions Co., Ltd.
- Panasonic Avionics Corporation
  - Avionics Business Unit
- Mobile Solutions Business Division
  - Panasonic Mobile Communications Co., Ltd.
- Panasonic System Solutions Japan Co., Ltd.
  - Business Communications Business Unit
  - Storage Business Development Center
  - Innovation Center
  - Gemba Process Division

**From April 2022**

**Panasonic Connect Co., Ltd.**
- Blue Yonder Holding, Inc.
- Media Entertainment Business Division
- Process Automation Business Division
- Panasonic Avionics Corporation
  - Avionics Business Unit
- Mobile Solutions Business Division
- Mobile Solutions Business Division
- Gemba Solutions Company
  - R&D Division

*Reflects some organizations after April 2023.*
A better future through “Gemba Process Innovation”

By leveraging Gemba Process Innovation to solve challenges we work alongside our customers with the ultimate goal of creating efficiency, a better society and a sustainable future.
Our Business Areas

01

Supply Chain
Manufacturing / Logistics / Retail

- Utilize sensing, AI and robotics technologies
- Combine advanced hardware with Blue Yonder’s Luminate™ software platform
- Optimize operations through Industrial Engineering (IE)
- Provide end-to-end solutions
Our Business Areas

02

Public Services

Education / Police / Government

• State-of-the-art video and lecture capture solutions for education
• IoT-enabled rugged computers, handhelds and tablets
• Advanced technology and ICT systems to improve police work
• Regional disaster prevention systems for local governments
Our Business Areas

03

Infrastructure
Aviation / Railway / Energy

- New passenger experiences through facial recognition-based immigration processing
- State-of-the-art in-flight entertainment systems and connectivity solutions
- Integrated monitoring systems for airport security
- Safety management systems to streamline railway operations
- Security enhancement measures for stable energy supply
Our Business Areas

04

Entertainment
Stadiums / Broadcast / Events

• Digital signage, projection mapping, and professional sound equipment for large-scale entertainment venues
• Total broadcast solutions support from production to management
• AV products and systems to enable high-definition video and integrated production
• Creating new and immersive experiences
Further Strengthening Supply Chain Business

Panasonic and Blue Yonder history: Aiming to realize the Autonomous Supply Chain

- Nov. 2019: Start of joint venture
- Jul. 2020: 20% equity investment
- Sept. 2021: Acquired all shares

The world’s largest supply chain software company

78 Countries
3,000+ Global Customers
61 of Top 100 Manufacturers
11 of Top 15 3rd Party Logistic Companies
68 of Top 100 Retailers
Autonomous Supply Chain™

Aiming to achieve the Autonomous Supply Chain through the combination of Blue Yonder’s software platform and Panasonic Connect’s edge devices and IoT technologies.
Co-creation

- Co-creation with customers and partners
- Interactive communication to visualize customers’ operational issues
- Internal experts that draw on deep knowledge of operational processes
- Creation of unique solutions and new value
Co-creation

Customer Experience Center
Interactive communication to visualize customers’ actual operational issues and work together to create solutions

Network Connect Lab
Test and verify wireless network environments such as local 5G and private LTE

AMP Connect Lab (Advanced Material Processing)
Provision of fine processing with a high-output, high-beam quality blue laser

Media Connect Space
Experience the latest broadcasting solutions to transform content production

Service Business Connect Lab
Visualize and experience cloud and operational services

Sensing Connect Lab
R&D to construct technology verification environments closer to the customer’s actual sites
Panasonic Connect Sustainability Management

Through frontline innovation, we aim to realize sustainability management.

By reforming various frontline processes in the manufacturing, logistics and retail fields, we aim to reduce CO2 emissions and make effective use of limited resources.

By improving the way of things work on the frontline, we aim to create workplaces where people can thrive in good health and with peace of mind.

While fostering a highly diverse organizational culture and promoting co-creation with customers and partners, we aim to realize a sustainable society and well-being for all.

Change Work, Advance Society, Connect to Tomorrow
Contributing to a Sustainable Future

Panasonic GREEN IMPACT
The Panasonic Group will contribute to global carbon neutrality by creating impacts that reduce our own CO2 emissions and contribute to reducing the CO2 emissions of society.

Promotion of Green Factories & Green Products

- Green Factory measures at all Panasonic Connect global manufacturing sites
- Reducing CO2 emissions, waste, water usage, and chemical substance emissions
- Environmental assessments starting from the planning and design stages to develop Green Products

Reducing waste & inefficiencies with Gemba Process Innovation

- Gemba Process Innovation to optimize operations thus reducing environmental burden
- Reform in-house processes to reduce waste and inefficiencies
- Apply knowledge and expertise to help improve customers' operations
- Effectively utilize limited resources and reduce CO2 emissions through solutions developed by co-creation with customers

Panasonic GREEN IMPACT
Based on the idea that the sustainable improvement of corporate value can only be realized through the success of each employee, we aim to foster a strong and agile culture where each individual can demonstrate their skills and abilities by drawing from diverse perspectives, experiences, and values.

- Promotion of health management to create secure work environments
- Transformation of the workplace to enable flat and open communication
- Elimination of paper-based approval processes and inward-looking tasks
- Introduction of remote work system
- Utilization of job-based human resources management
- Increase ratio of women in management positions
- Promotion of multi-culture to respect diversity across the organization
- Promotion of paternity leave

**Transformation of corporate culture & diversity, equity, and inclusion (DEI)**

**Creation of safety, security, comfort, and engagement with Gemba Process Innovation**

- Broaden Gemba Process Innovation in each business domain to optimize operations and reduce employee workloads to allow for appropriate allocation of human resources, making work more efficient
- Work with customers to create safety, security, comfort, and engagement in their operations
- Ensure well-being for individuals to contribute to realization of a better society
Within Panasonic Connect, a Sustainability Management Committee and Sustainability Management Office has been established to further accelerate management practices. While incorporating the perspectives of outside advisors this committee aims to enhance corporate value by formulating and executing management strategies and measures to further promote sustainability.