

Corporate Profile 2007-2008

sound.vision.soul

Pioneer Group's Purpose in Three Words

Pioneer's brand slogan "sound.vision.soul" captures the essence of its purpose as a company. "Sound" refers to audio products, Pioneer's first business and starting point. It also embodies our desire to resonate with the hearts of customers and build harmonious relationships with them. "Vision" refers to the video entertainment field and our firm focus on the future. Finally, "soul" reflects our aim to develop sound and video into outstanding entertainment. Our brand slogan reflects the belief in the power of entertainment to deliver uplifting experiences.



Group Philosophy

“Move the Heart and Touch the Soul”

Pioneer's group philosophy embodies its desire to “Move the Heart and Touch the Soul,” a constant aspiration since its founding. It also represents a never-ending pursuit and a wellspring of ideas that we continually revisit. Our group philosophy originated from the desire to share excitement and passion with people of all nations and cultures around the world.

Group Vision

To become a company that encourages all its members to work as a team, with everyone customer-focused, integrating each one's professionalism in pursuing innovations one after another.

Pioneer aims to continuously provide excitement and passion to customers around the globe, searching new ways to push the boundaries of what “sound, vision and information” can offer beyond expectations. With that goal in mind, each and every member in all corners of the Pioneer Group is being asked to keep generating ideas for improvement in their respective areas.

These ongoing individual efforts at self-improvement will collectively help the entire Pioneer Group bring about a new level of achievement and will lead it to offer such lasting value to its customers as they have never experienced before.

Pioneer is committed to turning one idea after another into solid reality for its valued customers through innovations that make the unthinkable thinkable and the impossible possible.

Home Electronics



Home Electronics Business

As customer needs continue to diversify, Pioneer offers an innovative, extensive product lineup to deliver home entertainment tailored to customer lifestyles.

A Diverse Product Lineup Spanning Home to Professional Use

Pioneer's product lineup encompasses a broad range of home electronics, including large-screen plasma TVs featuring crystal-clear high-definition images and high-quality sound, and essential home theater components such as Blu-ray Disc players, DVD recorders, surround sound systems, and audio-visual components.

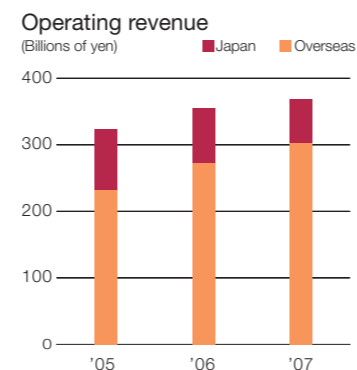
Pioneer also provides BD/DVD drives for PCs, professional DJ equipment, and professional speakers for use in recording studios.

Creating a New Sensory Space in Your Living Room

In its pursuit of high-definition ideal with plasma technology, Pioneer has developed new-generation displays named "KURO". The KURO plasma TV achieves stunning, unparalleled picture quality based on Pioneer's quest to reproduce true, deep blacks as the foundation for all colors. In addition to picture quality, Pioneer has paid close attention to reproducing the delicate nuances of images that can't be determined by product specifications alone, resulting in a sweeping, unprecedented experience. By integrating the Pioneer KURO with its home theater components including Blu-ray Disc players, multi-channel pre-main amplifiers, and surround sound systems, you can create a new sensory space right in your living room.

"seeing and hearing like never before"

Pioneer delivers new premium value based on its unique manufacturing philosophy and business strategies.



Plasma TVs

The KURO TVs feature expressive deep blacks and outstanding contrast that set new benchmarks for next-generation products. They incorporate newly-designed amplifiers and speakers to provide a rich audio experience, with clarity and a three-dimensional feel.



Blu-ray Disc (BD) Players

Pioneer has been working on the development of BD players, which are indispensable for bringing out the best picture quality in high-definition plasma displays. As a founding member of the Blu-ray Disc Association, Pioneer will continue to focus on developing and promoting BD products.



DVD Recorders

Pioneer has been an industry leader since unveiling the world's first DVD recorder in 1999. In addition to user friendliness, Pioneer has worked to ensure that its DVD recorders are ideal for large-volume recording through the development of add-on hard disk drives.



A/V Components

Based on Pioneer's audio proprietary technologies, its audio/video components realize high-quality sound to fully recreate impressive musical performances. Recognized as a highly reliable brand by audio professionals, Pioneer offers a diverse lineup of audio products with outstanding sound quality and performance.



Home Theater Systems

Pioneer offers a lineup of home theater systems featuring innovative surround sound system technologies and functions. Users can easily enjoy full-fledged 5.1-channel surround sound theater systems tailored to their living or other rooms and interior décor.



BD/DVD drives for PCs

Pioneer's DVD drives for PCs have built up a strong reputation underpinned by the reliability of the Pioneer brand. In response to user needs for even larger data storage capacity, Pioneer will also continue to concentrate on developing and promoting BD drives.



Professional DJ Equipment

Pioneer's professional DJ equipment realizes significant entertainment value using cutting-edge digital technology. Pioneer is proposing new ways of enjoying video and music to meet the needs of a broad spectrum of both amateur and professional DJs.

Car Electronics



Car Electronics Business

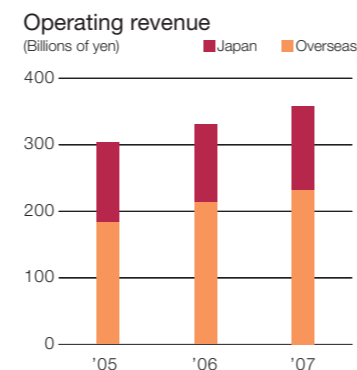
Pioneer is working to expand the frontiers of in-car entertainment by fusing audio-visual entertainment and car navigation systems using the latest technological innovations. These efforts are guided by the principle of always proposing new value to customers. Pioneer also supplies various car electronics products to major automakers worldwide. Pioneer's technological strengths in these areas are highly valued globally.

Making Driving More Enjoyable and Convenient

Pioneer car navigation systems have undergone major technological advances. In addition to providing best-route driving instructions, including shortcuts and traffic details, they are now capable of sharing data between drivers via the mobile-phone network, based on the Pioneer Smart Loop concept of sharing information among users over a network. This enables drivers to also have real-time access to traffic congestion information on the non-VICS (Vehicle Information and Communication System) service area for more refined route guidance. Car navigation systems are shifting to new levels of sophistication, driven by Pioneer's knowledge-sharing technology. Pioneer car navigation systems also increase driving comfort through their support of state-of-the-art technologies such as terrestrial digital broadcasting, DivX®, music distribution services, and iPod® connections.

Enhancing Driving Experiences

Pioneer aims to extend the world of home entertainment of exciting video images with high sound quality to the driving experience. One way Pioneer is bringing this concept to life is through DVD car theaters combining LCD color monitors, DVD players, and full-fledged surround sound systems. Aside from its dedication to providing unmatched audio quality, Pioneer offers value-added products that provide more than just car audio features, including support for the latest Bluetooth® features and compatibility with portable digital audio devices.



Car Navigation Systems

Revolutionary route guidance is achieved using the artificial intelligence (AI) engine on the HDD-based Cyber navigation systems, which can process the volumes of information obtained via the Smart Loop. Pioneer Smart Loop opens up a future of as-yet unimagined convenience and potential for drivers.



Car Audio-visual Systems

Pioneer offers state-of-the-art car audio-visual systems. Pioneer car DVD players support a diverse array of media. And customers can easily create rear-seat entertainment systems by adding monitors to their existing systems. Pioneer car audio-visual systems can also be combined with terrestrial digital TV tuners and various high-quality surround sound formats.



Car Audio Systems

Pioneer car audio systems are the embodiment of its pursuit of innovative sound and design quality. They feature both outstanding operability and entertainment value. For instance, various meters are shown graphically in vivid colors using full-color OLED displays, complementing the high sound quality of these systems. Pioneer has also introduced hands-free mobile phone communication and music file transfers using Bluetooth® technology.



Car Speakers

Pioneer car speakers are the crystallization of efforts to bring all of Pioneer's signature technologies and sensibility as an audio brand to bear on developing and perfecting speakers that faithfully playback original sounds. Pioneer car speakers transform car passenger cabins into ideal theaters for the enjoyment of video and music.

* DivX and related logos are the registered trademarks of DivX Network, Inc.
 * iPod is a trademark of Apple Inc., registered in the U.S. and other countries.
 * The Bluetooth word mark and logo are registered trademarks and are owned by the Bluetooth SIG, Inc.

Others

Others

Focusing upon research into commercializing organic LEDs (OLEDs) at the earliest stages, Pioneer was the first company worldwide to mass-produce OLED displays. It has continued to expand the market for this display technology in mobile phones and car stereos. Future applications will include in-car panels, medical devices, measuring instruments, OA equipment, and a broad range of electrical products.

Pioneer's speaker technologies are also used in various fields' products ranging from mobile phones to PCs, and TVs as well as audio-visual products of other manufacturers. Pioneer's OLED displays, speaker devices, factory automation systems, and other device technologies have also garnered a strong response from customers for adding value to their brands.



Headphones

Pioneer headphones allow users to enjoy realistic listening experiences such as exciting cinema-quality sound at home by realizing 5.1 channel surround sound.



PDP System Solutions

Pioneer widescreen flat plasma panels with high-resolution have earned a strong reputation among customers for their use in visual-data conference systems and electronic bulletin board systems.



Speaker Devices

Pioneer speaker devices are the culmination of the company's outstanding audio technologies. Having won strong praise for their performance and quality, these speaker devices are used in various products, such as mobile phones, TVs, and PCs.



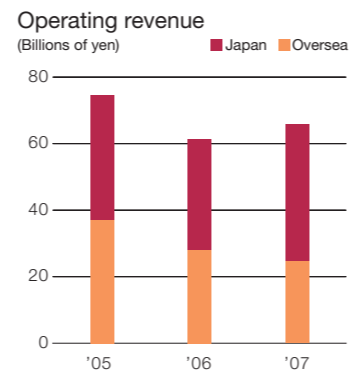
Telephones for Home Use

Pioneer digital cordless telephones have a strong reputation in Japan. Pioneer has also just begun marketing them in the increasingly digitalized Chinese market. Pioneer will continue to extend its lineup of telephone products.



Organic LED (OLED) displays

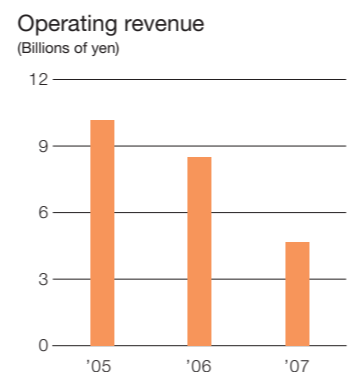
OLEDs offer numerous advantages, including brightness, clarity, wide viewing angle, thin format, low power consumption, and high response rates, placing OLED technology in a dominant position among next-generation displays. Pioneer offers the optimal OLED panels to meet the diverse needs of its customers and clients.



Patent

Patent Licensing

Pioneer holds numerous patents related to DVD recorders, plasma display panels, car navigation systems, and other products developed ahead of other industry players. The licensing of these patents serves as a strong foundation for Pioneer's core businesses.



Operating revenue in this segment shown here is the optical disc related royalty revenue managed in the U.S.

Research and Development

As we move further into the 21st century, the environment of the electronics industry is changing rapidly. In the midst of such change, even more foresight and flexibility are required, particularly in research and development. R&D has been crucial to Pioneer's growth, creativity and leadership. Pioneer is putting emphasis mainly on the technological fields of flat-panel displays, high-density recording and playback, digital audio-visual and information technologies, and broadcasting and telecommunications.

Pioneering Spirit in Technological Development

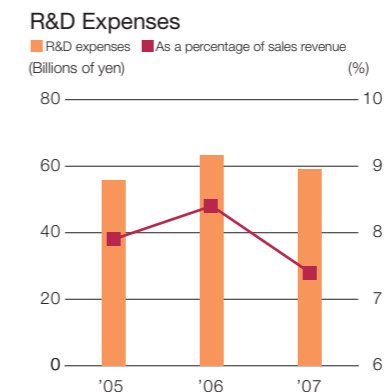
Staying true to its Group Philosophy, "Move the Heart and Touch the Soul," Pioneer has brought numerous outstanding products to market ahead of other companies. Notably, about 30 years ago, Pioneer was first in the world to commercialize a laser disc system for home use. More recently, the company has unveiled products such as large-screen, high-resolution plasma displays.

Pioneer's high-quality fundamental and platform technologies make it possible to develop and manufacture such innovative and high-tech entertainment and electronic products. For example, Pioneer was able to develop plasma display panels because it had first developed laser disc systems. One of Pioneer's greatest strengths is its ability to find many commonalities in technologies for developing, analyzing and evaluating the respective materials for these products, and in other areas such as ultra-fine processing technologies.

Based on technologies we have developed up to now, Pioneer will continue to leverage foresight and flexibility to develop imaginative products that best fit the lifestyle of the new century.

To read more about Pioneer research and development activities, please go to the R&D section of the Pioneer website

<http://pioneer.jp/crdl/index-e.html>



Environmental Preservation Activities

Pioneer's environmental preservation philosophy is: The Pioneer Group will make efforts to always contribute to maintaining and realizing the rich and safe global environment through our corporate activities, based on the general understanding that it is one of our corporate missions to maintain, improve, and hand over the global environment to the next generation. We seek a true integration of our business and environmental preservation activities based on this philosophy.

Consideration for the Environment in All Business Operations

Pioneer conducts environmental preservation activities spanning the entire product lifecycle, from product planning and design, procurement, production, shipping, and sales and services, to customer use, as well as final disposal and recycling. These activities help to ensure that all business operations are environmentally sound.

Integrated ISO 14001 Certification

Each of all Pioneer group companies worldwide (excluding newly established ones) has acquired ISO 14001 certification, an international certification for environmental management systems. To further enhance the group-wide performance of environmental preservation activities, Pioneer integrated the ISO 14001 environment management systems for Pioneer Corporation's four facilities in August 2007. As the next step forward, Pioneer will take specific actions to acquire a nationwide integrated certification covering its subsidiaries in Japan, and then a worldwide integrated certification covering all the subsidiaries.

Eco-conscious Product Development

Pioneer promotes eco-conscious product design group-wide to reduce environmental impact, focusing on recycling resources, reducing environmentally hazardous substances, and preventing global warming.

In particular, Pioneer strives to minimize CO₂ (green house gas) emissions, through the life cycle assessment (LCA) method, by reducing the power consumption required by Pioneer products, reducing the energy during product manufacturing, improving transport efficiency, etc. Pioneer also focuses on developing products using plant-based plastic materials, which help to cut CO₂ emissions.

To reduce environmentally hazardous substances, the Pioneer group has already ensured that all new products launched in and after 2005 comply with the RoHS Directive (restricting the use of specified hazardous substances in electrical or electronic equipment, enforced by the EU in July 2006). Pioneer is also actively working to reduce emissions of VOCs (volatile organic compounds).

Moreover, Pioneer has established the Pioneer Environmental Label Guidelines for environment-friendly products, and only products satisfying these guidelines will be allowed to bear the Pioneer Environmental Label.



S-A4SPT-VP
Pure Malt
Speaker

Pioneer Pure Malt Speakers are housed in speaker cabinets made from recycled whiskey barrels. The first Pure Malt Speaker, commercialized in 1998, was the first product to bear the Pioneer Environmental Label. Ever since, these speakers have been acclaimed by customers for their originality and the rich timbre obtainable with solid oak wood from whiskey barrels, and this has prompted us to expand the Pure Malt series lineup. A portion of the sales from these products is donated to afforestation promotion programs.

●For further details on Pioneer's environmental preservation activities, please visit.

<http://pioneer.jp/environment-e/>

* LCA (Life Cycle Assessment): Method for evaluating the overall environmental impact of products from manufacture, shipping, sale, and usage to disposal and reuse
* VOC (Volatile Organic Compounds): Organic chemical substances that readily evaporate into the atmosphere at normal temperatures and pressures

Business Ethics

To realize its group philosophy, "Move the Heart and Touch the Soul," Pioneer is committed to remaining at the vanguard of creating cutting-edge new markets. All directors and employees of the Pioneer Group will work as one to reach this goal. Furthermore, Pioneer aims to remain a trusted company in the eyes of the public by actively pursuing business activities as well as fulfilling its corporate social responsibilities.

Pioneer Group Charter for Corporate Operations

- We will provide products and services that are useful, reliable, and safe.
- We will operate our corporate activities fairly.
- We will continue efforts to conserve materials and energy, and reduce impact on the Earth's environment.
- We will strive for fair disclosure of information about our corporate activities.
- We will undertake effective risk management to deal with unforeseen incidents as quick and sincerely as possible.
- We will properly manage and protect our assets and rights.
- We will endeavor to contribute to society from a global perspective.
- We will aim to pursue our corporate activities, always with respect for humanity.

Pioneer Group Code of Conduct

In accordance with the "Pioneer Group Charter for Corporate Operations" Pioneer has established the "Pioneer Group Code of Conduct" as a set of standards that must be observed by all corporate officers and employees of the Pioneer Group. These standards specify the basic requirements for responding sincerely and rapidly to stakeholders at all times, while maintaining impartial, fair and transparent relationships with them in all nations and regions where Pioneer conducts business operations.

●For further details, please visit Pioneer's website at the following URL:

<http://pioneer.jp/corp/charter/index-e.html>

Social Action Programs

To realize the Pioneer group philosophy of "Move the Heart and Touch the Soul," as a good corporate citizen, Pioneer aims to live in harmony with regional societies, and promote activities contributing toward the enrichment of society by making available our technological expertise. We will host art and cultural programs mainly through audiovisual means, promote and assist in educational and sports events, and contribute to global environmental protection through forest conservation and other efforts.

"Listening through the Body" —a Concert Series

"Listen through the Body" concerts are events using special vibrating chairs to offer an opportunity to enjoy music to those with auditory difficulties. Based on the group philosophy, these concerts, staged by volunteer Pioneer employees and their families, began in Japan in 1992, to provide opportunities for the hearing impaired to physically feel the excitement of music. Similar concerts have recently been performed in Asia, Europe, and North America also.



"Listening through the Body" concert held in the U.S. in June 2007

●To read more about Pioneer's social action programs, please visit.

<http://pioneer.jp/citizen/index-e.html>

Ensuring Observance of the "Pioneer Group Code of Conduct"

Pioneer has established the "Business Ethics Hotline" in collaboration with an independent third-party institution as an internal reporting system for all directors and employees of the Pioneer Group in Japan and overseas.

Through these initiatives, Pioneer has established and operates a system for identifying in early stages and rapidly solving issues related to violations of its code of conduct throughout the Pioneer Group worldwide, while protecting informants, and for reducing the risk of possible unethical behavior. Furthermore, by publicly disclosing its code of conduct, Pioneer aims to work hand in hand with suppliers and other business partners to ensure that its activities are based on a strong awareness of its corporate social responsibilities.

The Pioneer Group's Globally Expanding Network

Pioneer's group companies all share the common approach of putting people and society first. Each group company is fulfilling its duties as a team of highly skilled professionals in R&D, production, sales or other operations by realizing outstanding collective capabilities. Based on the themes of "to be customer-focused," "to develop professionalism" and "to pursue innovations," the Pioneer Group will further strengthen cooperation on the global stage, while creating outstanding products and services and fostering a strong corporate culture.

JAPAN

Tohoku Pioneer Corporation
Mogami Denki Corporation
TSE, Inc.
Pioneer Micro Technology Corporation
Pioneer Display Products Corporation
Pioneer Plasma Display Corporation
Pioneer Communications Corporation
Towada Pioneer Corporation
Pioneer FA Corporation
Pioneer Investment Corporation
Increment P Corporation
Pioneer Shared Services Japan Corporation
Pioneer Service Network Corporation
Pioneer Mobile Kitanihon Corporation
Pioneer Mobile Nishinohon Corporation
Pioneer Mobile Kyushu Corporation
Pio Tec, Inc.
TPA Corporation
Pioneer Navicom Inc.
Pioneer Marketing Corporation
Pioneer Solutions Corporation
Pioneer Mobile Networks Corporation
Pioneer Tokyo Service, Inc.
TPS Corporation
GSC Corporation
Pioneer System Technologies Corporation
Pioneer Design Corporation
Pioneer Media Creates Corporation
Technoaccess Corporation
Pioneer AFM Corporation
Pioneer HRD Corporation
Fukuin Corporation
Pioneer Welfare Services Co., Ltd.
Tech Experts Inc.
Kanto Logistics Staff Corporation
Pioneer Building Management Service Corporation
Pioneer Media Port Corporation
Global Survey Corporation
Monetech Tokyo Co., Ltd.

THE AMERICAS

U.S.A.

Pioneer North America, Inc.
Pioneer Electronics (USA) Inc.
Pioneer Stores USA, Inc.
Pioneer Strategic Business Service, Inc.
Pioneer Electronics Service, Inc.
Pioneer Electronics Technology, Inc.
Pioneer Automotive Technologies, Inc.
Pioneer Financial Management, Inc.
Pioneer Electronics Capital Inc.
Discovision Associates
Pioneer Research Center USA, Inc.
Pioneer Speakers, Inc.
Mogami America, Inc.
Pioneer International (Miami) Inc.

CANADA

Pioneer Electronics of Canada, Inc.

MEXICO

Pioneer Electronics de Mexico, S.A. de C.V.
Pioneer Speakers, S.A. de C.V.
Mogami Mexico S.A. de C.V.

PANAMA

Pioneer International Latin America S.A.

BRAZIL

Pioneer do Brasil Ltda.

WORLD HEADQUARTERS

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Fax: +81-3-3495-4428

EUROPE

BELGIUM

Pioneer Europe NV

U.K.

Pioneer GB Ltd.
Pioneer Technology UK Ltd.
Pioneer Digital Design Centre Ltd.

GERMANY

Pioneer Electronics Deutschland GmbH

FRANCE

Pioneer France SA

ITALY

Pioneer Italia S.p.A.

THE NETHERLANDS

Pioneer Holding BV
Pioneer Benelux BV

SPAIN

Pioneer Electronics Iberica SA

PORTUGAL

Pioneer Technology Portugal SA

DENMARK

Pioneer Danmark A/S

NORWAY

Pioneer Norge A/S

SWEDEN

Pioneer Scandinavia AB

RUSSIA

Pioneer RUS Limited Liability Company

ASIA & OCEANIA

SINGAPORE

Pioneer Electronics Asiacentre Pte. Ltd.

TAIWAN

Pioneer High Fidelity Taiwan Co., Ltd.
Pioneer Electronic (Taiwan) Corporation

MALAYSIA

Pioneer Technology (Malaysia) Sdn. Bhd.
Monetech Audio Sdn. Bhd.

THAILAND

Pioneer Electronics (Thailand) Co., Ltd.
Pioneer Manufacturing (Thailand) Co., Ltd.
Tohoku Pioneer (Thailand) Co., Ltd.

VIETNAM

Tohoku Pioneer (Vietnam) Co., Ltd.

SOUTH KOREA

Pioneer Korea Corporation

CHINA

Pioneer China Holding Co., Ltd.
Pioneer Technology (Dongguan) Co., Ltd.
Pioneer Technology (Shanghai) Co., Ltd.
Pioneer Electronics (Shanghai Export Zone) Co., Ltd.
Pioneer (HK) Ltd.
Pioneer Industrial Components (Hong Kong) Co., Ltd.
Dongguan Monetech Electronic Co., Ltd.
Dongguan Monetech Pai Yue Electronic Co., Ltd.
Shanghai Pioneer Speakers Co., Ltd.
Mogami Hong Kong Co., Ltd.
Mogami (Dongguan) Electronics Co., Ltd.
Pioneer Suntec (Shanghai) Electronic Technology Co., Ltd.
Pioneer Media Creates (Shanghai) Co., Ltd.
INCREMENT P Shanghai Co., Ltd.
Shanghai Pioneer Plating Co., Ltd.

AUSTRALIA

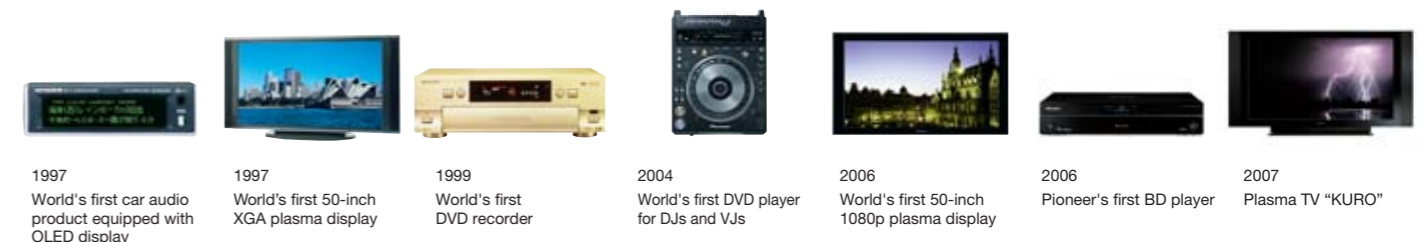
Pioneer Electronics Australia Pty. Ltd.

U.A.E.

Pioneer Gulf, Fze.

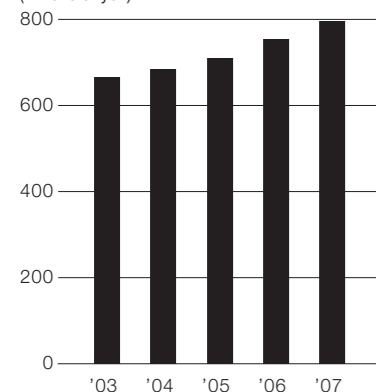
Heritage of Moving Ahead

1940	1960	1970	1980	1990	2000
1937 Pioneer's founder, Nozomu Matsumoto, develops the A-8 dynamic speaker.		Nov. 1975 Introduces the world's first component car stereo.		Jun. 1990 Introduces the world's first CD-based GPS car navigation system.	Jun. 2001 Introduces HDD-based GPS car navigation system.
Jan. 1938 Fukuin Shokai Denki Seisakusho (precursor of Pioneer) is founded in Tokyo.		Dec. 1977 Introduces the world's first two-way addressable CATV system in the U.S. (with Warner Cable).		Oct. 1992 Introduces the world's first 4x speed CD-ROM changer.	Jul. 2001 Introduces the global brand slogan "sound.vision.soul".
May 1947 Fukuin Denki is incorporated.		Feb. 1979 Introduces Pioneer's first industry-use LD player.		Jun. 1996 Tokorozawa Plant earns ISO 14001 certification.	Nov. 2002 Introduces a car navigation system with built-in wireless communication module. Introduces a DVD recorder with hard disk drive.
Dec. 1953 Introduced Hi-Fi Speaker PE-8.		Jun. 1980 Introduces VP-1000 LD player for home use in the U.S.		Dec. 1996 Introduces Pioneer's first DVD/CD Player and the world's first DVD/LD/CD compatible player for home use.	Sep. 2003 Total shipment worldwide of PC-use recordable DVD drives surpasses 5 million units.
Jun. 1961 Company name changed to Pioneer Electronic Corporation (now Pioneer Corporation).		Oct. 1981 Introduces LD player for home use and 70 LD titles in Japan.		Jun. 1997 Introduces the world's first DVD-based car navigation system.	Jul. 2004 Introduces the world's first DVD player for professional DJs and VJs.
Oct. 1961 Shares are listed on the Tokyo Stock Exchange Second Section.		Oct. 1982 Introduces LD Karaoke system for business use.		Oct. 1997 Introduces the world's first DVD-R drive.	Sep. 2004 Transfer of NEC's plasma display business is completed. Pioneer Plasma Display Corporation (previously NEC Plasma Display Corporation) starts operation on Oct. 1, 2004.
Jun. 1962 Introduces the world's first separate stereo system.		Nov. 1982 Introduces Pioneer's first CD player.		Nov. 1997 Introduces the world's first OLED-equipped car audio product.	Apr. 2006 Introduces BDR-101A Blu-ray Disc/DVD internal drive for PCs.
Mar. 1966 Establishes sales companies in Europe and the U.S.		Sep. 1984 Introduces the world's first LD/CD compatible player.		Dec. 1997 Introduces the world's first 50-inch high-definition XGA plasma display for consumer use.	Jun. 2006 Introduces PDP-5000EX, the world's first 50-inch 1080p plasma display.
Feb. 1968 Shares are listed on the Tokyo Stock Exchange First Section.		Oct. 1984 Introduces the world's first car CD player.		Jun. 1998 Introduces the world's first DVD-based GPS car navigation system featuring 8.5GB dual-layered DVD disc.	Dec. 2006 Introduces BDP-HD1, Pioneer's first BD player in North America.
Feb. 1969 U.S. GAAP consolidated financial reporting starts.		Dec. 1985 Introduces Pioneer's first 40-inch projection monitor.		Oct. 1998 Introduces new corporate logo.	Jun. 2007 Introduces plasma TV "KURO" offering stunning black reproduction.
				Dec. 1999 Introduces the world's first DVD recorder compatible with the DVD-RW format.	Sep. 2007 Sharp and Pioneer enter into a business and capital alliance agreement.

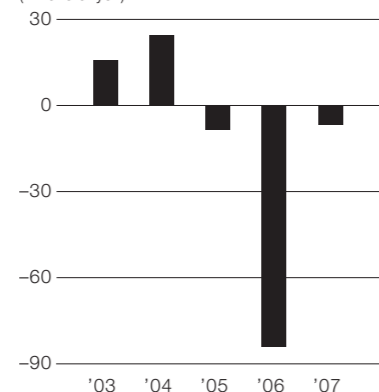


Financial Performance

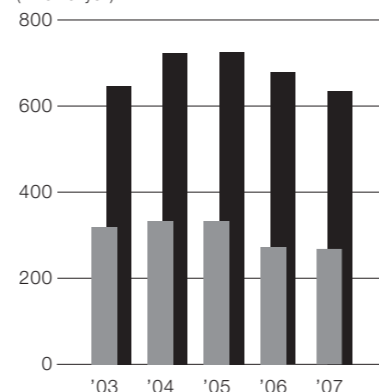
Operating revenue
(Billions of yen)



Net income (loss)
(Billions of yen)



Shareholders' equity ■ Total assets
(Billion of yen)



Summary of Operations Pioneer Corporation and Subsidiaries

millions of yen	2003.3	2004.3	2005.3	2006.3	2007.3
Net sales	¥652,244	¥672,928	¥700,805	¥746,424	¥792,441
Royalty revenue	12,584	11,821	10,237	8,540	4,661
Total operating revenue	664,828	684,749	711,042	754,964	797,102
Income (loss) from continuing operations	15,029	19,464	(10,112)	(85,758)	(9,536)
Income from discontinued operations, net of tax	1,049	5,374	1,323	772	2,775
Net income (loss)	16,078	24,838	(8,789)	(84,986)	(6,761)
Per share of common stock (yen): Income (loss) from continuing operations	84.35	110.95	(57.65)	(491.66)	(54.67)
Net income (loss)	90.24	141.58	(50.11)	(487.23)	(38.76)
Cash dividends per share declared (yen)	17.50	25.00	25.00	10.00	10.00
Capital expenditures	40,493	57,978	63,866	40,325	41,932
Depreciation and amortization	36,387	41,047	46,990	46,703	41,127
Research and development expenses	45,366	51,449	55,858	63,442	59,222
% to total operating revenue	6.8%	7.5%	7.9%	8.4%	7.4%
Overseas production ratio	63%	65%	62%	67%	66%
Total assets	647,029	722,542	725,167	678,046	635,474
Short- and long-term borrowings	63,063	117,528	133,647	123,340	104,620
Shareholders' equity	318,393	332,938	332,239	273,250	268,116
Return on assets	2.5%	3.6%	(1.2%)	(12.1%)	(1.0%)
Return on equity	4.8%	7.6%	(2.6%)	(28.1%)	(2.5%)
Weighted-average number of shares outstanding (in thousands)	178,168	175,433	175,389	174,426	174,419
Number of shares issued (in thousands)	180,064	180,064	180,064	180,064	180,064
Number of employees	31,555	32,526	33,409	38,826	37,622

1. Basic net income (loss) per share of common stock has been computed based on the weighted-average number of shares outstanding during each fiscal year. 2. Return on assets represents net income (loss) as a percentage of average total assets. Return on equity represents net income (loss) as a percentage of average shareholders' equity. 3. In fiscal 2004 the Company sold subsidiaries in the audio/video software business, in fiscal 2006 sold a subsidiary engaged in the development of cable TV software, and in fiscal 2007 sold subsidiaries involved in the electronic components business. As a result, the operating results of these subsidiaries and the gain on the sales are presented as income from discontinued operations in the consolidated statements of operations in accordance with Statement of Financial Accounting Standards No. 144, "Accounting for the Impairment or Disposal of Long-Lived Assets." Corresponding figures for the previous fiscal years have been reclassified accordingly. 4. In fiscal 2006, the Company changed the standard for counting the number of employees. Contract employees with contract period of less than one year and temporary employees, previously included in the number of employees, have been excluded. Previously reported numbers have been adjusted accordingly.

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