

Ficosa and Panasonic formalize their alliance with the visit of Panasonic Corporation President Kazuhiro Tsuga to Viladecavalls



PHOTO 1: In the photo from left to right; Masahisa Shibata, Senior vice President of Automotive & Industrial Systems of Panasonic; Javier Pujol, CEO of Ficosa; Laurent Abadie, President of Panasonic Europe; José María Pujol, President of Ficosa; Kazuhiro Tsuga, President of Panasonic Corporation; Yoshio Ito, President of Automotive & industrial Systems of Panasonic.

Viladecavalls (Barcelona – Spain), September 2nd, 2015.- Kazuhiro Tsuga , president of Panasonic Corporation, accompanied by the president of Ficosa, José María Pujol, and the CEO, Javier Pujol, have formalized the capital and business alliance -signed on June 30th this year- with a visit at Ficosa's facilities in Viladecavalls (Barcelona). It took place on August 31st.

During the day, the delegations made a detailed tour of the Ficosa facilities in Viladecavalls to review projects initiated as a result of the partnership and also held several meetings. The celebration ended with a brief tree planting ceremony, in the gardens of the Viladecavalls to symbolize the beginning of the alliance.

Ficosa International, S.A. and Panasonic Corporation announced their agreement on a capital and business alliance on September 30th, 2014 and have completed investment in Ficosa and transfer of shares from Ficosa on June 30th, 2015. Panasonic has taken a



49% stake in Ficoso, and has assigned four directors in management roles as Ficoso Board Members.

Ficoso is one of the top-tier global providers dedicated to research, development, production and sales of safety, communication and efficiency systems for the automotive industry. Through this capital and business alliance, Ficoso and Panasonic will accelerate the fusion and further evolution of the 'Comfort' and 'Safety' areas which is indispensable for the next generation cockpit systems, an area that shows great potential for growth.

As a result of synergies from the alliance, both companies will facilitate a quick launch of the electronic mirror systems business, they will also, in the future, expand a business alliance in the ADAS (Advanced Driver Assistance System) area and the connected infotainment systems through the In-vehicle telematics unit.

Kazuhiro Tsuga, president of Panasonic Corporation, explained: *“Panasonic and Ficoso complement each other very well in customer and technology. Panasonic is going to provide more than expected, therefore we must speed up our growth strategy that will require speed and higher investment for new products. Thus, Ficoso will strengthen the global position of Panasonic to become a leader Tier 1 in front of our global customers. Our aim is to get our technology be the best at a competitive cost”.*

José María Pujol, president of Ficoso, commented: *“Panasonic and Ficoso share similar values and culture: concern about people, social responsibility, ethics, effort, customer focus, and passion for technology. In that regard, this partnership will strengthen our companies and customers”.*

Javier Pujol, CEO of Ficoso, highlighted: *“Panasonic is bringing state of the art technology, not just in Auto business, that complements very well with Ficoso core competences in Safety, Communication and energy efficiency. But in order to be successful, we must learn about our respective cultures, and take from Panasonic their discipline, methodology, rigor and how we can better serve our customers in Asia. Ficoso, at the same time, needs to keep its own DNA, built up around hard work with agility, speed, creativity and entrepreneurialship – that makes things possible, even with limited resources. If our companies can combine the best of both our partnership won't have limits”.*



PHOTO 2: In the photo from left to right: Javier Pujol, CEO of Ficoso; Masahisa Shibata, Senior vice President of Automotive & Industrial Systems of Panasonic; José María Pujol, President of Ficoso; Kazuhiro Tsuga, President of Panasonic Corporation, Yoshio Ito, President of Automotive & industrial Systems of Panasonic.

About Ficoso

Ficoso has its headquarters in Barcelona, and it is one of the top-tier global provider dedicated to research, development, production and sales of safety, communication and efficiency systems for the automotive industry. Founded in 1949 and committed to innovation, development and human values, Ficoso currently has nearly 8700 employees in 18 countries in Europe, North and South America and Asia, having consolidated sales of 949 million Euros in December 2014. Rear-vision systems (interior/side mirror) are Ficoso's main, globally renowned business, as recognised by the main OEMs worldwide

[URL: http://ficoso.com/](http://ficoso.com/)

About Panasonic

Panasonic Corporation is a worldwide leader in the development of diverse electronics technologies and solutions for customers in the consumer electronics, housing, automotive, enterprise solutions and device industries. Since its founding in 1918, the company has expanded globally and now operates 468 subsidiaries and 94 associated companies worldwide, recording consolidated net sales of 7.715 trillion yen for the year ended March 31, 2015. Committed to pursuing new value through innovation across divisional lines, the company uses its technologies to create a better life and a better world for its customers. To learn more about Panasonic: <http://www.panasonic.com/global>



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