



JVC KENWOOD

May 31, 2013

Company Representative	JVC KENWOOD Corporation Shoichiro Eguchi, President and CEO (Code: 6632; First Section of the Tokyo Stock Exchange)
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(Delayed) Notice on New Management Structure and Change of Organization

At the Board of Directors Meeting held today, the Company resolved the organizational change effective June 25 and the accompanying delegation of Executive Officers and the senior operating officer system as follows.

The key personnel change accompanying the organizational change will be announced later.

1. Executive Officers (planned)

Name	Title
* Shoichiro Eguchi	Chief Executive Officer (CEO* ¹), Chief Risk Officer (CRO* ²), Chairman of Growth Strategy Promotion Conference, Co-leader of CVC Taskforce, General Manager of Strategic Design Division
* Kazuhiro Aigami	Senior Executive Vice President & Executive Officer (responsible for strengthening specialized equipment businesses and Procurement Strategy), General Executive of Procurement Strategy Division, General Executive of Emerging Market Planning Division, CVC Taskforce, Assistant to CRO
Masaaki Saito	Senior Executive Vice President & Executive Officer, CVC Taskforce, Assistant to CRO
* Seiichi Tamura (Newly Elected)	Chief Strategy Officer (CSO* ³), General Executive of Corporate Strategy Division
Toshiaki Matsuzawa	Executive Vice President & Executive Officer (assistant to CIO* ⁴), General Executive of Car Electronics OEM Division, CVC Taskforce,
* Naokazu Kurihara	Executive Vice President & Executive Officer (responsible for strengthening consumer businesses and General Administration), General Executive of General Administration Division, Assistant to CRO, Emerging Market Planning Division, CVC Taskforce
Kensuke Kawai	Chief Innovation Officer (CIO), General Executive of Innovation Strategy Division, General Executive of Innovation Research and Development Division,

TRANSLATION - FOR REFERENCE ONLY -

		CVC Taskforce
Satoshi Fujita		Senior Vice President & Executive Officer, General Executive of Strategic Finance & Accounting Division, General Executive of Finance & Accounting Division
Masaki Imai		Senior Vice President & Executive Officer (responsible for Human Resources Management), General Executive of Corporate Planning / Production Strategy Planning Division, General Executive of Human Resources Management Division, Emerging Market Planning Division, CVC Taskforce
Akira Suzuki	(Newly Elected)	Senior Vice President & Executive Officer (responsible Infrastructure Technologies), General Executive of Communications Equipment Division, Emerging Market Planning Division

*The underlined work assignments were decided after the announcement dated April 30.

*1: Chief Executive Officer

*2: Chief Risk Officer

*3: Chief Strategy Officer (CSO) integrates the function of Chief Financial Officer (CFO), controlling corporate strategies, capital and financial strategies including foreign exchange, and legal affairs.

*4: Chief Technology Officer (CTO) was renamed to Chief Innovation Officer (CIO).

2. Operating Officers (planned)

Name		Title
Osamu Muraoka		Operating Officer, General Executive of Professional & Healthcare Division, Emerging Market Planning Division
Masayuki Suzuki		Operating Officer, CIE of Professional & Healthcare Division
* Junji Kobayashi		Operating Officer, President of JVC Americas Corp.
* Masatoshi Miyamoto		Operating Officer, General Executive of Audio Division, Emerging Market Planning Division
* Nobuchika Kinoshita		Operating Officer, President of Kenwood Geobit Corporation. , Assistant to CEO (responsible for Domestic Sales & Marketing)
Yoshifumi Naito	(Newly Elected)	Operating Officer, Chairman of Shinwa International Holdings Limited. ,
Masanori Nakajima	(Newly Elected)	Operating Officer, General Executive of Imaging Division
Ryo Mizuhara	(Newly Elected)	Operating Officer, President of Kenwood U.S.A. Corp.
Hisao Kikuchi	(Newly Elected)	Operating Officer, General Executive of Image·Optical Device Division,, Assistant to CEO
Shinichi Takada	(Newly Elected)	Operating Officer, General Executive of Car Electronics Consumer Division

3. Organizational change

The Company has reviewed Chief Operating Officer (COO) structure under which divisions had been collectively managed by business groups responding to each business segment. We also established the management structure having direct connection between the CEO and the general executive of each division in order to ensure speeding up of decision making and strengthening internal collaboration with other divisions, as well as proceeding to delegate the main authorities and responsibilities of Chief Operating Officer to General Executives of business divisions. We will ensure that corporate staff will strengthen their supporting function more than ever, revitalize the entire organization, and promote business growth.

(1) Divisions

① Car Electronics Segment

The Car Electronics Segment will be controlled under two business divisions: CE Consumer Division and CE OEM Division. HUD business startup project and CE Strategic Business Planning Division, which were directly under Car Electronics Division Group, will be incorporated into CE OEM Business Division.

② Professional Systems Segment

The Professional Systems Segment will be controlled under two divisions: Professional & Healthcare Division and Communications Equipment Division. Under the Professional & Healthcare Division, five operations will be newly established: Healthcare Systems Operation, Communication Systems Operation, Professional Systems Engineering Operation, Professional Systems Marketing Operation, and Business Management Operation.

③ Optical & Audio Segment

The Optical & Audio Segment will be controlled under three business divisions: Audio Division, Imaging Division, and Video and Optical Device Division.

(2) Corporate Division, Professional Business Support Division

① Corporate Strategy Division

With separating Legal Affairs Operation from the existing Strategic Corporate Planning Division, we will newly establish a "Corporate Strategy Division" that will control three divisions: Legal Affairs Operation, Business Development Division and Group Governance Division. The division will serve as the secretariat of the Corporate Innovation Committee and work on innovation of the "ways of the Company."

② Corporate Planning/Production Strategy Planning Division

The existing Strategic Corporate Planning Division will be renamed the Corporate Planning/Production Strategy Planning Division, and supporting the CEO as the corporate integrated strategy division controlling three division of the Strategic Corporate Planning Operation, Global Marketing Operation which integrated marketing operations in domestic and overseas market, and Production-related Operations of Global Production and Procurement Division. Public and Investor Relations will be separated in an organization directly controlled by the CEO.

③ Procurement Strategy Division

The procurement-related is the most important division for competitive power enhancement of engaging with each business of the entire Company. Therefore, we will assign the Executive Officer supporting the CEO as the Procurement-in-charge, and create an independent "Procurement Strategy Division" from the existing Global Production & Procurement Division.

④ Strategic Design Division

We will establish Strategic Design Division directly controlled by the CEO, within the Professional Business Support Division, promoting integration with the Group's affiliate JVCKENWOOD Design and enhancement of our design strategies.

⑤ HQ Procurement Division

Following the reorganization of the Strategic Production & Procurement Division, we will split and reorganize the Global Production and Procurement Division of the Professional Business Support Division into HQ Procurement Division and Production Division.

⑥ Innovation Strategy Division and Innovative Research and Development Division

The Strategic Research & Development Division will be renamed the Innovation Strategy Division as CIO's back office division along with the Corporate Planning/Production Strategy Planning Division. In line with setting up the Innovation Strategy Division, Research & Development Division of the Professional Business Support Division will be renamed the Innovative Research and Development Division, and the System Design Center (SDC) under the Technology Promotion Division will be renamed the Innovation Center.