



April 30, 2014

Company Representative	JVC KENWOOD Corporation Haruo Kawahara, Chairman and CEO (Code: 6632; First Section of the Tokyo Stock Exchange)
Contact	Seiichi Tamura, Director & CSO (Tel: 81-45-444-5232)

Notice on Change of Representative Director of the Board

At its Board of Directors meeting held today, JVC KENWOOD Corporation (“JVCKENWOOD”) resolved to change the Representative Director of the Board as of May 14, 2014.

In addition, as of the same date, JVCKENWOOD will change the management structure including Executive Officers and organization. For more details, see the “Notice on Change of Organizational and New Management Structure,” which is announced today.

1. Reasons for changes

As the Company aims to address the significant sales decline, particularly overseas, and to expand and strengthen the Car Electronics and Professional Systems businesses, the Director of the Board(External) of the Company, Takao Tsuji, with his expertise in the industry and in diversifying operational experiences, will be appointed President, Representative Director of the Board and COO (Chief Operating Officer) as of May 14, 2014.

As of the same date, the current divisional structure is abolished to launch a four-region CEO structure in the Americas, Europe, Japan, and Asia and emerging countries, under which Executive Officers with extensive business experience will promote the vitalization of current businesses by shifting from product-out to market-driven operations. As a result, sales expansion and restructuring with the focus on consolidated performance will be promoted by enabling regional CEOs to plan products and services that meet market needs and commercialization of the Domestic Business Segment.

In line with this, in order to facilitate a rapid response to government agencies, markets and business partners in the Company’s largest markets, Europe and the United States, the incumbent President, Representative Director of the Board and COO Shoichiro Eguchi will be appointed Representative Director of the Board and CEO for Europe. In order to innovate business operations from overseas, the incumbent Director, Senior Executive Vice President & Executive Officer, General Manager of Professional Systems Segment, Corporate Planning/Product Strategy Planning Division, Production Strategy Planning Division, and Emerging Market Division, Kazuhiro Aigami, will be the newly appointed Representative Director of the Board and CEO for the United States.

Accompanying the change, it should be noted Takao Tsuji will no longer be the Company’s Director of the Board (External) as an independent director pursuant to the rules of the Tokyo Stock Exchange.

2. Names and positions of new and former Representative Director of the Board

[New]

Name:	Takao Tsuji
Former position:	Director of the Board (External)
New position:	President, Representative Director of the Board, COO, CRO (Chief Risk Officer) and CIO (Chief Innovation Officer)

[New]

Name:	Kazuhiro Aigami
Former position:	Director of the Board, Senior Executive Vice President & Executive Officer, General Manager of Professional Systems Segment, Corporate Planning/Product Strategy Planning Division, Production Strategy Planning Division, and Emerging Market Division
New position:	Representative Director of the Board and CEO for the United States

3. Profile of the new Representative Director**(1) Takao Tsuji**

Date of Birth	Personal History	No. of shares owned
September 28, 1949	April 1973	Joined Nissho Iwai Corporation (now Sojitz Corporation), Tokyo Head Office
	April 1994	Acting General Manager of Electronics Systems Division, Nissho Iwai Corporation
	October 1995	General Manager of Office of President, Nissho Electronics Corporation
	June 1999	Director of the above company
	March 2000	Director of Fusion Communications Corporation
	June 2001	Managing Director of Nissho Electronics Corporation
	June 2002	Representative Director and President of the above company
	2003 -	Part-time lecturer at Shinshu University (MBA), Faculty of Business Administration at Aoyama Gakuin University, Faculty of Business and Commerce at Doshisha University, MOT at Tokyo University of Science and Faculty of Economics at Soka University. Currently part-time lecturer at the Faculty of International Studies of Kansai Gakuin University.
	June 2009	Director and Chairman of Nissho Electronics Corporation
	September 2009	Final selection committee member for the space lab open recruitment organized by Aerospace Exploration Agency (JAXA)
	June 2010	Advisor to Machinery Division of Sojitz Corporation
	June 2011	Currently External Director of Takagi Shokai Co., Ltd.
June 2013	Currently External Director of the Board of the Company	
		27,700

(2) Kazuhiro Aigami

Date of Birth	Personal History	No. of shares owned
October 27, 1957	April 1990	Joined Kenwood Corporation ("the Company")
	April 2007	General Manager of Communications Equipment Division of the Company
	June 2007	Senior Vice President & Executive Officer of the Company
	June 2008	Director, Executive Vice President & Executive Officer of the Company
	June 2009	President, Representative Director of the Board of the Company; Director of the Company
	June 2010	Director, Senior Vice President & Executive Officer of the Company
	May 2011	Director, Senior Executive Vice President & Executive Officer, General Manager of Strategic Marketing Planning Division and COO (Chief Operating Officer) of Professional Systems Business Group of the Company
	June 2011	Director, Senior Executive Vice President & Executive Officer, General Manager of Strategic Marketing Planning Division, CRO (Chief Risk Officer) Assistant, and COO of Professional Systems Business Group of the Company
		72,280

TRANSLATION - FOR REFERENCE ONLY -

	June 2013	Currently Director, Senior Executive Vice President & Executive Officer, General Manager of Professional Systems Segment, Corporate Planning/Product Strategy Planning Division, Production Strategy Planning Division, and Emerging Market Division	
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4. Scheduled date of change

May 14, 2014