



April 30, 2014

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

At the Board of Directors Meeting held today, JVC KENWOOD Corporation (“JVCKENWOOD”) resolved to implement organizational changes and a new management structure taking effect on May 14 as follows.

JVCKENWOOD has also selected eight director candidates for election at the 6th General Meeting of Shareholders scheduled to be held on June 20, 2014.

1. Organizational changes that take effect on May 14, 2014

(1) Background

Corporate restructuring is currently the main issue facing JVCKENWOOD due to a significant decrease in profits for the fiscal year ended March 2014 and other factors, although JVCKENWOOD has taken measures related to foreign exchange rates and to strengthen competitiveness to solve various problems. JVCKENWOOD has also taken emergency measures, conducted structural reforms, and made various positive investments (e.g. next-generation business investment activities, M&As, and investments in venture companies) as part of its growth strategy.

To produce good results through these measures, and achieve a successful turnaround for the fiscal year ending March 2015, with future growth prospects, JVCKENWOOD is implementing the following structural reforms effective May 14, 2014.

(2) Description

JVCKENWOOD has reviewed its product-oriented operation under the conventional division-based structure, and is replacing it with a market-oriented (customer-oriented) operation that can operate its professional business activities, aiming to expand domestic and overseas sales generated by current business operations. JVCKENWOOD is also restructuring its management organization to achieve successful results from M&A activities and strategic business tie-ups, and to accelerate next-generation business development.

1) Creation of regional CEO positions for a market-oriented structure

- To increase sales and improve consolidated performance, JVCKENWOOD is creating regional CEO positions in four regions (Japan, America, Europe, and Asia (emerging nations)). As a result, product and service plans can be made carefully in compliance with regional market characteristics and diversified customer needs, with the commercialization of products by domestic divisions. Under these regional CEOs, JVCKENWOOD can ensure accountability for the consolidated performance of each region.

2) Large-scale reorganization by business

- To accelerate collaboration among product divisions by also considering JVCKENWOOD's current business scale, JVCKENWOOD is discontinuing its division-based structure (i.e. business units implemented so far), and is substantially reorganizing it into four business segments (Car Electronics Segment, Professional Systems Segment, Optical & Audio Segment and Entertainment Software Segment, which are upper-tier organizations).
- The roles of each segment's sales division are transferred to a corresponding regional CEO, and organizations responsible for planning, technology, production, quality, and services under the control of those regional CEOs commercialize products at the request of the regional CEO, who is also accountable for the consolidated performance of business operations.

3) Acceleration of shifting resources to growth areas

- JVCKENWOOD will accelerate the shift of human and other resources from its shrinking consumer product business to growing in-car and professional product business operations and from current businesses to next-generation businesses.
- JVCKENWOOD will also streamline staff workloads of the head office, and accelerate the shift of human resources to operating divisions through inter-divisional integration and reorganization.

2. New management structure

Regarding responsibilities delegated to Directors concurrently responsible as Executive Officers, JVCKENWOOD is replacing those Executive Officers effective May 15, 2014. JVCKENWOOD has also elected Mr. Takao Tsuji, JVCKENWOOD's external director, who is familiar with the industry and has diverse management experience, as Executive Officer, Chief Operating Officer (COO), Chief Risk Officer (CRO), & Chief Innovation Officer (CIO). In addition, JVCKENWOOD is implementing a market-oriented structure by creating regional CEO positions, as described above, and is discontinuing its existing divisions by adopting segments as business units so that it can launch a new management structure.

It must be noted that Europe and the U.S. are JVCKENWOOD's biggest markets, and the CEOs of these regions are also being appointed representative directors so that they can act rapidly in remote areas as JVCKENWOOD's representatives, and take responsibility for dealing with governmental organizations, markets, and customers.

At JVCKENWOOD's 6th General Meeting of Shareholders scheduled to be held on June 20, 2014, the terms of office of eight current directors expire. It has been decided that the election of the following director candidates will be proposed at this Meeting.

Since JVCKENWOOD was established in October 2008, Mr. Koji Kashiwaya has made valuable contributions to JVCKENWOOD as external director, but retires from office at the end of the 6th General Meeting. A new external director will be elected, and the board of directors will consist of eight persons (i.e. six Directors who are concurrently Executive Officers, and two External Directors).

1) Executive Officers (effective May 14, 2014)

*Regarding the change of representative directors, please see the “Notice on Change of Representative Directors of the Board” announced separately today.

Title	Name	
Representative Director of the Board Chairman CEO ^{*1}	Haruo Kawahara	
President Representative Director of the Board COO ^{*2} CRO ^{*3} CIO ^{*4}	Takao Tsuji	(Newly Elected)
Representative Director of the Board Regional CEO (Europe)	Shoichiro Eguchi	
Representative Director of the Board Regional CEO (America)	Kazuhiro Aigami	
Director of the Board Regional CEO (Japan)	Naokazu Kurihara	
Director of the Board CSO ^{*5}	Seiichi Tamura	
Regional CEO (Asia/Emerging Nations) Senior Vice President & Executive Officer	Kazuki Oi	(Newly Elected)
Head of Car Electronics Segment Senior Vice President & Executive Officer	Masatoshi Miyamoto	(Newly Elected)
Head of Professional Systems Segment Senior Vice President & Executive Officer	Akira Suzuki	
Head of Optical & Audio Segment Senior Executive Vice President & Executive Officer	Yasuyuki Tanida	(Newly Elected)
Head of Entertainment Software Segment President and Representative Director of JVCKENWOOD Victor Entertainment Corp.	Masaaki Saito	
Senior Vice President & Executive Officer General Executive of Strategic Finance & Accounting Division, General Executive of Finance & Accounting Division	Satoshi Fujita	
Senior Vice President & Executive Officer General Executive of Human Resources Management Division (also responsible for general affairs)	Masaki Imai	
Executive Vice President & Executive Officer Co-leader of CVC Taskforce General Executive of Corporate Planning / Production Strategy Planning Division	Toshiaki Matsuzawa	
Deputy Head of Car Electronics Segment President and Representative Director of JVCKENWOOD Nagano Corporation	Fabien Gregoire	(Newly Elected)
Senior Vice President & Executive Officer General Executive of Brand Strategy Division		

Retiring Executive Officer (effective May 14, 2014)

Kensuke Kawai

*1 : Chief Executive Officer

*2 : Chief Operating Officer

*3 : Chief Risk Officer

*4 : Chief Innovation Officer

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

2) Director Candidate (effective June 20, 2014)

Title	Name
Representative Director of the Board and Chairman	Haruo Kawahara
President and Representative Director of the Board	Takao Tsuji
Representative Director of the Board	Shoichiro Eguchi
Representative Director of the Board	Kazuhiro Aigami
Director of the Board	Naokazu Kurihara
Director of the Board	Seiichi Tamura
Director of the Board (External) *	Junichi Hikita
Director of the Board (External) *	Masanori Yoshikai (Newly Elected)

*Represents an "Director of the Board (External)" stipulated by Article 2, Item 16 of the Companies Act.

Retiring Director (effective June 20, 2014)

Koji Kashiwaya