

June 19, 2015

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| Company | JVC KENWOOD Corporation |
| Representative | Haruo Kawahara, Chairman and CEO (Code 6632: First Section of the Tokyo Stock Exchange) |
| Contact | Shinichiro Nishishita, General Executive, Corporate Communication Division (TEL: 81-45-444-5232) |

Notice Regarding New Management Structure and Organizational Changes

JVC KENWOOD Corporation (JVCKENWOOD) hereby announces that it resolved to implement a new management structure as well as a new Executive Officer System effective as of today, June 19, 2015, as described below. In relation to this, approval for the election of eight Directors was obtained at the 7th Ordinary General Meeting of Shareholders held today, followed by a resolution on the election of representative directors at the Board of Directors Meeting.

JVCKENWOOD will also implement organizational changes following the new management structure to be effective as of July 1, 2015.

1. New Management Structure

(1) Directors of the Board / Audit & Supervisory Board Members (effective June 19, 2015)

| Title | Name |
|---|---------------------------------|
| Chairman, Representative Director of the Board | Haruo Kawahara |
| President, Representative Director of the Board | Takao Tsuji |
| Director of the Board | Kazuhiro Aigami |
| Director of the Board | Seiichi Tamura |
| Director of the Board | Yasuyuki Tanida (Newly elected) |
| Director of the Board (External)*1 | Junichi Hikita |
| Director of the Board (External) *1 | Masanori Yoshikai |
| Director of the Board (External) *1 | Yasuyuki Abe (Newly elected) |
| Audit & Supervisory Board Member | Takayoshi Sakamoto |
| Audit & Supervisory Board Member (External) *2 | Akihiko Washida |
| Audit & Supervisory Board Member (External) *2 | Shojiro Asai |

* Audit & Supervisory Board Members are non-election

*1 External Director specified in Item 15, Article 2 of the Corporate Law

*2 Audit & Supervisory Board Member (External) specified in Item 16, Article 2 of the Corporate Law

(2) Executive Officers (effective June 19, 2015)

| Title | Name |
|---|----------------|
| * Chief Executive Officer (CEO) | Haruo Kawahara |
| * Chief Operating Officer (COO), In charge of Public Services Sector | Takao Tsuji |
| * Chief Strategy Officer (CSO), | Seiichi Tamura |

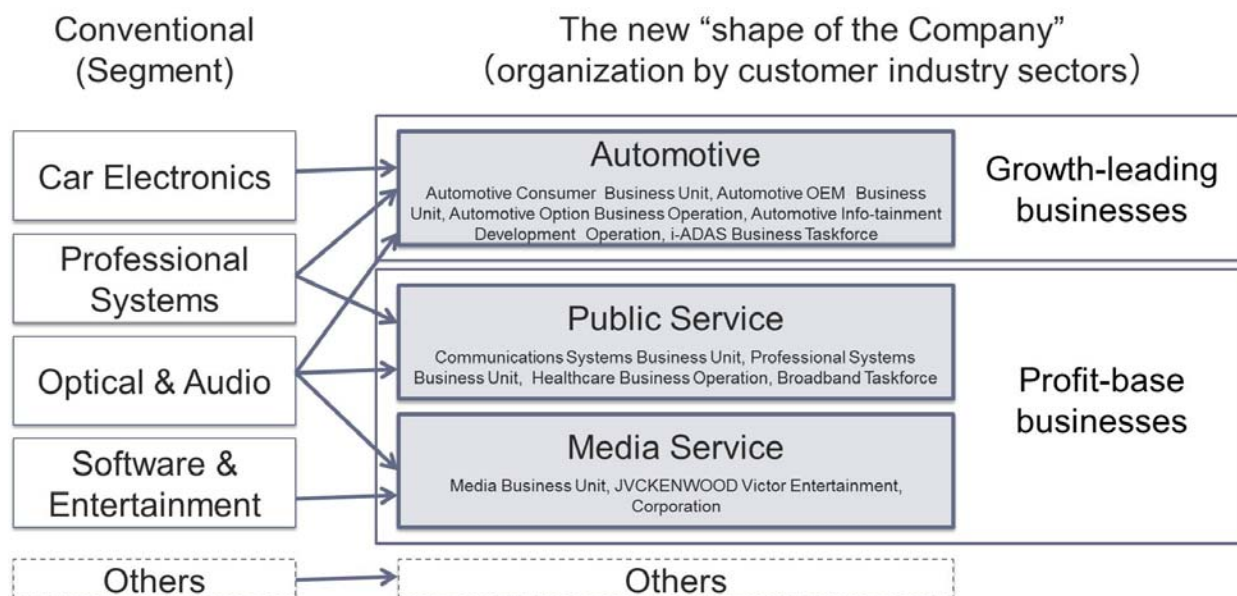
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| | <u>General Executive of Corporate Strategy Division</u> | |
| | Regional CEO (Europe) | Shoichiro Eguchi |
| * | Regional CEO (America) | Kazuhiro Aigami |
| | Deputy President & Executive Officer, Assistant to COO(Media Services Sector), President and Representative Director of JVCKENWOOD Victor Entertainment, Corporation | Masaaki Saito |
| | Chief Financial Officer (CFO) | Satoshi Fujita |
| * | Chief Innovation Officer (CIO), Assistant to COO (Automotive Sector) | Yasuyuki Tanida |
| | Regional CEO (Japan) | Naokazu Kurihara |
| | Chief Risk Officer (CRO), | Masaki Imai |
| | <u>General Executive of Corporate Management Division</u> | |
| | Chief Production Officer (CPO), | Toshiaki Matsuzawa |
| | <u>General Executive of Supply Chain Management Division</u> | |
| | Senior Vice President & Executive Officer, General Manager of Finance & Accounting Division, Assistant to COO (Automotive direct marketing) | Masatoshi Miyamoto |
| | Senior Vice President & Executive Officer, Assistant to COO (Communications Systems Business) | Akira Suzuki |
| | Regional CEO (Asia), | Kazuki Oi |
| | Senior Executive, Public Service Sector, Asia | |
| | Regional CEO (China), | Hirohito Kamiyama (Newly elected) |
| | <u>President of JVC (China) Investment Co., Ltd. ,</u> | |
| | <u>President of Shinwa International Holdings Limited</u> | |

* Concurrently serving as Director of the Board

* Underlined parts indicate additional appointments to the announcement made on May 29.

2. Main organizational changes to be effective as of July 1, 2015

As described in the “Vision 2020” mid- to long-term business plan announced on May 18, 2015, JVCKENWOOD will aim at becoming a “company that creates customer value” that provides solutions to customers’ problems, from a traditional manufacturing and sales company. To this end, JVCKENWOOD will implement the following organizational changes as of July 1, 2015, to restructure its businesses according to the customer industry while aiming at establishing new “shape of the company” by reforming its business portfolio.



(1) Restructuring of business segments according to the customer industry

JVCKENWOOD will abolish the current business segment-based structure and establish a new “shape of a company” by restructuring its businesses into three sectors based on customers’ industries, which are the “Automotive sector” (“growth-leading business”) and “Public Services” and “Media Services” sectors (“profit-base businesses”). In addition, organizations under the current segments such as the respective business management departments will fall under the jurisdiction of the Chief Operating Officer (COO) while a person in charge of the respective sector to cover the roles of a COO will be allocated to each sector so as to strengthen a system to enhance direct sales businesses based on dialogue between the business units at the headquarters and customers.

(2) Changes in the roles of regional CEOs

Direct sales businesses based on dialogue between customers and business units at the headquarters are expanding in the growing businesses such as the dealer-installed option business in the automotive sector. In response to such a trend, JVCKENWOOD will broaden the roles of individual regional CEOs and sales companies to establish a structure that provides support functions for product planning and marketing as well as customer services in the direct sales businesses.