Challenge towards Solar Lantern Project for Non-electrified areas
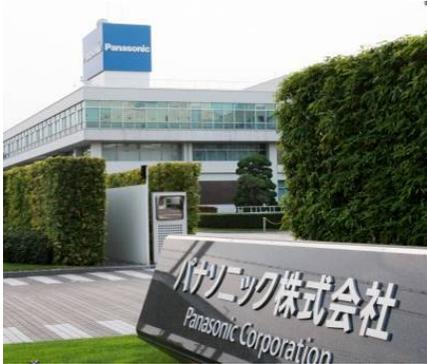
June 12, 2014

Panasonic Corporation

Company Name	Panasonic Corporation
Head Office	Kadoma City, Osaka, Japan
President	Kazuhiro Tsuga
Foundation	March, 1918
Net Sales	7,736.5 billion yen（as of March 31, 2014）
Number of Employees	271,789（as of March 31, 2014）
Number of Consolidated Companies	505（including parent company）

Head Office

President Tsuga

Panasonic

Fujisawa SST Project

"Bringing new energy" throughout the town, including residential areas, commercial facilities, and parks

Smart Condominium

Smart Wellness

Next Smart Zone Concept

Smart Station

Smart Spot

Smart Advanced Center

Smart Convenience Store

Smart Market

Smart House (overall)

Smart Pole (overall)

Smart Community Solar Power

※The above is a conceptual image.

Bringing new energy from the sun

Fujisawa Energy

Managing local energy generation for "self-creation and self-consumption of energy", using a hybrid of natural energy and advanced technologies, including energy-creation, energy-storage, and energy-saving technologies

Bringing new energy to safety and security

Fujisawa Security

Ensuring safe and secure living through a new security service called "virtual gated town"

Bringing new energy to mobility

Fujisawa Mobility

Providing total mobility lifestyles that enable non-driving residents to become more active, and drivers to become more eco-friendly

Bringing new energy to community ties

Fujisawa Community

Providing necessary information via a one-stop portal site supporting community life, enabling residents to join person-to-person networks and enjoy greater connection with the community

Bringing new energy to healthcare

Fujisawa Healthcare

Providing lifestyles that help residents to naturally improve their health and beauty on a daily basis

Bringing new energy to social interaction

Fujisawa Club Service

Providing communication support services accessible to residents, people working in this town, and visitors

Bringing new energy to finance

Fujisawa Finance

Providing a variety of financial support mechanisms according to life stage, including unique loans for environmentally friendly homes
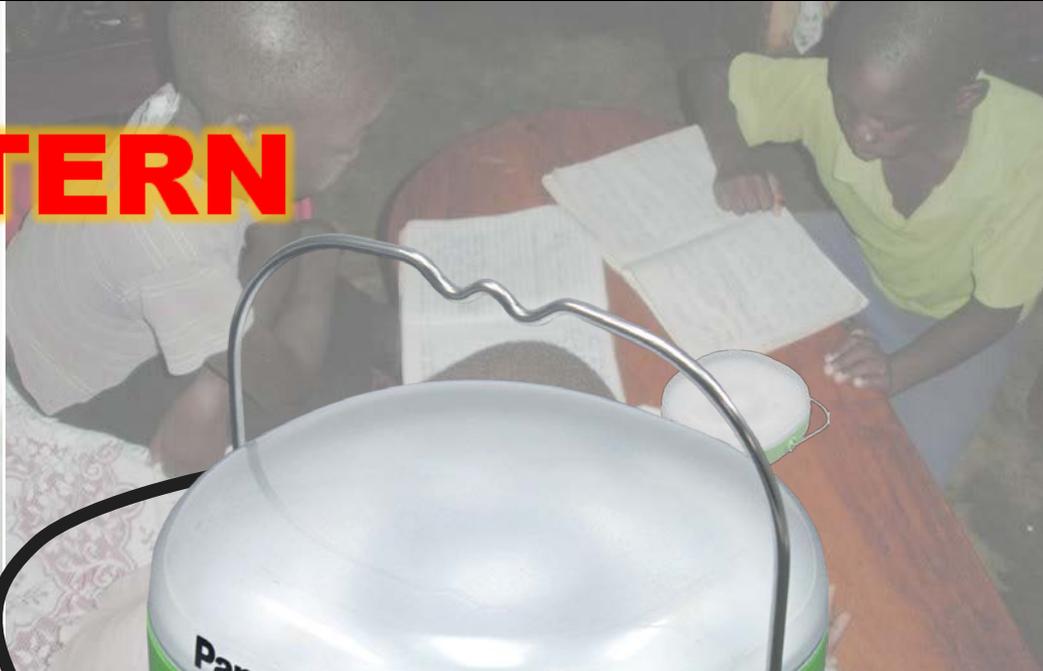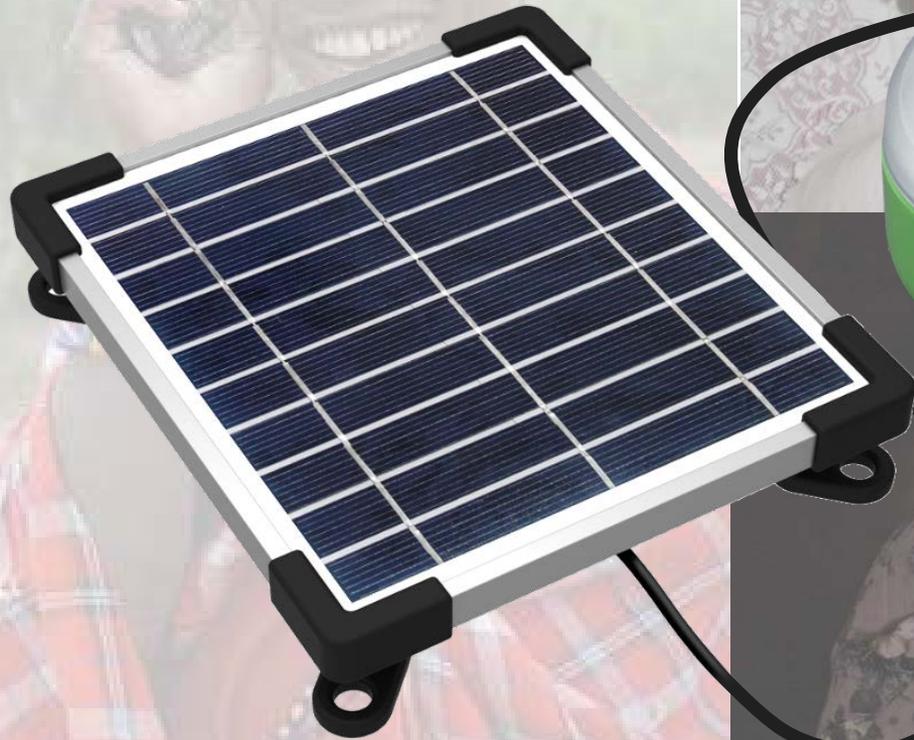
Bringing new energy to asset management

Fujisawa Asset Management

Sustainably providing environmentally-conscious services, such as town greening, to enhance the value of the town over time

World's Non-electrified areas

World Total	
Non-elec ratio	**19%**
Non-elec pop.	**1317**

Potential customers for Panasonic

Asia Total	
Non-elec ratio	**19%**
Non-elec pop	**675**

Ethiopia	
Non-elec ratio	**83%**
Non-elec pop	**68**

Myanmar	
Non-elec ratio	**87%**
Non-elec pop	**43**

Bangladesh	
Non-elec ratio	**56%**
Non-elec pop	**95**

Cambodia	
Non-elec ratio	**76%**
Non-elec pop	**11**

Nigeria	
Non-elec ratio	**49%**
Non-elec pop	**76**

India	
Non-elec ratio	**25%**
Non-elec pop	**288**

Philippines	
Non-elec ratio	**10%**
Non-elec pop	**10**

Kenya	
Non-elec ratio	**84%**
Non-elec pop	**33**

Republic of Congo	
Non-elec ratio	**89%**
Non-elec pop	**58**

Tanzania	
Non-elec ratio	**86%**
Non-elec pop	**37**

Sri Lanka	
Non-elec ratio	**23%**
Non-elec pop	**5**

Africa Total	
Non-elec ratio	**58%**
Non-elec pop	**586**

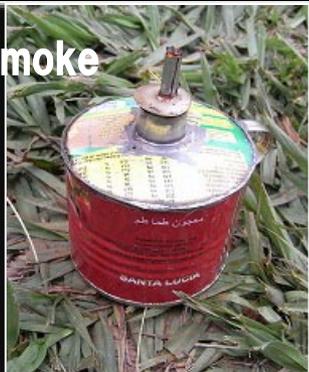| Indonesia	
Non-elec ratio	**35%**
Non-elec pop	**81**

Panasonic
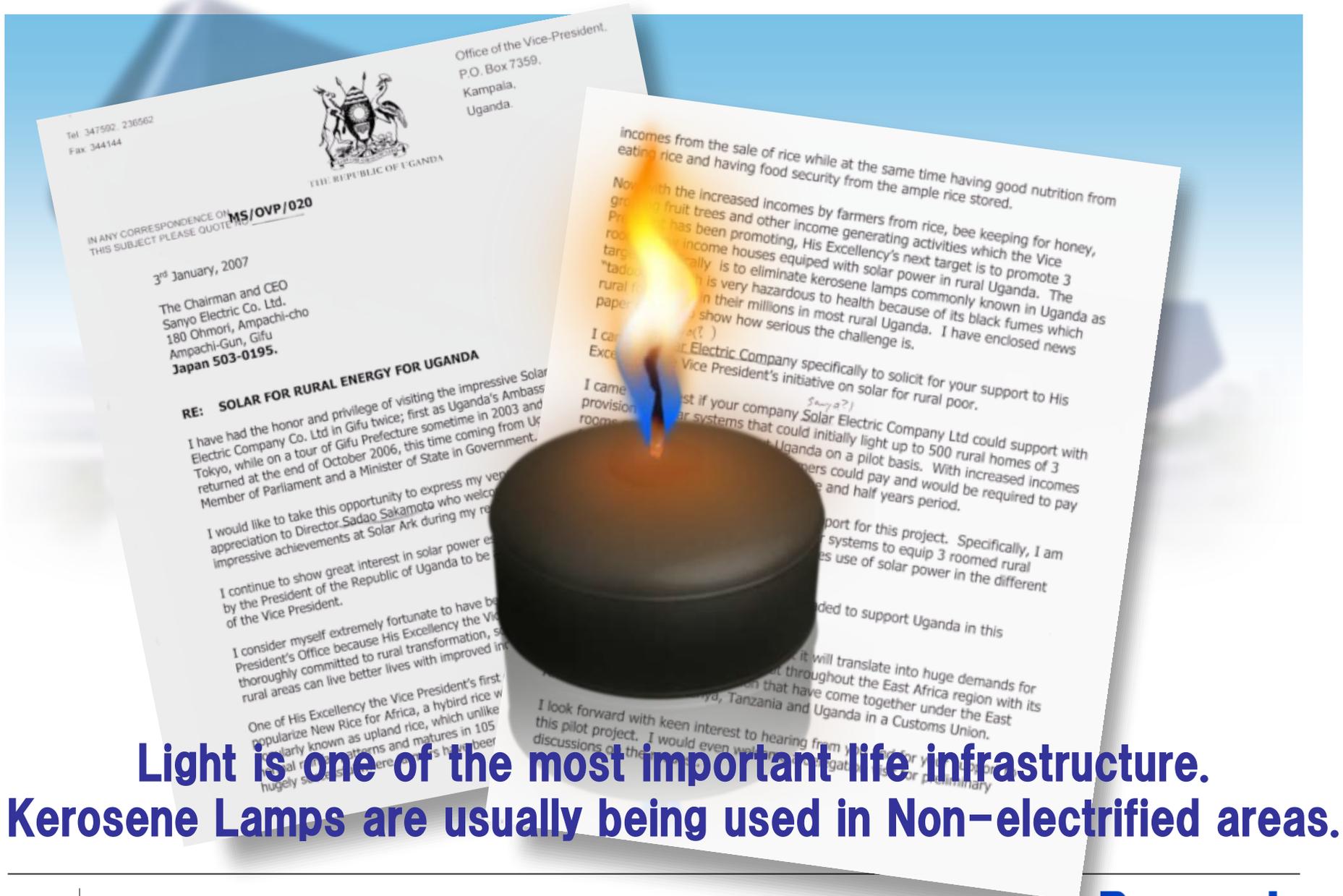
Light is one of the most important life infrastructure.
Kerosene Lamps are usually being used in Non-electrified areas.
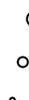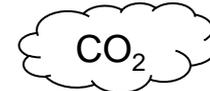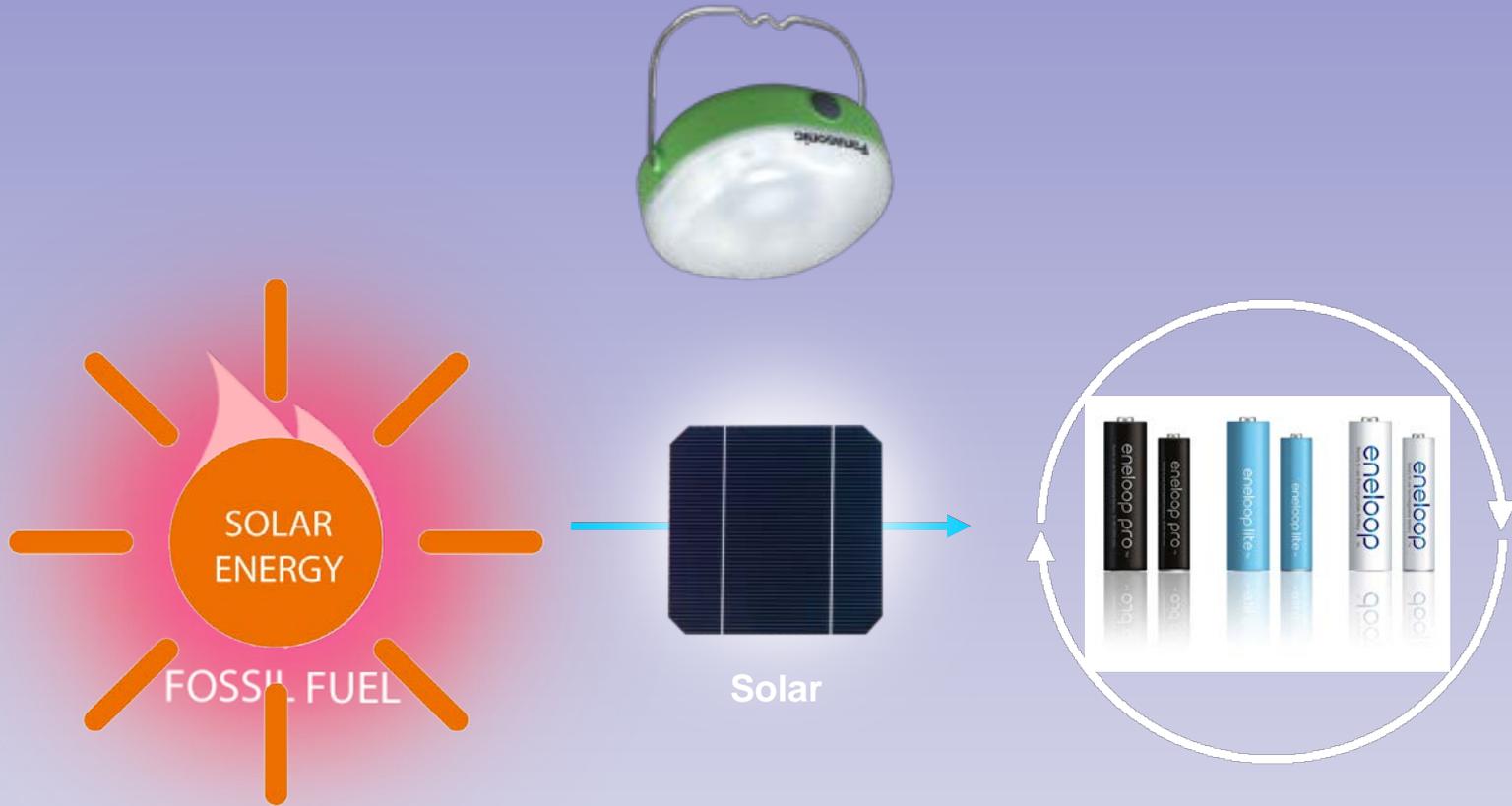
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Kerosene Issues

Harmful Smoke

Fire

Greenhouse Gas

CO_2

CO_2

High Cost

Kerosene Lamp

Night Work

Sales started in January 2014
Main Target Market
  Africa：Kenya, Ghana
  Asia：Myanmar

New Business Model for Solar Lantern

✧**New partnership to reach BOP people directly**

Potential market for establishing Panasonic brand

Panasonic

Importer

Traditional Business Channel

Wholesaler	shops

End Users

【New】Business Channel for BOP

**New Business Partner
Example：Microfinance
Institutes, NGOs/NPOs,
Entrepreneurs**

Supported by International Institutes such as UNDP, UNIDO, IFC・・・
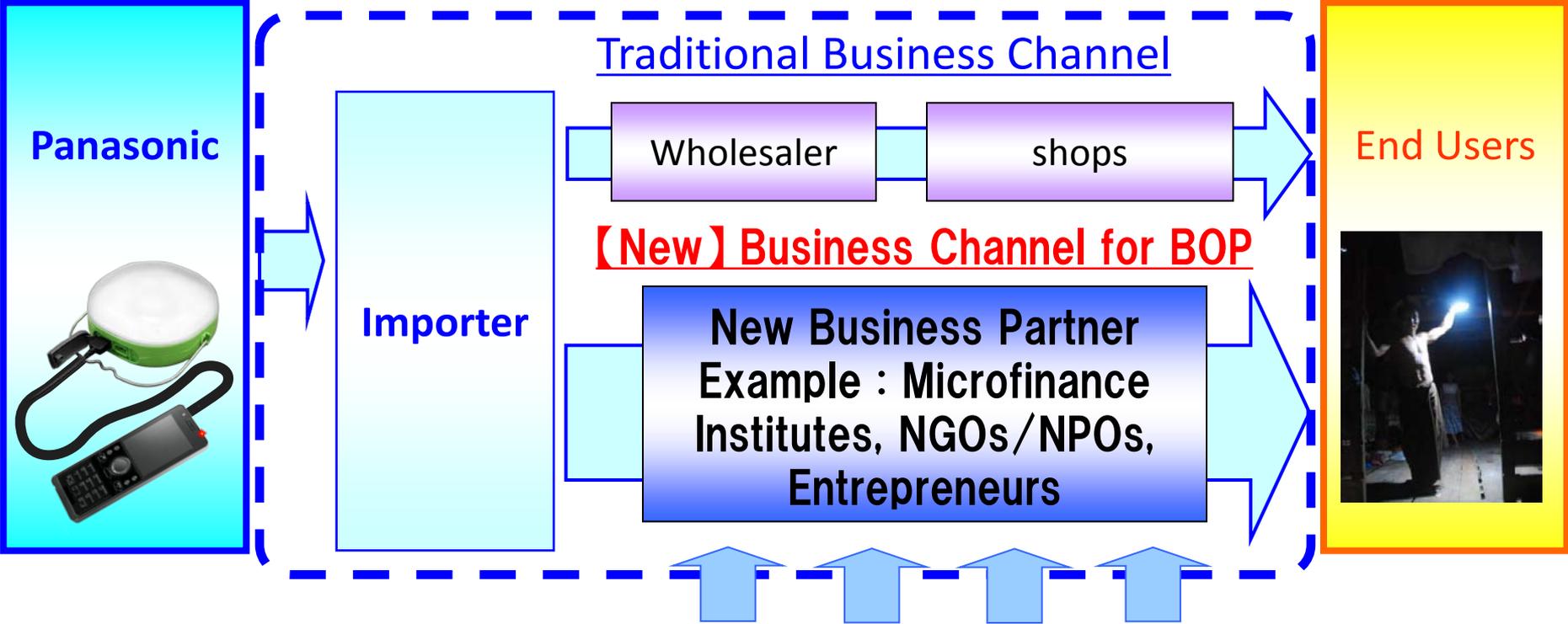
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1．Contribution to UN MDGs

2．Participation in JCM project

Expected CO2 reduction; ; 9,200t-CO2/Year (100,000 solar lanterns)
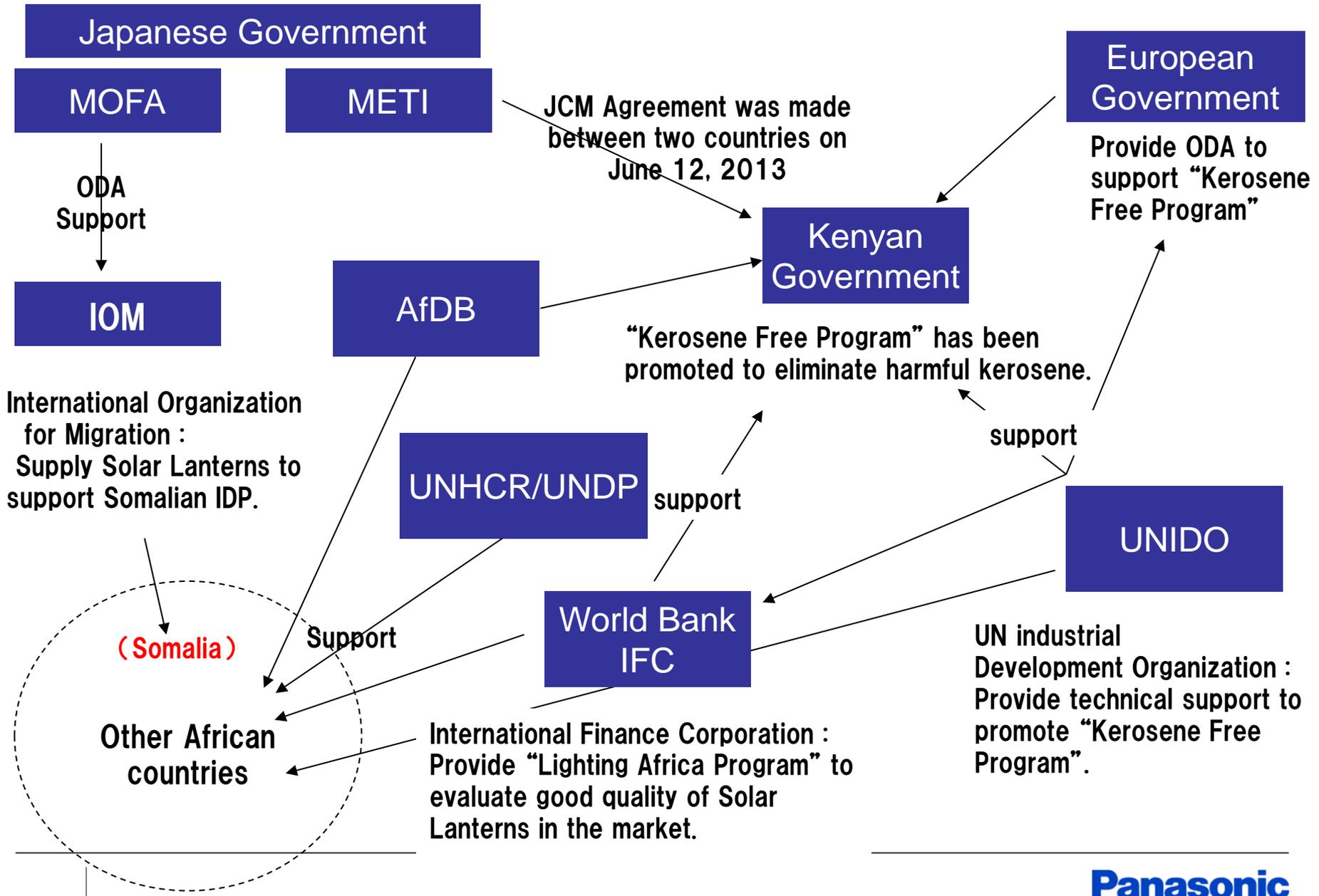
Panasonic

Overall PPP Scheme

Japanese Government

MOFA

METI

JCM Agreement was made between two countries on June 12, 2013

European Government

Provide ODA to support "Kerosene Free Program"

ODA Support

Kenyan Government

IOM

AfDB

"Kerosene Free Program" has been promoted to eliminate harmful kerosene.

International Organization for Migration :
Supply Solar Lanterns to support Somalian IDP.

support

UNHCR/UNDP support

UNIDO

（Somalia）

Support

World Bank IFC

UN industrial Development Organization :
Provide technical support to promote "Kerosene Free Program".

Other African countries

International Finance Corporation :
Provide "Lighting Africa Program" to evaluate good quality of Solar Lanterns in the market.

Panasonic