

Pioneer *sound.vision.soul*

Information Meeting

Pioneer Corporation

President and Representative Director

Tamihiko Sudo

March 7, 2008

Statements made in this presentation with respect to our current plans, estimates, strategies and beliefs, and other statements that are not historical facts are forward-looking statements about our future performance. These statements are based on management's assumptions and beliefs in light of the information currently available to it. We caution that a number of important risks and uncertainties could cause actual results to differ materially from those discussed in the forward-looking statements, and therefore you should not place undue reliance on them. It is not our obligation to update or revise any forward-looking statements, whether as a result of new information, future events or otherwise. We disclaim any such obligation. Risks and uncertainties that might affect us include, but are not limited to, (i) general economic conditions in our markets, particularly levels of consumer spending; (ii) exchange rates, particularly between the yen and the U.S. dollar, euro, and other currencies in which we make significant sales or in which our assets and liabilities are denominated; (iii) our ability to continue to design and develop and win acceptance of our products and services, which are offered in highly competitive markets characterized by continual new product introductions, rapid developments in technology, severe price competition and subjective and changing consumer preferences; (iv) our ability to successfully implement our business strategies; (v) our ability to compete, as well as develop and implement successful sales and distribution strategies, in light of technological developments in and affecting our businesses; (vi) our continued ability to devote sufficient resources to research and development, and capital expenditure; (vii) our ability to continuously enhance our brand image; (viii) the success of our joint ventures and alliances; (ix) the success of our business restructuring plans; and (x) the outcome of contingencies.

Today's Agenda

I. Revisions to Consolidated Business Forecasts

II. Restructuring Plans for the Display Business

III. Measures to Enhance Corporate Value

Today's Agenda

I. Revisions to Consolidated Business Forecasts

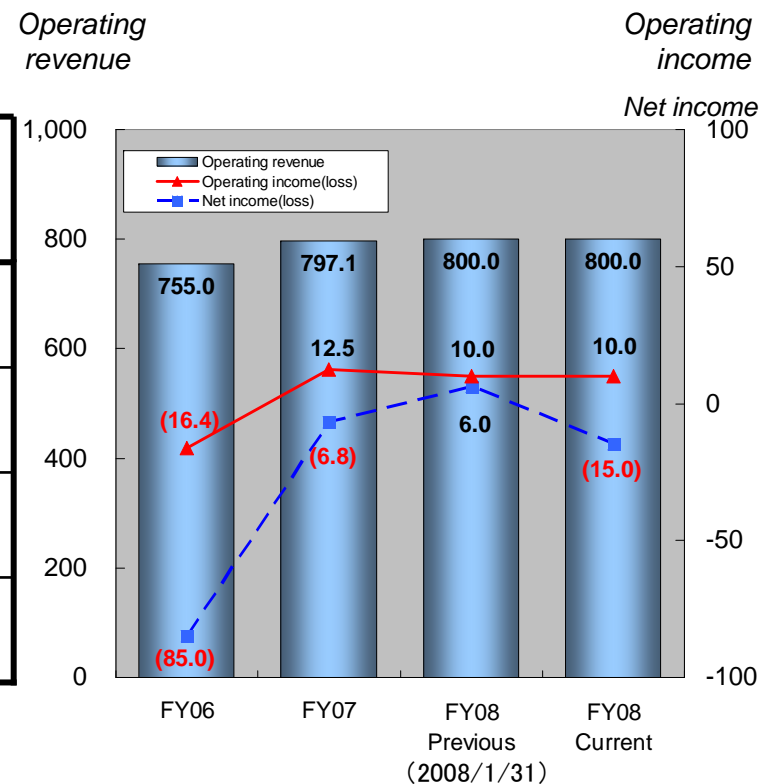
II. Restructuring Plans for the Display Business

III. Measures to Enhance Corporate Value

Business Forecasts for FY March 2008

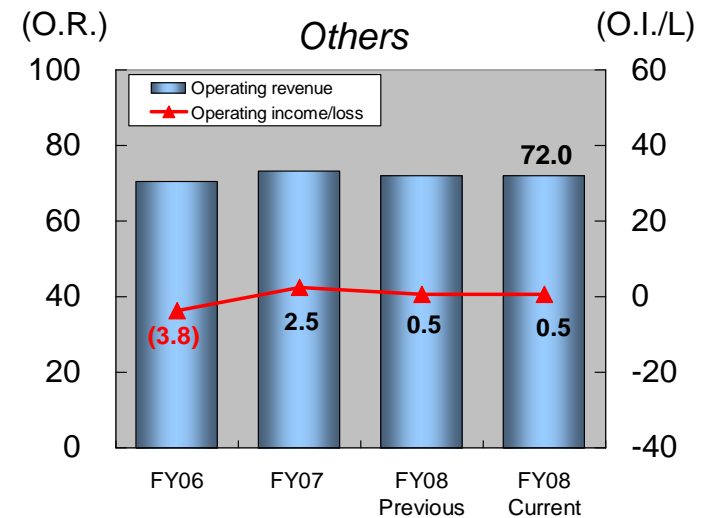
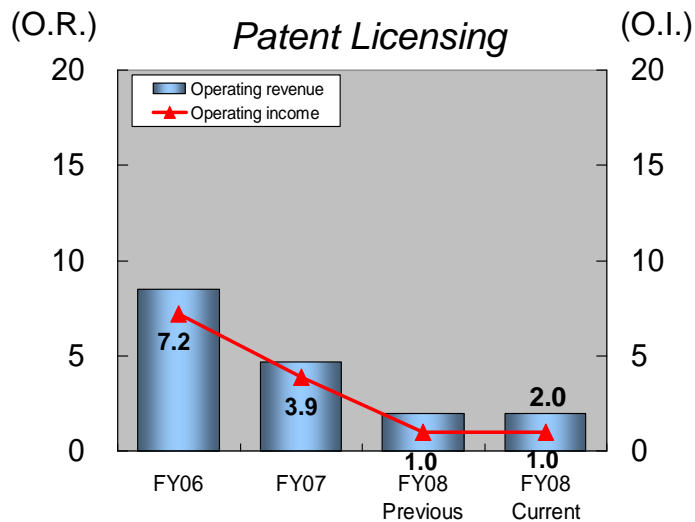
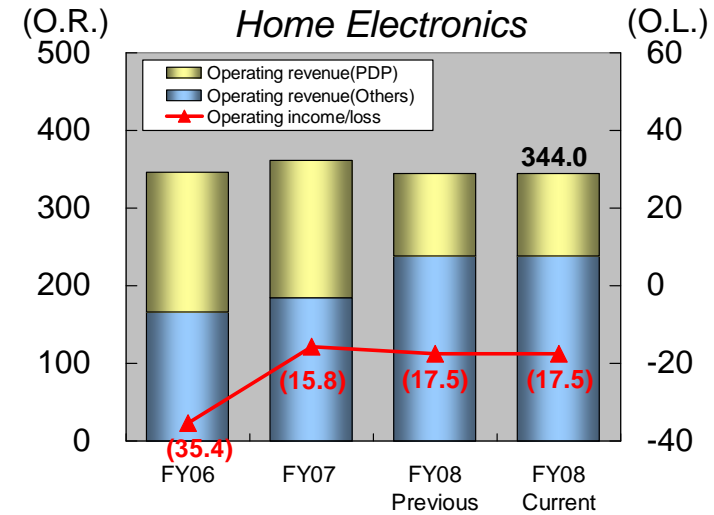
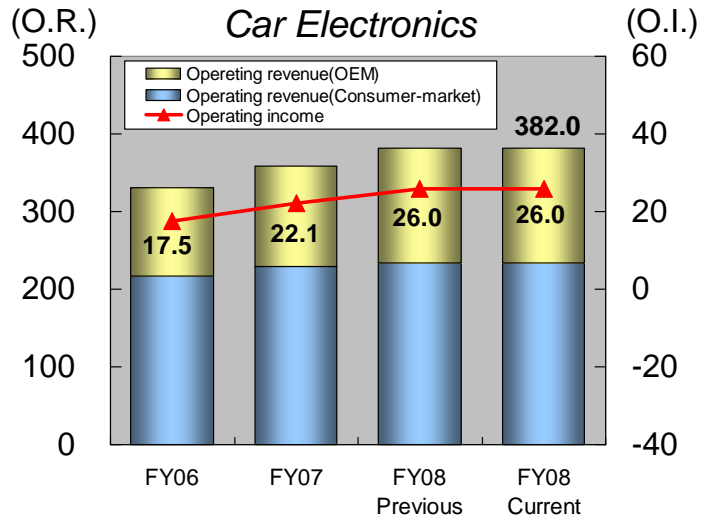
Unit: billion yen

	Current Forecast	<i>Previous Forecast Jan. 31 2008</i>	<i>Variance</i>	<i>Result FY2007</i>
Operating revenue	800.0	800.0	0	797.1
Operating income	10.0	10.0	0	12.5
Income before taxes	7.0	26.0	-19.0	-7.7
Net income	-15.0	6.0	-21.0	-6.8



FY March 2008: Operating Revenue/Income (Loss) by Segment

Unit: billion yen



Today's Agenda

I. Revisions to Consolidated Business Forecasts

II. Restructuring Plans for the Display Business

III. Measures to Enhance Corporate Value

II. Restructuring Plans for the Display Business

1. Fundamental strategy for the display business

➤ *Continue to position displays at the heart of home audio/video product lineup*

➤ *Pursue an optimal business scale*

➤ *Procure display panels externally*

➤ *Switch to a leaner business model geared to making value-added product proposals*

II. Restructuring Plans for the Display Business

2. Reforming the earnings structure of display business

➤ *Review our production structure after terminating plasma display panel production*

➤ *Streamline the entire display business to a scale commensurate with sales*

➤ *Shift related personnel and other business resources to our growing businesses etc., while giving consideration to relating employees*

➤ *Contribute to restoring profitability in Home Electronics business*

Today's Agenda

I. Revisions to Consolidated Business Forecasts

II. Restructuring Plans for the Display Business

III. Measures to Enhance Corporate Value

III. Measures to Enhance Corporate Value

- 1. Growth Strategies for the Car Electronics Business***
- 2. Restoring profitability in the Home Electronics Business***
- 3. Strategy for the Speaker Business***
- 4. Progress on Business Alliance with Sharp Corporation***

1. Growth Strategies for the Car Electronics Business

a. Car navigation system business

- *Introduce new products based on new value propositions and expand our customer base*
- *Launch new models with “light” platforms worldwide*
- *Grow business in the market for assembly line products for automakers worldwide*
- *Expand sales in the domestic dealer options market*

1. Growth Strategies for the Car Electronics Business

b. Ensure steady and consistent profitability

- *Take a dynamic business stance in BRICs areas*
- *Actively propose new forms of value in car audio/video products*
- *Maintain profitability as business grows by raising the efficiency of product development*
- *Aim to maintain an operating margin of around 6% to 7% over the medium term*

2. Restoring profitability in the Home Electronics Business

➤ *Develop audio/video products linked with displays*

➤ *Increase sales of Blu-ray disc-related products*

➤ *Expand business in Pro Sound & Visual products such as DJ equipment*

➤ *Restore profitability with the target year set at fiscal 2010*

3. Strategy for the Speaker Business

- *Focus on developing home-use speaker business*
- *Expand speaker unit sales to external customers*
- *Rapidly reap the benefits of business integration within Pioneer Group*
- *Aim to become the world's leading speaker manufacturer*

4. Progress on Business Alliance with Sharp Corporation

Enhance corporate value through value proposals that make effective use of the respective fields of expertise of Pioneer and Sharp

- *Jointly develop acoustic systems for ultra-thin flat panel TVs*
- *Launch LCD TVs first in Europe this fall*
- *Jointly develop high-quality LCD TVs that carry on the legacy of the Pioneer “KURO” series*
- *Jointly develop Blu-ray disc pickups and drives*
- *Jointly develop user-friendly, advanced automotive electronics*

Pioneer *sound.vision.soul*