

Restructuring Measures

Pioneer Corporation

President and Representative Director

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Progress With Restructuring Measures Under Way

Closure of panel production facilities in Japan

Planned for completion by March 31, 2009

Streamlining overseas sales structures

Began streamlining European sales structures

Closure of overseas plasma display production facilities

*U.S. production facility
(production scheduled to end in April 2009)
U.K. production facility
(production scheduled to end in February 2009)*

Reduced consolidated workforce

Decreased workforce by approx. 5,900 employees from March 31, 2008 to approx. 36,900 employees as of December 31, 2008

Main Points Of New Restructuring Measures

Business Portfolio Realignment

***Streamlining the Business Framework
of The Entire Pioneer Group***

Improving Our Financial Position

Business Portfolio Realignment

Home Electronics

*Complete withdrawal from
display business by March 2010*

*Profit improvement measures under consideration
for optical disc business, including joint venture*

*Centering on three areas: audio
products, DJ equipment and cable TV set-top boxes*

Business Portfolio Realignment

Car Electronics

Striving to capture new business opportunities

*Expanding business in emerging markets
centered on the BRICs nations*

*Work to win broader range of orders
in OEM business*

*Enhancing operating structure primarily
through cost reductions*

Streamlining the Business Framework of The Entire Pioneer Group

*Consolidating production facilities
in Japan and overseas*

Streamlining sales structures worldwide

Overhauling headquarters and R&D functions

*<Reduction by approx. 6,000 employees worldwide
compared with workforce as of December 31, 2008 >*

Improving Our Financial Position

*Reducing inventories
and accelerating trade receivables collections*

Curbing capital expenditures

Selling idle assets

*Cutting directors/executive officers'
remuneration and employees' salaries*

Considering financial partnerships

Pioneer