

Financial Highlights

Pioneer Corporation and Subsidiaries
Years ended March 31

In millions of yen and thousands of U.S. dollars, except per share information

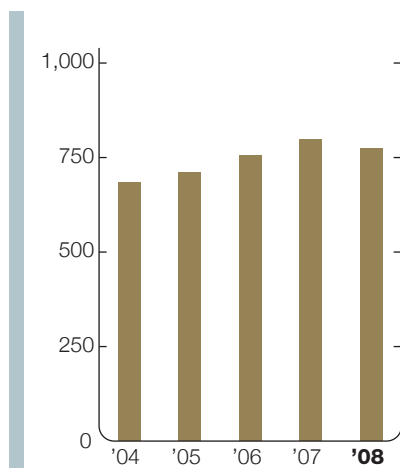
			Yen	% change	U.S. Dollars
	2006	2007	2008	2008/2007	2008
Operating revenue	¥754,964	¥797,102	¥774,477	-2.8%	\$7,744,770
Operating income (loss)	(16,409)	12,487	10,907	-12.7	109,070
Loss from continuing operations	(85,758)	(9,536)	(17,992)		(179,920)
Net loss	(84,986)	(6,761)	(17,992)		(179,920)
Per share of common stock:					
Loss from continuing operations	(491.66)	(54.67)	(98.23)		(0.98)
Net loss	(487.23)	(38.76)	(98.23)		(0.98)
Cash dividends	10.00	10.00	7.50		0.08
Cash flows from operating activities	68,329	16,752	22,032		220,320
Cash flows from investing activities	(29,759)	(16,468)	(72,373)		(723,730)
Cash flows from financing activities	(38,551)	(21,673)	35,932		(359,320)
Total assets	678,046	635,474	576,116		5,761,160
Shareholders' equity	273,250	268,116	247,395		2,473,950

Notes: 1. The U.S. dollar amounts in this report represent translations of Japanese yen, for convenience only, at the rate of ¥100=US\$1.00 at March 31, 2008.

2. Operating income (loss) is presented as operating revenue less cost of sales and selling, general and administrative expenses in accordance with accounting practices generally accepted in Japan.

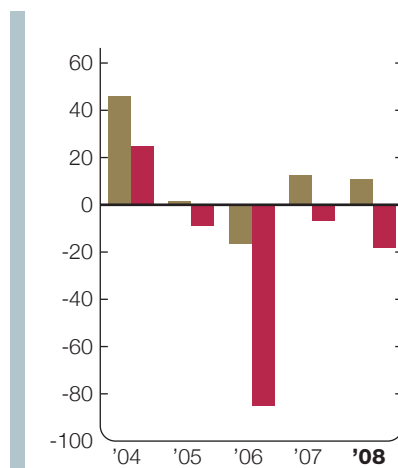
Operating Revenue

(Billions of Yen)



Income (Loss)

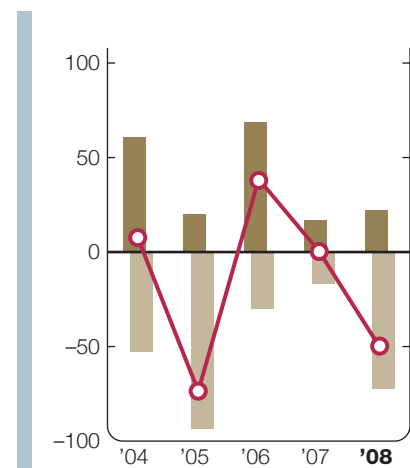
(Billions of Yen)



■ Operating income (loss)
■ Net income (loss)

Cash Flows

(Billions of Yen)



■ Cash flows from operating activities
■ Cash flows from investing activities
○ Free cash flows
(Cash flows from operating activities
+ Cash flows from investing activities)