

General Information on Shares

Stock Listing

Tokyo Stock Exchange (Since 1961)

Transfer Agent

Mitsubishi UFJ Trust and Banking Corporation
4-5, Marunouchi 1-chome, Chiyoda-ku,
Tokyo 100-8212, Japan

Share Information (As of March 31, 2008)

Number of Shares Issued 210,063,836 shares
Number of Shareholders of Common Stock 39,409 shareholders

Distribution of Share Ownership

	Number of Shareholders	Number of shares held (thousand)	Shareholdings (%)
Japanese financial institutions	64	66,024	31.43
Japanese securities companies	46	8,845	4.21
Other Japanese business corporations	315	35,956	17.12
Foreign corporations and individuals	409	58,958	28.07
Japanese individuals and others	38,575	40,278	19.17

Note: Japanese individuals and others include 5,012 thousand shares (2.38%) as treasury stock held by the Company.

Principal Shareholders (Ten Largest Shareholders)

Name of Shareholder	Number of shares held (thousand)	Shareholdings (%)
Sharp Corporation	30,000	14.28
The Master Trust Bank of Japan, Ltd. (Trust Account)	14,376	6.84
Japan Trustee Services Bank, Ltd. (Trust Account)	11,779	5.60
The Bank of Tokyo-Mitsubishi UFJ, Ltd.	6,490	3.08
Mizuho Bank, Ltd.	4,000	1.90
Trust & Custody Services Bank, Ltd. as trustee for Mizuho Bank, Ltd. Retirement Trust Account Re-entrusted by Mizuho Trust & Banking Co., Ltd.	3,955	1.88
Deutsche Bank AG, London 610	3,126	1.48
Deutsche Securities Inc.	3,119	1.48
BNP Paribas Securities (Japan) Limited	2,857	1.36
Pioneer Employee Share Ownership Plan	2,631	1.25

Note: The Company holds 5,012 thousand shares (2.38%) as treasury stock.

For further information, please contact:

Pioneer Corporation

4-1, Meguro 1-chome, Meguro-ku,
Tokyo 153-8654, Japan

Shareholder Relations

Tel: +81-3-3495-4926

Fax: +81-3-3495-4431

E-mail: pioneer_shr@post.pioneer.co.jp

Investor Relations

Tel: +81-3-3495-6773

Fax: +81-3-3495-4301

E-mail: pioneer_ir@post.pioneer.co.jp

Financial information is available at: <http://pioneer.jp/ir-e/>