

Economic Report

Overview of JVC Kenwood Group Business

Through the merger of the core businesses of JVC and Kenwood, the JVC Kenwood Group provides products that become a part of our lives in our ever-changing lifestyles. We are promoting “genre-top strategies*” that are targeting a worldwide top spot in each business area.

Note: A “genre-top strategy” injects management resources to capture the top position on the planet in each business area.

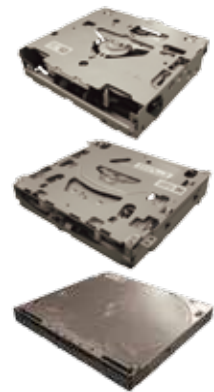
Car Electronics Business

Leading the car AV market with products that are fun and have the best sound quality for any media by maximizing the synergy created by merging business operations

- Car audio
- All-in-one navigation and entertainment systems
- On-board optical disk drive mechanisms
- Navigational developments



Car audio and AV all-in-one navigation



On-board optical disk drive mechanisms

Home and Mobile Electronics Business

Presenting a pleasant living space with high-quality audio and visual technology cultivated over many years

Digital Imaging Business

- Camcorders
- Development of Professional Camcorders
- Projectors



Camcorders



Projectors

Home Entertainment Business

- LCD TVs
- Home audio
- AV accessories



AV accessories



LCD TVs



Home audio

Professional Systems Business

Supporting customers with high reliability and service

- Digital LMR equipment
- Emergency and office broadcasting equipment
- Surveillance camera systems
- Pro HD Camcorders



Digital land mobile radio



Emergency and office broadcasting equipment



Surveillance camera systems



Pro HD Camcorders

Entertainment Business

Contributing to world culture by supplying dreams and sensations through a broad range of musical genres and numerous products

- New employee recruitment and training
- Development and sales of packaged products
- Music broadcasting
- Development of licensing business
- Creation of hits through marketing



Summer Thanksgiving Festival Live (regular version)
Southern All Stars
(DVD: VIBL-600 to 601)



SMAP 2008 super modern artistic performance tour/
SMAP
(DVD: VIBL-501 to 503)



PUZZLE (regular version)/
Kan-Johnny ∞
(CD: TECL-8008)

Company Overview (March 2009)

Company name JVC KENWOOD Holdings Inc.

Head office 3-12 Moriya-cho, Kanagawa-ku, Yokohama, Kanagawa Prefecture

Established

October 1, 2008

Capital

10 billion yen

Employees (consolidated)

19,540

Major management indicators (consolidated) (millions of yen)

| | March 2005 | | March 2006 | | March 2007 | | March 2008 | | March 2009* |
|-------------------|------------|---------|------------|---------|------------|---------|------------|---------|----------------------|
| | JVC | Kenwood | JVC | Kenwood | JVC | Kenwood | JVC | Kenwood | JVC KENWOOD Holdings |
| Sales | 840,591 | 181,112 | 806,900 | 183,616 | 742,686 | 169,194 | 658,449 | 165,262 | 309,771 |
| Operating profits | 10,370 | 7,061 | △6,891 | 8,686 | △5,657 | 5,617 | 3,262 | 6,259 | 107 |
| Net profits | △1,858 | 4,836 | △30,608 | 6,104 | △7,892 | 1,586 | △47,522 | 3,181 | △18,795 |

Note: JVC KENWOOD Holdings was established as a joint stock company between both companies on October 1, 2008, concomitant with the business merger between JVC and Kenwood. Kenwood acquired the merged corporate accounts when the holding company was established. The consolidated business results for the third quarter of 2009 (April 1, 2008 to March 31, 2009) consolidated the business results for the second half of the fiscal year for JVC (October 1, 2008 to March 31, 2009) based on the consolidated business results for the relevant quarter for Kenwood, which is the acquiring business. From October 1, 2008, the JVC Kenwood Group cannot make net comparisons with the third quarter of the previous year (2008). This is due to the merger and reorganization of the core businesses of both companies, the launch of the new business group, and the change from JVC's system for calculating sales amounts to a net system (which deducts part of customer discounts from sales amounts). Detailed information is available in our separate Annual Report.