

Panasonic

Meet Panasonic

A pair of hands is shown in the foreground, framing the Panasonic logo on a building sign. The hands are positioned as if holding a camera, with the fingers forming a rectangular frame around the sign. The sign is white with the word "Panasonic" in blue, 3D-style lettering. The background is a clear blue sky.

Panasonic

Founding Statement

Panasonic was founded by Konosuke Matsushita, who said, “Our mission as industrialists is to overcome poverty and bring wealth to society. Only for this purpose will companies be allowed to prosper.”

A business won't survive without profits. Still, profit is not the sole purpose of business. Improving people's lives through creating goods needed for society or through providing wholehearted services are vitally important. After all, business is ultimately for the betterment of our society. That is where the mission and value of every business exists. If business underscored by that mission is conducted forcefully, it will generate appropriate profits as a natural result of being supported by society.



Our Values - The Seven Principles

➤ Our company policy is an integral and binding part of our corporate culture, principles, and philosophy. These are codified in our Seven Principles.

1 | Contribution to Society

We will follow the Basic Management Objective for society's benefit.

2 | Fairness and Honesty

We will be fair and honest in all our business dealings and personal conduct.

3 | Cooperation and Team Spirit

We will combine our abilities to accomplish our shared goals together and value team spirit.

4 | Untiring Effort for Improvement

We will try to improve our business ability to contribute to society.

5 | Courtesy and Humility

We will always be cordial and modest and respect others for good social relationships.

6 | Adaptability

We will continually adapt our thinking and behavior to meet the ever-changing conditions around us.

7 | Gratitude

We will act out of a sense of gratitude for all the benefits we have received.



Technology Firsts

You might be familiar with Panasonic's past 100 years of innovation! We've been on the cutting edge of technological advancement for the past century.

In 1918, Japanese homes only had light bulb sockets for electricity, making it difficult to use other electronic products. The "Attachment Plug" was a connector for connecting electronic cables to the light bulb socket, which existed but were costly. Our founder Konosuke Matsushita improved upon them by using used light bulb sockets, resulting in a cheaper, better-quality product that was well-received.



The Attachment Plug

Konosuke's version utilized used light bulb sockets which resulted in a cheaper, better-quality product and gave us a peek at an early example of sustainability practices.

We didn't stop there.



A Snapshot of Panasonic's Early Innovations



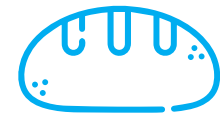
1918

Konosuke Matsushita founds Matsushita Electric Housewares Manufacturing Works and produces his first two products.



1930's

During the 1930s the company has expanded into devices such as irons, radios, phonographs, and light bulbs.



1986

Panasonic produces the first bread machine.



1994

Panasonic develops and launches the world's first lithium ion rechargeable batteries.



1922

By the end of the year, employees numbered more than 50. In the four years since the company's inception, it had become a full-fledged business with its own factory.



1955

Panasonic brand is registered in the US. Panasonic brand was created from the elements "pan" - meaning "all" - and "sonic" - meaning "sound" - because it was first used for audio equipment.



1991

Panasonic drew up the "Environmental Charter". This charter calls for the adoption of the latest environmentally friendly technologies and processes.



Our History of Innovations



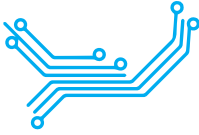
1996

Panasonic produces the world's first wide-size 26-inch plasma display television.



2008

Company name change from Matsushita Electric Industrial Co., Ltd. to "Panasonic Corporation" and corporate brand unified as "Panasonic".



2021

Panasonic introduces BEYOLEX™, a novel polymer technology, allowing circuitry to become pliable, durable, and stretchable.



Today

Panasonic continues to change the future.



1998

Panasonic unveils the first digital TVs adaptable to all 18 digital ground-based broadcast formats before any competitors.



2017

Panasonic Energy of North America begins production of cells at the Gigafactory in Sparks, NV.

7B

2023

Panasonic Energy of North America in Sparks, NV, delivers its 7 billionth cell.

Approach to People

Our work culture is based on mutual trust, respect, and integrity in order for our teams to collaborate and succeed. We prioritize listening to our customers and employees to ensure their voices are heard both within and outside of the company. We strive to develop innovative solutions with an empathetic perspective.



People Before Products

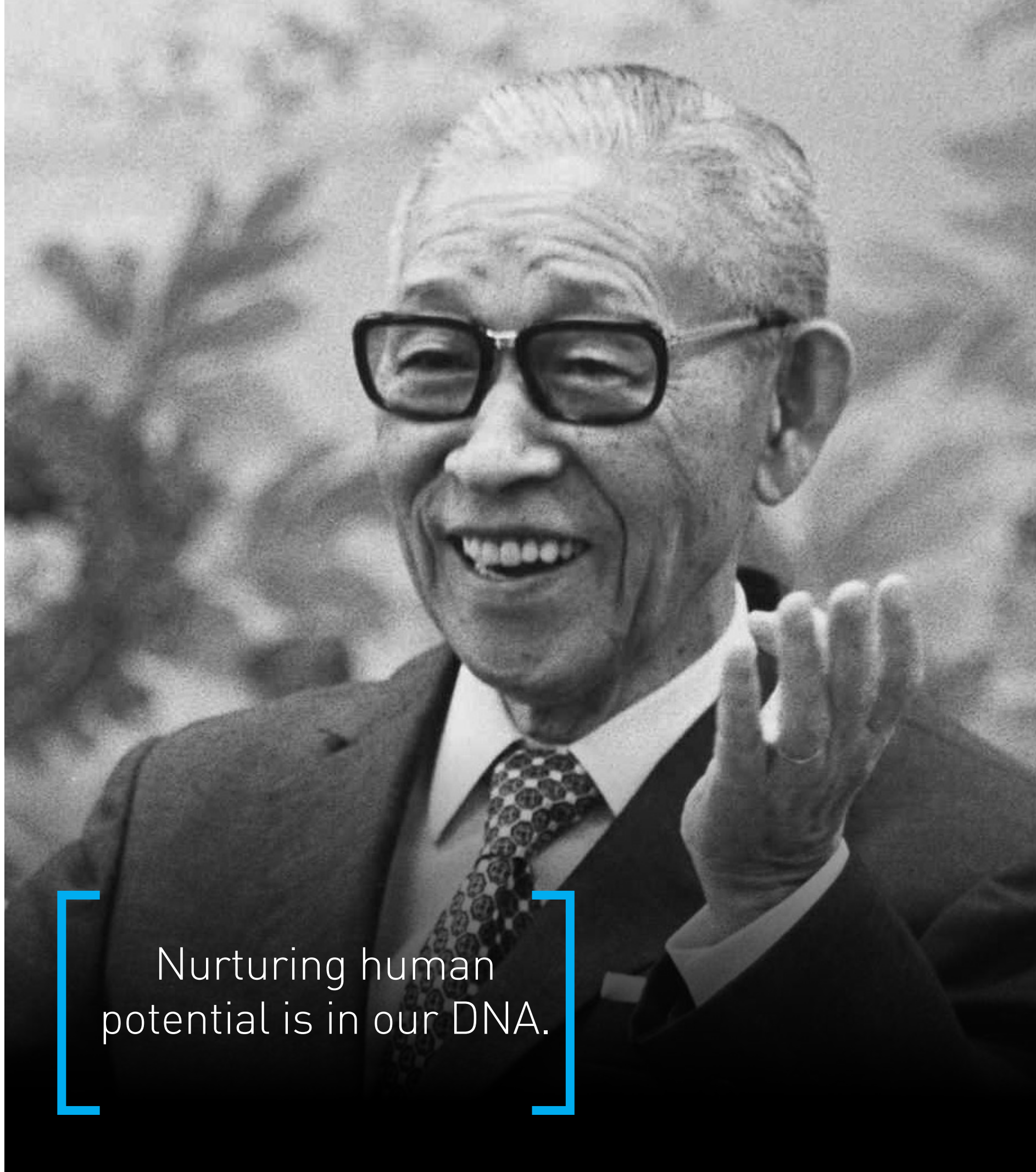
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If someone asks you what Matsushita Electric produces, tell them we produce people, and only then mention that we also produce electrical goods.

”

At Panasonic, we believe in the power of our people. From the very beginning, our founder, Konosuke Matsushita, emphasized that our employees are at the heart of our success.

We strive to not only help our employees grow professionally, but also personally, as we believe that a company's success is determined by the growth of its people.



Nurturing human potential is in our DNA.



We put people first so you can...

Do work that matters

We enrich people's lives by promoting useful, high-quality, sustainable technology solutions that have a positive impact on the world and our customers' day-to-day lives and create a healthier planet.

Grow your career

Panasonic is dedicated to supporting our employees' career growth in all forms, whether that be through professional development opportunities, mentorship, or leadership roles across all of our divisions.

Unleash your innovation

Questioning the status quo is what drives Panasonic's success. If you're a creative problem-solver, you'll thrive here.

Positively contribute to society

By imagining a better future – and by working to make it a reality through the development of technologies that empower people to pursue their passions – we hope to create the foundation for a more just, fair, and prosperous society, thereby enabling people to live their best lives.

Focus on what you care about

We prioritize the well-being of our employees above all else. Our people-first approach means that we are dedicated to supporting the emotional, physical, and financial health of our team members.

From a competitive Total Rewards offering and an inclusive work environment to a company culture of giving back to our communities - when you feel taken care of, you can truly thrive.

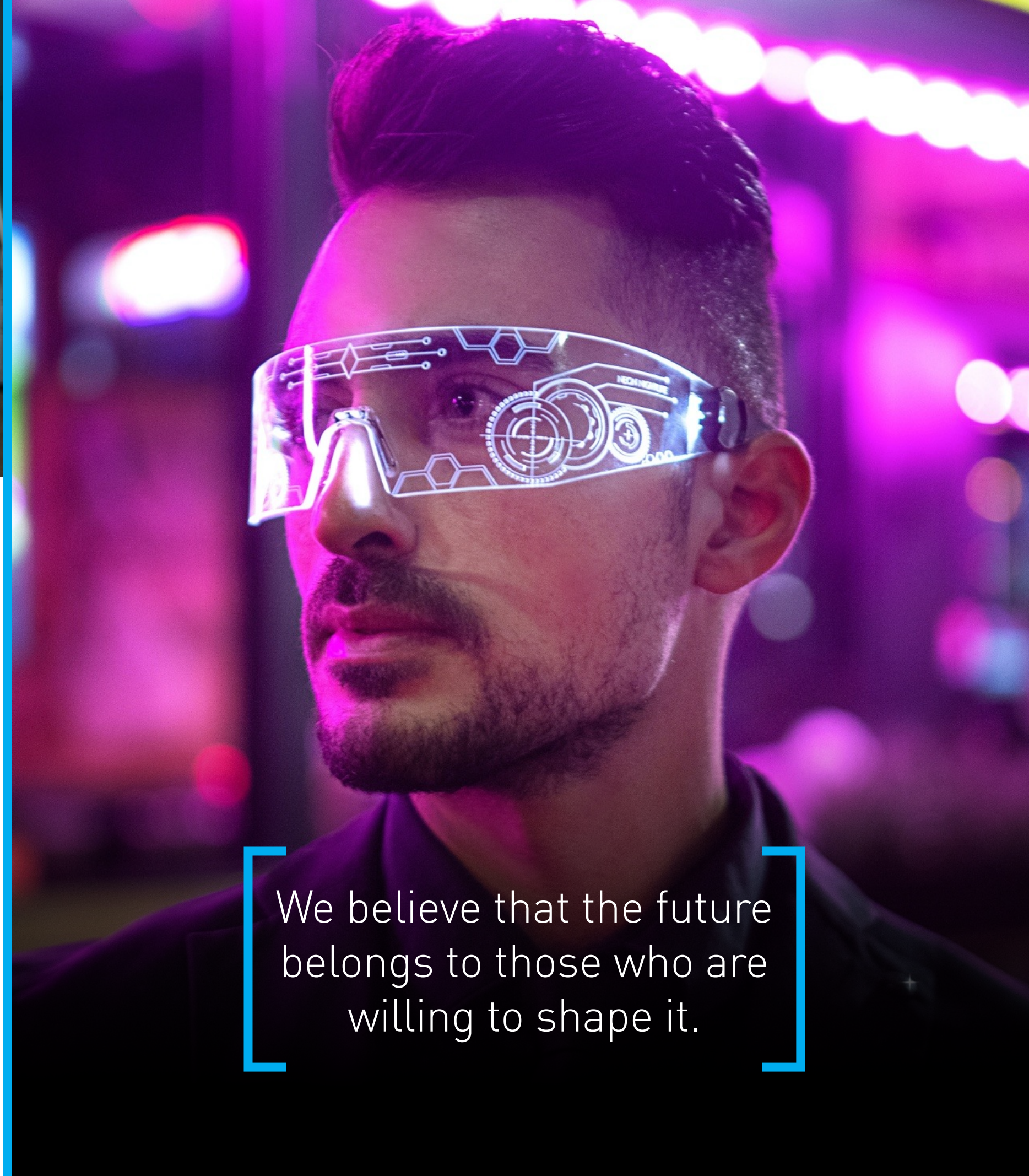


Future of YOU

As we look to the future, we want to build a team of people who share our passion for innovation and are dedicated to making a positive impact on the world.

At Panasonic, we believe that everyone should have access to the same opportunities and that everyone should feel empowered in their work. We strive for a future where everyone can use technology as a tool for growth and success regardless of their background or identity.

Whether you're just starting your career or are a seasoned professional, we have opportunities for you to grow, learn, and make a real difference.



We believe that the future belongs to those who are willing to shape it.

We're Flexible

Depending on your role, our flexible work program lets you work the way that suits you



240k+

GLOBAL PANASONIC EMPLOYEES

14k+

PANASONIC NORTH AMERICA EMPLOYEES

20+

GLOBAL INDUSTRIES

Impact Globally

Work with business units around the world to change lives

Build a Better Future

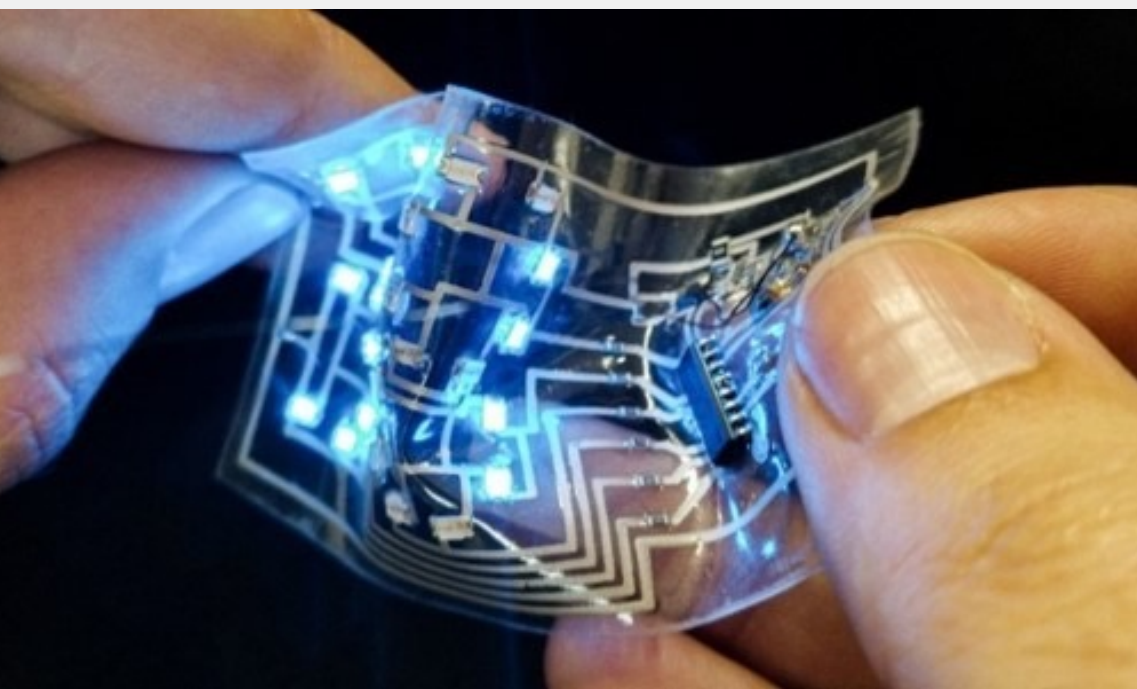
Join a company that looks into the future to better the present



Making the future

Our teams across all business units are currently working on a variety of projects using bleeding-edge technologies in order to stay on the cutting edge of development.

From cutting-edge electronics to sustainable & renewable energy, Panasonic is constantly experimenting with new solutions and pushing boundaries by introducing innovative products.



A woman with her hair in a ponytail, wearing a white long-sleeved jacket, is seen from the side, looking out of a large, circular window. Her right hand is raised, touching the window. The view outside is bright and hazy, suggesting a distant or elevated landscape. The background of the slide is a dark teal color with a large, light blue circular graphic element on the left side.

Future-Facing Values

Looking toward the future is in our DNA.

In 1932 our founder announced a 250-year plan, and we're already over 100 years in.

As we look ahead to the next century of Panasonic, we will continue to focus on leading innovation, sustainability, and customer satisfaction.

Our goal for our employees is to keep up with technological advances and the future of working, while remaining dedicated to our principles and helping people reach their goals.



Ready to take the next step?

+ Learn More

[Learn more about Panasonic's history](#) and where we're going.

Learn more about Life at Panasonic:

- + [Our culture](#)
- + [Our people](#)
- + [Our awards](#)
- + [Our Dedication to Diversity, Equity, & Inclusion](#)

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