

Socionext Inc. Starts Operations

Yokohama, Japan March 02, 2015 --- Socionext Inc., the newly formed system on chip company today announced the start of operations. The organization has completed the consolidation of the system LSI businesses of Fujitsu Limited and Panasonic Corporation, and secured an investment from the Development Bank of Japan Inc. Assuming approval at the stockholder meeting scheduled for this afternoon, Chairman and CEO Yasuo Nishiguchi, President & COO Amane Inoue, and a further seven directors of the board (three external executive directors) and two auditors (one external auditor) will be appointed.

Socionext is Japan's leading System LSI company, with a specific focus and core competence in imaging and optical networking technologies. The company combines valuable resources from Fujitsu and Panasonic, such as engineering expertise, a rich portfolio of intellectual property and broad customer bases. Headquartered in Yokohama, Socionext has seven offices in Japan, including Kyoto and other areas, and 15 international offices in Asia, the United States, and Europe.

Socionext has established a truly global organization. Each of the eight business units is based in the ideal location for the team to run its design, development and sales activities. Six business units are based in Japan, and one each in United States and in Europe. As a leading open innovation company, Socionext will offer optimum products and solutions by cooperating extensively with customers, suppliers and business partners.

"I am delighted to announce that Socionext Inc. starts operations today," said Yasuo Nishiguchi, the company's Chairman and CEO. "Socionext has gathered a number of world-class engineers with the track record of providing many products, and the goal of contributing to society by creating new value. While we aim to fully leverage the technical expertise and customer base that we have accumulated over many years, we will also implement a new business system, which allows us to boldly make a change, leading us to profitability and sustainable growth. I am confident that, by sharing common goals and working together to meet the new challenges, this newly assembled team will be able to create a company trusted by partners worldwide, and one that everybody is proud to work for."

Socionext Corporate Overview

Head Office	2-10-23, Shin-Yokohama, Kohoku-ku, Yokohama, Kanagawa, Japan	
Capital	30.2 Billion Yen	
Business Description	Design, development and sales of System LSI and related products and services	
Employees	Approx. 2,600 (as of March 2015)	
Shareholders	(Ratio of the voting rights)	
	Development Bank of Japan Inc.	40%
	Fujitsu Limited	40%
	Panasonic Corporation	20%
Executives	Yasuo Nishiguchi, Ph.D	Chairman & CEO
	Amane Inoue	President & COO
	Kenji Ushida	Senior Executive Director & CFO
	Yoshifumi Okamoto	Senior Executive Director & CTO
	Tsutomu Nozaki	Senior Executive Director
	Tom Miyake	Senior Executive Director
	Hideo Oishi	Executive Director (External)
	Masahiro Koezuka	Executive Director (External)
	Yoshiyuki Miyabe	Executive Director (External)
	Minoru Kobayashi	Audit & Supervisory Board Member
	Tatsuo Otani	Audit & Supervisory Board Member (External)

The new company name "Socionext"

The name "Socionext" has been created, to express the vision and values of the new companies; it aims to contribute to society, leading to a bright and prosperous future, through providing semiconductor products and services including SoC (System-on-Chip). In addition to its core business area (soc), it also incorporates several elements such as Imaging / Optical transport network where the company has its core competence (io), our aim to become the #1 company to all of the stakeholders (one), and our attitude of always looking to the future (next) and to reach new opportunities (extension).



Brand Promise "for better quality of experience"

Socionext has defined its brand promise as "for better quality of experience". It expresses not only our determination to improve the performance and functionality of our products and services. The motto also reflects our goal to provide new value to people throughout the world, and thus contribute to a prosperous society for us all.

All company or product names mentioned herein are trademarks or registered trademarks of their respective owners. Information provided in this press release is accurate at time of publication and is subject to change without advance notice.

Socionext Inc. Executives

Yasuo Nishiguchi, Ph.D, Chairman and CEO (born 1943)



- 1975 Joined Kyoto Ceramic Company (now Kyocera Corporation)
- 1999 President, Kyocera Corporation
- 2005 Chairman and CEO, Kyocera Corporation
- 2009 Ph.D, Management of Technology Graduate School of Policy and Management, Doshisha University

Amane Inoue, President and COO (born 1961)



- 1983 Joined Fujitsu Limited
- 2010 Executive Director, Fujitsu Semiconductor Limited
- 2012 Executive Director and Head of Microcontroller Solution Business Unit, Fujitsu Semiconductor
- 2013 Senior Executive Director and Head of Business Unit, Fujitsu Semiconductor
- 2014 Senior Executive Director and President of System LSI company, Fujitsu Semiconductor

Socionext Inc. Executives

Kenji Ushida, Senior Executive Director & CFO (born 1960)

- 1984 Joined Development Bank of Japan
- 2010 General Manager, Credit Analysis Department
- 2012 General Manager, Corporate Finance Department, Division 4
- 2014 General Manager, Corporate Finance Department, Division 2

Yoshifumi Okamoto, Senior Executive Director & CTO (born 1957)

- 1982 Joined Matsushita Electric Industrial Company, Ltd. (Now Panasonic Corporation)
- 2010 Head Office in charge of Semiconductor R&D division strategy
Head of System LSI BU, Semiconductor Company, Panasonic
- 2012 VP, System LSI Business Division, Panasonic
- 2014 Head of New Company Preparation Office

Tsutomu Nozaki, Senior Executive Director (born 1953)

- 1976 Joined Tokyo Sanyo Electric Co., Ltd.
- 2003 Executive Director, Sanyo Electric Co., Ltd.
- 2014 Advisor, System LSI Business Unit, Panasonic Corporation
- 2014 VP, System LSI Business Division, Panasonic

Tom Miyake, Senior Executive Director (born 1959)

- 1982 Joined Fujitsu Limited
- 2007 VP, Milbeaut Business Division, Electronic Device Business Unit
- 2010 Deputy Head of Advanced Product Business Unit, Fujitsu Semiconductor Limited
- 2012 Executive Director, Fujitsu Semiconductor