

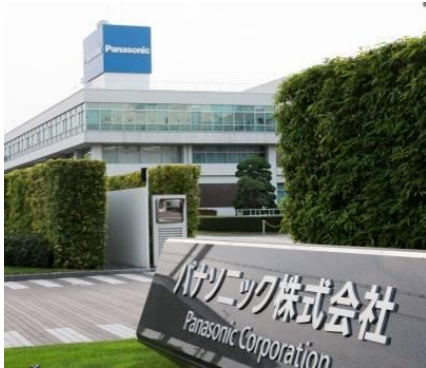
Panasonic

Panasonic SOLAR LANTERN

~Light your Future, Charge your energy~

Panasonic Overview

Company Name	Panasonic Corporation
Head Office Location	Kadoma City, Osaka, Japan
President	Kazuhiro Tsuga
Foundation	March 1918
Net Sales	7,303 billion yen (as of Mar.,2013) Approx. US\$ 73Bil
Number of Employees	293,742 (as of Mar. 2013)
Number of Consolidated Companies	531 (as of Mar. 2013)



**Headquarters
(Osaka, Japan)**



President Kazuhiro Tsuga

Current Status of Non-Electrified Areas

Data source : IEA, World Energy Outlook 2011
(Unit: Million people)

World Total

Non-elec ratio **19%**

Non-elec pop. **1317**

Asia Total

Non-elec ratio **19%**

Non-elec pop **675**

Ethiopia

Non-elec ratio **83%**

Non-elec pop **68**

Myanmar

Non-elec ratio **87%**

Non-elec pop **43**

Bangladesh

Non-elec ratio **56%**

Non-elec pop **95**

Cambodia

Non-elec ratio **76%**

Non-elec pop **11**

Nigeria

Non-elec ratio **49%**

Non-elec pop **76**

India

Non-elec ratio **25%**

Non-elec pop **288**

Philippines

Non-elec ratio **10%**

Non-elec pop **10**

Kenya

Non-elec ratio **84%**

Non-elec pop **33**

Republic of Congo

Non-elec ratio **89%**

Non-elec pop **58**

Sri Lanka

Non-elec ratio **23%**

Non-elec pop **5**

Tanzania

Non-elec ratio **86%**

Non-elec pop **37**

Indonesia

Non-elec ratio **35%**

Non-elec pop **81**

Africa Total

Non-elec ratio **58%**

Non-elec pop **586**

A Letter from UGANDA

Tel: 347592 236562
Fax: 344144



THE REPUBLIC OF UGANDA

Office of the Vice-President,
P.O. Box 7359,
Kampala,
Uganda.

IN ANY CORRESPONDENCE ON
THIS SUBJECT PLEASE QUOTE **MS/OVP/020**

3rd January, 2007

The Chairman and CEO
Sanyo Electric Co. Ltd.
180 Ohmori, Ampachi-cho
Ampachi-Gun, Gifu
Japan 503-0195.

RE: SOLAR FOR RURAL ENERGY FOR UGANDA

I have had the honor and privilege of visiting the impressive Solar Ark and Sanyo Electric Company Co. Ltd in Gifu twice; first as Uganda's Ambassadors based in Tokyo, while on a tour of Gifu Prefecture sometime in 2003 and secondly, when I returned at the end of October 2006, this time coming from Uganda as a Member of Parliament and a Minister of State in Government.

I would like to take this opportunity to express my very deep and sincere appreciation to Director. Sadao Sakamoto who welcomed me and showed me the impressive achievements at Solar Ark during my recent visit.

I continue to show great interest in solar power especially since I was appointed by the President of the Republic of Uganda to be a Minister of State in the Office of the Vice President.

I consider myself extremely fortunate to have been assigned to the Vice President's Office because His Excellency the Vice President is a person who is thoroughly committed to rural transformation, so that poor Ugandans living in rural areas can live better lives with improved incomes.

One of His Excellency the Vice President's first commitments is to promote and popularize New Rice for Africa, a hybrid rice which JICA of Japan developed, popularly known as upland rice, which unlike paddy rice, can be grown upland on normal rainfall patterns and matures in 105 days. The experiment has been hugely successful where farmers have been able to earn more than average

incomes from the sale of rice while at the same time having good nutrition from eating rice and having food security from the ample rice stored.

Now with the increased incomes by farmers from rice, bee keeping for honey, growing fruit trees and other income generating activities which the Vice President has been promoting, His Excellency's next target is to promote 3 roomed low income houses equipped with solar power in rural Uganda. The target specifically is to eliminate kerosene lamps commonly known in Uganda as "tadooba" which is very hazardous to health because of its black fumes which rural folk inhale in their millions in most rural Uganda. I have enclosed news paper cutting to show how serious the challenge is.

I came to ^{Sanyo(?)} Solar Electric Company specifically to solicit for your support to His Excellency the Vice President's initiative on solar for rural poor.

I came to request if your company ^{Sanyo(?)} Solar Electric Company Ltd could support with provision of Solar systems that could initially light up to 500 rural homes of 3 rooms each spread throughout Uganda on a pilot basis. With increased incomes from rural farmers, it is possible farmers could pay and would be required to pay for the facilities in installments over one and half years period.

I have written therefore to seek your support for this project. Specifically, I am requesting for support for up to 500 solar systems to equip 3 roomed rural homes as a pilot project and to popularizes use of solar power in the different parts of rural Uganda.

I trust ^{Sanyo(?)} Solar Electric Co. Ltd will be persuaded to support Uganda in this promotion.

When successful, there is no doubt that it will translate into huge demands for solar systems not only in Uganda, but throughout the East Africa region with its population of more than 90 million that have come together under the East African Community of Kenya, Tanzania and Uganda in a Customs Union.

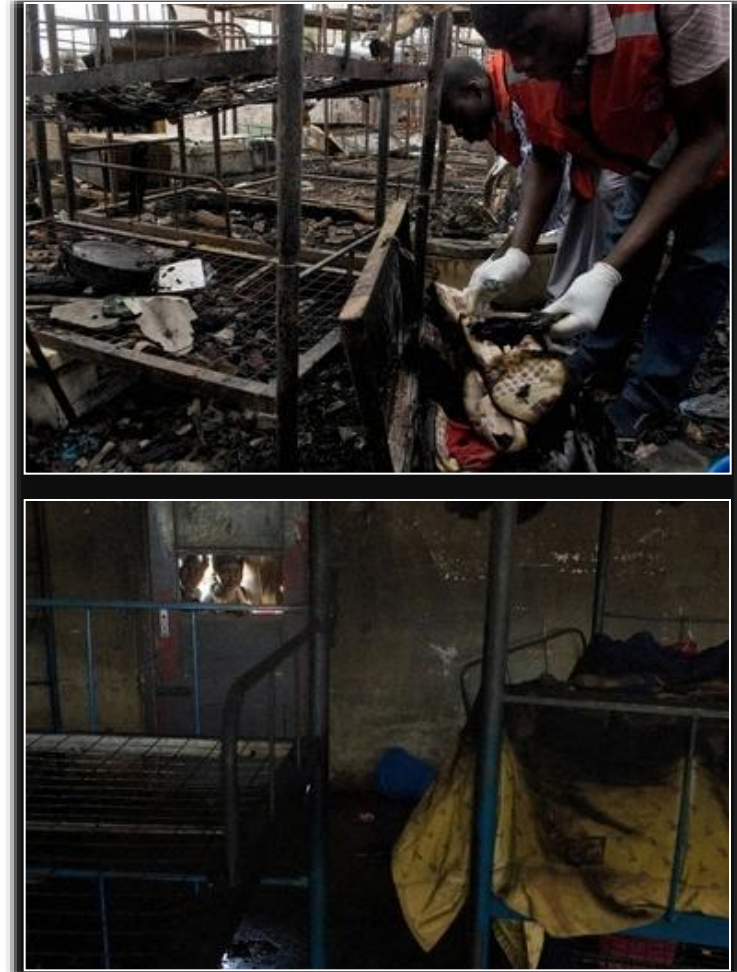
I look forward with keen interest to hearing from you and for your support to this pilot project. I would even welcome a delegation visit for preliminary discussions on the request.

Kerosene Issues in Non-electrified Areas

Harmful Smoke



Fire



Solar lantern



ENL-L1EX-N-S-3W

3W solar charger
5 hour / 20 hours lighting
Ni-MH rechargeable battery
Free Style (Stand / Hang / Bring)



NL-L660PV3

3W solar charger
52 hour / 26 hours lighting
High Intensity Max. 350Lux at 30cm
Free Style (Stand / Hang / Bring)
USB output for mobile appliance

Product Concept

Safe

No harmful smoke
No fire

Clean

Free Energy Cost
CO2 emission reduction

Easy

Easy Operation
Free style (Stand/Hang/Bring)

High
quality

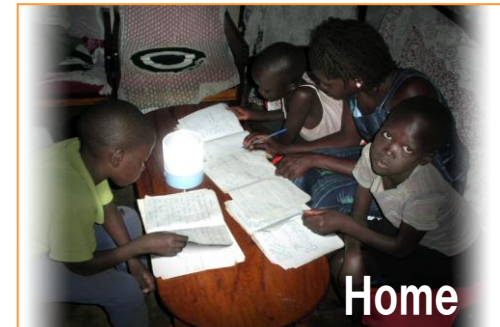
High reliability
Japanese latest technologies



77tCO₂/yr
(1000units)



School



Home



Shop

Significant Needs to Develop BOP Market

Panasonic



Panasonic



175 mil people

Annual Income

1,400 mil people

US\$ 20,000

Annual Income

US\$ 3,000

BOP Market

4,000 mil people

(72% of world population)



Middle Class

Panasonic

Difficulties of BOP Business

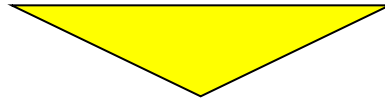
TO BREAK THROUGH HURDLES

1. Establish the good relationship with **reliable local partner**
2. Utilize **micro-finance** mechanism
3. **Reach the BOPs** who spread geographically over the country
4. Realize the **sustainability** by doing **private business** and contributing to **social development** at the same time





Conducted Feasibility Study together with UNDP in Kenya
(Period : Oct. 2010~Jan. 2011)



Positive Feed-back from F/S

UNDP kindly proposed the followings :

- ① Try the pilot sales in the very limited area for marketing
- ② Give the financial/technical support to local partner
- ③ Establish the strategy, aiming at limited market segment
- ④ Get IFC approval for Lighting Africa Program
- ⑤ Reduce sales price
- ⑥ Work together with micro-finance institutes

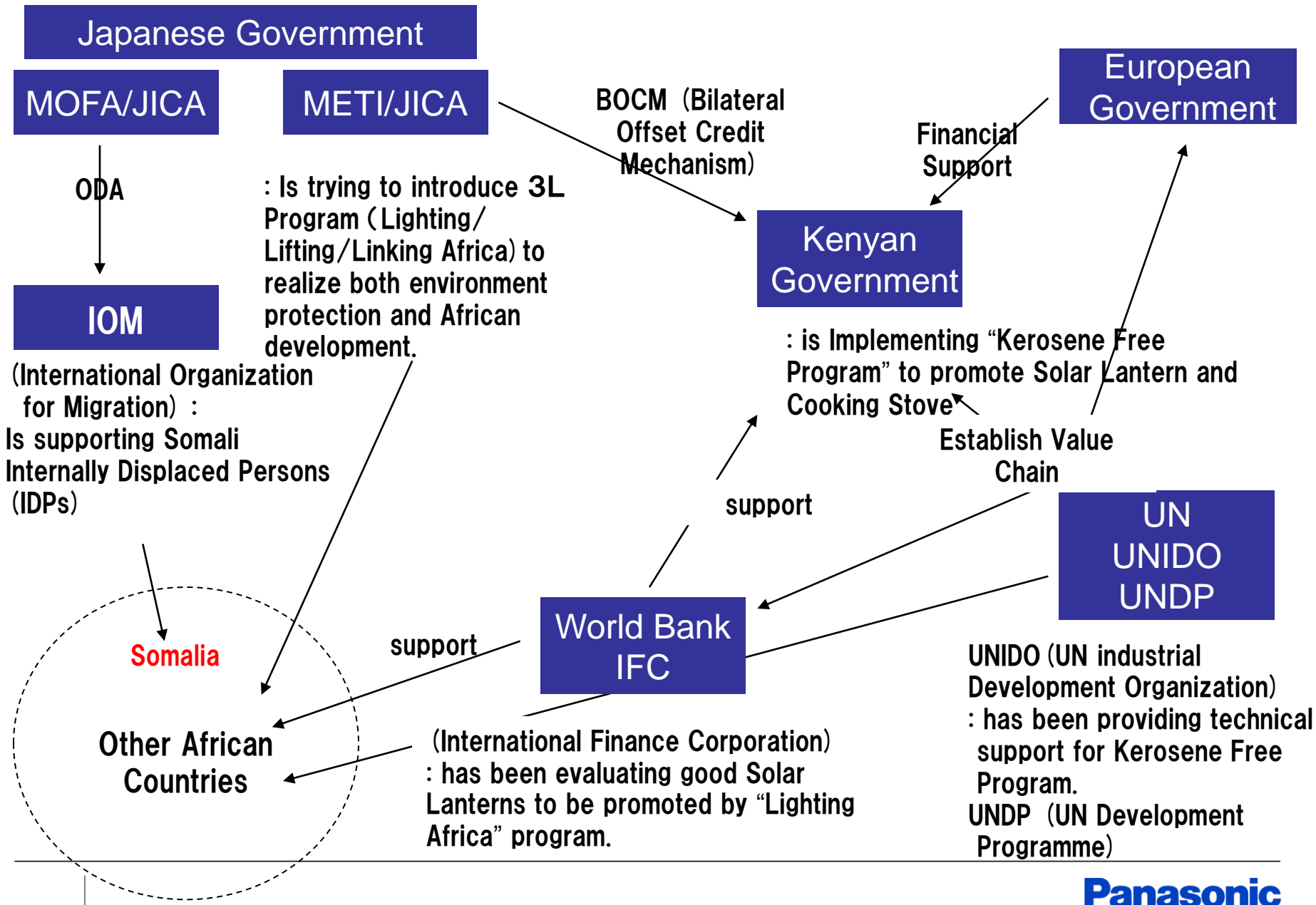
JICA Preparatory Survey for BOP Business Promotion

Conducted Pilot Project in Kenya from April 2010 through March 2011, applying for JICA Preparatory Survey for BOP Business Promotion



Three types of business method were tested to establish business model : ① Sales, ② Rental, ③ Microfinance

Overall Business Structure



NEW

SOLAR LANTERN

**Light your Future
Charge your energy**



COMING SOON

Panasonic