

Business Overview

Audio, Navigation, and Visual Products

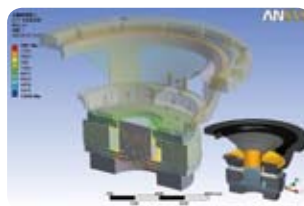
Kenwood is bringing to market the best sound quality in home audio, car audio, all-in-one navigation and entertainment systems, and new types of media like digital audio players and USB memory to provide a seamless "audio entertainment" experience that people can enjoy in their homes and cars. Our car OEM (products retailed under other brands) business is quickly expanding as we provide audio, navigation, and optical disk drive mechanisms to automobile manufacturers worldwide.



Research to develop the next breakthrough technology

As the digital network society of the future begins to take shape around us, we are developing the next generation of breakthrough technologies to bolster our three core businesses (car electronics, communications, and home electronics).

- Speaker technology
- DLNA technology
- Next generation traffic information systems for car electronics
- Technology for receiving terrestrial digital and satellite broadcasts
- Audio compression-related technologies
- Mechanisms for optical disk drives (CD/DVD) in cars
- Audio research for reproducing natural sound
- New interfaces for car navigation systems



Analysis of highly-efficient speaker magnet circuitry



Development of products that include DLNA

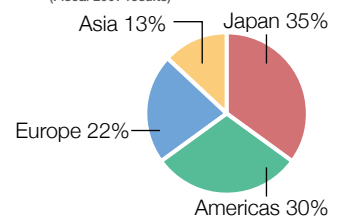


Company Overview (March 2008)

Founded	December 21, 1946	Factories	Hachioji and Yokohama plants
Capital	11.1 billion yen	Core business operations	Car electronics business Communications business Home electronics business
Employees	4,483 (consolidated)		
Head Office	Tokyo (Hachioji)		

Major Management Indicators (consolidated) (millions of yen)					
	March 2004	March 2005	March 2006	March 2007	March 2008
Sales	178,731	181,112	183,616	169,194	165,262
Operating profits	12,610	7,061	8,686	5,617	6,259
Net profits	7,318	4,836	6,104	1,586	3,181

Breakdown of consolidated sales by region (Fiscal 2007 results)



Since the successful introduction of our FM tuner across the globe, Kenwood has unfailingly reacted to lifestyle changes based on the ideal of "High Quality Sound". Our customers have continued to support us as we provide products that integrate into their lives and utilize our superior high frequency technology.

Communications Products (Wireless Transmitters)

Kenwood leads the market for wireless transmitter, high customer satisfaction and brand loyalty. We have broadened the wireless transmitter business, providing analog business transmitters, amateur radios, and short range transmitters that you see around you everyday. We are actively developing cutting-edge digital business radio systems that incorporate our proprietary Kenwood digital technology honed through our long experience with high frequency technology.

We also provide high-performance digital radios for the famous Vodafone McLaren Mercedes F1 racing team. Our radios provide reliable and stable communications under the extreme conditions of F1 racing and significantly contribute to this winning team.



Digital radios for the McLaren team



Next generation digital radio systems
NEXEDGE



Special low-power radios
DEMITOSS



Satellite marine telecommunications
equipment



Amateur radios



Radios for police and
fire departments in the U.S.A.

Kenwood Group

Plants

Kenwood Yamagata Corporation (Yamagata Plant)
Kenwood Nagano Corporation (Nagano Plant)
Kenwood Devices Corporation
Kenwood Electronics Bretagne S.A. (France Plant)
Kenwood Electronics Technologies (S) Pte. Ltd.
(Singapore Plant)
Kenwood Electronics Technologies (M) Sdn. Bhd.
(Malaysia Plant)
Shanghai Kenwood Electronics Co. Ltd. (Shanghai Plant)

Affiliates

Kenwood Core Corporation
Kenwood Kenex Corporation
Kenwood Geobit Corporation
Kenwood Service (Japan) Corporation
Kenwood Design Corporation
Kenwood Admi Corporation
Kenwood Personnel Corporation
Kenwood Engineering Corporation

Sales & Other Offices

●North America
Kenwood U.S.A. Corporation
●California Headquarters
●Communications Sector
Zetron, Inc.
Kenwood Electronics Canada Inc.
●Central America/South America
Kenwood Electronics Latin America S.A.
Kenwood Electronics Brasil Ltda.
●Europe
Holland
Kenwood Electronics Europe B.V.
Belgium
Kenwood Electronics Belgium N.V.
United Kingdom
Kenwood Electronics UK Limited
Zetron, Inc.
Germany
Kenwood Electronics Deutschland GmbH
France
Kenwood Electronics France S.A.
Italy
Kenwood Electronics Italia S.p.A.
Spain
Kenwood Ibérica, S.A.

●Asia/Oceania
Kenwood Electronics Australia Pty. Ltd.
Zetron Australasia Pty. Ltd.
●Singapore
Kenwood Electronics Singapore Pte. Ltd.
●Malaysia
Kenwood Electronics (Malaysia) Sdn. Bhd.
●Thailand
Kenwood Electronics (Thailand) Co., Ltd.
●China
Hong Kong
Kenwood Electronics (Hong Kong) Ltd.
Shanghai
Kenwood Electronics Trading (Shanghai) Co. Ltd.
Beijing
Kenwood Electronics Trading (Shanghai) Co. Ltd.
Beijing Office
Guangzhou
Kenwood Electronics Trading (Shanghai) Co. Ltd.
Guangzhou Office
Middle East/Africa
Kenwood Electronics Gulf Fze