

Panasonic is sending you to *Cirque du Soleil*® in Las Vegas

Zellik, 29 April 2019 – For the second year in a row, Panasonic Energy is joining forces with *Cirque du Soleil* for a unique co-branding project. In order to put the initiative in the spotlight, Panasonic encourages all European fans to fill out a short survey on the campaign website during the period from 25 April to 31 December 2019. Whoever answers the five questions and gets closest to the tie-breaker wins a trip for two to a *Cirque du Soleil* show in Las Vegas.

Last year, Panasonic took the winners of the two online contests to Montréal, the international headquarters of *Cirque du Soleil*, and Las Vegas respectively. There's another unique trip to America up for grabs again this year. During the contest, participants will have to answer a number of short questions about their ideas about and use of batteries. Whoever answers all the questions and gets closest to the tie-breaker will win a trip for two to see *Cirque du Soleil* in Las Vegas. There are also weekly consolation prizes to be won, from a compact camera and slow juicer to headphones, trimmers, and electric toothbrushes.

Breath-taking *Cirque du Soleil* footage

Visit Panasonic's *Cirque du Soleil* website to see images of striking *Cirque du Soleil* characters from the *TOTEM*™ show. The contest is supported by POS materials in shops in more than 30 European countries. All Panasonic and *Cirque du Soleil* co-branded promotional materials will feature an image of *Cirque du Soleil* artists next to the Panasonic logo. The dynamic characters invite customers to win prizes weekly on the Panasonic *Cirque du Soleil* website.

A powerful alliance

As an official partner of *the Cirque du Soleil* touring shows in Europe, Panasonic will provide the energy necessary to bring the wonderful world of *TOTEM*™ to life. Panasonic batteries are used to power the audio equipment on the show. The partnership with *Cirque du Soleil* helps Panasonic appeal to a wide audience and build consumer awareness of its extensive battery range. In addition, Panasonic is collecting interesting data on battery usage this year in order to better meet the wishes of consumers in the future.

The Panasonic *Cirque du Soleil* contest will run from 25 April to 31 December 2019. Keep an eye on the [contest website](#) if you do not want to miss out on the show!

ABOUT PANASONIC ENERGY EUROPE NV

Panasonic Energy Europe is headquartered in Zellik, near Brussels, Belgium. The company is part of the Panasonic Corporation, a leading global manufacturer of electronic and electrical goods.

Panasonic's vast and lengthy experience in the consumer electronics field has enabled Panasonic to become the largest battery manufacturer in Europe today. The European production facilities are located in Tessenderlo, Belgium, and Gniezno, Poland. Panasonic Energy Europe supplies 'mobile' energy solutions to more than 30 European countries. The company's diverse product range includes rechargeable cells, chargers, zinc carbon, alkaline and specialty batteries (such as zinc air, photo lithium, lithium coin, micro alkaline and silver oxide). For more information, please visit:

www.panasonic-batteries.com.

ABOUT PANASONIC

The Panasonic Corporation, based in Osaka Japan, is a leading company worldwide and concerned with the development and manufacture of electronic goods for a wide range of private, trade and industrial uses. In the financial year ending 31 March 2018, Panasonic posted consolidated net sales of around 61,4 billion EUR. Panasonic is committed to creating a better life and a better world, continuously contributing to the evolution of society and to the happiness of people around the globe. Panasonic celebrated its 100th anniversary in 2018. Read more about the company and the Panasonic brand name at www.panasonic.net.

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