Recognizing the need for smaller, thinner, lighter portable power solutions, Energizer recently launched the Energizer® Max® AAAA premium alkaline battery

- Targeting Bluetooth headsets, flash audio players, remote controls, noise canceling headsets
- Key OEM benefits
  - 8 mm diameter - thinner than AA, AAA
  - Significantly better performance than lithium coin
  - Low cost solution
- Pricing Estimate
  - OEM: Less than AAA Alkaline
  - Retail: $1.75 per battery
AAAAA Product Benefits
Energizer AAAAA Alkaline vs. CR2032 Lithium Coin

Advantages of Alkaline AAAAA vs. CR2032

- Higher capacity
- Works at higher continuous drain rates
- Better peak power capability
- Similar OEM cost
- Eliminates disposal concerns – lithium coin contains perchlorates
- Eliminates safety concern regarding swallowing lithium coin
Energizer AAAA Alkaline battery delivers much more energy, particularly at higher drains.
Pulse capability of the Energizer AAAA Alkaline is significantly better as well.
AAA v AAA
Performance Comparisons

Comparison to AAA Alkaline

- 21 hours of runtime vs. 42 hours with AAA
- 43% lighter @ 6.5 grams
- 42% smaller volume @ 2.2 cc’s
- 20% thinner diameter @ 8mm

~30 mW average to 0.9 volt cut
AAAA Retail Distribution
Energizer is Working with our OEM and Retail Partners Globally to Increase AAAA Distribution

- AAAA is readily available for consumers in the US, and leading markets in Europe, Asia and Latin America
- Retail distribution is increasing as new AAAA powered devices come to market

Our Goal

Make the AAAA relatively easy for consumers to find and it is happening!
AAAA Global Retail Distribution

US
- Ace, Lowe's, Walgreens, Supervalu, Fred Meyer/Kroger, Target, Best Buy, Tru Value, HEB, Menards, Meijer, Fry's, Cabelas

UK
- Tesco, Halfords and Maplin Electronics

France
- FNAC, Auchan, Boulanger, Conforama, Sonepar and Cora

Iberia
- Carrefour

Italy
- Media World, Unieuro, Bricolage and various Independent stores.

China
- *Carrefour (re-list soon)

New Zealand

Australia
- Bunnings, Danks

*Not in all locations

Singapore
- Challenger, *NTUC, Chee Khiang, Home-Fix, Mustafa

Taiwan
- Kwang Hwa Mart
- PC Home (On Line)

Thailand
- Carrefour
- Big Camera

South Africa
- Fotolens
- Audio City
- *Pharmacy

Korea
- Dong Yang Electronic
- SamSin Telecom

Japan
- Yodabashi
- BIC

Germany
- Bauhaus, Media, Globus, Alphatech, Corporate Express, Euronics, and Lyreco
- Available in over 800 stores

All European Countries
- Top 3 Office Product customers with marketing efforts to include AAAA
AAAA On-Line Distribution

Internet searches on AAAA pull up many on-line sources globally

China


US

http://www.bestbuy.com/site/Energizer-+-AAAA-+-2-Pack/4256508.p?skuId=4256508
http://www.amazon.com/gp/product/B002WHPIIS/

Europe

http://www.needbatteries.co.uk/energizer-ultra-aaaa-....

Energizer's OEM Strategic Alliance Team
Exploring the future, building the brand!
AAAAA Powered Devices
Existing AAAA Devices

- Energizer originally launched the AAAA alkaline battery in 1991
- There are many existing devices designed to use it
- Until recently, limited retail distribution has limited OEM adoption
Energizer is Working with our OEM Partners Globally to Introduce AAAA Powered Devices

Targeting OEM’s globally on a broad basis

- Energizer has met with hundreds of designers globally
- Also conducting a global PR campaign – tradeshows, conferences, press briefings, technical articles
- OEM interest is strong across a variety of devices

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Similar to AA and AAA, the AAAA is becoming a general purpose solution used in a variety of portable electronic devices
Energizer and Microchip
Working together to provide new solutions for device designers

One of the first solutions is the Microchip MCP1640 Single Cell Boost Converter powered by the Energizer AAAA Alkaline battery

- Operates with a single battery reducing PCB space and costs
- Achieves 96% efficiency while running
- Extends battery life
- Offers low currents in shutdown mode
New AAAA Devices are Driving Retail Distribution Gains

- New Solutions Remote Control
- Hisense Media Networks Remote Control
- Mechanix Wear Glove Mounted Work Light
- Otymotic Noise Dosimeter
- Streamlight Penlight
- UEI Zapper Remote Control
- Jabra Bluetooth Headset
- Siemens Hearing Aid Remote Control
- Pelican Penlight
- UpBeat Audio Headset Amplifier
- V3 Bluetooth Headset
- Freestyle Blood Glucose Meter

- SVI Hearing Aid Remote
- Brightstar Safety Light
- Frost Industries LED Light Accessory
- Audiovox Noise Canceling Headset
- Morgan Touch Computer Pen
- Energizer Penlight
- Agamatrix Blood Glucose Monitor
- AceCad Computer Pen
- OpCom Laser Pointer
- Sunlite Penlight
- Eagle Tech Penlight
Some Recent Market Introductions

New AAAA Powered Devices
OEM Partners

Sunlite Slim Jr. LED Pen Light

- Powered by 3 Energizer AAAA batteries
- Recessed glass lens to prevent scratch and yellowing
- Push button on-off switch with momentary and constant illumination features
- Anodized aluminum alloy housing, also functions as heat sink
OEM Partners

Siemens Hearing Aid Remote Controls
EPen and ProPocket

- Powered by Energizer AAAA batteries
- Used to control hearing aid volume and clarity
OEM Partners
Acoustic Research Noise Canceling Headset

- Powered by one Energizer AAAA battery
- Detailed, accurate high performance sound
- Noise canceling reduces ambient noises for a richer sound experience
- Comfortable custom fit in ear design earbuds
OEM Partners

Energizer High Tech LED Pen Light

- Powered by 3 Energizer AAAA batteries
- Extremely tough, rigid construction
- “Tool” quality, Chemically resistant and easily cleaned.
- Two Light modes
- Non-conductive
Other AAAA Devices

Etymotic Research ER-200 Personal Noise Dosimeter

- Powered by 3 AAAA batteries
- Measures ambient noise and alerts the user to over exposure
Design Assistance
Technical Support

AAAA Device Design

Provide technical support to aid in the design and development of AAAA powered devices.
- Battery Compartment Design Guidelines
- Device Analysis
- Battery Testing and Evaluation
- Performance Claim Development
- Industry Standards and Environmental Requirements

For technical support or product samples contact:
Joe Kelling, Application Engineer
JosephM.Kelling@energizer.com
(440) 835-8696

AAAA Battery Holders – available now
- All dimensions in millimeters.
- Reversal protection at (+) terminal holder position
- Ribbon allows for easy battery extraction from holder.
- Accommodates “AAAA” batteries from current known manufacturers.
The Energizer® Max® AAAA premium alkaline battery!

Meeting the need for smaller, lighter and affordable portable power solutions