ENERGIZER
Energizer is a major player in Portable Power and Personal Care products

Presence in
>160 markets
around the globe

Portable Energy
(FY 2009)
$2.11 B
• #2 Branded Market Share
• #1 Brand in Rechargeable
• #1 Flashlight manufacturer globally

Wet Shave, Skin Care, Feminine Care, Infant Care
(FY 2009)
$1.89 B
• #2 Market Share globally
Energizer’s mission is to deliver innovative portable power solutions to power people’s lives

Portable Energy (FY 2009)

$2.11 B

• #2 Branded Market Share
• #1 Brand in Rechargeable
• #1 Flashlight manufacturer globally

- Global Headquarters: St. Louis, MO USA
- Global R&D Center: Cleveland, OH USA
- FY2009 Sales: $2.11 Billion
- Countries Served: 150+
- Estimated Global Market Share - Primary Batteries: 28%

Product Lines

Performance Batteries
- Lithium AA, AAA
- Rechargeable Batteries and Chargers

Premium and Price Batteries
- Alkaline
- Carbon Zinc

Specialty Batteries
- Hearing Aid
- Coin Cell

Lighting Products
Energizer – at the leading edge of innovation

1896 - First dry cell for consumer use
1898 - First Flashlight & first D size battery
1931 - First to freshness date batteries
1955 - First miniature hearing aid battery & First 9V battery
1957 - First Rechargeable NiCd battery
1959 - First standard alkaline battery
1989 - First standard alkaline battery & First AAA lithium battery
1991 - First AA lithium battery
2001 - First non added mercury H.A
2003 - First multi-drain watch battery
2005 - First AAA lithium battery
2007 - First Lithium powered phone charger
2008 - Re-launch of the AAAA alkaline battery
2009 - First Mercury battery
2009 - First on-battery tester
1989 - First AAA lithium battery
1989 - First zero-added mercury battery
1991 - First AA lithium battery
1995 - First non added mercury H.A
1995 - First on-battery tester
1999 - First hearing aid battery dispenser
2003 - First multi-drain watch battery
Energizer – at the leading edge of innovation in the future

New form factors, power sources and conveniences
Energizer provides our partners with global manufacturing and customer support to meet their needs anywhere in the world.
Energizer’s OEM Strategic Alliance Team

Exploring the future, building the brand!
Energizer – working proactively with device manufacturers to develop new portable power solutions

Energizer’s OEM Strategic Alliance Team
Exploring the future, building the brand!

Working with our OEM partners to drive innovation

Understand Portable Power Trends / Support New Product Development
Significantly improve Energizer’s vision of current and future portable power trends to drive Energizer’s R&D process. Develop OEM partners to support the introduction of new portable power solutions.

Co-Marketing
Seek out opportunities to enhance our brand, and those of our OEM partners, through cooperative activities in product development, sales and marketing.

OEM Technical Support
Ensure that device designers are aware of Energizer’s current and future portable power solutions. Provide technical support to aid in the design, development and lifecycle management of battery powered devices.
OEM Strategic Alliance Team

Objectives

1. Understand Portable Power Trends / Support New Product Development
   Significantly improve Energizer’s vision of current and future portable power trends to drive Energizer’s R&D process.
   Develop OEM partners to support the introduction of new portable power solutions.

Four key Energizer OEM product initiatives

- Energizer Ultimate Lithium AA and AAA
- Energizer Alkaline AAAA
- Specialty Batteries
- Techtium Hybrid Battery Technology
Energizer® Ultimate Lithium

The World’s Best AA/AAA in High Tech Devices

- **WORLD’s LONGEST LASTING** AA/AAA batteries in high tech devices
- **Lasts Up to 8X longer*** in Digital Cameras
- 15 year shelf life
- Works in extreme temperatures
- Weighs 33% less than alkaline
- Now available in both AA and AAA

*vs Energizer Max
Recognizing the need for smaller, thinner, lighter portable power solutions, Energizer recently launched the Energizer® 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
- Higher energy and power capability than Lithium Coin
- Low cost solution
Specialty Batteries

Applications

- Hearing Aid
- Medical Device
- Electronics
- Photo
Techtium Hybrid Battery Technology

**Techtium backupower™**

- A combination of a AA/AAA battery cavity together with a backupower™ IC and standard lithium-ion rechargeable.
- Wins - both shipping with Energizer Lithium

*Images of various devices and batteries are shown.*
OEM Strategic Alliance Team

Objectives

2. Co-Marketing
Seek out opportunities to enhance our brand, and those of our OEM partners, through cooperative activities in product development, sales and marketing.

- Joint activities at retail
- Production of on-pack bursts, co-branded POS materials
- In pack coupons, IRC's, informational pieces to add value
- Support for trade / other media advertising
- Trade show support

Joint effort with brand and trade marketing
The OEM Strategic Alliance Team creates partnerships with market leading OEM’s
Energizer collaborates with the world’s leading device manufacturers to develop partnerships from the inception of new products.
OEM Strategic Alliance Team

Objectives

3. OEM Technical Support
Ensure that device designers are aware of Energizer's current and future portable power solutions.
Provide technical support to aid in the design, development and lifecycle management of battery powered devices.

- Technical Marketing
- Battery Applications Team
- Device Analysis
- Battery Testing and Evaluation
- Performance Claim Development
- Industry Standards and Environmental Requirements

Supported by the Technical Services team
Energizer’s OEM Strategic Alliance Team

Exploring the future, building the brand!

What can we do to help you be successful with your battery powered devices?

For clarification or specifications on any technical aspect of Energizer products, visit our website at... http://data.energizer.com

OR

e-mail Energizer’s technical portable power solution team at... product.techsupport@Energizer.com