

# Energizer®

## MARKET

Energizer is one of the world's largest manufacturers of primary batteries and flashlights and is a global leader in the dynamic business of providing portable power. Energizer's battery business delivers the industry's most comprehensive portfolio of products. No other battery manufacturer anywhere in the world comes close to matching Energizer's scope in meeting consumers' needs for portable power and lighting products. This extensive portfolio includes carbon zinc, value, premium and super-premium alkaline, lithium AA super-premium, photo lithium, watch/coin cells, hearing aid, rechargeable NiMH cells, flashlights and lanterns. Widely recognised the world over, Energizer® and Eveready® branded products are marketed and sold in more than 160 countries around the globe. Energizer manages operations in four primary geographic regions: North America, Asia Pacific, Europe and South and Central America.

In Egypt, the company was originally called Union Carbide Egypt SAE, registered in October 1977, and was established to import Energizer products and establish the Energizer franchise in Egypt. The Energizer dry cell battery project was approved in Egypt in 1978 with an initial capacity of 150 million D cells and 40 million AA cells per year. The plant began production in 1980.

The current Egyptian company, Energizer Egypt S.A.E. is owned 63.4% by Energizer International with the remaining shareholding being held by Egyptian investors.

## ACHIEVEMENTS

Energizer invented alkaline batteries in the late 1950s and has continued to enhance them over the years. Since 1960 the service life of an Energizer battery has improved dramatically. Anticipating the trend towards high-tech devices, Energizer led the industry in designing batteries to meet the

power requirements of these sophisticated devices. The company continues to innovate in all segments of the battery category. Energizer was the first company to design and introduce a super premium battery and was the first to harness the power of lithium in a AA cell size, and the first to revolutionise the rechargeable category

when it introduced a high-powered nickel metal hydride cell.

Energizer is the world's largest manufacturer of batteries and portable lighting products. Energizer products are distributed in more than 160 countries and the company manufactures nearly one out of every three batteries sold in the world.

## HISTORY

For more than 100 years Energizer - through continuous invention and innovation - has played a vital role in how people live, work and communicate.

Energizer's history goes all the way back to 1886, when former Brush Electric Company executive W. H. Lawrence formed the National Carbon Company (NCC), the present-day Energizer. In 1896 Energizer marketed the very first battery for consumer use - "The Columbia," six inches tall and used to power home telephones.

Two years later in New York City a Russian immigrant named Conrad Hubert founded the American Electrical Novelty and Manufacturing Company (AENMC) to market battery powered novelties. Hubert filed two patents in 1899 for his "Electric Hand Torch," a dry cell battery within a paper tube with a bulb inside a rough brass reflector on one end of the tube - the building blocks for the world's first flashlight.

In 1905 AENMC changed its name to American Ever Ready, focusing on the dependability of its flashlight products. American Ever Ready became part of the National Carbon Company in 1914, forming the only manufacturer specialising in both batteries and lighting products.

The National Carbon Company merged with Union Carbide Company in 1917 and began expanding across the United States and into Canada and Mexico. Over the next 32 years Union Carbide became known as the only full-line supplier of flashlights and batteries of all sizes. As Union Carbide expanded the "Eveready" brand name became associated with the reliable power and performance needed to keep up with the rapid development of battery-powered devices. In time the company re-branded its products, introducing Energizer batteries and flashlights.

The Eveready Battery Company/Energizer introduced the first 9-volt battery (1956); the first batteries for use in transistor radios and rechargeable nickel-cadmium batteries (1958); the first standard alkaline battery (1959); the first silver oxide button cell for use in miniature hearing aids and watches (1960); and developed lithium battery technology (1963).

In 1959 Energizer revolutionised the battery industry, introducing alkaline battery technology, a giant step toward longer battery life in portable, battery-powered devices. Energizer continued its industry leadership in the following years through innovative improvements to its alkaline battery.

In 1984 Ralston Purina, Co., headquartered in St. Louis, Missouri, purchased the Eveready Battery Company, the holding company of Energizer brand batteries and flashlights.

In Egypt the Energizer Egypt dry cell battery capital project was approved by UCC in October 1978. Capacity of this project was initially 150 million "D" size and 40 million "AA" size cells per year in two "D" cooker lines and two "AA" size PLM/HFM lines. The plant began "D" size production in June 1980 and the "AA" size in 1981.

## PRODUCT

Energizer offers a unique, complete portfolio of products designed to meet the distinct needs and expectations of different consumer groups. The flagship brand Energizer, offers premium long lasting battery performance fuelled by a continuous commitment to product improvement.

At the top end, Energizer e2 established the super-premium category. Advanced titanium technology and cell construction resulted in a super long-lasting battery specifically developed for high-drain devices, while the introduction of the Energizer e2 lithium represented another first

for the company with the world's only lithium AA battery and the world's longest-lasting battery in digital cameras.



## RECENT DEVELOPMENTS

Energizer has announced its lithium AAA battery, adding to its exclusive line of lithium 1.5 volt cells. It also announced performance improvements to its AA lithium line, now lasting up to seven times longer in digital cameras. These two announcements put Energizer at the forefront of round cell lithium technology and, better yet, they arm consumers with the world's longest-lasting AA and AAA batteries in high-tech devices at a time when the use of digital cameras, electronic games, PDAs, audio players and other high-tech devices is exploding. The new Energizer e2 Lithium AAA batteries are now the world's longest-lasting AAA batteries in high-tech devices providing more memories, more songs and more messaging than any other battery available. For the consumer, for example, that can mean 160 more hours of paging messages or 400 more flashes. The product is built on the lithium technology Energizer pioneered in 1992. Energizer remains the only battery manufacturer to harness the power of lithium in a 1.5 volt cell.

At the recent World Watch and Jewelry Show in Basel, Switzerland, Energizer announced an innovative range of Multi-Drain silver oxide watch batteries that will bring significant benefits to the watch and jewelry trade by simplifying what is currently a complex business.

Until now retailers and manufacturers have had to manage an extensive range of over 40 different silver oxide watch battery types due to the need to provide separate types specially manufactured for High Drain and Low Drain watch applications. Low Drain watches are normally analog, while High Drain watches are typically digital and have features like backlights and alarms, which require high amounts of current to operate.

Energizer scientists have worked for many years to develop an innovative cell chemistry resulting in the best characteristics of both the existing High Drain and Low Drain systems into one battery, allowing the Energizer Multi-Drain to replace any silver oxide needs in the market. In addition, this new cell chemistry has resulted in a performance improvement by increasing the shelf life of the battery by

40% from the current five years to seven years.

Energizer also announced the roll out of two new innovative chargers and an upgrade to their high-capacity AA NiMH Rechargeable batteries. The

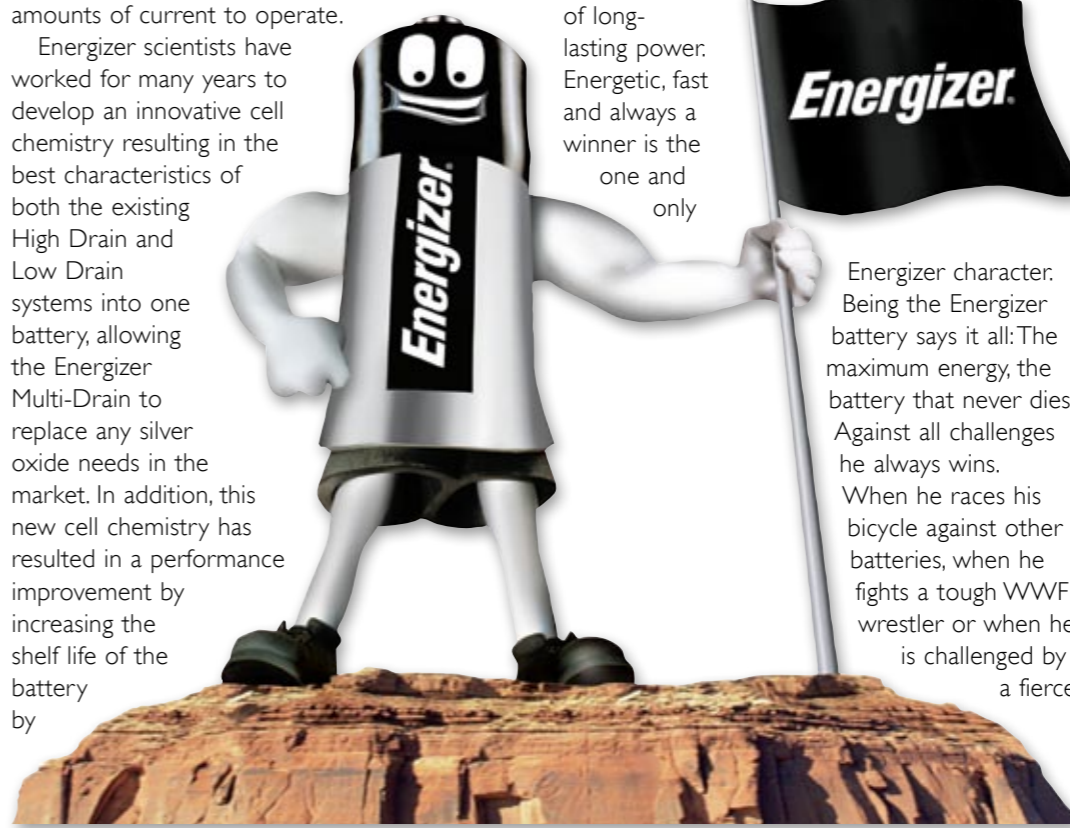
innovations come at a time when the use of high-tech devices is rapidly expanding and consumers are looking for economical and convenient ways to power them. Energizer NiMH Rechargeable batteries are ideal for battery users who are searching for a more economical solution in

their power-hungry devices. They offer a long lasting, reusable source of power from a well-recognised, trusted brand.

Energizer has led the way in advances in battery capacity and continues to lead with the introduction of its 2500 mAh NiMH AA batteries. They are the best value for high-tech devices and well-suited for digital and flash cameras, compact disc and MP3 players, and children's toys. Energizer's 2500mAh NiMH AA batteries last up to four times longer than ordinary alkaline batteries in digital cameras. With one set of batteries in the device and another set in the charger, you can enjoy virtually non-stop power.

## PROMOTION

The Energizer Character made surprise appearances in all television spots, spreading his message of long-lasting power. Energetic, fast and always a winner is the one and only



Energizer character. Being the Energizer battery says it all: The maximum energy, the battery that never dies. Against all challenges he always wins. When he races his bicycle against other batteries, when he fights a tough WWF wrestler or when he is challenged by a fierce



Sumo wrestler he is undefeatable. The secret behind his power is the energy of Energizer batteries that never die.

The Energizer character has been very successful in communicating the strength of Energizer batteries.

Building the character as the AA battery and putting it through many challenges directly and strongly delivers the message that Energizer batteries are of maximum energy, for all purposes and long lasting.

## BRAND VALUES

Energizer has a unique place within the market as the only battery manufacturer which can supply the complete solution, no matter what the need. Its goal is to match consumer wants and needs with the most meaningful, reliable, long-lasting product offerings. As a result Energizer offers the broadest product line-up in the industry.

[www.energizer.com](http://www.energizer.com)

## Things you didn't know about Energizer

In 1990 Energizer became the first battery maker to eliminate adding mercury to its batteries, making Energizer alkaline batteries safer for the environment.

Energizer introduced the world's first AA size lithium battery in 1992.

In 1995 Energizer became the first battery manufacturer to feature an on-battery tester, allowing consumers to quickly check battery power directly on the cell.

Energizer® e2™ batteries, powered by titanium, debuted in 2000. Energizer® e2™ takes power to the next level, providing consumers with long-lasting power for their critical devices.

Energizer spun off from the Ralston Purina, Co. in April 2000, becoming an independent company. Energizer continues to provide consumers with innovative, high-quality and technologically advanced batteries and flashlights, including Energizer® brand batteries, Eveready® brand batteries, Energizer® e2™ batteries, Energizer® e2™ Photo lithium batteries, miniature battery line, rechargeable batteries and lighting products.

With global headquarters in St. Louis and over 10,000 Associates in 140 countries, Energizer stands as the world's largest manufacturer of batteries and flashlights, dedicated to predicting and meeting the needs of the consumer.

In 2003 Energizer acquired the worldwide Schick-Wilkinson Sword (SWS) Company, adding world-class brands in the personal care category to the Energizer portfolio.

The SWS business, which includes the Schick® and Wilkinson Sword brands, employs 4,000 associates. SWS wet shave products are sold in more than 80 countries around the world, competing globally in all three segments of the wet shave category: men's systems, women's systems and disposables

Superbrands