



VARTA relaunch 2021

Management VARTA AG Headquarter



CEO – Herbert Schein

CFO – Armin Hessenberger

Li-Ion-Solutions & Microbatteries

Micro



Torsten Schmerer

Li-Ionen

CoinPower



Michael Berger

Li-Ionen

Large Batteries



Reiko Stutz

Solutions



Gordon Clements

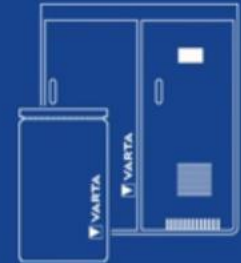
Household Batteries

Consumer



Peter Werner

Energy Storage



Peter Werner

CTO – Rainer Hald

COO – Guido Schweitzer

CHRO – Sebastian Lang

Communications – Christian Kucznierz

Business Development – Fabian Stock

Vision



"We define the future of
battery technology
to empower a more independent
life."

Mission



„Through continuous investments in research and development, we set the benchmark in battery technology and customization to strive market leadership in our segments.“

VARTA Brand Profile



The new VARTA Logo



- More technical look
- Modernized font
- Larger symbol
- Flexibel usage with combined or splitted logo

VARTA symbol and name mark
without further content:



VARTA symbol and name mark
with further content (e.g. product name):



VARTA blue
Pantone 7687 C
CMYK: 100 / 80 / 0 / 4
RGB: 26 / 66 / 138
RAL: 5002
HKS: 43K + 30% black
#1a428a



VARTA yellow
Pantone 116 C
CMYK: 0 / 20 / 100 / 0
RGB: 253 / 202 / 0
RAL: 1021
HKS: 4K 90%
#fdca00

Brand Design Changes



New VARTA Font

Application structure

KAPITEL → VARTA DIN Wd Regular

Headline → VARTA DIN Wd Regular

Subline → VARTA DIN Wd Regular

Copytext → VARTA DIN Regular

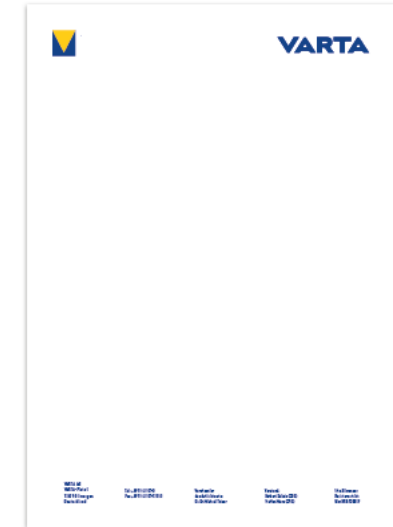
Highlight Copytext → VARTA DIN Bold

Table → VARTA DIN Cd Regular

Highlight / Table → VARTA DIN Cd Bold

Headline / Table → VARTA DIN Cd Bold

Business Stationary



Product Pictures

Straight White

for Images B2B



Dynamic Gray

for Images in catalogs /
brochures and on website / B2B



Dynamic Metal

for Images on website / B2C



Dynamic Beam

for Images on photos / applications



New VARTA Corporate Website



Landing Page



Main Page Konsument



Main Page Investoren



Main Page Industrie

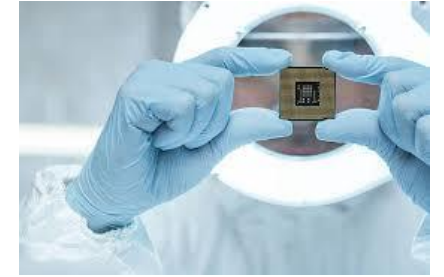


Main Page Karriere

Picture Gallery Independence



Picture Gallery Explorer



Picture Gallery Performance



Picture Gallery Tomorrow



Brand Relaunch Primary 2021

Ellwangen, 24. February 2021

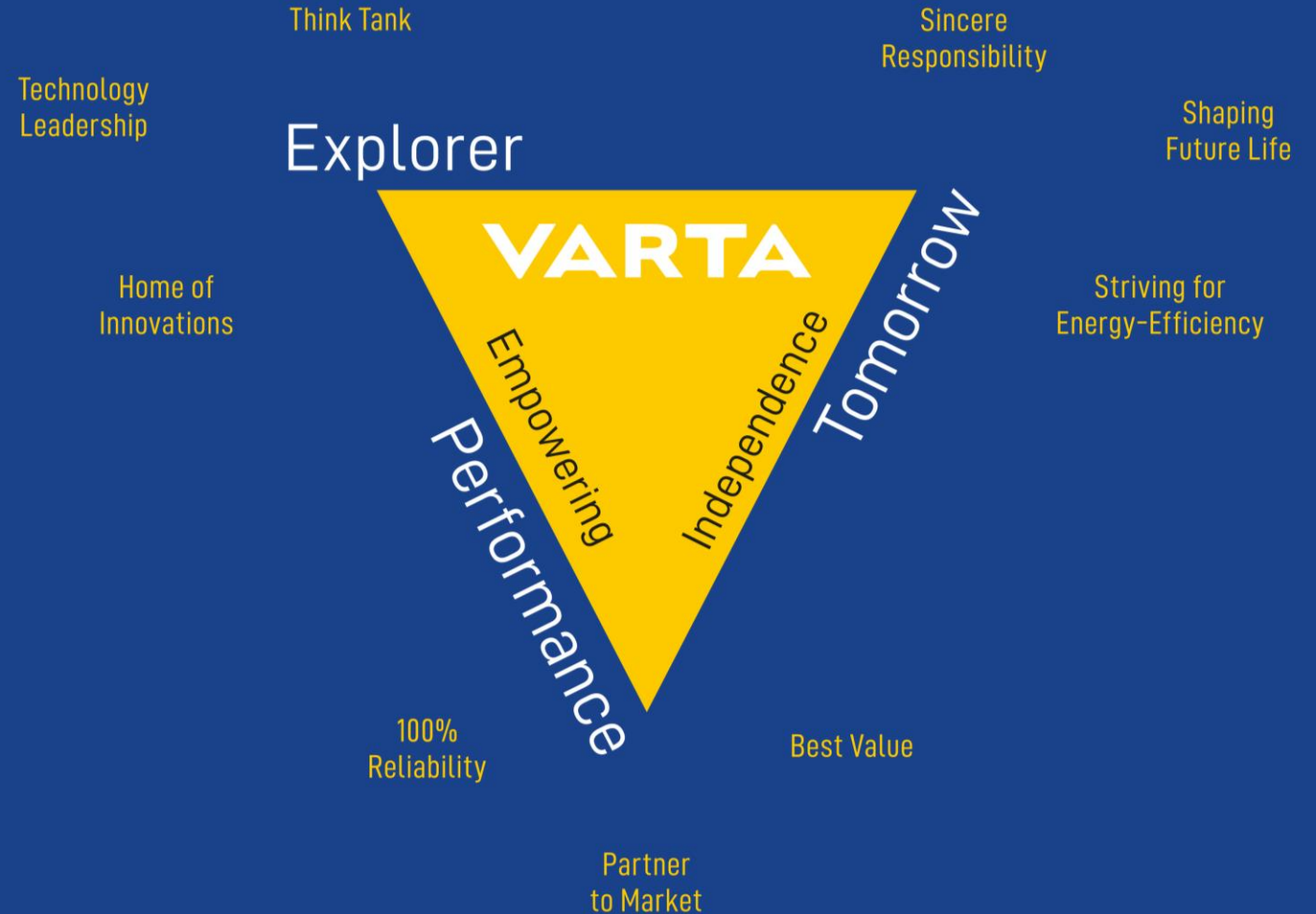
How we will strengthen our vision



Product
Performance

Packaging

Design

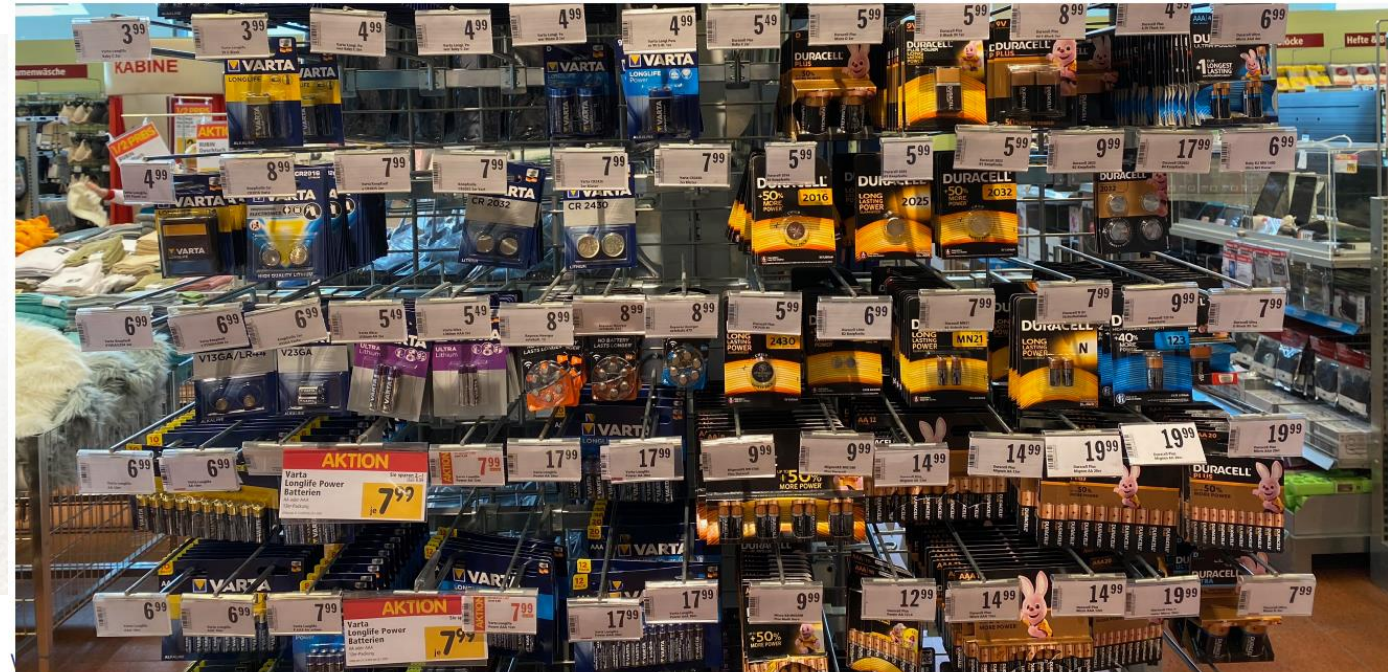


How to become unique?



Is it VARTA or another battery?

Where is VARTA?



How can we develop the battery as a unique brand product?



- How many VARTA Batteries do you see?
- Which brand do you recognize without reading the brand name?



Most important piece
in the game of chess...



This is the new **VARTA**
INNOVATIVE
OUTSTANDING
UNIQUE



The new VARTA LLP - Just Unique!



- Only cell on the market with triangular head
- Represents the very well known VARTA logo
- Matt finish for unique touch and feel
- Strong iconography
- 100 % brand recognition



Brand recognition without logo



The new LONGLIFE Power battery – Outstanding brand sovereignty



New design focus: brand iconography



Bold iconography
Fantastic matt finish
Unique and premium haptic appearance

Higher-quality product perception confirmed by our battery shoppers



+52% of people feel that haptic is premium quality vs. glossy haptic*

Sharpened distinction for our entry lines



Re-naming:
support quality perception
and fits into competitive world

New color coding:
strong brand iconography
Basic color – basic quality

Glossy appearance,
basic finish

Sharpened distinction between different chemistries



Bold iconography
Fantastic matt finish
Premium haptic appearance



New color coding:
strong differentiation for our
Lithium batteries, in-line with
whole assortment

Consistent implementation raises brand recognition to a new level



Haptic differentiation

Tactical

White label
Glossy finish



Core

Metallic label
Matt finish



Technology differentiation

Niche

Metallic label
Matt finish
New color for Lithium products

New cardboard
packaging



We focus on high recycling content for all our packaging

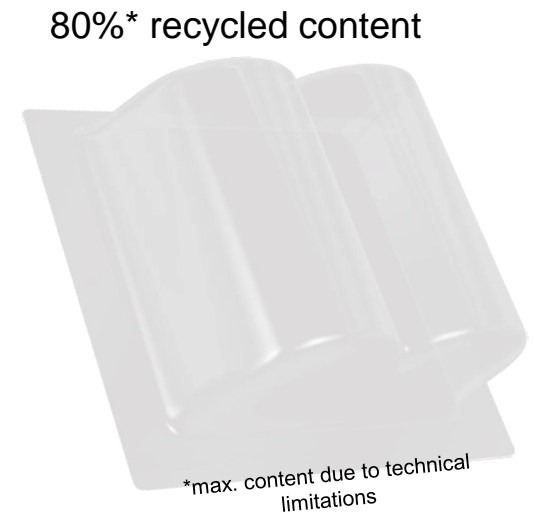


90-95%
recycled
content



90%
recycled
content
in total

94% recycled content



80%* recycled content

*max. content due to technical
limitations

Sustainable and patented packaging in premium look and feel



Premium design refinement
Patented mechanism
Cardboard-material packaging
100% recyclable

Available for:
ULTRA Lithium
LONGLIFE Range

Blister 2 / 4 / 8

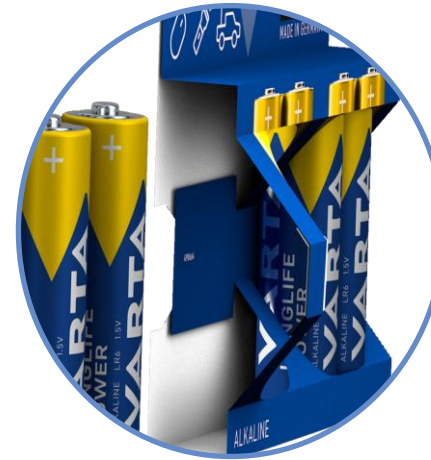


will save
94to
plastic/p.a.*

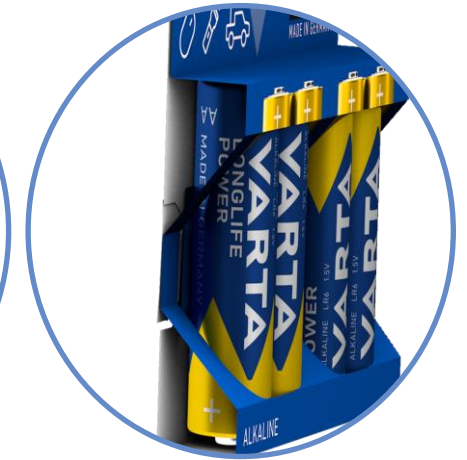
Patented opening/close mechanism



Compact storage



Easy removal
of individual cells



Ideal container
for discharged cells

Premium appearance is also confirmed by our shopper



VARTA is perceived as the longest lasting battery

47% of shoppers choose VARTA
vs. 34% DUR
vs. 19% ENG

80% confirm:
very high valuable claim

73% of people perceive new VARTA logo as modern, while brand is still easily identifiable

Device icons support upselling!



**INNOVATIVE
POWERFUL
PLASTIC-FREE
TOMORROW**



VARTA premium batteries to empower a
new world of independent life

Strengthened brand appearance across all ranges



Tactical

Dual-Material packaging
FSC certified carton
Made of up to 90% recycled content
Recyclable

Quality/Price differentiation



Core

Cardboard-Material packaging
FSC certified carton
Made of up to 95% recycled content
100% recyclable
Patented opening mechanism



Niche

Cardboard-Material packaging
FSC certified carton
Made of up to 95% recycled content
100% recyclable
Patented opening mechanism

New VARTA Design with improved purchase probability



+9% higher
vs. current design*

+18% higher
vs. Energizer*

+20% higher purchase
probability **of non-buyer**
vs. current**

+7% higher
vs. Duracell*



New VARTA design convinces over competition



Better orientation /
easier choice on shelf!

+46% vs. DUR
+20% vs. ENG

More innovative!

+51% vs. DUR
+74% vs. ENG



VARTA is the technology
leader in the market

+47% vs. DUR
+47% vs. ENG

VARTA is the battery
brand of the future!

+40% vs. DUR
+42% vs. ENG

Empowering independence with increased performance



Usage of innovative and premium materials for more performance!



New energy mix with improved anode and cathode formula

More active mass for more independence!

Empowering independence with increased performance



+6% AA/AAA



+5% AA/AAA

New performance empowering more independence



+34 min. (AA)*
+25 min. (AAA)*



+18% (AA)**
+9% (AAA)**

Top-tier performance in a competitive field



AA

Made in Germany – made to last.

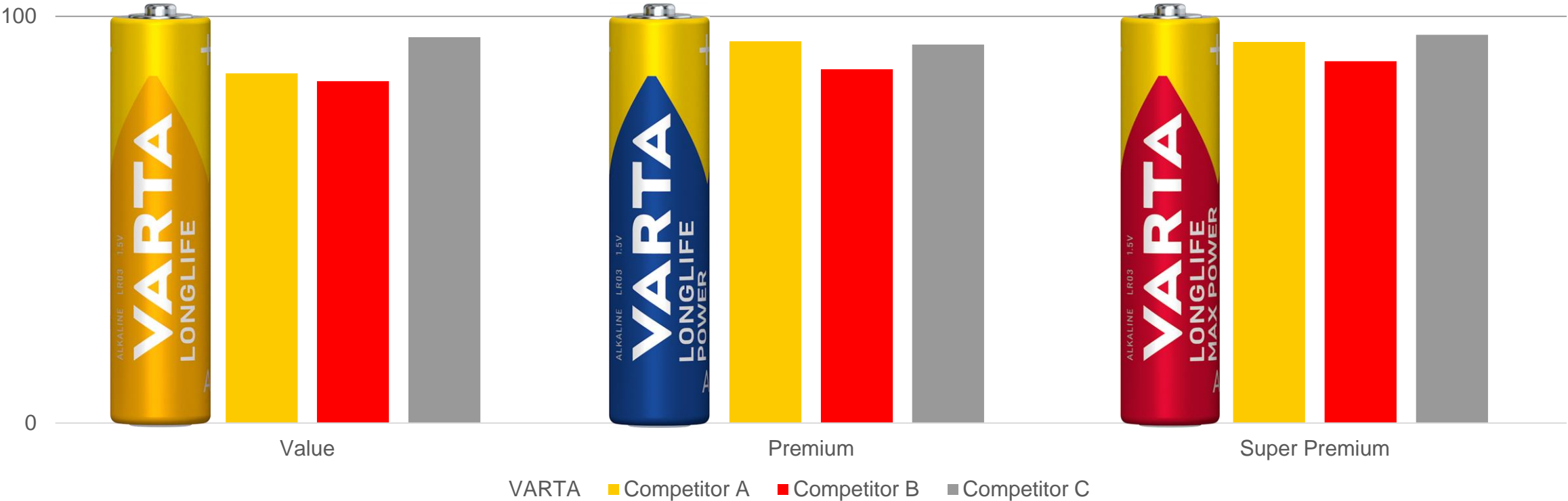


VARTA offers best AAA battery in Competition field



AAA

Made in Germany – made to last.



Premium brand positioning – Premium value approach!



A-Brands generate value



B-Brands generate volume



The background of the slide is a satellite view of Earth at night. The Earth's surface is dark, with city lights visible as bright yellow and white clusters. A large, bright yellow spotlight beam originates from the top center and focuses on a specific area of the Earth's surface, creating a strong contrast and a lens flare effect.

Brand Relaunch Special Batteries 2021

Ellwangen, 21/02/24

Branding starts with the product

Design innovation: embossing style



- Unique V-shape embossing
- Modern, clear and innovative
- One design - for all systems

Lithium



Alkaline



Silver



Branding starts with the product!

New color coding for special batteries



- Strong brand iconography
- New professional colour coding
- One coding for all Systems
- Matt finish
- Haptic product experience



Design innovation: Applied to all special battery packagings



DESIGN FEATURES

Bold & clear type designation

Highlighted performance claim

Strong iconography on all cells and blisters

Metallic look



The most secure and save VARTA child-resistant packaging



PACKAGING FEATURES

NEW! 55% recycled material

IEC Child resistant packaging

Battery cavities for secure opening

Profit in a cut-throat silver market

Increased brand recognition by design transfer



WATCH Batteries

NEW Design for more visibility!

- Watch carton packaging's
- Immediate brand recognition
- Professional look on shelf of watch-makers and service centers

Thinking about tomorrow

New sustainable material for J-packs



WATCH Batteries

NEW eco-friendly packaging

- PVC to PET J-Packs
- 80% recycled materials



Holistic design approach

For all packagings & chemical systems



New brand design
fits perfectly
to all Special Battery
packagings



Empowering Independence



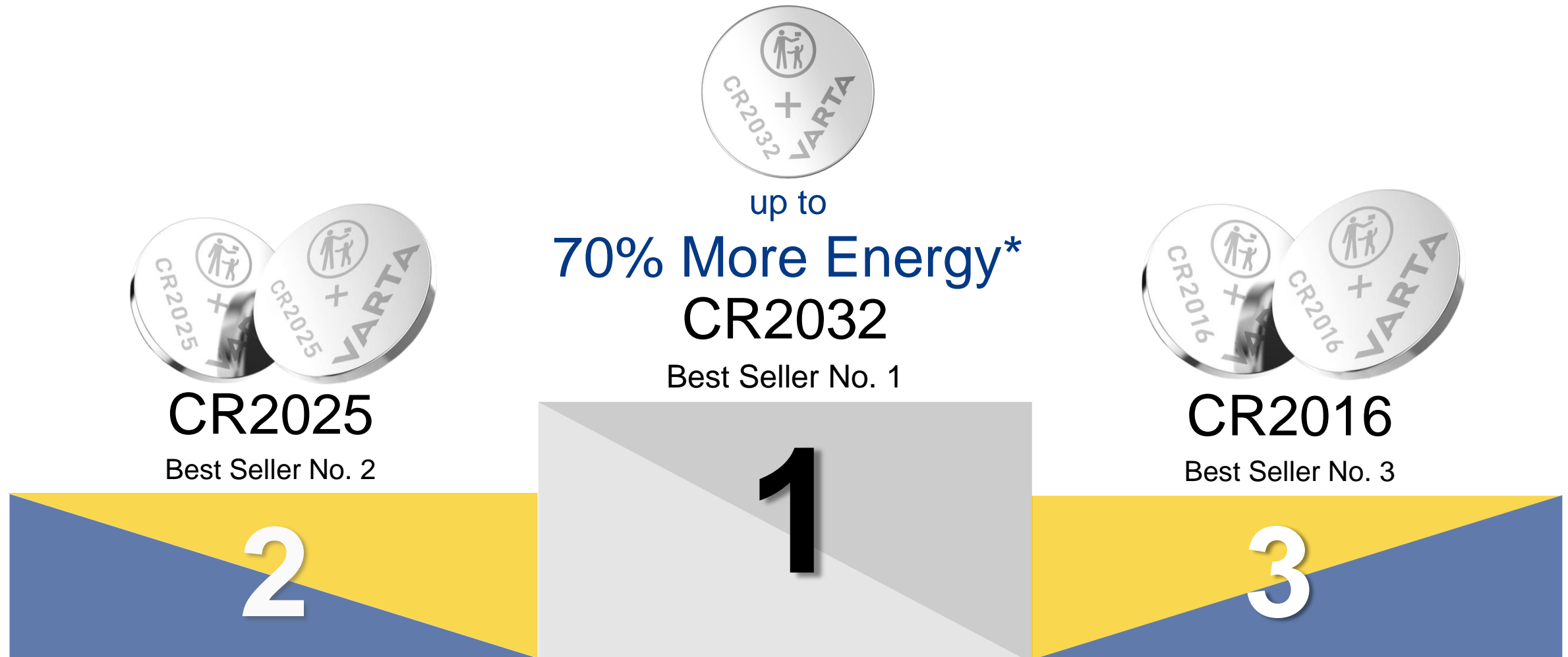
Explorer

Technology Leadership

TOP 3 Lithium Button Cells



Bring the performance to the next level in 2021



Performance boost for lithium CR2025



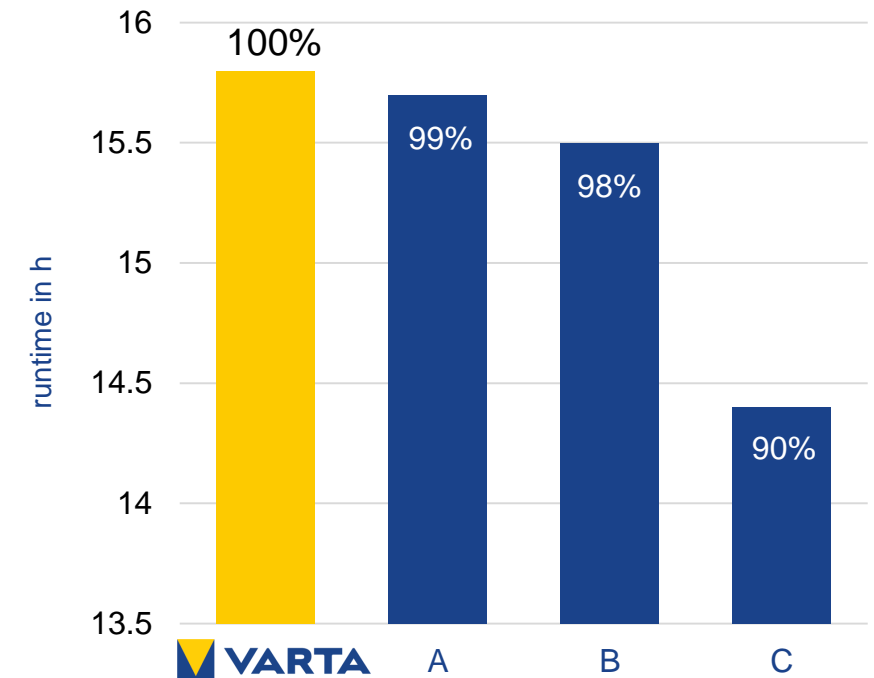
Key Test vs. IEC
up to **70% More Energy***

Capacity Increase
+12%

Pulse Applications



CR2025
KEY FOB



Capacity & Runtime Upgrade CR2016



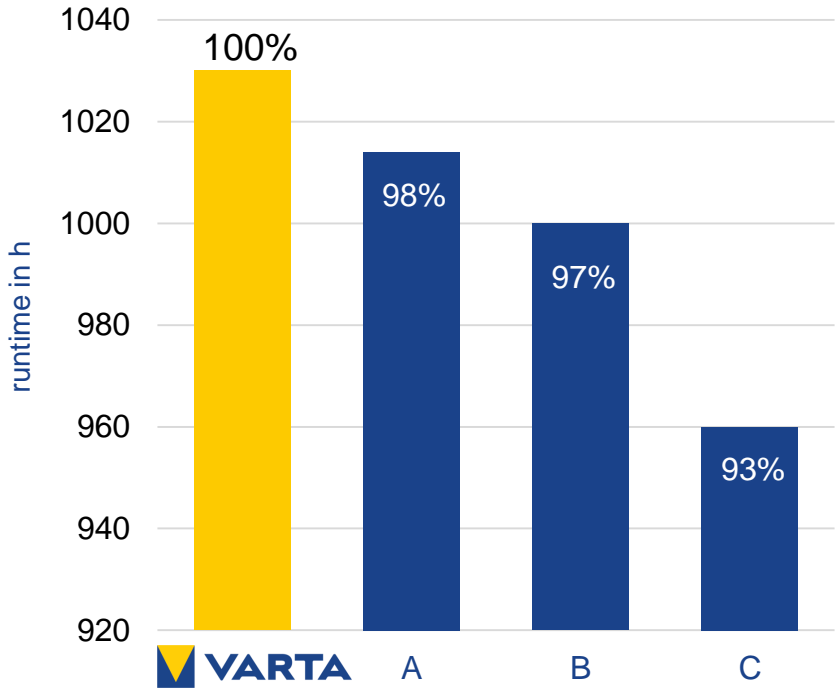
Continuous Discharge vs. IEC
up to **50% More Energy***

Capacity Increase
+16%

Applications



CR2016
CONTINUOUS DISCHARGE



Source: Relaunch performance target. Final results pending. Internal VARTA CR2016 performance tests based on IEC continuous discharge requirements and MAD 01/2021. Competitor test results based on IEC electric key test requirements and MAD. 09/2019. ** Avg. Capacity test results CY2020 pending. Relaunch Special Batteries 2021

Rechargeable Batteries & Portable Power

Ellwangen, 24 February 2021 / Relaunch September 2021

Cell design



innovative appearance & haptic

strong logo & iconography

green colors to emphasize RR characteristic

Packaging design Recycled



innovative packaging

recycled blister material

strong claims



**21 %
RECYCLED**



Rechargeable 3.0: Range set-up



2 main lines:
POWER & RECYCLED

Focus on performance & sustainability



~~ENDLESS~~
S

Rechargeable Batteries 3.0: Range overview & capacities



AA: 2100
AAA: 800

AA: 1350/2100/**2400**/2600
AAA: 550/800/1000

AA: 2100
AAA: 800



Tactical



Premium



Eco Premium

Promotions

Glossy finish

Dual material packaging

Permanent listings

Superior appearance

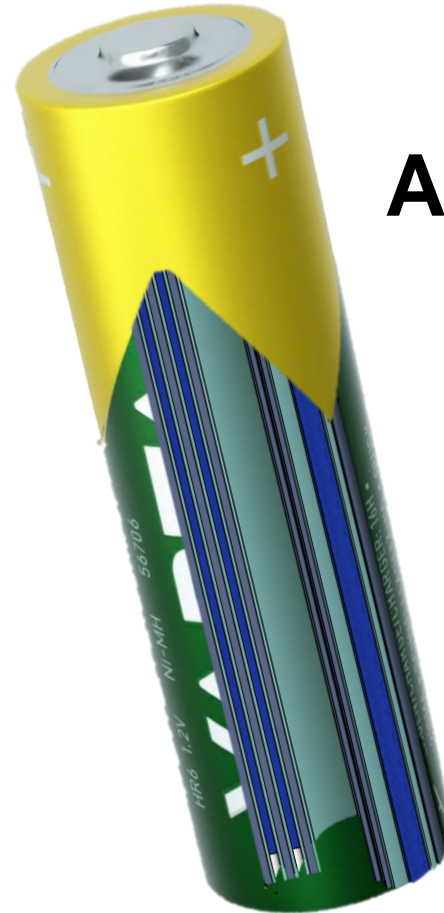
New cardboard blister

RECHARGE ACCU Power performance increase



improvement of formulation
and structure for premium
battery performance!

additive in cathode active material
helps to improve the cycle life



AA/AAA

increased cathode and anode
surface improves cycle life

RECHARGE ACCU Power

best performance on highest capacities



Top level performance for highest capacities*

33%
more cycles*



AA 2600mAh

66%
more cycles*



AAA 1000mAh

*vs. current performance - internal testing based on IEC 61951-2 edition 3.0. Still ongoing. Data preliminary TBC.

RECHARGE ACCU Recycled: technology leadership to empower future life



highest amount of recycled materials in the market:

21%



recycled active materials

90%

more recycled content*

Selling arguments



**Best performance
for highest capacities**

56% ... of consumers consider VARTA RR batteries to be the most innovative*

21% leading performance
0 highest recycled content on the market

innovative cardboard
Blister/ Recycled
Blister

49% ... of consumers consider VARTA RR batteries to be the most environmentally friendly*

stronger claims
vs. competitors

Chargers packaging design



strong branding
in new VARTA blue

modern & technical look

less and modernized icons
highlighting key features



reduced complexity

green color to emphasize
RR characteristic

Chargers packaging design



recycled cardboard packaging

perfect counterpart for RECYCLED batteries

reduced & modernized icons

Branding starts with the product

Design innovation for VARTA LCD Chargers+



clear & modern product design

unique v-shape

strong iconography

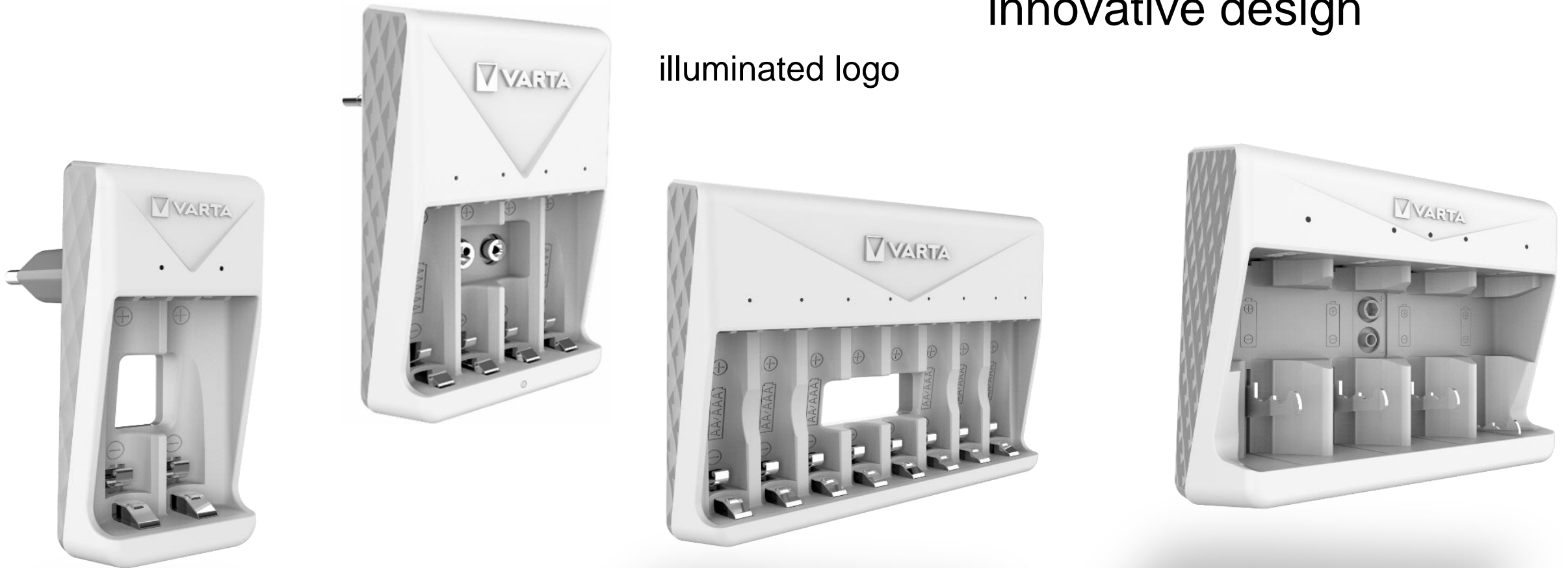
embossed VARTA logo

Branding starts with the product: continues for new Easy Charger range



innovative design

illuminated logo



Packaging design

Portable Power



modern,
technical appearance

plastic-free packaging

reduced icons



highlighting key features

strong VARTA branding

A close-up photograph of a wooden king chess piece with a gold crown, standing on a wooden surface. The piece is dark brown with a textured, aged appearance. The crown is ornate with gold-colored metal and small clear stones.

Focus

Let's be the green kings
on shelves!

„We define the future of battery technology
to empower a more independent life.“

Lights

Relaunch September 2021

Empowering
Independence

through the
Lights Category



A unique new design
Technical appearance



Lights packaging

New design



Roll out of new packaging design
to all Lights products

Empowering Independence
through POS presence



Strengthening brand awareness through POS support



Extend our
communication campaign

Unique, eye-catching, innovative



Maximum brand awareness
through strong brand visualization

Premium design refinement:
Metallic colors will attract attention

Convenient ready-to-sell solution
to empower instant sell-out

Guaranteed stability
Best value – Best impact in store

Modular display parts
for maximum flexibility

Consistent implementation will raise brand recognition to a new level



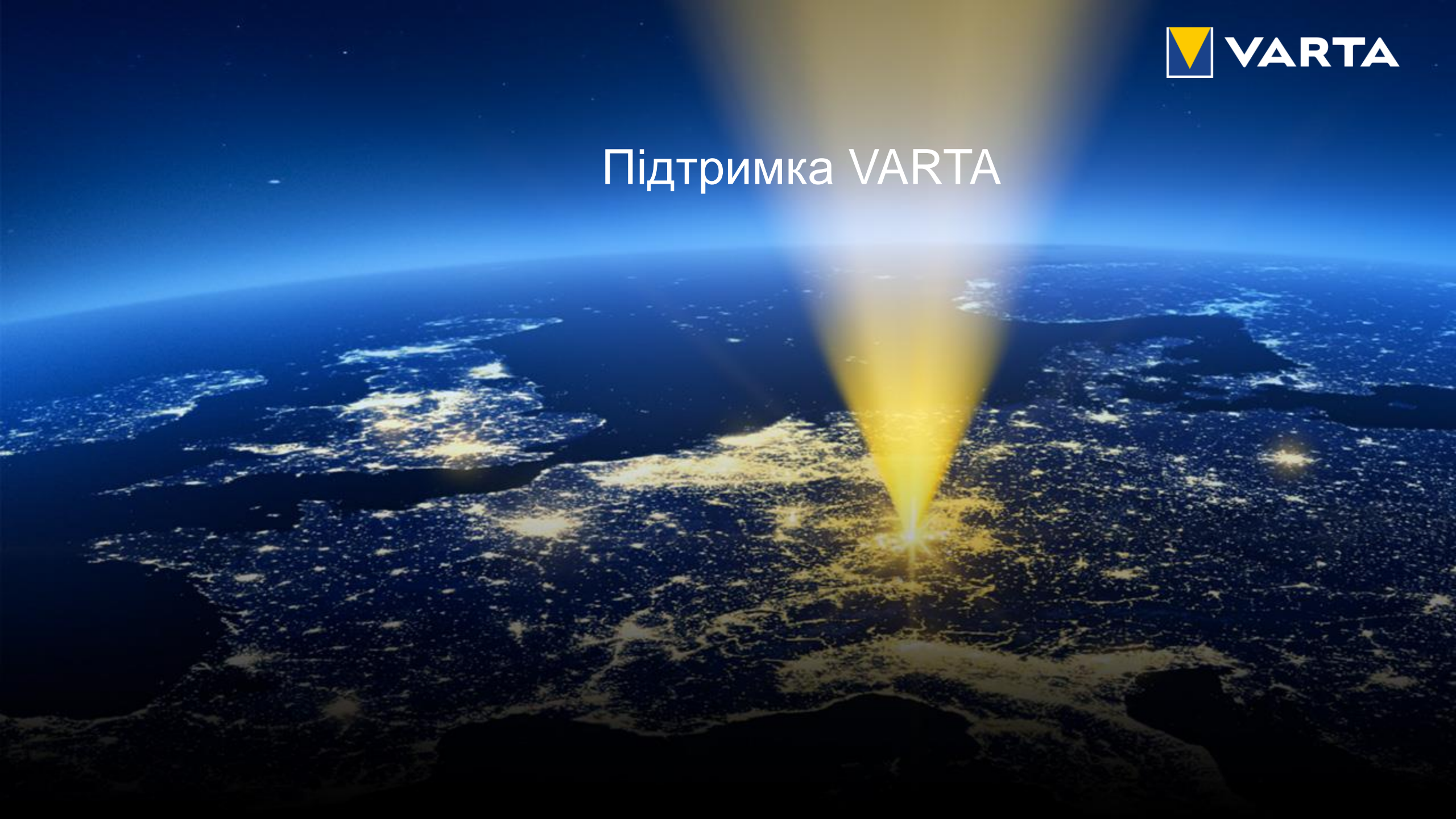


Focus

Let's be the kings
on shelves!

„We define the future of battery technology
to empower a more independent life.“

Підтримка VARTA



National promo Ukraine – “Varta gives a million”



Вхід Меню

Варта стає ще кращою



Period: September 2021 – March 2022

Prize fund: VARTA products + main prize 100 000 uah (~3300 €). Total sum of the gift cost in RSP price + main prize $\geq 1\,000\,000$ uah

Target: To draw attention of the shoppers to VARTA relaunch. To inform them about new design and improvement. To give more competitive advantages.



Вхід Меню

Одноразові батарейки

ЗРОБЛЕНО В НІМЕЧЧИНІ

До
70%
більше енергії ⁽²⁾



До
120%
більше енергії ⁽³⁾



Вхід Меню

Дизайнуй більше тут

Варта дарує мільйон!

▼ Реєстрація ▼ Подарунки ▼ Перемоги ▼ Умови



x200



x26

головний приз
50 000€

x1

National promo Ukraine – “VARTA gives a Million!”



All VARTA products exclude ZnC and bli2 will be stickered with unique code that give shoppers the possibility to register on site and participate in gift lottery.



We start promo with “old” products and finish with fully restyled