



BÜFFELPOST

Banner *THE POWER COMPANY*

AGENDA 2030

ON THE RIGHT ROAD!



**FUTURE
OUTLOOK**

AGENDA 2030 is
picking up speed

**FLEXIBLE
BUFFALO POWER**

The "freshness guarantee"
delivers its promises

**OUTSTANDING
CUSTOMER SATISFACTION**

Banner wins the 2021
EUCUSA Award

EDITORIAL

EDITORIAL

Dear Partner,

Banner has always been a company with innovative strength and vision. Consequently, it has used the upheaval throughout the automotive industry for its own strategic realignment. With our AGENDA 2030, we are ideally equipped for the future and have a clearly defined direction. This foresees starter batteries as remaining our core business with a strong focus on the two major areas of original equipment and the aftermarket. Consequently, our customers will continue to enjoy our high-quality products, top service standards and reliable delivery with a "freshness guarantee".

In addition, we are very well prepared for the era of e-mobility especially as 12-volt lead-acid batteries will continue to be required for the supply of the electrical systems in e-vehicles. Accordingly, we have a systematic focus on this development and are already working intensively on the next generation of traditional starter batteries using investments in research and development activities of around ten million euros annually.

With sales revenues of EUR 270 million, 4.1 million starter batteries sold and an additional location in Thalheim near Wels, our AGENDA 2030 is already on the right road. Ten million euros have been invested in a new production centre for the Energy Solutions business unit and in order to meet our environmental and sustainability standards, when choosing the location a conscious decision was taken to occupy an existing site rather than build on undeveloped land.

Looking back upon the past financial year, we can take pride in the fact that owing to great flexibility and the combined buffalo power of our entire team, even in a difficult economic environment we were still able to achieve a small increase in sales. In addition, at the end of 2020 we received a major order from North America with an overall volume of around EUR 60 million. Over the next few years, a total of some 1.5 million lead-acid batteries is to be supplied to the United States and Canada, and this new sales region will lead to even better risk diversification and make a significant contribution to securing jobs in Austria.

We would like to thank our employees, whose innovative strength and tireless commitment make both these successes and our transformation possible. Gratitude is also due to our customers, as their loyalty plays a major role in ensuring that we continue to drive into the future with full buffalo power!



Andreas Bawart
Commercial CEO



Thomas Bawart
Technical CEO



REVIEW

A STABLE PARTNER IN UNSTABLE TIMES

The past 18 months were really quite something, but in spite of every type of adversity Banner again demonstrated to its customers its reliability as a partner.



Franz Märzinger
Head of Sale and Marketing



At the end of 2019, we budgeted for solid growth of 2-3% in both the replacement and original equipment business areas during 2020. However, with the outbreak of the Corona pandemic at the beginning of the year and the related measures such as lockdowns and plant closures, the outlook and planning were literally turned upside down.

The plant shutdowns of the automotive companies in April and May 2020 were just as surprising as the extremely rapid recovery that followed. For by July 2020, all of the producers reached production levels close to those planned before the pandemic. In fact, this rebound was much faster and more pronounced than most experts had expected.

STABLE REPLACEMENT BUSINESS

Contrary to expectations, battery replacement business remained virtually unaffected by the pandemic. On the contrary, in the course of 2020 we were actually able to increase our sales. The result of this unawaited development led to availability problems throughout the battery industry in the autumn/winter and in particular, we experienced month-long bottlenecks in the AGM battery market. Nonetheless, in view of the overall positive developments in the second half of 2020, we were able to plan with confidence and optimism for 2021.

FLEXIBILITY IS IN DEMAND

Following extremely positive months up to May 2021, significant disruptive factors came into play. In some cases the shortage of shipping containers led to a doubling of delivery times and a fivefold increase in transport costs. The semiconductor crisis also hit the automotive companies extremely hard and since June, thirty to forty per cent of planned production has been cancelled on a regular basis. Moreover, it is currently impossible to predict for how long this situation will continue.

In addition to lead, alloying metals, energy and plastics prices are also rising at break-neck speed and in some cases to previously unimaginable heights. This turbulence has resulted in the constant rescheduling of production, delivery date alterations and most unfortunately, repeated adjustments of our sales prices to the new realities. This is equally unpleasant for both our customers and us, but unfortunately at present there is no alternative.

WELL-EQUIPPED

In spite of all the adverse circumstances, Banner is well prepared for the challenges of the coming months and as usual will do its utmost to continue to fulfil the high expectations of its customers in every possible regard.

AGENDA 2030**OFF TO TOMORROW!**

With the AGENDA 2030, Banner has defined its route into the future.

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With the new location and the AGENDA 2030, Banner is ready and waiting for the future (in the photo: Commercial CEO, Andreas Bawart (r.) and Franz Märzinger, the Head of Sales and Marketing).

Banner has always been a company with vision and has responded to the rapid developments in the automotive industry with a strategic realignment. AGENDA 2030 maps out the road to the future and as Andreas Bawart explains, "We have analysed the market and demand, and placed a focus upon our strengths in organization, production and product range. We are also deepening existing cooperations and opening up new opportunities in Europe, Asia and around the world." Nonetheless, starter batteries will remain the company's core business area.

NEW BUSINESS UNITS

Banner has also responded to the upheavals in the market with the creation

of the Automotive and Energy Solutions business units. In the automotive sector, there are two major market segments. The first of these is original equipment, where leading OEM customers such as BMW, VW, Audi, Mercedes-Benz, Porsche and Rolls-Royce are supplied. The second is the aftermarket, for which Banner foresees growing demand for start-stop batteries.

STRATEGIC SITE DEVELOPMENT

During the past three years, Banner has invested over EUR 30 million in the development of its Leonding headquarters and in order to drive the AGENDA 2030 realignment forward, the company envisages further expansion at this loca-

tion. Andreas Bawart, "We plan to make major investments in order-related production, warehouse and logistics capacity, and the digitalisation and automation of our processes." In addition, specifically for the new Energy Solutions business unit, a new production centre has been opened nearby in Thalheim at an investment cost of around ten million euros. Moreover, during the location selection process Banner deliberately chose to occupy an existing site rather than build on undeveloped land. This decision was taken in order to comply with the company's environmental and sustainability obligations and with the AGENDA 2030, the company will continue to help shape a sustainable energy future.

The Banner B2B FORECAST

BATTERY BUSINESS OPPORTUNITIES

The e-mobility and digitalisation megatrends are transforming the automotive industry. They are also creating a wealth of opportunities for battery business.



Thomas Hauzeneder
Marketing Manager

Whenever the future of the automotive aftermarket and workshop and battery business is discussed, the buzzwords e-mobility and digitalisation are almost always mentioned. The two trends already constitute THE major challenges that face the entire automotive industry today. Moreover, by 2030, their effects will intensify and transform the market. However, to begin with the good news for us all, the aftermarket and repair business will continue to grow, although in combination with even more changes owing to electrification and digitalisation. In addition, the complexity and diversity of the aftermarket for automotive spare and wear parts are also certain to increase.



WHAT WILL CHANGE?

1. Longer car service life. This is a positive development for our battery business and basically will also benefit workshops and the vehicle component trade because older vehicles require more maintenance, servicing, spare and wear parts.

2. Access to vehicle data. Modern cars are increasingly digitally networked and have practically become rolling smartphones on four wheels. By 2030, about 50% of the vehicle fleet will be equipped with connectivity systems. At present, only the vehicle manufacturers know what data is generated, processed, stored and transmitted in a car. Data transparency, access not only for vehicle manufacturers and their brand name or authorized workshops, as well as freedom of choice for drivers, are just some of the issues that have yet to be clarified.

3. E-mobility does not mean e-cars without a 12V electrical system power supply! Even if by 2030 up to 50% of all new cars in Europe will be electric, i.e. hybrid models or pure e-cars, some 85% of the vehicles in the fleet will still be equipped with an internal combustion engine, which will require a correspondingly powerful lead-acid starter battery. Similarly, each electric car will also be equipped with a 12V lead-acid battery for its electrical system. Indeed, lead-acid batteries from Banner are already part of the e-mobility of today.

4. Automotive manufacturers are pushing their own OES (original equipment supplier) products to increase penetration of the aftermarket. In this connection, for example car manufacturers will push for even more professional marketing with original parts such as batteries. Enormous growth potential will thus emanate from the growing pool of older vehicles, which in future will be steered in the di-

rection of branded or contracted workshops by means of special campaigns.

5. Reduced car mileage. The average car mileage of around 14,000 km will continue to decline. This means more partially and deeply discharged or sulphated batteries and represents another sales opportunity!

6. Car fleet operators and insurance companies will control an increasing share of the vehicle fleet. Service and maintenance will only be allocated to select automotive businesses.

Moreover, whatever happens, one thing is certain. Striking starter and electrical system batteries will continue to cause starting and driving problems, and this offers a chance to generate valuable additional sales. Furthermore, especially for its customers, the Banner buffalo will keep on developing its partner portal on www.bannerbatterien.com as THE platform for battery knowledge and marketing!

Banner ACCESSORIES

PRACTICAL ACCESSORIES FOR THE WINTER

Trust is good, checks with Banner are better!



Banner accessories provide professional certainty regarding the status of every starter battery, facilitate maintenance, ensure full charging and offer starting assistance. They are designed to support the entire life cycle of a starter battery, from proper storage, to appropriate charge management and the correct diagnosis of spent batteries. Our customers can select from a comprehensive portfolio of proven products:

- **Test and inspection equipment.** What measures are necessary to maintain full battery performance?
- **Chargers.** For all battery types and in many versions - from professional to entry-level devices.
- **Boosters.** Banner boosters are quickly ready for use and can also be employed for leisure purposes (e.g. as an energy source for coolers, multimedia, etc.).

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THE Banner BBT 505 TESTER

- Testing of motorcycle, car and commercial vehicle batteries
- Optimum, accurate and quick diagnoses of new and used batteries
- 100 - 1500 A (EN) test range
- Voltage measurement for 6V and 12V batteries
- 12V and 24V charging system tests
- Easy to understand: simple guidance through the selection menu
- Choice of 24 languages

NEW The Banner POWER BOOSTER & MEMORY SAVER



With a memory saver, every item of vehicle data is retained during battery changes. This means that the in-board computer, clock, radio, navigation system, etc. do not have to be subsequently reprogrammed! The state of the art voltage maintenance device ensures that all of the vehicle's electricity consumers are reliably supplied with power during battery replacement. The OBD-L adapter is a useful addition to the Banner PB12 and PB12/24 Power Boosters.

With the new OBD-L adapter cable, the Banner PB12 and PB 12/24 Power Boosters become memory savers (on board diagnostic (OBD) is a standardised interface for diagnosis devices).

STEP-BY-STEP INSTRUCTIONS

- **Connect the OBD-L adapter cable to the Power Booster** by simply using the 12V DC connector on the booster. The round 12V socket (plug-in socket) is usually located in the upper area of the booster, at the front and on the left (possibly covered by a black protective cap).
- **Connect the power booster to the OBD socket using the OBD-L adapter cable and plug.** This safeguards all of the vehicle's settings and data, The OBD port is sometimes hidden under a cover, but can usually be discovered quickly using the vehicle's operating manual. There are also apps and online services that provide the correct answer when the make and model are entered.
- **Warning!** It is mandatory that the OBD interface is located near the driving seat within a radius of one metre. Therefore, always place it in the passenger compartment and not in the engine compartment or boot! It is often integrated into or under the dashboard on the driver's side, or near the centre console.
- **Switch on the Power Booster.** Voltage maintenance is now activated and the battery change can be completed. Please note: the vehicle ignition remains switched off and the engine need not be started!
- **Following battery replacement, switch off the booster.** Disconnect both the OBD plug from the vehicle's OBD port and the 12V DC plug from the booster.

Banner TIP**BATTERY TIP – HOW TO HANDLE STORED STARTER BATTERIES PROFESSIONALLY**

Everything you need to know about correct battery storage, inspection and recharging.

Now is the ideal time to check the status of your entire battery stock and, if necessary, to carry out an external equalisation charging.



Andreas Sperl
Battery Expert

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**HOW THIS IS DONE CORRECTLY!
BATTERY STORAGE, CHECKS AND TRANSPORT**

- Transport and store upright, secure against tipping and slipping.
- Use short circuit protection.
- Storage conditions:
 - Store in a cool (between 0° and +25° C) and dry place.
 - Do not expose to direct sunlight (no use in displays).
 - Ensure that the battery surfaces and terminals are clean.
- **Apply the first in first out (FIFO) principle**
- Check the open circuit voltage regularly with a digital voltmeter.
- **General advice:** Before measuring the open circuit voltage with a voltmeter, wait for approx. five hours after the end of charging, or do not discharge for at least one hour.
 - At the latest, immediate recharging at 12.50V!

BATTERY RESALES

- **Do not resell batteries with an open-circuit voltage of < 12.60V!**
- Inform the buyer about correct handling and follow Banner's tips in order to avoid premature battery failure.

RECHARGING STORED BATTERIES

As already mentioned, at the latest immediate recharging is essential when the open-circuit voltage reaches 12.50V.

- Observe safety regulations (ventilation, avoid ignition sources).
The following applies for conventional starter batteries, including EFB technology:
 - Before charging, check the electrolyte level and, if necessary, fill with desalinated or distilled water up to the maximum acid level mark or 15 mm above the top edge of the plate.
 - The screw connections of the battery may not remain open during charging, it is best to close them again
- **Running Bull AGM/BackUp: AGM batteries may not be opened!**
It is not possible or necessary to measure the acid density or refill with distilled water.
- Note the charging characteristics
- **Recommended charging parameters:**
 - Charging current: 10% of capacity.
 - Charging voltage at +25° C (note the temperature compensation):
 - AGM: 14.40V - 14.80V voltage constant.
 - Conventional: 14.40V - max. 16V
 - Charging time: approx. 12 - 24 hours

Running Bull AGM/BackUp: it is essential to charge with a voltage-controlled Banner Accucharger (max. 14.80V)! The use of conventional, non-voltage regulated chargers destroys the battery by overcharging and causes the electrolyte to escape! In general, fully automatic chargers (charging voltage limit of 14.80V) are ideal for starter battery charging. These devices carry out the charging process fully automatically. Depending upon the capacity of the battery, we recommend the following chargers, all of which have a charge retention function:

Batteries up to 72 Ah:

Banner Accucharger 12V 3A
Art. No. 1240000030

Batteries up to 130 Ah:

Banner Accucharger 12V 6A Recovery
Art.Nr. 1240000260

Batteries up to 240 Ah:

Banner Accucharger 12V 10A Recovery
Art.Nr. 1240000212

Furthermore, for periodic battery voltage checks we recommend a:

BBT Digital Voltmeter DV1
Banner Battery Tester 6/12V
Art.Nr. 1210000121

WINTER GREETINGS**FULL POWER**

Banner would like to end these tips by wishing its customers, partners and friends a healthy start to the winter.

CYBER SECURITY

BEWARE OF INVOICE FRAUD!

Cybercrime and attacks on businesses are on the rise. Indeed, since the beginning of the pandemic, there has been a 220% increase in phishing incidents.



Christian Ott
Chief Information / Digital officer



At the moment, attempts to achieve invoice fraud are a frequent occurrence and in November Banner was also the target for such a scam. Several customers received e-mails from cyber criminals posing as Banner. The fraudsters employed so-called “domain spoofing” to create deceptively real Banner mail addresses such as account@bannerbatterien.com.

WATCH OUT!

The customers were requested to transfer open invoice items. In return, they would have received a fake Banner bank account for a monetary transfer. Unfortunately, domain spoofing cannot be stopped entirely and this is why it is extremely important for each of us to be vigilant and know how to recognise phishing emails.

This year, Banner has tightened its IT security considerably and e-learning modules for sensitisation against cyber attacks are in use at the locations in Linz-Leonding, Traun and Energy Solutions. Moreover, the rollout of these modules and phishing simulations are currently in progress throughout the group. Up-to-date information on IT security topics is distributed via the bulletin board, the IT security newsletter, info screens and info boards. Moreover, external IT security experts provide the IT department with regular support regarding improvement measures, current threats and security gaps.

This year, another IT security audit will take place, in which our systems and human conduct will be checked thoroughly in order to uncover possible weaknesses.

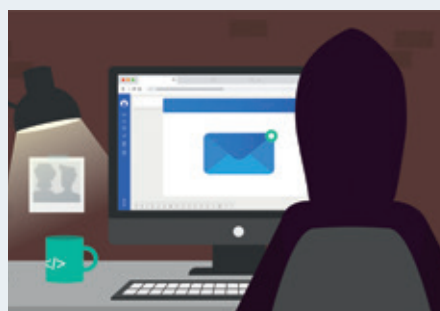
TIPS ON PHISHING MAIL RECOGNITION AND PROTECTION MEASURES

- **Sensitive content**

Do not respond to requests such as, “Please enter your password, account details, etc. via the link.” No serious company would make such a request.

- **Link preview**

Hyperlinks are often created using the correct notation, however they frequently have another objective. One example from our phishing simulation: The linkname intranet.bannerbatterien.com



officeonline.com-s02net.

If you run the mouse over the link, you can determine if the name corresponds with the destination, but never click the link! This can lead to the installation of malware!

- **Urgency**

In stress situations, people are easier to manipulate. Therefore, especially short time windows are an indication of fraudsters. An example, “Re-enter your password within an hour, otherwise your account will be closed.”

SUPPLY CHAIN MANAGEMENT

THE “FRESHNESS GUARANTEE” KEEPS ITS PROMISES

The predominant themes of the current season are raw material availability and limited production and transport capacities. Banner is also well equipped for exceptional circumstances and therefore customers can always rely upon their batteries being delivered on time in the usual buffalo quality.



Reinhard Bauer
Supply Chain Manager

The main topic in the area of supply chain management in recent months has been the sharp increase in demand for goods of all kinds, but this has also led to shortages of raw materials and production and transport capacities. Banner is also part of this global network and is therefore equally affected by these bottlenecks. Banner and its suppliers obtain raw materials and components directly and indirectly from overseas. Banner then delivers batteries to OEMs and, with an export quota of 90%, customers in the aftermarkets in Europe, North America and Asia..

STRONG DEMAND

The sharp rise in demand, particularly in Asia, has meant that insufficient container and shipping capacity is available in the

region to transport all the required goods as scheduled. As a result, if at all, Banner and its suppliers have received raw materials and components for European production facilities several weeks late. The devastating floods in the summer in the Germany/Belgium/Luxembourg triangle also caused further shortages of production capacity. Banner was both directly and indirectly affected by the fact that the plants of supplier companies in this region had to shut down for several weeks. Therefore, in order to be able to provide its customers with the usual delivery reliability, Banner found alternative suppliers for some raw materials and components. Consequently, in spite of the constantly changing requirements, optimum planning and the commitment of the strong Banner team ensured that all customers

received their orders on time and in the standard quality (“freshness guarantee”).

Banner AS A RELIABLE PARTNER

A season of this nature put many supply chains to the test, but it also demonstrated that Banner is well positioned. Despite the wildly fluctuating inflow of raw materials and components, in close coordination with suppliers and forwarders, the company's Purchasing, Planning and Logistics departments have yet to experience any production stoppages due to a lack of purchased parts. Banner is seen as a strong and reliable partner, that owing to its many years of experience in supply chain management, even under the most exceptional circumstances is still able to implement effective measures in order to ensure that deliveries are completed with the usual perfection.



CUSTOMER SATISFACTION

Banner WINS THE 2021 EUCUSA AWARD

Banner was presented with the 2021 EUCUSA Award as recognition of its long-term commitment to excellent customer orientation.



The award ceremony on 14 September 2021 (from the l.): Mario Filoxenidis (Managing Director, EUCUSA), Peter Aichberger (Managing Director, EUCUSA), Franz Märzinger, MBA (Head of Sales and Marketing), Christa Freudenthaler (Banner Marketing), Uwe Baco (Senior Project Manager EUCUSA, Project Manager).

At Banner, customer orientation and satisfaction constitute principles that are rigorously applied with the aim of establishing long-term, stable and economic client relations. As Franz Märzinger, the Head of Sales and Marketing stresses, "Every day the Banner team strives to meet the wishes and expectations of our customers to the best of its ability. Our credo is professional advice and comprehensive service and therefore it is all the more pleasing that in the course of our pan-European survey we received top marks with

regard to our reputation, overall satisfaction and loyalty, which means that a Banner customer remains a Banner customer." Mr. Märzinger also adds with some pride that, "The "information regarding change" value played a major role in the fact that we were able to receive the EUCUSA Award at the event held at the Urania Educational Centre and Observatory in Vienna."

A FINGER ON THE PULSE OF CUSTOMERS WORLDWIDE

As an internationally leading battery pro-

ducer, Banner provides customer service via its own sales companies in fourteen European nations. In addition, the company's 805-strong sales team handles exports to over seventy countries worldwide. A tightly knit sales network means that Banner is constantly in close touch with its clientele and this is something that is not only honoured by its customers, but also by the consulting firm EUCUSA, which during the 18th EUCUSA Summer Talks in Vienna, presented Banner with its first international EUCUSA Award.

Banner INVESTS**FASTER, BETTER, MORE SUSTAINABLE**

Banner invests continually in the modernisation of its locations.



This year, the Banner Group again invested heavily in the modernisation of its plants and in the course of a three-week shutdown, all of the acid tanks and the related piping in the warehouse were substituted. A heavy-duty crane was used to lift out the old tanks and install the replacements. This update guarantees safe operation for the next twenty years.

LESS ENERGY, MORE EFFICIENCY

In addition, a new cyclone separator was placed on the roof of the powder production plant and to meet the high demand for continuously produced mesh, an additional pasting line was installed in October. These investments in the million-range will result in significant energy savings and increased efficiency.

**Banner HELPS****COOPERATION
IN A GOOD
CAUSE**

Banner and Reinartz Autoteile support flood victims in Germany.

The tragic images of last summer's floods in North Rhine-Westphalia and Rhineland-Palatinate are still fresh in the memories of many of us. In this terrible situation, the long-standing and loyal Banner customer, Reinartz Autoteile from Langerwehe, became intensively involved in organising relief and offering on-the-spot help to those affected. Banner also actively supported these efforts with monetary and in-kind donations. Toys were provided for the children in the affected areas and further in-kind donations were distributed from the collection point of the Reinartz company. Significant amounts of immediate aid were thus supplied to the victims of the flood disaster in the North Rhine-Westphalia region.



Banner *INSIDE*: BMW, VW, AUDI, PORSCHE, MERCEDES, SEAT, ASTON MARTIN, SUZUKI, ...



Banner

THE POWER COMPANY

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