



BÜFFELPOST

Banner *THE POWER COMPANY*

Banner SUSTAINABILITY:

BUFFALO POWER WITH AN EYE ON THE BIG PICTURE



**SUSTAINABLE ORIGINAL
EQUIPMENT**

**High Standards from the
Very Beginning**

**HELPING SHAPE THE
ENERGY TRANSITION**

**Investing in a Green
Future**

**MEGATRENDS IN THE
PARTS TRADE**

**2030: Where's the Journey
Headed?**

EDITORIAL

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Dear partners,

Many powerful ingredients have to come together to make a strong partner: The dynamism of a team with many years of experience and motivation, the stability of a supply chain built with care and based on reliability, all the way to the power behind a company that wants to help shape the future of mobility as a driver of innovation.

Banner embodies all this. This is demonstrated not only through how the company has developed into a globally renowned car battery manufacturer, but is also evidenced by the current key figures. It's with great joy, humility and pride that we can announce a record turnover of 307 million euros. Our strong team charged ahead like buffalos to achieve an increase in turnover of more than seven percent compared to the previous year. In the ever challenging market environment – with rising costs and difficult supply chains in a highly competitive battery market – this can be regarded as an extremely strong performance.

In an impressive way, this shows that the strategic refocus, as defined in the "Agenda 2030" framework, is bearing fruit. Over the past three years, more than 25 million euros have been invested in the development of the Leonding headquarters. This allows us to optimise order-related production, future-proof planning and logistics capacities, increase our production range and, most of all, ensure the digitalisation and continual improvement of processes. Only in this way can the high demand for Banner quality products (4.1 million units sold at last count) continue to be reliably met.

The licence extension of the successful Duracell Automotive "made by Banner" programme should enable further market expansion in Europe, as there is undoubtedly further sales potential in this area for a strong quality brand such as Banner. Further expansion is also planned in China, one of the world's largest sales markets. The groundwork for this has already been laid through a licensing

partnership with battery producer LEOCH.

We're already charging full speed ahead with sustainability initiatives. In addition to numerous individual measures put in place across the company, a new position for sustainability management was created. We're pleased to welcome our Sustainability Manager, Sabine Rath, an accomplished expert who will drive this important agenda forward with all her heart and soul. Our strong team are ready to stand by the newest member of the herd to put her ideas into practice.

It's easy to see that the future can only be shaped together. Banner is not just one buffalo standing alone, but rather we are one big herd worldwide. That's why our thanks goes out not only to our dedicated employees, but also to you, valued customers, partners and friends of Banner, since you are all part of our success story through your input as well as many years of loyalty!



Andreas Bawart
Commercial CEO



Thomas Bawart
Technical CEO



SALES

STRATEGIC PARTNERSHIPS TO SAFEGUARD INDEPENDENCE

Banner is one of the five largest battery manufacturers in Europe and the only one that's privately owned. Strategic partnerships are designed to ensure this independence in the long term.



Franz Märzinger
Head of Sales and Marketing



While Banner Batterien is privately owned, all other major manufacturers are currently owned by private equity funds or international corporations. In order to be able to continue successfully along this path of independence, we have developed the 2030 Agenda, which we reported on in the last issues of this Büffelpost magazine.

STRONG PARTNER

A key pillar of the 2030 Agenda is the ex-

pansion of strategic partnerships in America and Asia. While we have for years benefited from strategic partnerships in North America with East Penn in the USA (second largest manufacturer in North America) and Moura in South America (largest manufacturer in Brazil), we have now entered a strategic partnership in China with Leoch (one of the five largest manufacturers in China). Like Banner, East Penn and Moura, Leoch is also privately owned.

MORE POWER IN CHINA

A licensing agreement was concluded with Leoch as a first tangible project, which allows Leoch to distribute batteries produced in China throughout the Chinese market under the Banner brand. We expect this will significantly increase awareness of our brand in China. In addition to this project, other possible joint sales projects are opening up within the framework of the partnership that our customers in Europe will also benefit from.

ENERGY BULL DUAL POWER

BRAND NEW AND EVEN STRONGER!

For years, the Energy Bull has been recognised as a reliable leisure and hobby battery. Now it was time to reposition the range to meet the rising expectations and demands of Banner customers.

From summer 2023, we will finally be able to present the “Energy Bull Dual Power” to the market. The “Dual Power” technology allows it to be used as both starter and electrical power supply system batteries.

As part of the relaunch campaign, the range was reduced to six racer types with capacities from 60Ah to 230Ah. The design on the label has also been updated and the lid changed from blue to black since we now use recycled materials.

A WIDE RANGE OF POSSIBLE APPLICATIONS

The areas of application for the Energy Bull are wide-ranging. The battery provides portable power for sailboats, electric boats, yachts, motorhomes and campervans/caravans. It's also suitable for powering wheelchairs and for use as energy storage for traffic light installations and solar panels. Cycle stability, easy loading and vibration resistance are just a few of the many features of the Banner recreational range. Thanks to the use of 4-chamber lids and safety screw connections, the Energy Bull Dual Power batteries are leak-proof and safe to operate.

TAKING OFF AT FULL THROTTLE

The types in car sizes are completely maintenance-free and the types in truck sizes are maintenance-friendly. The transparent box contributes to easy electrolyte level control. Thanks to the “Dual Power” design – including carbon additives in the electrodes – the new Energy Bull batteries are also suitable for most starter applications thanks to the robust cold-start performance.



Energy Bull Dual Power – Equipping you with the strength of buffaloes:

- Car types -> maintenance-free, truck types -> maintenance-friendly
- Transparent box enables electrolyte level control
- 4-chamber lids (for car types) and safety screw connections (for truck types) ensure prevention of leakage and operational safety
- Easy to load thanks to carbon additives in the plate material
- Vibration resistant thanks to floor bonding of the plates
- 3 times higher cycle stability than a starter battery
- Optimised capacities – ideal for cyclical loads
- Robust cold start values – suitable for most starter applications
- Product improvement at the same price level

ORIGINAL EQUIPMENT**SUSTAINABILITY AT Banner: PEOPLE, SOCIAL, ECONOMIC AND ENVIRONMENTAL**

The topic of sustainability is also becoming increasingly important in the area of original equipment.



Harald Fiebiger
OEM-Manager



It's not just the start-stop function with AGM and EFB batteries for our customers (including BMW and Volkswagen) that helps save fuel and in this way reduce the burden on the environment. We also place particular importance on

sustainability when it comes to our suppliers. The definition of sustainability is meeting the needs of today in a way that does not limit the opportunities of future generations tomorrow. Banner will continue to follow this principle in the future.

Banner's SUPPLIER CODE

All car manufacturers expect Banner to operate sustainably and to pass the same way of thinking on to suppliers. A Supplier Code has been developed for this reason, through which our suppliers in the supply chain are required to comply with our guidelines.

HIGH STANDARDS

A short excerpt from the required points: Among other things, the suppliers must increase their use of renewable energies and achieve a reduction in energy consumption through comprehensive strategies. They are also required to protect natural ecosystems from deforestation, forest or land conversion. Our suppliers must make every effort to conduct their business without deforestation ("Net Zero Deforestation"). They must make great efforts to achieve sustainable production when raw materials of agricultural or forestry origin are involved. Likewise, they must actively reduce the impact of their activities on biodiversity. We also expect our suppliers to reduce waste and increase reuse and recycling.

THE 4 PILLARS OF SUSTAINABILITY

Only in this way can we jointly achieve the four sustainability goals (also called the "4 pillars of sustainability") – namely people, social, economic and environmental – and also continue to develop sustainably as a company.

Banner SUSTAINABILITY**FULL SPEED AHEAD INTO A GREEN FUTURE!**

Sustainability is a strategic goal at Banner and sustainability management is one of the initiatives in the 2030 Agenda.



Sabine Rath
Sustainability Managerin



A separate position was created within the company to build up our sustainability management. Sabine Rath is fully committed to her work as Sustainability Manager. The following steps have already been carried out:

1. ESG (ENVIRONMENTAL, SOCIAL, GOVERNANCE) STATUS QUO ANALYSIS AND ROADMAP:

- Survey of the status quo (which sustainability topics already have data, customer requirements)
- Strengthen the understanding of the regulatory framework – CSRD (Corporate Sustainability Reporting Directive) and EU taxonomy
- What steps need to be taken to meet future requirements.

2. MATERIALITY ANALYSIS:

Conducting a materiality analysis for topic prioritisation in sustainability reporting using “double materiality”.

At the beginning, the sustainability aspects that are potentially material in nature were considered in comparison with the relevant standards and frameworks. When selecting the topics, the value chain was also highlighted.

Using a stakeholder survey, the views of stakeholders were included and the findings were substantiated with risk and impact analyses.

Following the prioritisation, a materiality threshold was set for reporting. Sustainability indicators are defined for all topics that exceed this threshold and are dealt with in detail in the report.

In the next step, we will focus on the detailed survey of Scope 3 emissions and the corporate carbon footprint in order to be able to derive specific sustainability targets.

Banner SUSTAINABILITY MANAGEMENT

If you have any questions about our sustainability management, please contact our Sustainability Manager, Sabine Rath, at:

sabine.rath@bannerbatterien.com

INVESTMENTS

ACTIVELY SHAPING THE ENERGY TRANSITION

The last 6 months have been characterised by a large number of investments that are intended to make a contribution to the energy transition.

Our oldest production line in battery assembly has been upgraded to the latest state of the art. Huge importance was attached to quality and performance, as well as to ergonomic and logistical aspects. After a short warm-up phase, the production line is already reliably delivering the planned quantities. In plate production, additional investments were made in a new production line in order to be able to cover the higher demand for plates. The installation went according to plan and any teething problems were quickly resolved. We're particularly pleased

with the significantly lower energy consumption compared to existing systems. To further increase the production range, battery case production is integrated into the main plant. In addition to the relocation of large injection moulding machines, the project also includes a comprehensive infrastructure including an internal logistics concept.

REDUCING THE ENVIRONMENTAL FOOTPRINT

We're actively working to reduce our environmental footprint. With this goal in mind,

we have already tackled the expansion of the PV system. The next step will be to increase the capacity by another 1 MWp. Despite the current strained supply situation, we want to start using it this year. We are also renovating our office building. The entire exterior shell is being redesigned and the roof insulated to reduce energy consumption to a minimum. We see our investments as a contribution to the energy transition and want to continue to play an active role in shaping it.



Florian Steinhart
Technical Director

SUPPLY CHAIN MANAGEMENT

SUPPLY CHAINS SUSTAINABLY STABILISED

The Banner company represents a reliable partner that delivers on time and puts the delivery service next to product quality in the centre of everything. A stable supply chain is required for this.

A prerequisite for the usual high Banner delivery service is a reliable supply of input materials and raw materials. In the last year and a half, our suppliers and supply chains, which were previously considered stable and reliable, have faced major challenges.

FLEXIBILITY IS CALLED FOR

During the past two years, the strong increase in demand for goods of all kinds – with the accompanying shortage of raw materials, production and transport capacities – has led to significantly longer delivery times or temporary delivery breakdowns

with suppliers or their subcontractors. The tense situation on the labour market in almost all European countries has also been thrown into the mix. Suppliers, including Banner, require a lot more time to find enough qualified employees to adjust production capacities to meet the increased demand.

Banner MAKES PLANS WITH AN EYE ON THE BIG PICTURE

Last year, this entire situation forced Banner and its suppliers to carry out special production and transport for some raw materials and components, to adjust the produc-

tion programme to match the availability of the input material at short notice if necessary and to build up significantly higher safety stocks. Despite the strained supply situation, a sustainable supply chain has been maintained or re-established in recent months thanks to commitment from our employees and suppliers. This enables us to guarantee uninterrupted production so that we can continue to meet all our delivery obligations in the future as usual.



Reinhard Bauer
Head of Supply Chain Management

Banner **BATTERY KNOWLEDGE B2B**

THE MEGA TRENDS IN THE (CAR) PARTS BUSINESS UNTIL 2030!

Parts trade in transition: Where's the journey headed?



Andreas Sperl
Battery Expert

It's not just the European parts trade that will be exposed to rapid change in the future. Due to the megatrends of e-mobility, digitalisation and the increasing concentration process among parts suppliers alone, a lot will change. We are still completely ignoring the topic of autonomous driving – it wasn't too long ago we used to laugh this off as utopia, but now it will become reality in the medium term.

Industry experts forecast a moderate but stable growth scenario of up to two percent per year for the automotive parts trade. That being said though, not only the parts trade, but also the parts manufacturers are facing the biggest market changes in decades! Below the eleven megatrends are briefly noted in detail:

- 1. The parts trade in transition!** Cooperation and even mergers between trading companies are turning what used to be regional or national parts wholesalers into large international companies with the corresponding market power. A current example briefly noted: The number 1 player on the European parts trading market is now three times as big when directly compared to number 2!
- 2. Complexity and diversity of variants is generally the challenge in spare parts management.** It's the variety of models and the wealth of variants within individual car series that make identifying exact parts and ordering these difficult. A typical example is the topic of vehicle and parts identification, with the aim of making this easier and more effective. Fewer incorrect orders and lower return rates reduce costs for workshop and trade. Repair deadlines can be calculated more accurately and more reliably met, which increases

customer satisfaction. This is because, as a result of insufficient parts identification the return rate of ordered car parts, including batteries, is still 10 to 15% in the European parts market!

- 3. Cars have a longer lifetime (approx. 10.8 years on average in the EU).** This is a positive development for our battery business! For workshops – whether independent or brand-affiliated – and the car parts trade, this is fundamentally a good thing as older

vehicles require more maintenance, service and automotive spare and wear parts.

- 4. Access to the vehicle data.** Modern cars are increasingly digitally networked – they're practically rolling smartphones on four wheels. By 2030, around 50% of the vehicle fleet will be equipped with so-called connectivity systems. At the moment, only the car manufacturers know what data is generated, processed, stored and sent in the car.



Data transparency, access not only for vehicle manufacturers and their brand or authorised workshops, freedom of choice for drivers are just some of the issues that have not yet been clarified.

- 5. Electromobility is noticeably conquering the mass market and there's no e-car without a 12V on-board electrical power supply system battery!** Even if in Europe up to 45% of all new cars will be electric by 2035 (estimate today), i.e. PHEV** hybrid models or pure electric cars (*BEV), approx. 85% of the vehicles in the fleet will still be equipped with an internal combustion engine, requiring a correspondingly powerful lead-acid starter battery. In the same way, every electric car will continue to be equipped with

a 12V lead-acid on-board electrical system battery. Lead-acid batteries from Banner are already part of today's electromobility. Growth is further hyped by government programmes such as the environmental bonus, innovation premium, sales premium, driving bans for internal combustion vehicles in large metropolitan areas or, for example, EU requirements for clean air. According to various automotive studies, every third new car registration in Europe could be an electric car by 2030. However, the influence of the current global economic situation is not yet clearly foreseeable. The fact is that vehicles with alternative drives (electric, hybrid, hydrogen technology or synthetic fuels and many more) are part of everyday life on our roads.

- 6. Car manufacturers are pushing their own OES Original Equipment Supplier products to increase their reach in the aftermarket.** In connection with this, car manufacturers, for example, will push for even more professional marketing using original parts such as original batteries. There is enormous growth potential due to the growing pool of older vehicles, which are to be steered in the direction of the brand or contract workshop with special campaigns in the future.
- 7. Car manufacturers are setting up their own brand-independent parts trade or workshop chains.** Stellantis (formerly PSA Peugeot Société Anonyme and FCA Fiat Chrysler Automobiles) is already active in 19 European countries, with the online parts store Mister Auto!
- 8. Less car mileage:** The average car mileage of about 14,000 kilometres will continue to decrease. This means more partially and deeply depleted or sulphated batteries and this becomes your sales opportunity!
- 9. Car fleet operators, automobile clubs, leasing companies, online platforms and insurance companies control an ever-increasing share of the vehicle population.**

Service and maintenance is now only contracted out to selected car dealerships, but this can also be viewed positively as an opportunity.

- 10. The car sharing market is growing steadily.** This innovative mobility concept basically allows for a lower concentration of operated vehicles. At the same time, however, they are used far more intensively, which considerably shortens their lifetime. This, in turn, further increases the demand for new vehicles or at least for automotive spare and wear parts from exhausts, to batteries to spark plugs. Positive conclusion: The new forms of mobility do not necessarily mean a drop in sales or less spare parts business.

- 11. Autonomous driving is becoming a reality.** In the medium term, more and more of the driver's functions will probably be taken over by this innovative technology. Cars do not tire out, they react electronically via sensors in fractions of a second and communicate with other vehicles. These are all factors that will further minimise wear and tear and accident-related repairs! My hypothesis is in the direction of a positive outcome for all car mechanics (bodywork mechanics): Due to climate change, there could be far more hailstorms in the future, creating a much greater need for depression engineers. Conclusion: Goodbye parking dents, hello hail dents...

One thing is certain in the battery business: Striking starter and on-board batteries will continue to cause starting and driving problems. This is your chance to generate valuable additional sales!

The Banner buffalo will continuously develop the partner portal on www.bannerbatterien.com especially for you in the future as THE platform for battery knowledge and marketing. You too can benefit from the constantly up-to-date information, tips and tricks with real added value!



*BEV: The e-car (BEV battery electric vehicle, also known as electric car)

**PHEV: The plug-in hybrid car (PHEV plug-in hybrid electric vehicle)

Banner TEAM

NEW POWER IN SALES

Our global team, strong as buffaloes, is getting even stronger! Genuine expertise, experience, service and team spirit are what set us apart. We are pleased to welcome our new country managers:



Stefan Miltenberger
Country Manager for Banner Germany

Age: 51

Family situation: Married, two sons (11 and 14)

Hobbies: Local politics, contemporary art, skiing, Nordic walking, golf

Favourite music: Could be anything, depending on my mood and situation

Something I couldn't do without: My family. Positive and solution-oriented work. Standing up for my values and constructive communication.

What I like about Banner: Working as part of a team to positively shape the future of a strong, traditional company.



Michel Meyer
Country Manager Banner Frankreich

Age: 54

Family situation: Single, one daughter (22)

Hobbies: Anything that drives, especially classic cars

Favourite music: The Beatles, ABBA, Johnny Hallyday

Something I couldn't do without: The ability to work in a team.

What I like about Banner: Top products and a wide range; the solidary and efficient Banner France team, the fact it's a family business.

Special feature: My long experience at Banner spans 24 years.

30 YEARS OF Banner FRANCE

Founding: 1992

Number of employees: 28

Number of branches: 4 (Rixheim, Saint-Ouen-l'Aumône, Fenouillet, Sant Priest)

Sales structure: 5 Automotive and 3 Energy Solutions field sales staff, 4 office sales staff

Customer structure: Battery specialists/wholesalers/fast fitters/agriculture and lorries

Special features: Large number of private brands, which has a major impact on price positioning.

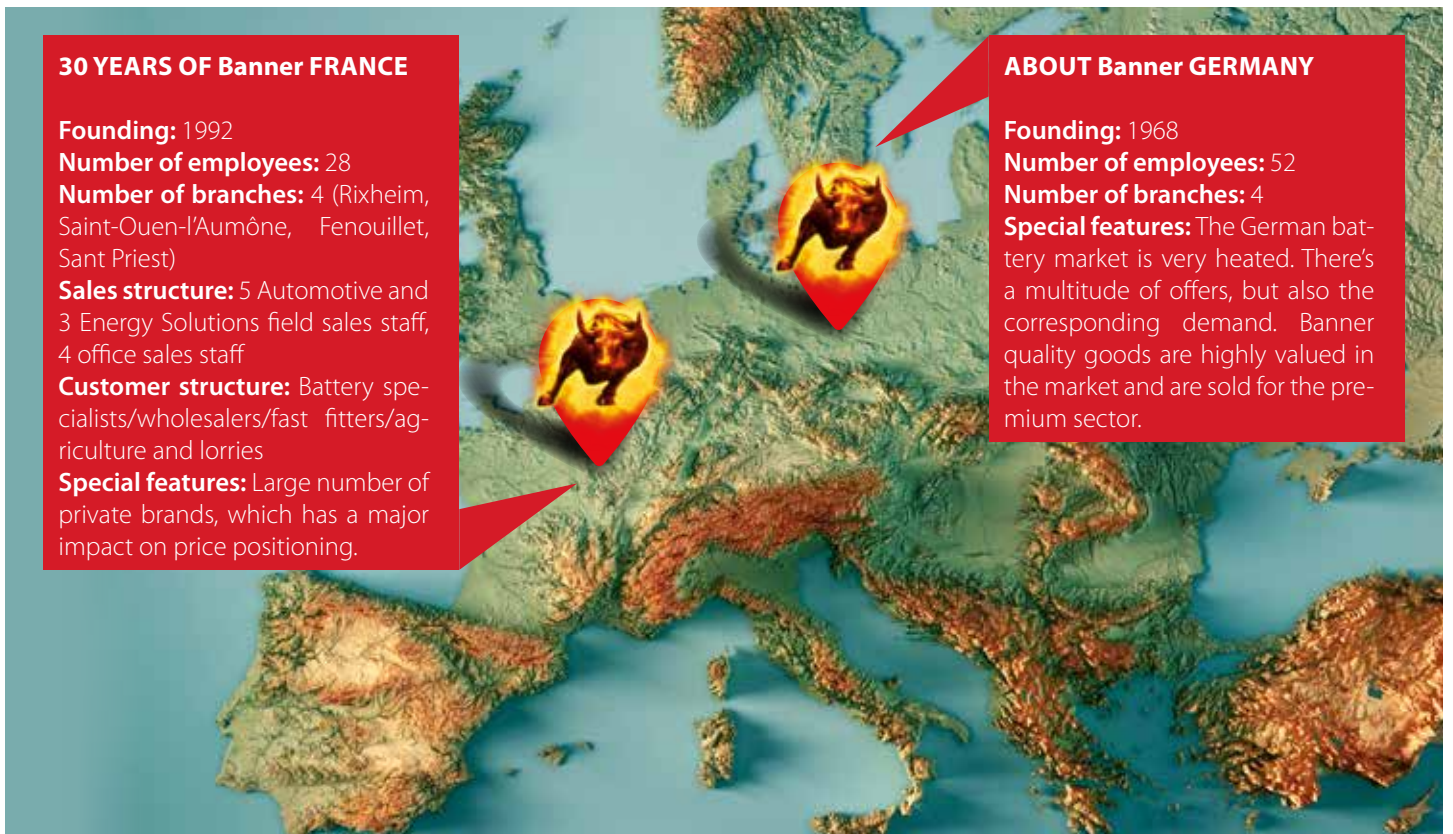
ABOUT Banner GERMANY

Founding: 1968

Number of employees: 52

Number of branches: 4

Special features: The German battery market is very heated. There's a multitude of offers, but also the corresponding demand. Banner quality goods are highly valued in the market and are sold for the premium sector.





Martin Burda
Country Manager
Banner Czech Republic
and Slovakia

Age: 40

Family situation: Happily married for 12 years, two wonderful children (6-year-old Matěj and 1-year-old Kate).

Hobbies: First and foremost, I have to mention family time and all the things and activities that come with that. I also enjoy sports (football, ice hockey, skiing, cycling, motor sports), culture (cinema/theatre), travelling, the automotive world and gardening.

Favourite music: I like all kinds of modern worldwide and Czech mainstream music, such as Coldplay or Marek Ztracený, but also classic bands like Queen, the Beatles, Metallica. Last but not least, I also like film scores, especially those by Enio Morricone and Hans Zimmer.

Something I couldn't do without: I definitely couldn't do without my wife, my children, my friends and my work, which also gives me pleasure and purpose.

What I like about Banner: What I like most about Banner is that it's a well-managed, structured and family-run company. I'm enthusiastic about Banner products and convinced that they are the best in their class. I like the daily challenges that motivate me to think outside the box and develop both my skills and personality. Last but not least, I really appreciate and respect the Czech and Slovak Banner teams.

SIGN-OFF

Banner SAYS THANK YOU!

Zdeněk Ráž, long-time Country Sales Manager for the Banner branch in the Czech Republic, is taking his well-deserved retirement.

The success of the Banner family business rests most of all on the shoulders of its long-serving, loyal employees. Each and every day, they give their all – at the 22 branches in 13 countries worldwide – and, in doing so, contribute significantly to quality, Buffalo power and the innovative mobility of the future. Zdeněk Ráž, Country Sales Manager for the Banner branch in the Czech Republic, was one of these employees, who has now taken his well-deserved retirement.

WITH US FROM DAY ONE

Ráž has been part of the Banner team since the Czech branch was founded on 1 August 1993 and contributed significantly to its expansion. He enjoys reminding us of the beginnings of Banner in Prague: "The first goods were still stored in a tin garage with no lighting in 1993. It was guarded by two dogs. I could only pick up the goods there if the owner of the two guard dogs was there. After the first three months, we moved into our premises in the former chemical plant opposite our current property in Prague 10. Unfortunately, when it rained heavily, we found that the roof wasn't completely watertight. In autumn 1996, we moved to the new branch. In the beginning we didn't have a PC, I had to write all the papers by hand and a calculator was the ultimate electronic luxury for managing the cash register.



All this is hard to imagine nowadays." Ráž always appreciated the strength of the Banner team and contributed significantly to Banner's success in the Czech Republic as a dedicated Country Sales Manager. He really enjoyed his work, so he also described it as his "hobby". Now that he's taken his well-deserved retirement, he can devote more time to his other favourite activities, dancing and ice hockey. We wish him all the best with this!

BEST WISHES FOR THE SUMMER



FULL SPEED AHEAD

At the end of this current issue, we want to wish all the customers, partners and friends of Banner a good start to the summer!

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



Banner

THE POWER COMPANY

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