

Powering sales in store

The battery category is driven by impulse behaviour

Stock what the consumer needs

- Panasonic Digital Xtreme Power batteries are the ideal power solution for consumers on the move. Offering high performance and instant power they will be assured that they will never miss a shot again.

Trade consumers up

- Research shows that consumers recognize the need for high premium batteries to power their digital appliances. Price is not the principal factor when making a purchasing decision, meaning more potential for higher cash margin and profit per sale!

Prompt consumers to buy

- Maximize your profits and customer satisfaction by recommending Digital Xtreme Power batteries when selling digital appliances. And don't forget the need for a spare set of batteries as well.
- Encourage impulse purchases of Digital Xtreme Power batteries with additional displays next to digital appliances.

Placement is the key

- 75% of battery buyers don't plan to purchase batteries when they enter a store. A counter or check out display of Panasonic Digital Xtreme Power batteries will be critical to capture impulse sales.

Consumers can trust Panasonic Digital Xtreme Power to deliver powerful performances



Place your order today!

Your Panasonic Digital Xtreme Power range

- The following products and promotional materials are available to order



Technical data						Packaging		
Model n°	Size	Voltage (V)	Height (mm)	Diameter (mm)	Weight (g)	Batteries/Blister	Blisters/ Carton	Blisters/ Bundle
ZR6	AA	nominal voltage 1,5 V initial voltage 1,7 V	50,5	14,5	23	2/4	12/12	60/60
ZR03	AAA	nominal voltage 1,5 V initial voltage 1,7 V	44,5	10,5	11	2/4	12/12	60/60

Packaging	CSU		Carton		Bundle	
	Batteries/Blister	EAN	Blister/Carton	EAN	Blisters/Bundle	EAN
ZR03/2BP	2	5410853024002	12	5410853024040	60	5410853024088
ZR03/4BP	4	5410853024019	12	5410853024057	60	5410853024095
ZR6/2BP	2	5410853023982	12	5410853024026	60	5410853024064
ZR6/4BP	4	5410853023999	12	5410853024033	60	5410853024071

www.panasonic-batteries.com

Panasonic Battery Sales Europe n.v.
Brusselssesteenweg 502 • 1731 Zellik • Belgium
Tel.: +32 2 481 11 70 • Fax: +32 2 463 04 26

For other local offices:
www.panasonic-batteries.com
This leaflet is also available in German.

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Promoter: Panasonic Battery Sales Europe N.V., J. Bogaerts,
Brusselssesteenweg 502, 1731 Zellik, Belgium

The Power to amaze!



See your sales take off!



Panasonic
ideas for life

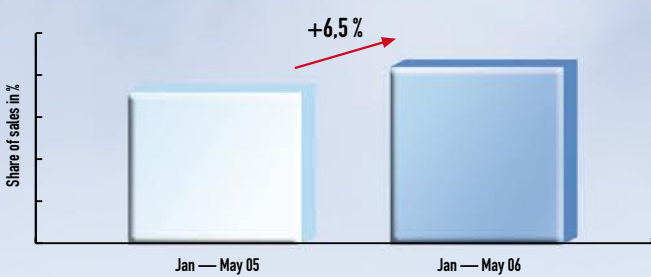


Panasonic
ideas for life

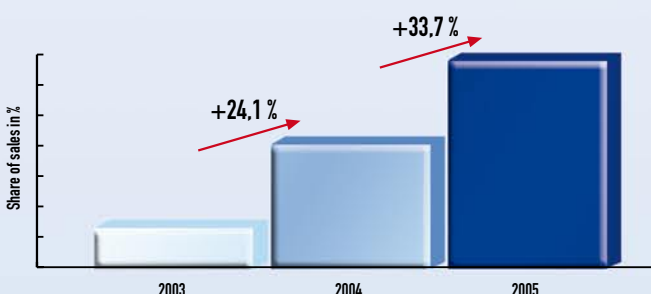
The future market

The digital appliance market continues to expand

- Digital cameras increase market share + 6,5 %*

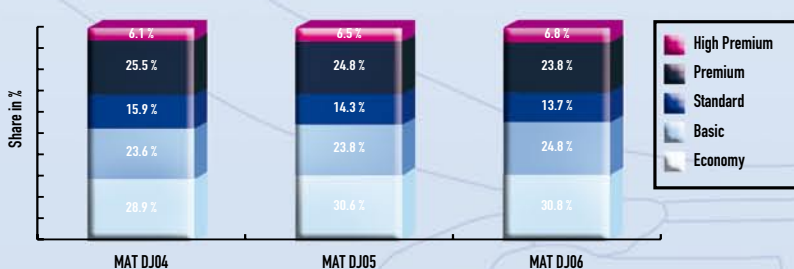


- MP3 players are growing by + 33,7%**

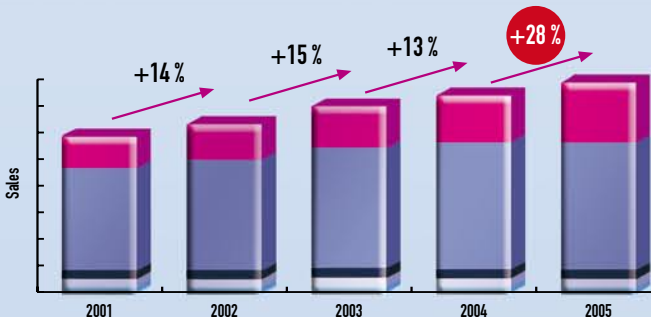


The growth in digital appliances means that consumers are increasingly searching for high performance batteries

- This trend is driving European sales of the high premium segment****



- AAA is the fastest growing battery size*****



Massive growth between 2004 and 2005

*Source: GfK Panel Market Germany, total camera market, share of sales in % for digital cameras, Jan.-May 06 vs. Jan.-May 05
 **GfK, Consumer Electronics Market Europe, share of product segments portable audio, share of sales in % for MP3 players, 2003 - 2005
 ***Source: GfK, Trade Panel, consumer expenditure for amateurs products 2004-2005
 ****Source: AC Nielsen, Backdata, Volume, MAT (Moving annual total) Dec.Jan.04 - Dec.Jan.06, Europe total
 *****Source: EPBA Statistics 2005, alkaline batteries, per size, Europe total

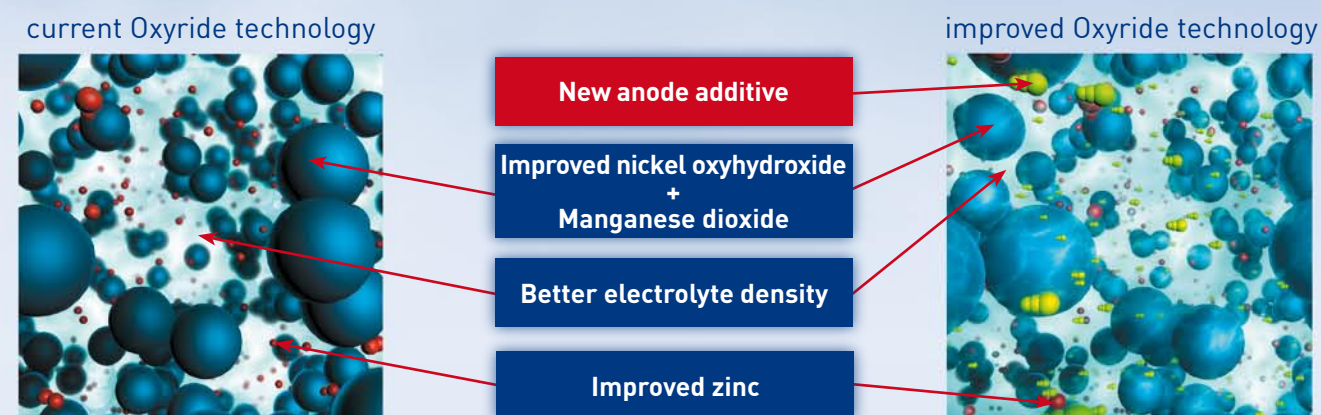
Consumer need:

A high performance battery for power hungry digital appliances

Improved Digital Xtreme Power



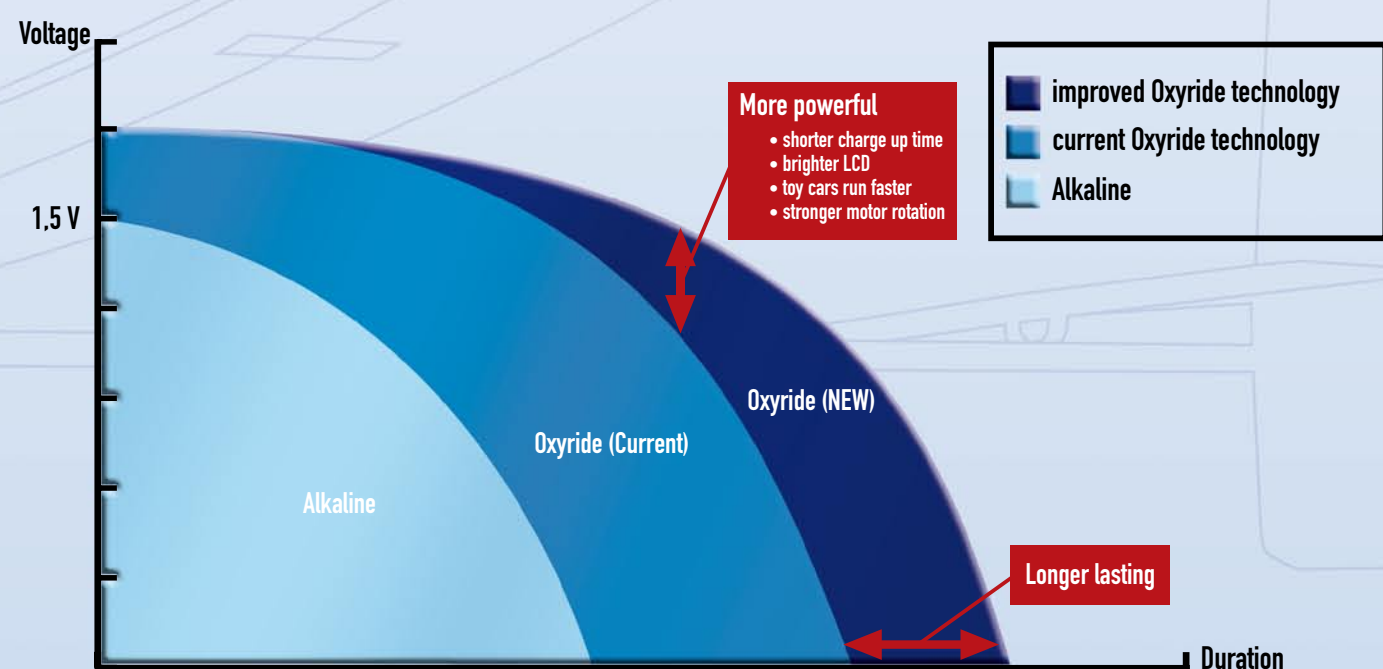
The original Oxyride battery with advanced technology



The digital camera and MP3 markets are experiencing stronger year on year sales growth

Consumer spend on cameras and accessories has risen by 9 %***

More powerful*



* More tests results available on www.panasonic-batteries.com

Consumer benefit:

More power for digital appliances

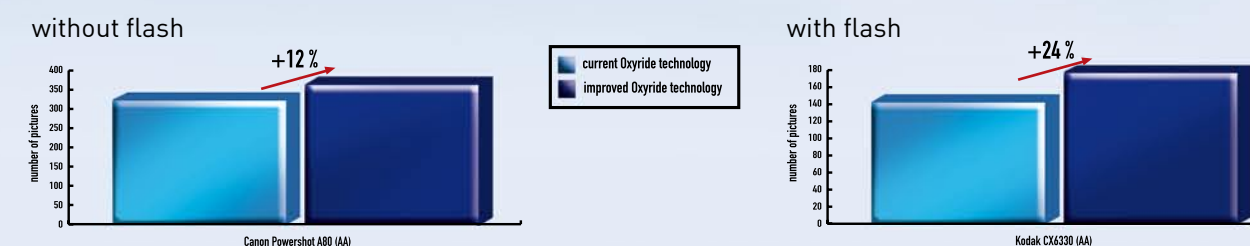
New product improvement

Proven to improve performance by up to 25 % in digital cameras* and MP3 players**

The greater the demands placed on the energy source, the greater the increase in performance:

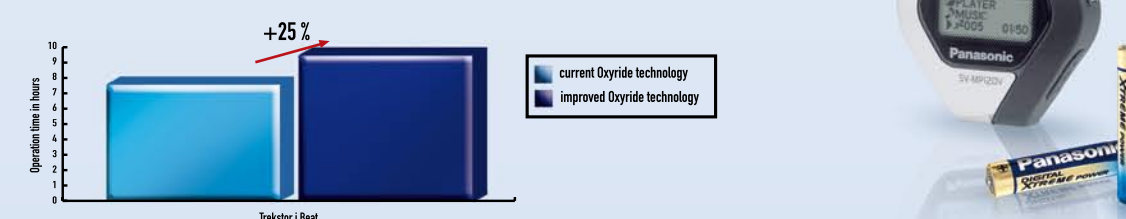
More pictures

Significantly more pictures in digital cameras:*



More music

Significantly more hours of music in MP3 players:**



* Independent test by Catella Generics, June 2006 with digital still cameras - models Kodak CX6330, Canon Powershot A70 and Canon Powershot A80 - vs. previous M-size Panasonic Digital Xtreme Power (ZR6). Kodak is a registered trademark of The Eastman Kodak Company Ltd. Canon is a registered trademark of Canon Inc.

** Independent test by Catella Generics, June 2006 with MP3 players - models Creative Nomad® MuVoTM, iDream and Trekstor i.Beat - vs. previous S-size Panasonic Digital Xtreme Power (ZR3). Creative Nomad® MuVoTM is a registered trademark of Creative Technology Ltd. iDream is a registered trademark of iDream Multimedia Ltd. Trekstor is a registered trademark of TrekStor GmbH & Co. KG

Lift off for the world's first battery powered manned flight



More than 100 years after the Wright Brothers succeeded in the world's first manned flight, Panasonic Batteries and the Tokyo Institute of Technology (TIT) have marked a milestone in aeronautic history. In July 2006, an airplane powered by 160 Panasonic AA Digital Xtreme Power batteries flew a distance of 391,4 metres at an altitude of 5,2 metres. The one-seat airplane, weighing 107 kg with a wingspan of 31 metres, was in the air for 59 seconds.

Your benefit:

Improved product = easier sell = more satisfied customer = more sales and profit