

EVOiA

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**Panasonic**  
ideas for life



**EVOiA** “It’s in the  
GUINNESS WORLD  
RECORDS™!

Shouldn’t it be in your store?

”





## Introducing New Evoia from Panasonic

### 1 The World's No.1 Long Lasting AA Alkaline Battery recognized by GUINNESS WORLD RECORDS™!<sup>(1)</sup>

★ Our latest innovation, driven by consumer insights.

### 2 Appliance Trends.

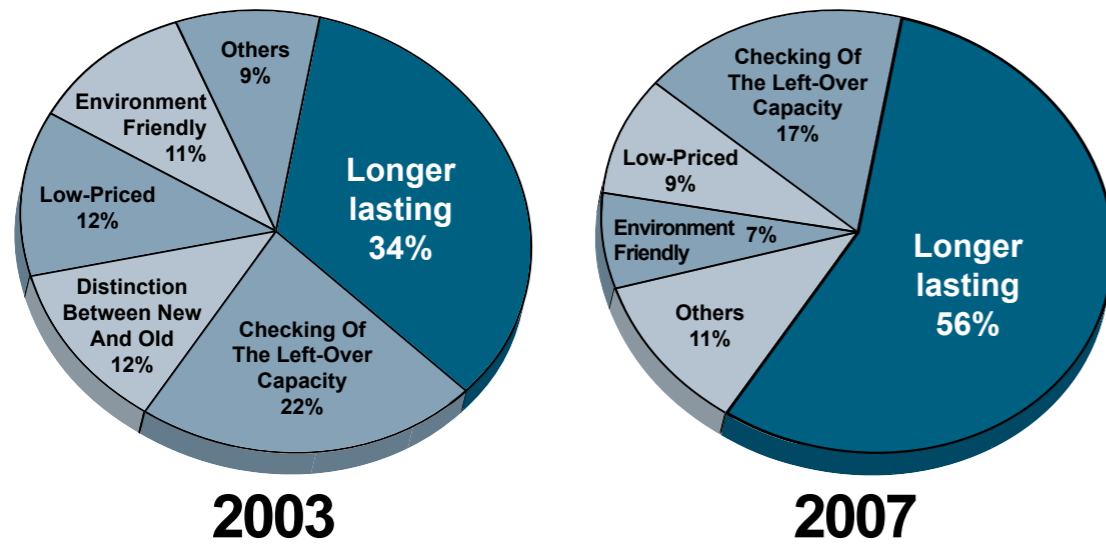
- ★ The number of battery-operated appliances in the average household is increasing every year.
- ★ Of those appliances, the 20 most commonly used now consume more batteries than in 2003<sup>(2)</sup>.

Low drain	Mid drain	High drain	Very high drain
Zinc	Alkaline	Alkaline	Oxyride

There hasn't been one battery capable of delivering excellent performance in most appliances, until now – New Evoia, the best battery for most appliances!

### 3 Consumer Trends.

- ★ Consumers generally have low awareness of batteries.
- ★ Purchasing a long lasting battery has become increasingly important for consumers (56% rated it as the most important purchasing criteria in 2007 vs. 34% in 2003)<sup>(3)</sup>.



Consumers want the longest lasting battery, that performs no matter what their appliance.

<sup>(1)</sup> Based on tests using an AA-size alkaline battery and on average of discharge times measured against ANSI, IEC and JIS standards (as of 15 January 2008).

<sup>(2)</sup> Stratus Market Research 2006: 46 batteries in 2006 vs 37 in 2003.

<sup>(3)</sup> Panasonic global research 2007.

## Panasonic continues its tradition of innovation

### 1 New Evoia, the 4<sup>th</sup> generation of Panasonic battery.

- ★ Developed to meet the power needs of today's electronic appliances.
- ★ Delivering exceptional performance in low, mid and high drain products.



### 2 Evoia technology<sup>(4)</sup> already setting new standards in Japan.

- ★ Panasonic Evoia features the same innovative technology as Evolta<sup>(5)</sup> recently launched in Japan.
- ★ Officially recognized by GUINNESS WORLD RECORDS™ as the World's No.1 Long Lasting AA Alkaline Battery<sup>(1)</sup>.
- ★ New Evoia, the World's No.1 Long Lasting AA Alkaline Battery<sup>(1)</sup>. Longer lasting across most appliance types.

Evoia outperforms high premium competitors in commonly accepted industry performance tests<sup>(1)</sup>. A unique performance made possible by patented technological advancements.

Mitsuru Kurokawa (right), President of Primary Battery of Matsushita Battery Industrial Co., Ltd., receives a certificate from Frank Foley of GUINNESS WORLD RECORDS™ in Tokyo on 15 January 2008.



<sup>(1)</sup> Based on tests using an AA-size alkaline battery and on average of discharge times measured against ANSI, IEC and JIS standards (as of 15 January 2008).

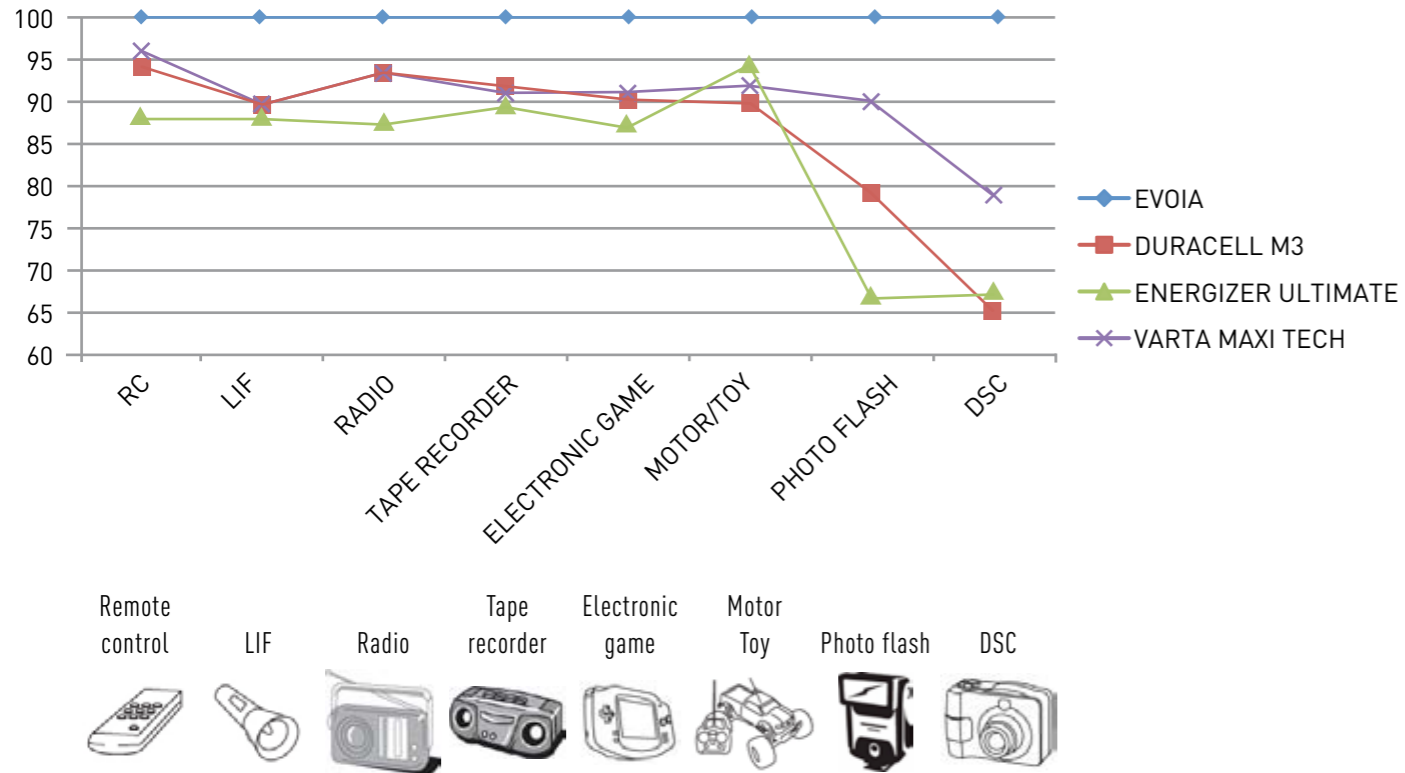
<sup>(4)</sup> Only for AA & AAA battery sizes.

<sup>(5)</sup> Trade Mark Registration in EU pending.

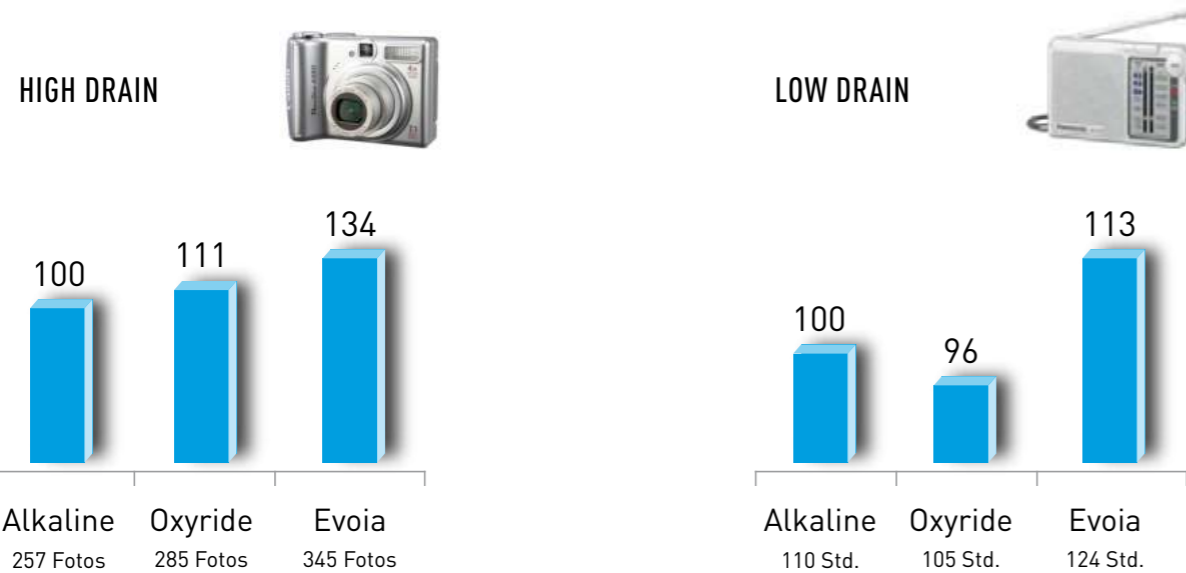
# Evoia gives more power to your customers

## 1 Test data.

★ AA IEC performance test data vs high premium competitors<sup>(6)</sup>.



★ What does it mean for the consumer?



Up to 88 more photos than standard Panasonic Alkaline<sup>(7)</sup> in a Canon Powershot A550<sup>(8)</sup>.

Up to 19 hours more music than Panasonic Oxyride<sup>(7)</sup> in a Panasonic FM/AM radio.

<sup>(6)</sup> Independent test by Sagentia Catella AB, Summer 2008.

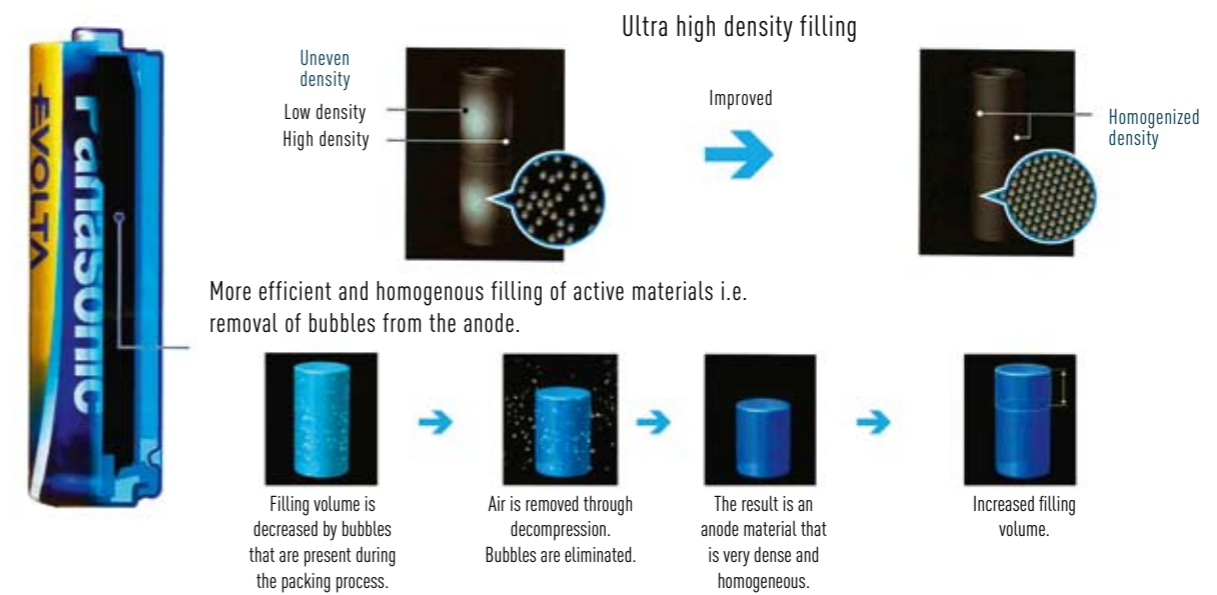
<sup>(7)</sup> Internal Panasonic tests according to CIPA standards (23°C ± 2°C).

<sup>(8)</sup> Canon is a registered trademark of Canon Inc..

# 3 key innovations<sup>(4)</sup>

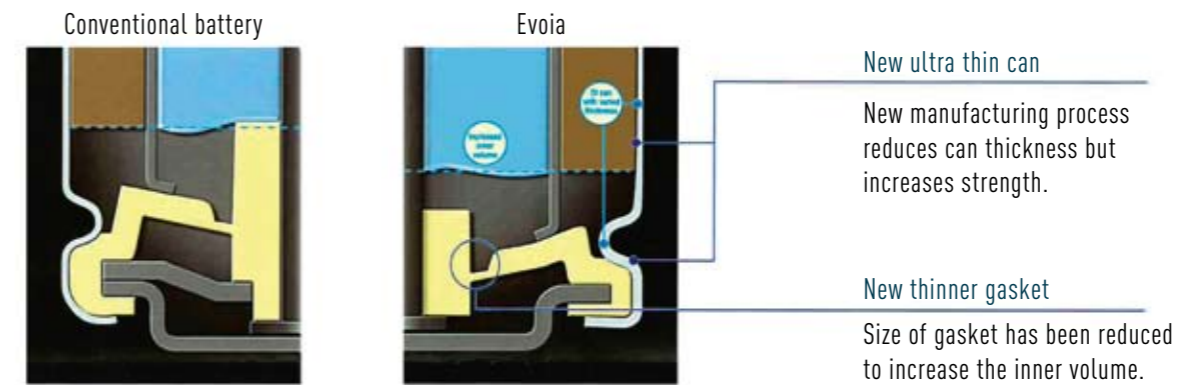
## 1 New production process.

★ Adoption of Oxyride production processes.

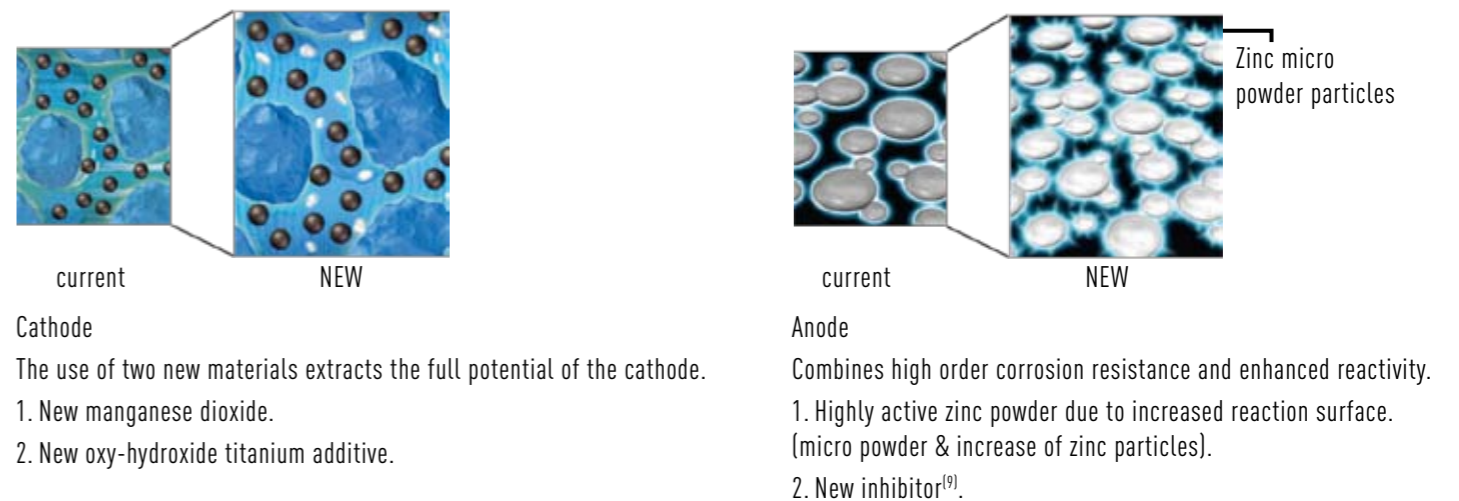


## 2 New structure.

★ Structure of the battery has evolved to maximize the available space for active materials.



## 3 New materials.



<sup>(4)</sup> Only for AA & AAA battery sizes.

<sup>(9)</sup> New inhibitor: patent pending.



## Panasonic Evoia power reaches new heights

- ★ To demonstrate its record breaking credentials a robot powered by 2 x AA Evoia batteries scaled the Grand Canyon.
- ★ The 17 cm robot climbed a 530 m (1729 ft) rope in less than 7 hours!

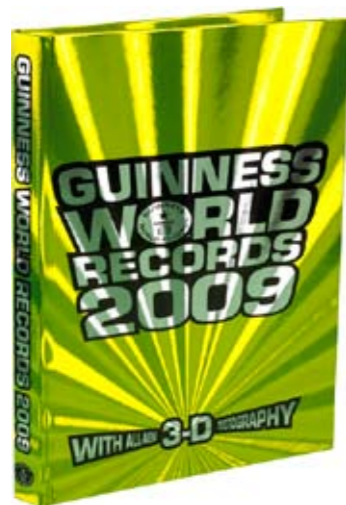
### 1 Why focus on the GUINNESS WORLD RECORDS™ endorsement?

- ★ GUINNESS WORLD RECORDS™ is associated with accomplishment, inspiration and success.
- ★ 3 million + copies of the GUINNESS WORLD RECORDS™ are sold every year<sup>(10)</sup>.
- ★ The GUINNESS WORLD RECORDS™ is sold in over 30 countries<sup>(10)</sup>.

GUINNESS WORLD RECORDS™ has high worldwide brand awareness.

- ★ 78% of consumers understood the product claim and the GUINNESS WORLD RECORDS™ endorsement to mean that the product is the "World's No.1 Long Lasting AA Alkaline Battery"<sup>(11)</sup>.
- ★ 57% of consumers believed that the GUINNESS WORLD RECORDS™ logo added credibility to the "World's No.1 Long Lasting" claim<sup>(11)</sup>.

Use of independent testimonial will add value and increase rotation at the point of purchase.



## Promoting Evoia to your customers

### 1 Focus on the key message "It's the world's No.1 Long Lasting AA Alkaline Battery recognized by GUINNESS WORLD RECORDS™!<sup>(1)</sup>"

★ Advertising to drive awareness and motivate purchase.

★ POS Material to maximize impulse sales in-store.



### 2 Let Evoia perform for you?

Your customers want the longest lasting battery.

No.1 Decision criteria

GUINNESS WORLD RECORDS™ confirms Evoia as the No.1 Long Lasting AA Alkaline Battery<sup>(1)</sup>.

No.1 Recognition

Panasonic Batteries has conceived the longest lasting battery: Evoia.

No.1 AA Alkaline Battery solution

No.1 Consumer satisfaction

Evoia will deliver more customer satisfaction no matter what the appliance.

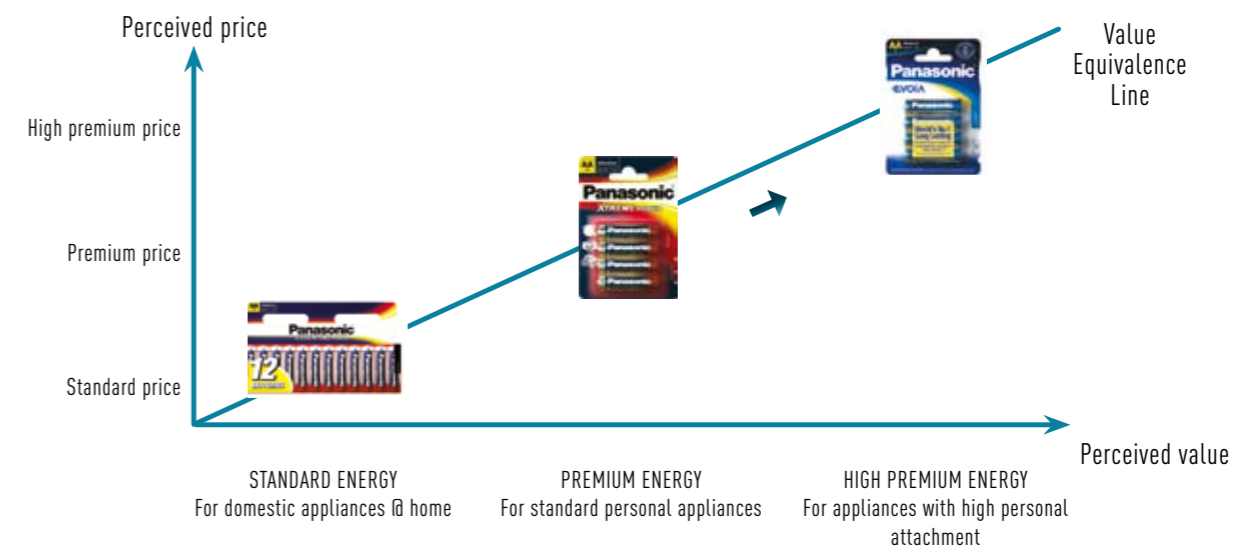
No.1 Interest

Evoia will drive new interest in the battery category.

No.1 Trade margin

Evoia will deliver a strong margin contribution to your business.

### 3 Stock Evoia in your store and watch your battery sales break new records!



<sup>(10)</sup> GUINNESS WORLD RECORDS™ sales data 2008.

<sup>(11)</sup> Insites research 2008.

<sup>(1)</sup> Based on tests using an AA-size alkaline battery and on average of discharge times measured against ANSI, IEC and JIS standards (as of 15 January 2008).



## Technical data Evoia range.

Specifications							Packaging						
MODEL	SIZE	TECHNOLOGY	VOLTAGE (V)	HEIGHT (mm)	DIAMETER (mm)	WEIGHT (g)	CSU		CARTON		BUNDLE		AVAILABLE
							N° BATTERY/ clam blister	EAN	N° CSU	EAN	N° CSU	EAN	
LR6EE/4BP	AA-M	Alkaline	1,5	50,5	14,5	23,3	4	5410853034131	12	5410853034148	60	5410853034155	38
LR6EE/2BP	AA-M	Alkaline	1,5	50,5	14,5	23,3	2	5410853034193	12	5410853035558	60	5410853035565	38
LR6EE/8BW	AA-M	Alkaline	1,5	50,5	14,5	23,3	8	-	12	-	N/A	-	40
LR03EE/4BP	AAA-S	Alkaline	1,5	44,5	10,5	11,2	4	5410853035718	12	5410853035725	60	5410853035879	38
LR03EE/2BP	AAA-S	Alkaline	1,5	44,5	10,5	11,2	2	5410853035886	12	5410853035893	60	5410853035909	38
LR03EE/8BW	AAA-S	Alkaline	1,5	44,5	10,5	11,2	8	-	12	-	N/A	-	40
LR14EE/2BP	C-L	Alkaline	1,5	50	25,7	69,5	2	5410853035947	12	5410853035954	60	5410853035961	38
LR20EE/2BP	D-XL	Alkaline	1,5	61,5	33,6	142,7	2	5410853035916	12	5410853035923	60	5410853035930	38

# EVOIA

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