

Panasonic: batteries at their best

Even more to see in 2016

Zellik, 25 February 2016. – Panasonic Energy Group Europe holds a unique market positioning in Europe's battery market. Its alkaline batteries are created calling on the very latest technologies to provide long-lasting, reliable energy. An accolade it will be further showcasing throughout the year with a European exclusive co-branding activation with **The Angry Birds Movie**.

Greater performance over a longer period

Panasonic's primary batteries are designed with a power density that enables them to last longer. New technologies help prevent leakage, short circuits and damage from impact. In tough conditions, and even after long periods in storage, Panasonic's alkaline batteries deliver reliable performance and outstanding value for money.

A highly diverse product portfolio

Panasonic's battery division dates back to the early 1930s. Since that time, the company has focused on designing and developing new batteries that guarantee outstanding performance. It has a programme of continual innovation; exploring new technologies and how they can add real value to Panasonic's already advanced batteries. Today, Panasonic boasts a highly diversified product range. Its portfolio of alkaline batteries includes:

- **Evolta:** Panasonic's number-one primary battery. It offers exceptional power performance in all drain devices, whether low, middle or high demand. It outperforms high premium competitors in commonly accepted industry tests. Its greater power and longer life also has ecological implications; fewer batteries are used and thrown away.
- **Pro Power:** Panasonic Pro Power Alkaline batteries last up to 85% longer than the brand's Alkaline Power batteries. They offer premium energy and are thus ideal for high and medium drain appliances.
- **Everyday Power:** Thanks to improved capacity (up to 50% longer lasting than the Panasonic Alkaline Power batteries), Panasonic Everyday Power batteries are the perfect power solution for commonly used devices. They have an excellent price versus quality ratio.
- **Alkaline Power:** Just like Panasonic's Everyday Power battery, the Alkaline Power battery is a value-for-money power solution. It provides reliable and dependable power for everyday appliances that require more energy.

Eminent parentage

Panasonic Energy Group Europe is part of Panasonic Corporation, a worldwide leader in the development and production of consumer electronics. Its unique market positioning has enabled Panasonic Energy Group Europe to become Europe's largest battery manufacturer today.

The Angry Birds Movie

This year, Panasonic Energy is European co-branding partner for the 3D animated comedy The Angry Birds Movie. The film, inspired by the popular puzzle video game of the same name, takes the viewer on an adventure to discover what makes the birds so angry all the time. The Angry Birds won't just be starring on screen; they'll be featuring on packaging of Panasonic batteries and on shop displays and other point of sales materials. Panasonic will also be holding a number of Angry Birds themed competitions throughout the year offering a diverse range of prizes, at least one of which will be an Angry Birds look-alike competition.

The European premiere of The Angry Birds Movie is scheduled for May 2016.

Want a sneak peek of some of the movie?

Watch the official trailer on <http://www.angrybirds-movie.com/en/>.

About Panasonic Energy Group Europe

Panasonic Energy Group Europe is headquartered in Brussels, Belgium. The company is part of the Panasonic Corporation, a leading global manufacturer of electronic and electrical goods. Panasonic's vast and lengthy experience in the consumer electronics field has helped make Panasonic Energy Group Europe the largest battery manufacturer in Europe today. Its production facilities in Tessenderlo, Belgium, and Gniezno, Poland, make up to two billion batteries every year. Panasonic Energy Group Europe supplies 'mobile' energy solutions to more than 30 European countries. The company's diverse product range includes rechargeable, chargers, zinc carbon, alkaline and specialty batteries (such as zinc air, photo lithium, lithium coin, micro alkaline, silver oxide).

For more information, visit: www.panasonic-batteries.com.

About Panasonic

The Panasonic Corporation is a leading company worldwide in the development and manufacture of electronic goods for a wide range of private, trade and industrial uses. The Group, based in Osaka, Japan, in financial year ended 31 March 2015 posted consolidated net sales of around 57.28 billion EUR. Panasonic Corporation's shares are listed on the Tokyo, Osaka, Nagoya and New York stock exchanges (NYSE symbol: PC). Panasonic wants to become by its 100th birthday in 2018 the world's leading company for green innovations in the electronics industry.

More information about the company and the Panasonic brand name at www.panasonic.net.

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