

VARTA AG

Vision

We define the future of battery technology to empower a more independent life.

Mission

Through continuous investments in research and development, we set the benchmark in battery technology and customization to strive market leadership in our segments.

Company Figures



Ellwangen

Sales 2019

362.7 m EUR_{VAG}
+300 m EUR_{VCB*}



Nördlingen

Cells produced 2019

~3 bn Cells



Dischingen

Employees

approx. 4.000

**est. 2019 / Closing since 02.01.2020*

Global presence

- ▼ HEADQUARTERS
- ▼ DISTRIBUTION
- ▼ RESEARCH & DEVELOPMENT
- ▼ PRODUCTION

HQ Ellwangen

- 966 employees
- Production capacity of more than 1.200 m microbatteries p.a.
- Packaging capacity of 950 m microbatteries p.a.

Dischingen

- 525 employees
- Production capacity of 1.700 m alkaline batteries p.a.

Nördlingen

- 396 employees
- Assembly capacity of 3.000 systems p.a.
- Production capacity of more than 27 m microbatteries p.a.

Romania

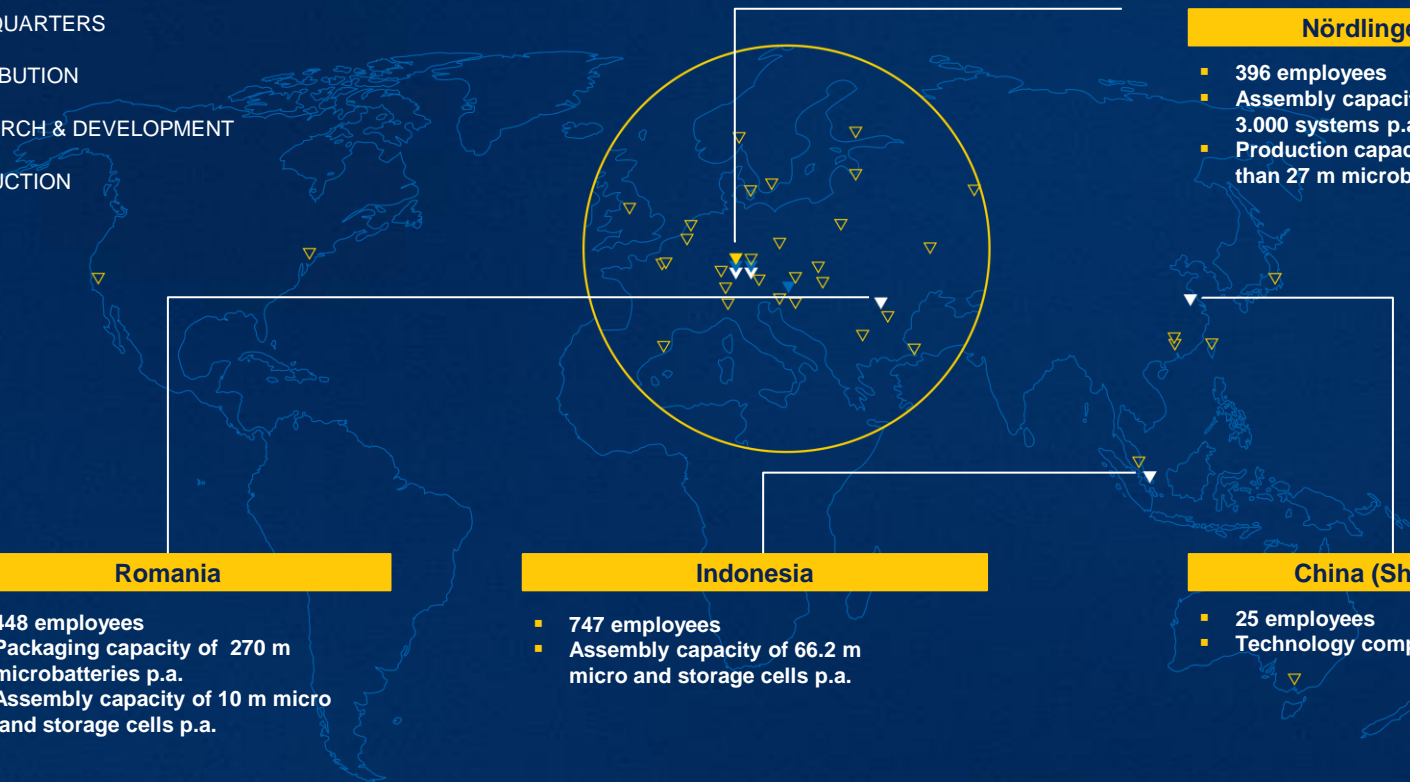
- 448 employees
- Packaging capacity of 270 m microbatteries p.a.
- Assembly capacity of 10 m micro and storage cells p.a.

Indonesia

- 747 employees
- Assembly capacity of 66.2 m micro and storage cells p.a.

China (Shenzhen)

- 25 employees
- Technology competence center





VARTA AG Management



Herbert Schein
CEO

Steffen Munz
CFO

Torsten Schmerer
GM Healthcare

Philipp Miehlich
GM Entertainment/
Industrial

Peter Werner
GM Household
Batteries

Reiko Stutz
GM New
Business Areas

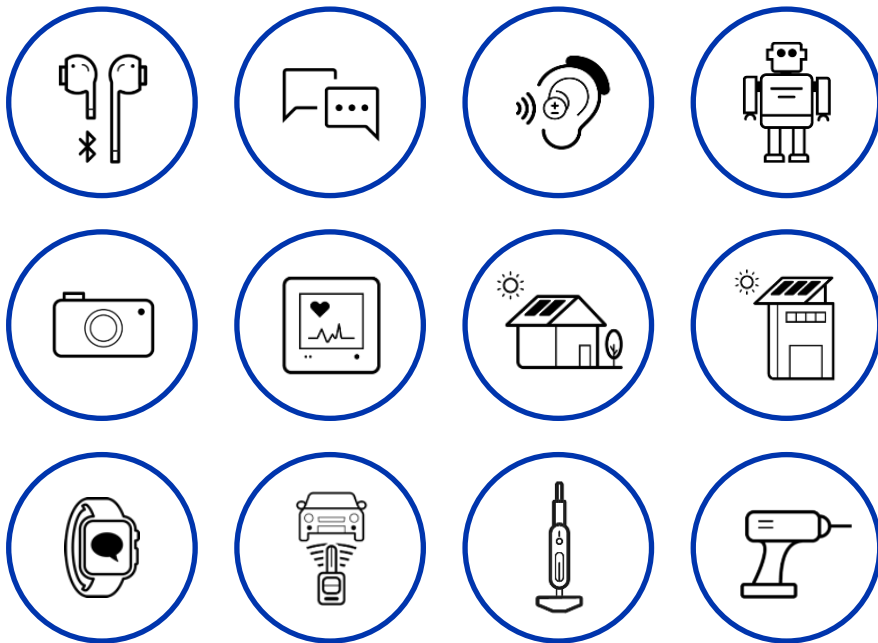
Rainer Hald
CTO

Ivica Vuk
COO

Gordon Clements
GM Solutions

Sebastian Lang
CHRO

Applications



- Wearables
- IT / Communications
- Hearing Aids
- Industrial / Robotics
- Consumer
- Medical
- Residential Storage Systems
- Commercial Storage Systems
- Automotive
- Home & Garden
- Power Tools

Microbatteries & Solutions



Microbatteries & Solutions

Household Batteries

Microbatteries & Solutions



- VARTA sets new standards as a worldwide innovation- and technology leader
- Focus on lithium-ion batteries with the highest energy density for wearables, hearing-aid-batteries, and complete battery systems
- Li-Ion batteries: Fully automatic highspeed production lines and massive extension of production facilities
- Hearing aid batteries: VARTA is market leader in both primary and rechargeable cells
- Development of complete battery systems including housing and electronics



Healthcare



annual production

>1.2

billion cells



A close-up, profile shot of a woman with short, wavy pink hair. She is wearing a white, stemless earbud in her left ear and a small gold hoop earring. A bright red scarf is wrapped around her neck. The background is blurred, suggesting an indoor setting with shelves or displays.

**„CoinPower“ technology
enables the design of
next-generation headsets**

Household Batteries

Microbatteries & Solutions



Household Batteries

Household Batteries



- In Germany VARTA produces >1.7 billion alkaline batteries per year
- Europe-wide market leading position in household batteries
- Strong salesforce including 22 subsidiaries in Europe
- Broad product range
- VARTA offers both: commercial and residential energy storage systems
- Intelligent energy storage systems with easy integration into smart homes



VARTA is the leading producer of household batteries



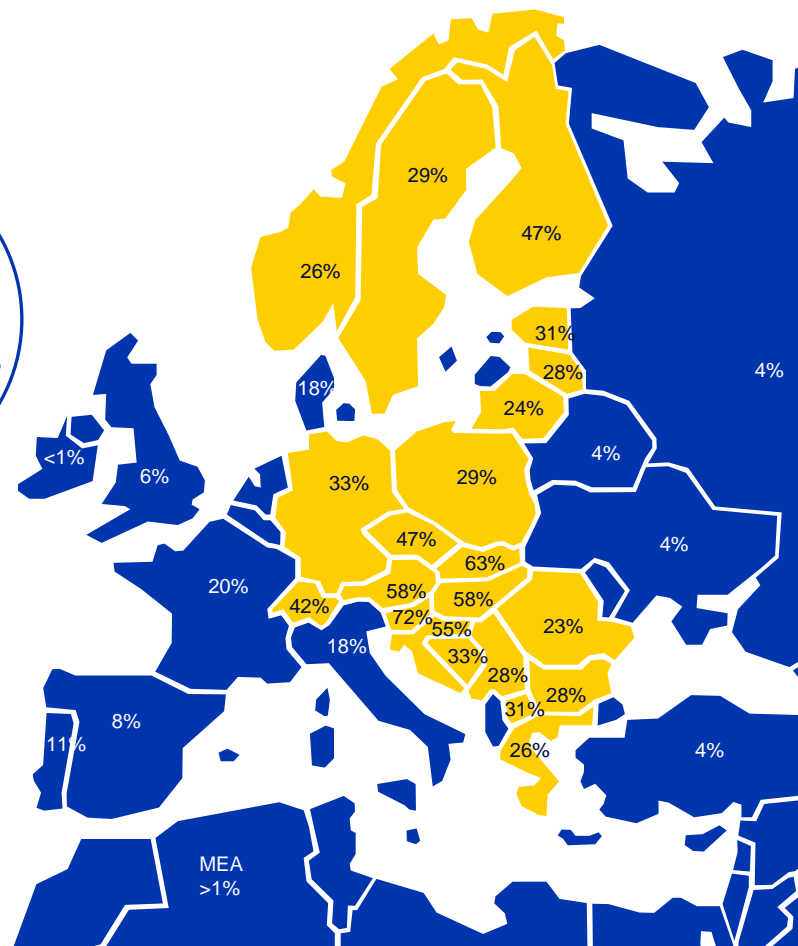
Leading in
~20
countries

~80%
brand awareness
In key markets

Top 3
in most EU countries

 #1 Position

 #2 and #3 Position



Note: Represents company share, inclusive of private label.

Source: European Market Data 2016, Primary and Rechargeable (Nielsen, EPBA, internal EIS and VARTA estimations).



**Consumer products
enable people to
rely on independence.**



Energy Storage supports
independence and contributes
to the energy revolution.

Research and Development

Main research:

Further development of existing technologies

- Rechargeable Lithium-Ion Cells
- Zinc-Air Cells
- Alkaline-Cells
- Silveroxide-Cells
- Lithium-Mass Cells
- NiMH-Cells

Future technologies

- Post-Lithium-Systems
- Printed batteries
- Rechargeable Zinc-Air Cells

Materials research

Various electrochemical systems with the aim of improving fast charging and optimizing energy density.

Lithium-Ion Technology

INNOVATIVE
BATTERY
KNOW-HOW

**VARTA'S
GENETIC
CODE**

SCALED
PRODUCTION
COMPETENCES

1990

Begin of primary lithium-ion button cell production

1995

Begin of primary lithium-ion cells assembly.

2000

Production of customer specific softpack lithium-ion cells

2009

Joint venture with Volkswagen AG with the purpose of material research.

2010

Battery pack design now includes mechanical and electric design.

2011

VARTA sells AA and AAA lithium cells for the first time

2012

Introduction of stationary energy storage systems for residential households, including connection to solar power systems and the public infrastructure.

2014

Introduction of VARTA CoinPower, innovative design enables a high performance battery

2016

Introduction of commercial energy storage systems. Design and development of flexible energy management systems.

2018

Introduction of new CoinPower shape. Introduction of rechargeable lithium-ion cells for hearing-aid devices.

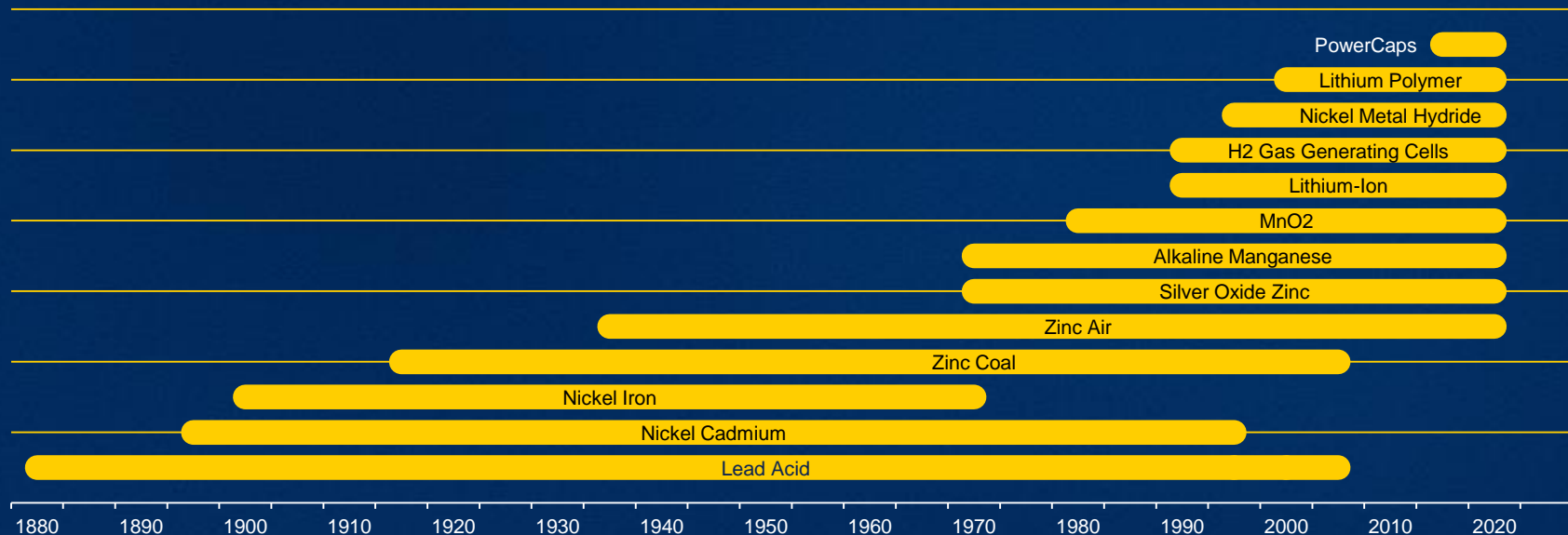
2019

VARTA improves the energy density of its lithium-ion cells enormously. Massive extension of the production facilities in Ellwangen and Nördlingen.

2020

Continuous massive extension of our production facilities in Ellwangen and Nördlingen.

Battery technologies used by VARTA – over time





VARTA Battery Production

Material
and Component
Production

Electrode
Production

Components
Production

Cell
Production

Battery
Assembly

Integrated Management Systems-Certifications



ISO 9001

Quality Management System

ISO 14001

Environmental Management System

ISO 50001

Energy Management System

IATF 16949

Quality Management System

ISO 13485

Quality Management System for medical devices



ISO

VARTA – more than 130 years of history and innovation



1887



Adolph Müller founds
Büsché & Müller in
Hagen, the first seed
of today's VARTA

1896



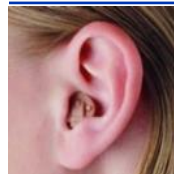
Electric light made it
possible to explore the
North Pole

1969



Moon landing

2001



Establishment of the
label
power one –
the hearing aid energy

2001/ 02



The falling apart:
VARTA Consumer
and Automotive are
forced to leave the
VARTA Group

2009



Joint Venture with
Volkswagen

2012



World's largest and
most modern hearing
aid battery factory
VARTA Storage
establishment

2015



Fully automated
production of small
Lithium-Ion batteries

2017



Anniversary:
130 years
VARTA 10years
Montana Tech
Components

2017



Market launch energy
storage system VARTA
pulse. VARTA AG starts
at the Frankfurt Stock
Exchange

2018



Ground breaking
ceremony
innovative Li-Ion
production & fully
automated warehouse

2020



VARTA AG buys
VARTA Consumer
business back from
Spectrum Brands



Massive extension of production facilities
for Lithium-Ion batteries
in Ellwangen and Nördlingen

Official Partner FC Bayern



Official Partner

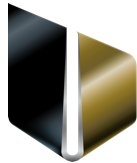
Maximum performance.

Pure Passion.

Made in Germany.



Museum

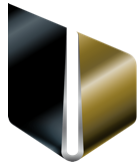


german
brand
award
19
winner

Museum

VARTA GREIFT NACH DEN STERNEN.

VARTA reaches out for the stars.



german
brand
award
19
winner



Museum

GROSSE BATTERIE MIT KLEINEM POTENZIAL

Small battery with huge potential.

VARTA ist weltweit führender Partner der Energiewende. Seit mehr als 100 Jahren entwickeln wir innovative und markenführernde Batterien. VARTA ist ein wichtiger Partner der Energiewende. Seit mehr als 100 Jahren entwickeln wir innovative und markenführernde Batterien. VARTA ist ein wichtiger Partner der Energiewende. Seit mehr als 100 Jahren entwickeln wir innovative und markenführernde Batterien.

VARTA BATTERIETECHNIK IM ÜBERBLICK

MEDIZINISCHE
Fortschritte
MIT VARTA

VARTA SCHREIBT GESCHICHTE.

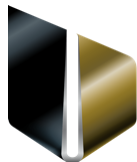
VARTA made history.

In Zusammenarbeit mit der VARTA AG wurde ein Museum geschaffen, das die Geschichte der VARTA-Batterien und die Entwicklung der VARTA-Batterietechnik zeigt. Das Museum ist ein wichtiger Bestandteil der VARTA-Strategie und soll die Besucher für die VARTA-Batterietechnik begeistern.

SCHREIBT GESCHICHTE

VARTA GREIFT NACH DEN STERNEN

VARTA reaches out for the stars.



german
award
19
winner

Contact

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