



EMBARGOED UNTIL JUNE 2016

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Energizer's Adds Over a Dozen Licensees to It's Global Licensing Program

Beanstalk continues to empower the growth of ENERGIZER's licensing program with an exceptional 40% increase in global licensed retail sales since 2014. Nearly 30 years ago, Energizer signed its first strategic licensee, Johnson Controls, for automotive batteries, which today is a global program. The licensing program continues to be powered-up by adding over a dozen additional licensees whose products augment Energizer's nearly \$2B global core business in 140 countries.

Since last year, licensees adding "postivenergy" to the program in North America are in categories such as Solar-Based Battery Back-Up Products. Energizer Solar Landscape Lighting was a hit on QVC for the second consecutive year. Battery-Operated Specialty Lights, Pet Lighting Accessories and Electrical Accessories extended the Energizer brand to new channels and segments. Energizer has also expanded its Consumer Electronic Accessories line to include universal USB chargers and power banks, among others. New licensees keep the Energizer Bunny icon program hopping with such categories as adorable Bunny Slippers, Plush Toys and cleverly-designed Portable Power tubes. In addition, current and new Energizer licensees were granted expanded rights to the 100-year old Eveready brand as well as sub-brands like Energizer Hard Case.

The Energizer program also grew significantly abroad. In EMEA and Australia numerous categories were signed such as Photographic Accessories and Seasonal, Christmas & Solar Lighting, including the expansion of the DTR program with B&M stores in the UK. Energizer Automotive Accessories licensee, Custom Accessories Europe, was a finalist in the inaugural Brand and Lifestyle Licensing Awards 2016, nominated for their Energizer Lithium Polymer Jump Starter, portraying the quality and innovation for which the Energizer brand is known. The



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program also entered into Latin America where two new licensees were brought on board for LED lighting, generators, pressure washers, welders and automotive products.

Energizer Brands' licensed products are featured in thousands of retail doors across 70 channels. Reflective of its core equities of Power and Light, categories available for license are Home Automation, Household & Specialty Lighting, Digital Health & Fitness Devices, Consumer Electronics globally and Portable Audio and Photographic Accessories in Europe.

There's never been a better time to partner with Energizer for licensing!