

AVENIR TELECOM



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Avenir Telecom & *Energizer*

The strategic partnership



Expert in the mobile industry for 30 yrs

30

Years of experience

Energizer

Exclusive licence since 2010

105 M

Total mobile phones
and accessories sold

 **EURONEXT**

Listed since 1998

55

countries covered

450 

employees worldwide

Designs and distributes mobile phones and accessories
under the *Energizer* licence worldwide

Energizer World's leading manufacturer of batteries

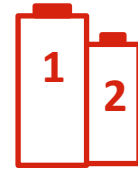
96%



Global brand awareness



1st manufacturer worldwide



Energizer & Eveready brands ranked #1 and #2

\$1.7 Bn.

Total net sales
Energizer Holdings 2017

140

countries covered

+ 2.7%

share growth 2016-2017



DNA : Power. Long lasting. Positive Energy

The strategic and solid partnership between two experts

1st

world's leading battery manufacturer

30

years of experience in mobile industry



30 millions
mobiles sold



75 millions
accessories sold



6 billion
batteries sold / year



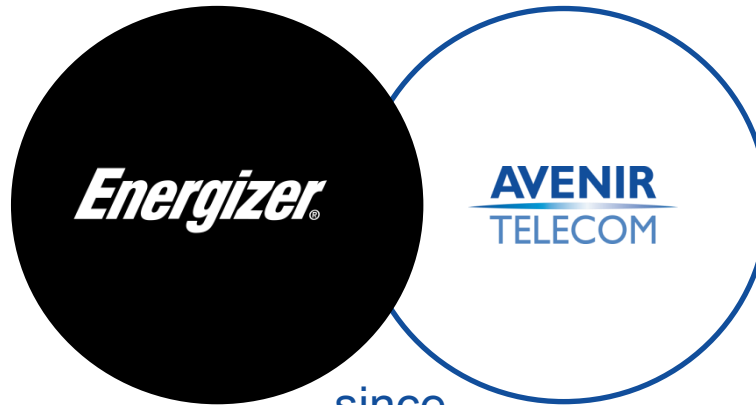
96%
global brand awareness



140
covered



55
covered



Expansion of the partnership since 2010

- From mobile accessories to mobile phones

Chargers, cables

Memory, surge protection

Cases, Hardcase mobiles

All mobile phones



2010

+



2014-2015

+



2016

+



2017

- From the EMEA to the World

EMEA



2010



+ APAC + LATAM



2012



+ North Am = WORLD



2017

Led by a performant team, in an agile organisation



Mobile industry : a fast paced growing global market



Major development opportunities on the mobile market

+ 15%

expected growth
by 2022

2,2 billions

phones sold
in 2022



\$479 billions

market value in 2017

20 month

frequency of phone upgrade

Mid-range manufacturers are gaining market share

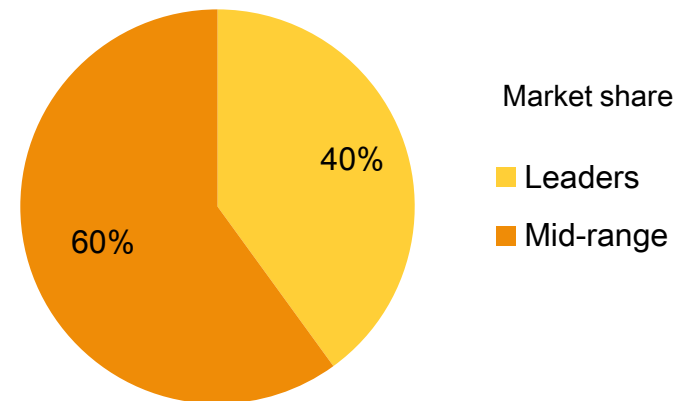
LEADERS
(high end)



MID-RANGE
manufacturers



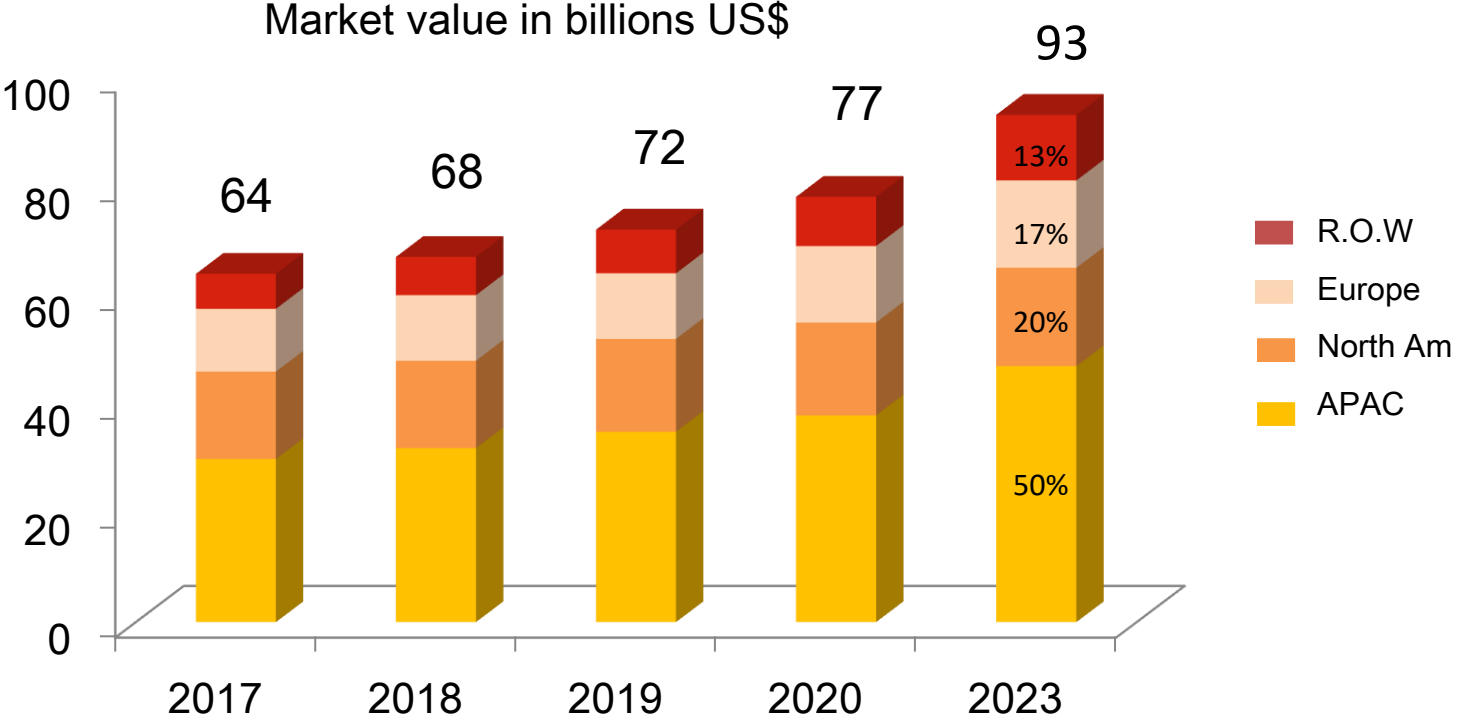
Mid-range mobile market



Source: IDC, 2017

The trend towards high-end positioning of the global leaders is leaving room for mid-range manufacturers to grow and to gain market share

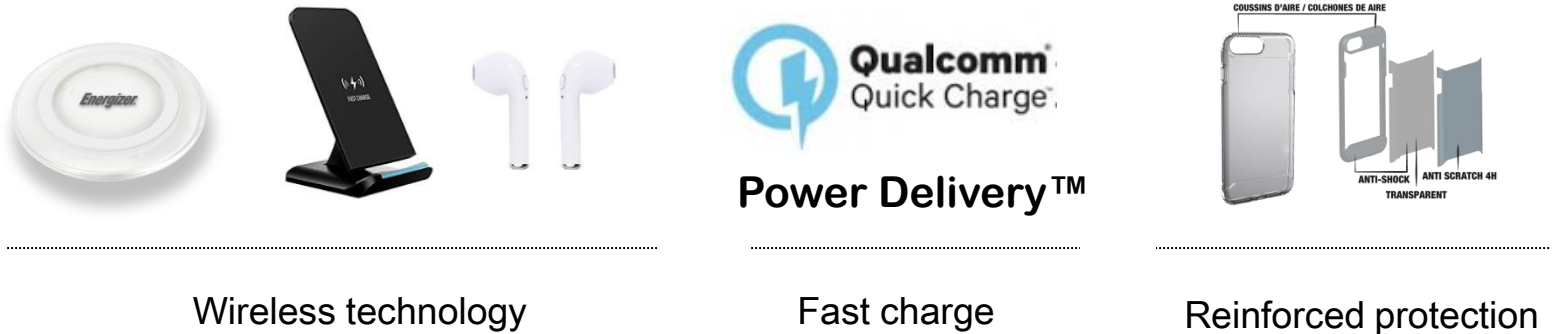
Exponential growth of the accessories market driven by Asia



+45% growth between 2017 and 2023

Innovation is boosting the growth of strategic segments

Latest technology innovation trends



Charge and protection : 60% of the global market



Global market by product type, 2017

Developing an *Energizer* range tailored to the customers needs



Phones equipped with powerful batteries for best autonomy

HARD CASE

Rugged, shockproof and waterproof



POWERmax

Extra powerful batteries
4,000 mAh minimum



ENERGY

Best value for money



→ Battery with higher capacity than the average market offer

22 models available by the end of 2018

A complete range of robust and innovative accessories

CHARGERS



Up to 4.8A
Fast charge, wireless, car, etc.

LIFETIME WARRANTY



Dedicated range of ultra resistant accessories

CABLES



Charge and sync at high speed

PROTECTION



Reinforced screens and cases

MEMORY, USB



Up to 128 GB

MULTIPOINT, HUBS



Up to 8 USB ports

+300 references available

An offer in line with *Energizer*'s DNA

#1

Performance



#2

Innovation



LIFETIME
Warranty*



#3

Power



#4

Long lasting

#5

Quality



#6

Right pricing

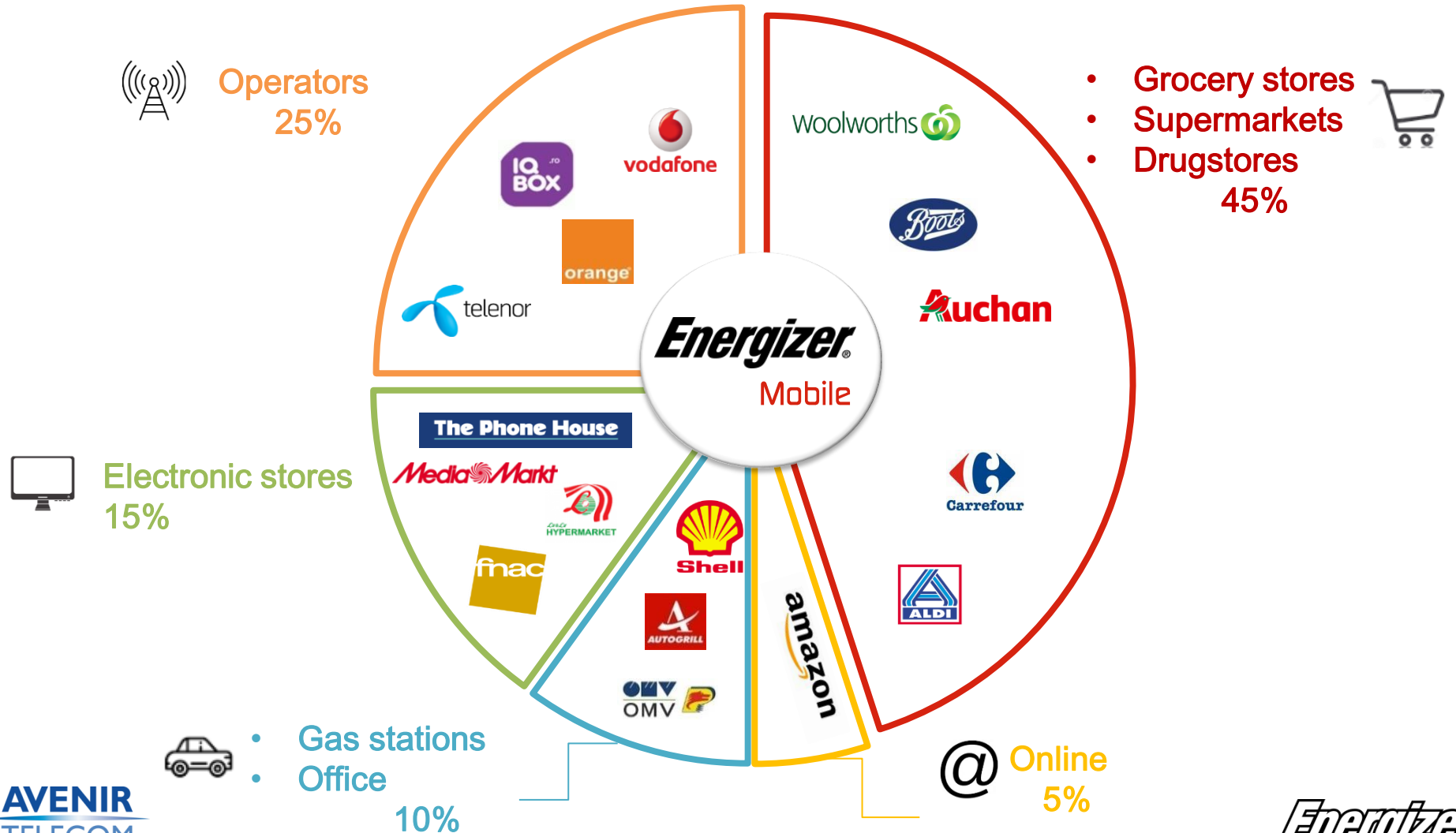


Our strategy to conquer the global market

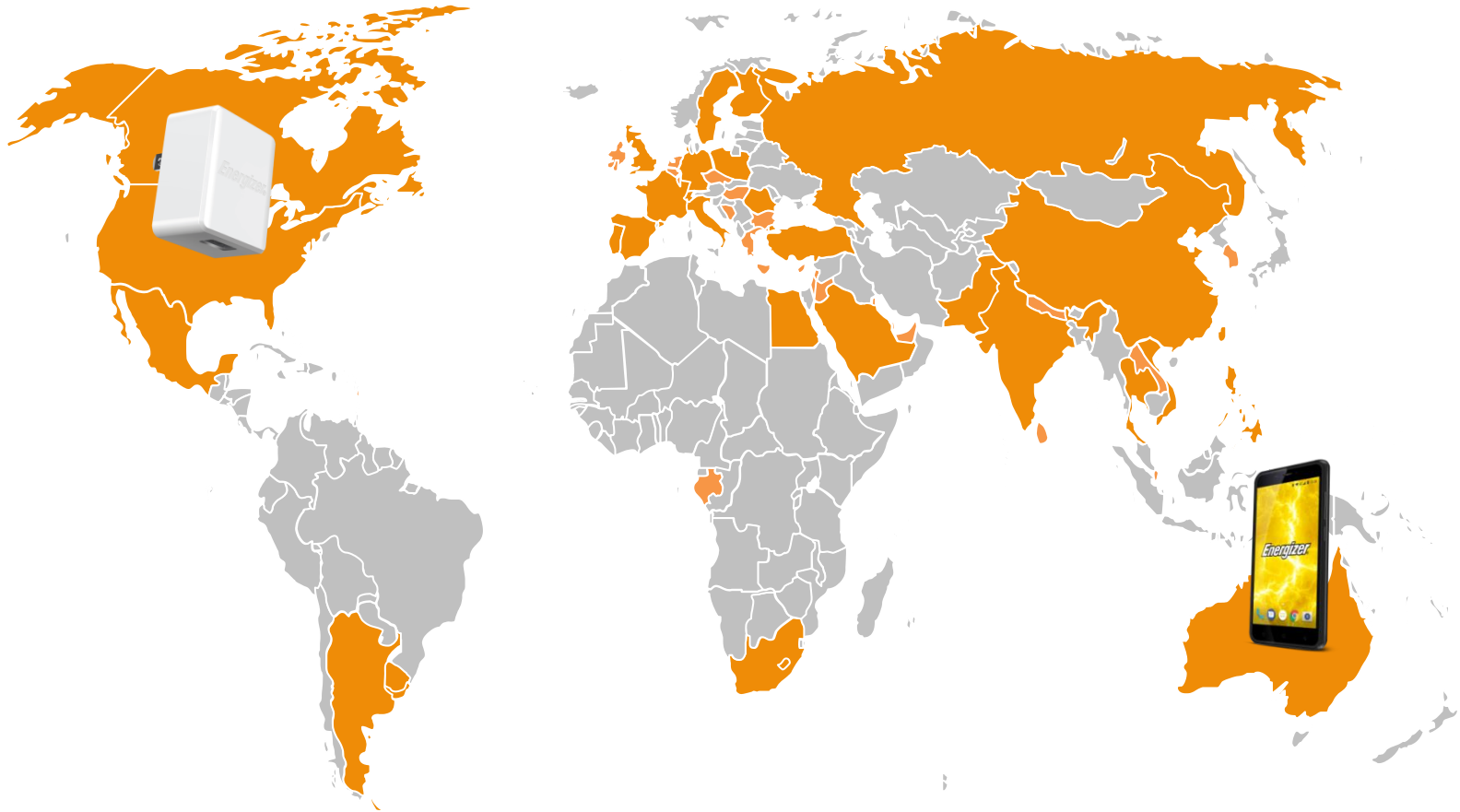


A diversified network of customers

Sales by customer type
(% sales in 2017)



Leading and experienced distributors across all continents



Energizer products sold in over **55** countries

6 International locations to best support them



Marseille, France (HQ)



Shenzhen, China



Bucharest, Romania



Gurgaon, India

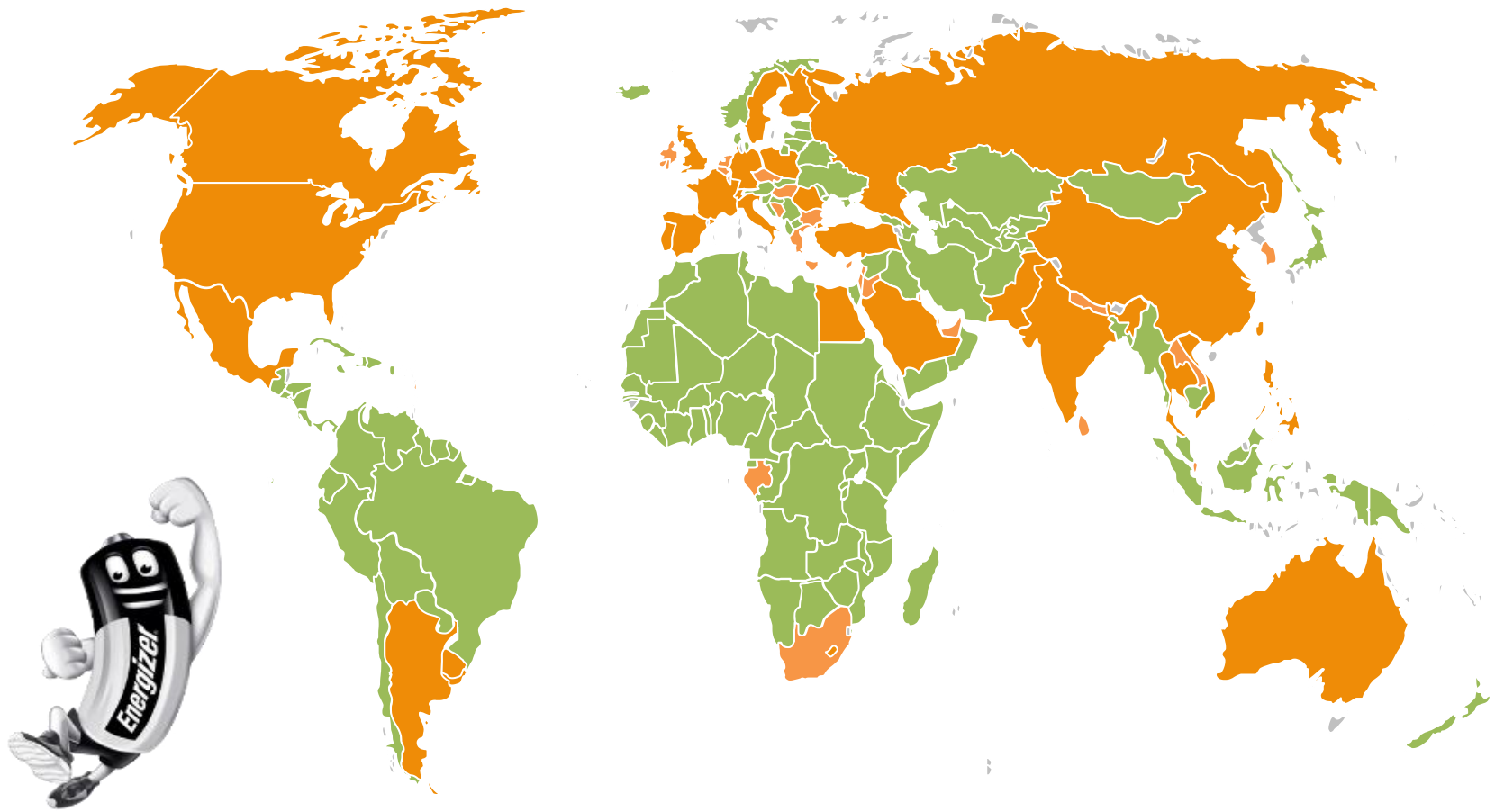


Sofia, Bulgaria



Dubai, UAE

An impressive growth potential



Over 130 countries left to conquer!

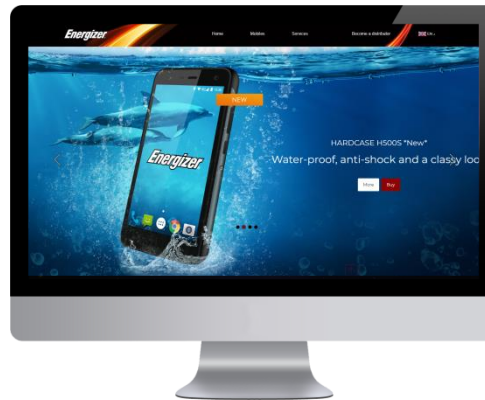
Brand awareness reinforced by our presence on key platforms

Strategic events and shows



Responsive, evolving website

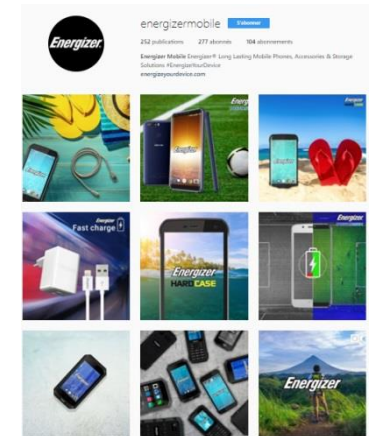
7k visitors/month



English, French, Spanish

Main social media platforms

Community: 43k fans



Financial data



5 Reasons to Invest

30

Years of experience in the mobile industry

Energizer.

The power and brand awareness of a leader



The potential for major international development



The agility of a flexible organization



The transparency of a company listed on Euronext