

# WELCOME

■ —————  
to ANSMANN AG

ANSMANN

## ■ MILESTONES

1991

Founding of ANSMANN Accu-Technik GbR through Edgar Ansmann in his private house

The first products were portable spotlights, flashlights and rechargeable batteries



Change of legal form from ANSMANN Accu-Technik GbR to ANSMANN GmbH Accu-Technik

1993

New headquarters built in Assamstadt

1993



## MILESTONES

1996

"INDUSTRIAL SOLUTIONS" division opened

Opening of the first sales offices in Northern, Southern and Eastern Germany

1997

1998

Set-up of a distributor network across Germany

Opening of ANSMANN UK LTD.



2000

2002

Change of legal form from ANSMANN GmbH Accu-Technik to ANSMANN Energy GmbH

2002

Foundation of ANSMANN Energy International Ltd. located in Hong Kong

## ■ MILESTONES

ANSMANN becomes a registered trademark ®

2004

2005

Opening of ANSMANN Energy France SARL in Paris



Change of legal form from ANSMANN Energy GmbH to ANSMANN AG. 96% of ANSMANN stocks are held by ANSMANN family members and the remaining stocks by ANSMANN employees.

2007

Opening of Logistic centre in China



2007

## ■ MILESTONES

2008

ANSMANN is awarded with the "Grand prize for medium sized companies"



ANSMANN is awarded with the "Main-Tauber-Kreis Innovation award"

2009

Opening of ANSMANN Nordic in Gothenburg, Sweden

2009



2010

Admission to the "Encyclopedia of World Market Leaders"

# MILESTONES

2010

Opening of ANSMANN USA Corp. in Blackwood, New Jersey



Additional new buildings at headquarters



2011

2012

Opening of ANSMANN Electronics Co. LTD. in China

2012

Opening of our own in-house UN Test Centre

## ■ MILESTONES

ANSMANN is awarded with the "Würth Future Champion Award" and added to the "Best of Industriepreis 2013" list



2013

2014

Certification of production of battery packs according to ISO 13485, medical technology

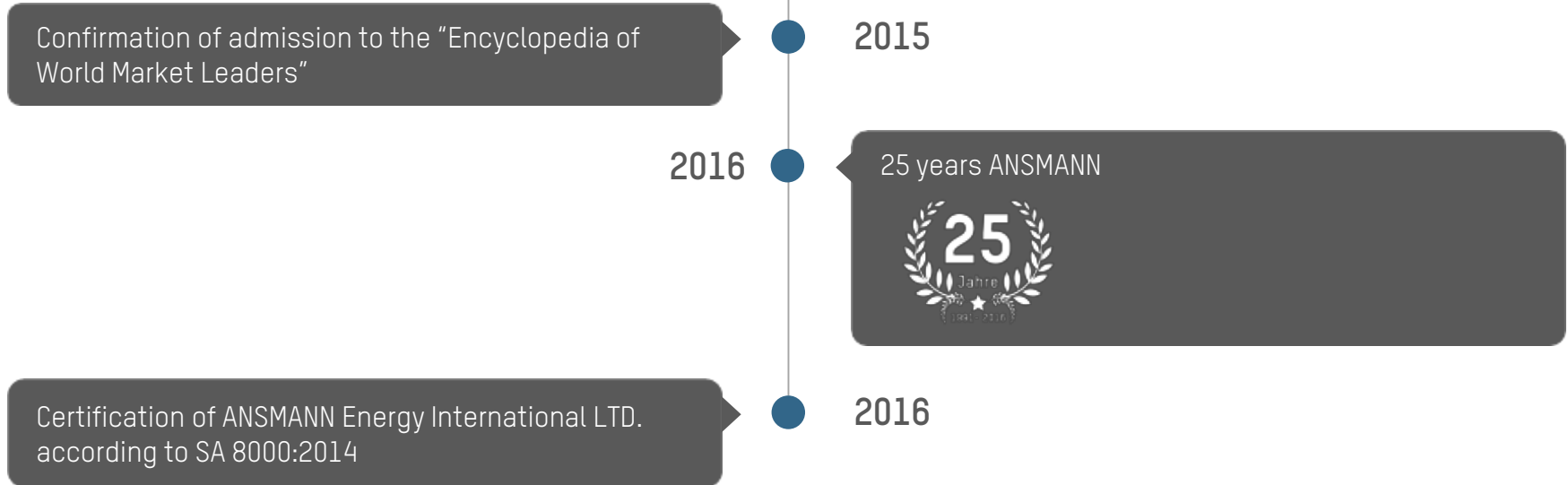
2014

Certification of ANSMANN Energy International LTD. according to ISO 9001

2014

Certification of ANSMANN ELECTRONICS (HUIZHOU) CO., LTD to ISO 9001

## ■ MILESTONES





## ■ KEYS TO SUCCESS

### 1. HONESTY AND INTEGRITY

Honesty and integrity are the heart and soul of ANSMANN's corporate culture. We are fair with each other, our customers and suppliers.

### 2. PROFIT

The company's profit is the foundation for our company's growth and independence as well as our employee's incentive scheme.

### 3. SAFEGUARDING EMPLOYMENT

Skilled, flexible employees with initiative and innovation underpin the future prosperity of our company.

### 4. QUALITY

Highest product quality and best customer service guarantee our continued success.

### 5. GROWTH

Growth in our product portfolio, expansion in existing and new market areas all contribute to a bright future.

## ■ MANAGING BOARD



**Jürgen Dietz**

Chief Executive Officer



**Markus Fürst**

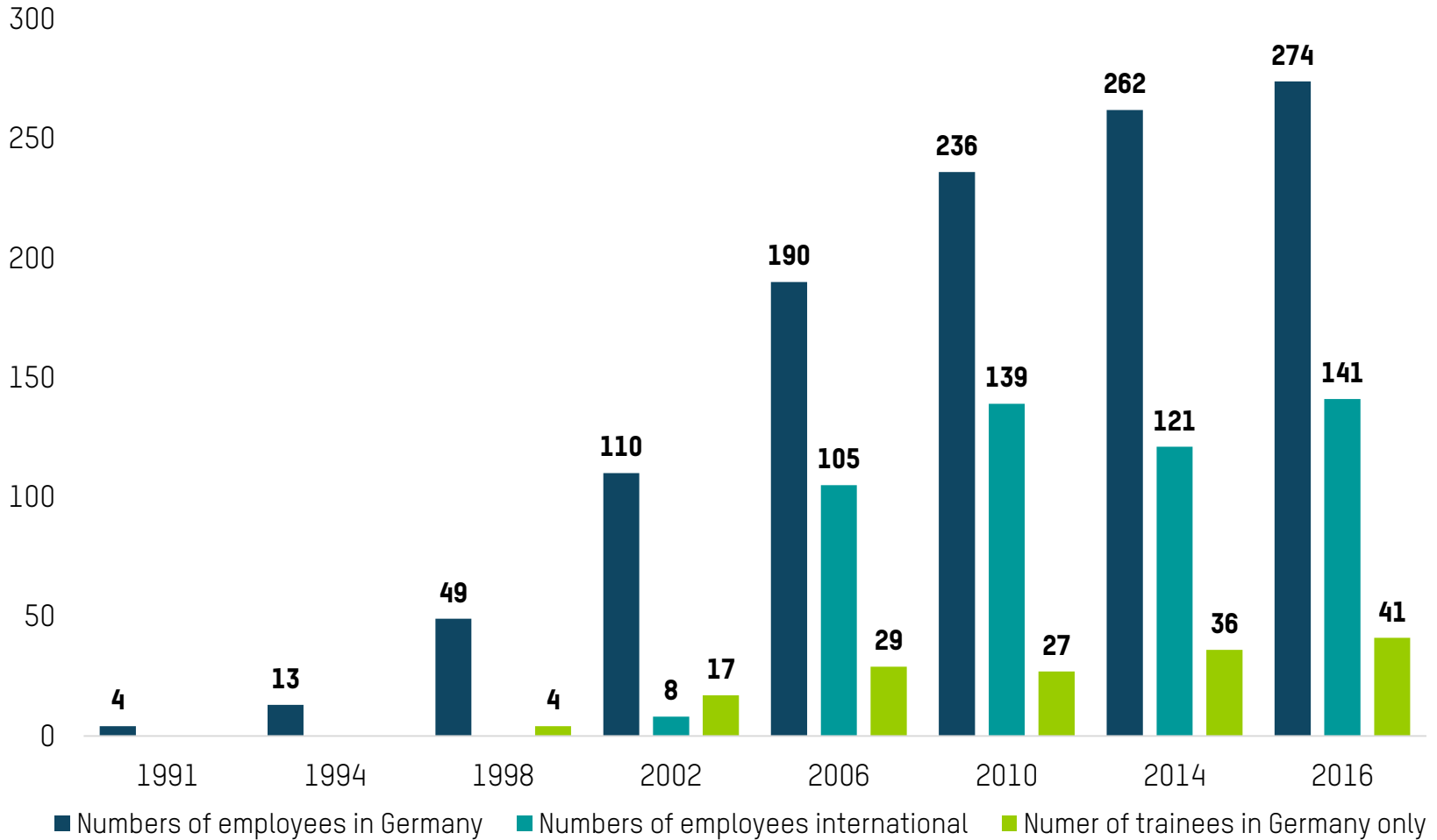
Chief Financial Officer &  
Chief Operating Officer



**Georg Schifferdecker**

Chief Marketing Officer

## EMPLOYEES ANSMANN GROUP



## DEVELOPMENT OF SALES ANSMANN GROUP

In Mio. €

60

50

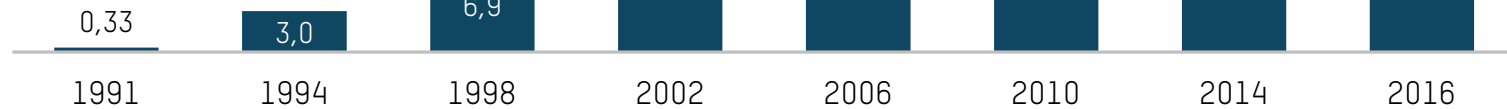
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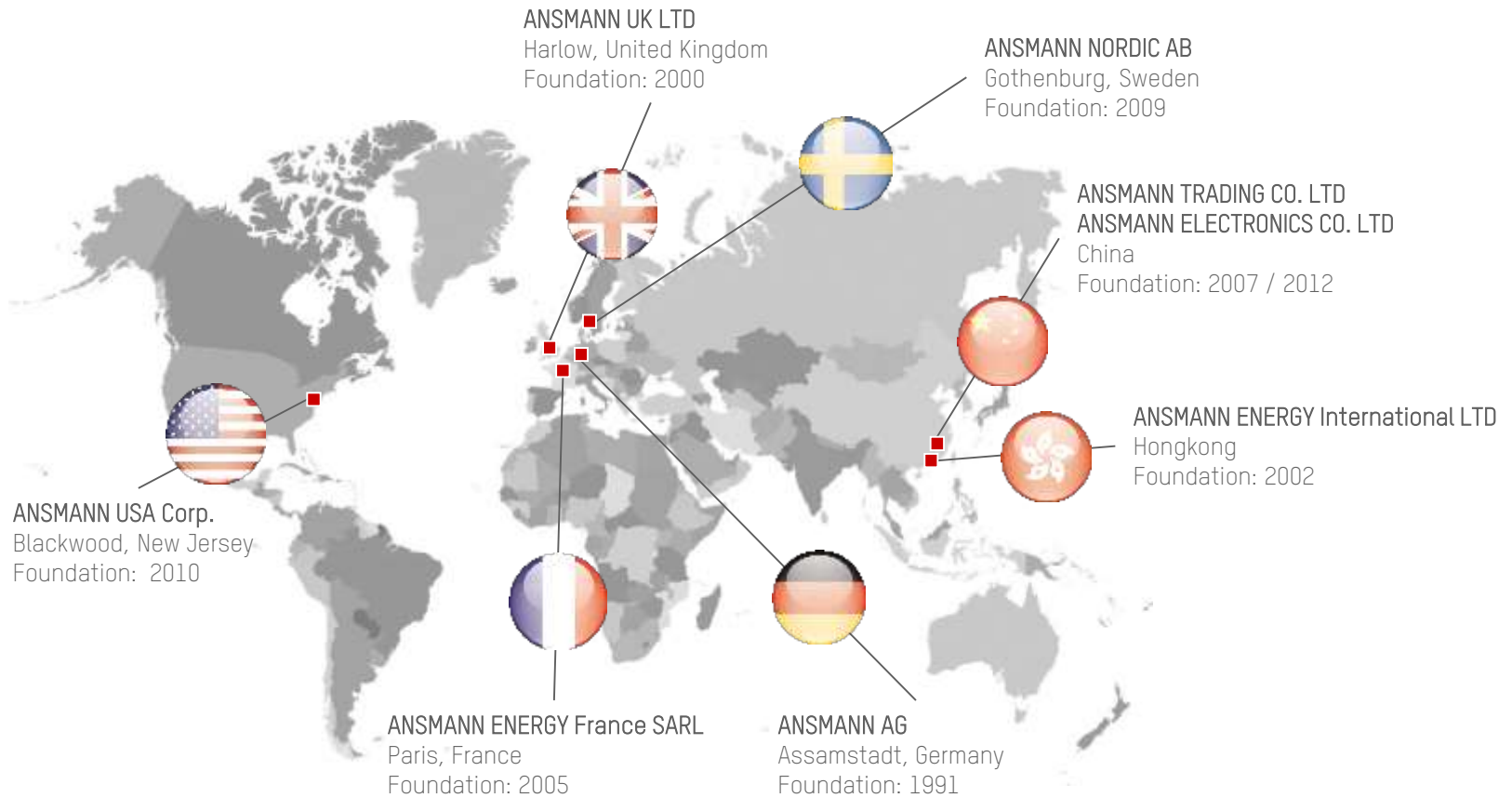
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■ ANSMANN Group

# ANSMANN GROUP WORLDWIDE



## ■ CONSUMER PRODUCTS

- Premium and standard products for the consumer sector



Rechargeable Batteries



Chargers



Batteries



Power Supplies



LED Lighting Technology



ANSMANN4Kids

## ■ INDUSTRIAL SOLUTIONS

- Customer specific solutions for mobile applications



Battery packs



Chargers



Power supplies



Drive technology for electrically powered applications (e.g. e-bikes, etc.)

# OUR STRENGTHS

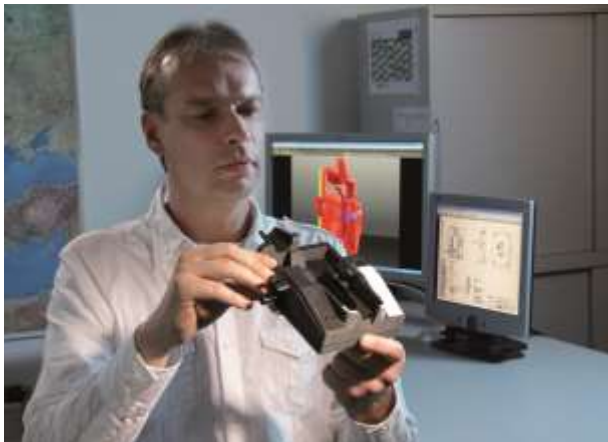
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ANSMANN



## ■ RESEARCH AND DEVELOPMENT

- Over 25 years of experience
- A highly experienced team of 39 design and construction engineers together with 12 project and production managers work on new projects using advanced technology
- Modern 3D-CAD technic and 3D-Plotter
- Functional samples offer realistic tests
- Our Industrial Engineering team guarantees advanced production processes



## ■ QUALITY, TECHNOLOGY AND DELIVERY CAPABILITY

- Quality management system DIN ISO 9001-2008-certified
- Development and manufacturing facilities in Germany and China
- Own logistics and quality centre in Southern China near Hong Kong
- Battery pack production in Germany and China



# ■ QUALITY, TECHNOLOGY AND DELIVERY CAPABILITY



## ■ UN TEST CENTRE

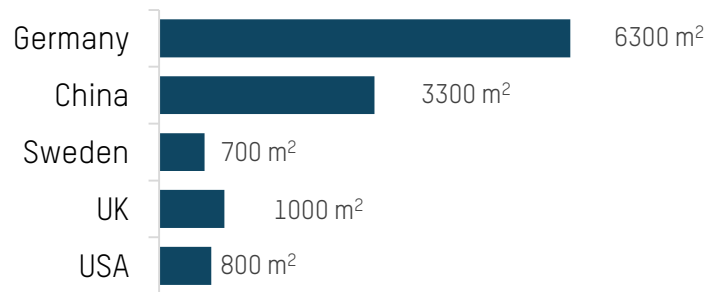
- UN transport regulations testing of Lithium batteries
- For testing our own battery packs as well as an external service for customers and other manufacturers
- Six tests:
  1. Altitude simulation up to 15km reduces air pressure down to air transport conditions (11,6 hPa)
  2. Testing of thermic cycles from -40°C to +75°C
  3. Vibration test simulates oscillations during transport up to 150G
  4. Shock tests simulate shock load during transports
  5. Short circuit tests
  6. Overload tests



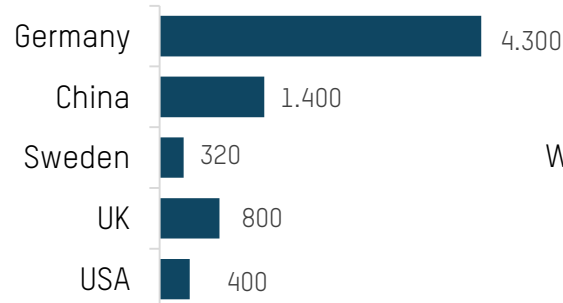
## ■ LOGISTICS & PRODUCTION



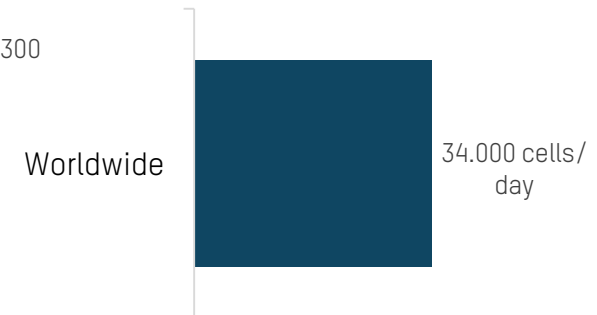
**STORAGE SPACE**



**PALETT STORAGE**



**PRODUCTION CAPACITY**





## AWARDS & TEST WINS

- 2008 Grand prize for medium-sized companies
- 2009 Main-Tauber-Kreis Innovation award
- 2010 Encyclopedia of World Market Leaders
- 2013 Würth Future Champion Award  
Best of Industriepreis 2013
- 2015 Confirmation of "Encyclopedia of World Market Leaders"



| ETM • URTEIL                    |        |
|---------------------------------|--------|
| Ansmann AG London               |        |
| <b>GUT</b>                      | 83,5 % |
| 18 Babyphones im Vergleichstest |        |
| Heft 01/2009                    |        |



## ■ REFERENCES







**THANK YOU  
FOR YOUR ATTENTION**