

## Special Announcement

### **Powercell Australia and GP Batteries create a unique Australian partnership**

***"It is with great excitement we announce that Powercell have been appointed the EXCLUSIVE AUSTRALIAN DISTRIBUTOR for global supplier GP Batteries, effective 1 December 2016"*** announced Tom Farrow and Simon Cox, joint Managing Directors of Powercell Aust. Pty Ltd

Powercell a South Australian family owned business first commenced importing GP Batteries specialty products 30 plus years ago, and have proven through this time to be a very successful supplier of GP's products in the Australian market complementing Powercell's own branded products.

GP Batteries have valued this relationship and now have appointed Powercell as their exclusive Australian distributor for their complete range of consumer and industrial portable power range of products.

***"GP is very pleased to announce they have chosen Powercell to help build the GP Brand in the Australian Market. Powercell and GP have a long-standing relationship and we see this new arrangement as a natural progression in our global brand building process. It will be a great step forward to work with Powercell, their extensive experience in the Australian market partnered together with our experience and expertise in manufacturing, innovation, marketing and logistics.***

***The aim of this new partnership is to build opportunities for consumers and end users in a wide range of markets including consumer electronics, hardware, specialty Battery and general retailers. Together GP and Powercell will strive to deliver quality value and range innovation with the GP Batteries and related portable power products."*** Commented GP Executive Management

GP Batteries are renowned as major manufacturers, suppliers and marketers of a huge range of products in the new generation of mobile and portable power. They have been innovators and market leaders in research and development in the field of portable power solutions.

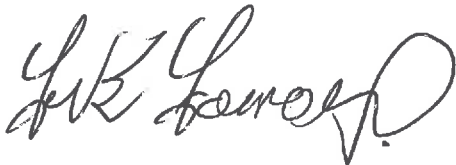
## How will our customers benefit?

- Continuity of supply of all GP products = more stock turns
- Extended range of global GP Batteries products
- Extended range of packaged product options
- Extensive new GP branded merchandising support for highly visual in-store presentation
- Support from a global leader in mobile and portable power solutions
- Future new and innovative products
- Transition from Powercell branded primary cells to GP Batteries globally recognized primary cell range

Transition of Powercell products and merchandising material to GP Batteries is occurring now and as they become available we will inform you accordingly.

We expect that from 1<sup>st</sup> December our valued customers will start to see this transition well underway.

For more information please contact Tom Farrow or Simon Cox at Powercell



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