

Our energy for your success



Accumulatorenwerke HOPPECKE
Carl Zoellner & Sohn GmbH
Bontkirchener Straße 1
D-59929 Brilon-Hoppecke
www.hoppecke.com



Motive Power
Systems



Reserve Power
Systems



Special Power
Systems



Service

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The Company

- Your Energy Systems Provider for the Future
- Milestones
- Group Structure
- Production Sites
- Unique Company Culture
- A Strong Brand
- Responsibility for our Environment
- Group Structure - Divisions
- Group Turnover & Employee Development
- Awards
- References
- European Presence
- Worldwide Presence



Your success factors with HOPPECKE

- **Optimal synergy**

An energy systems provider for all industrial battery technologies

- **The greatest possible level of security**

Through high-quality energy storage systems

- **Wide-ranging competence**

Individual solutions for every challenge

- **Personal support**

A Europe-wide distribution and service network

- **Outstanding quality**

Life-cycle costs reduced to a minimum

- **Environmentally friendly products**

Achieved through careful use of resources combined with in-house recycling

- **Innovative technology**

The industry leader in R&D

- **A strong company culture**

Putting people first



Dr. Marc Zoellner
Managing Director since 2003



Claus Zoellner
Since 2003 Chairman of the
Advisory Board,
Managing Director 1967 until 2003



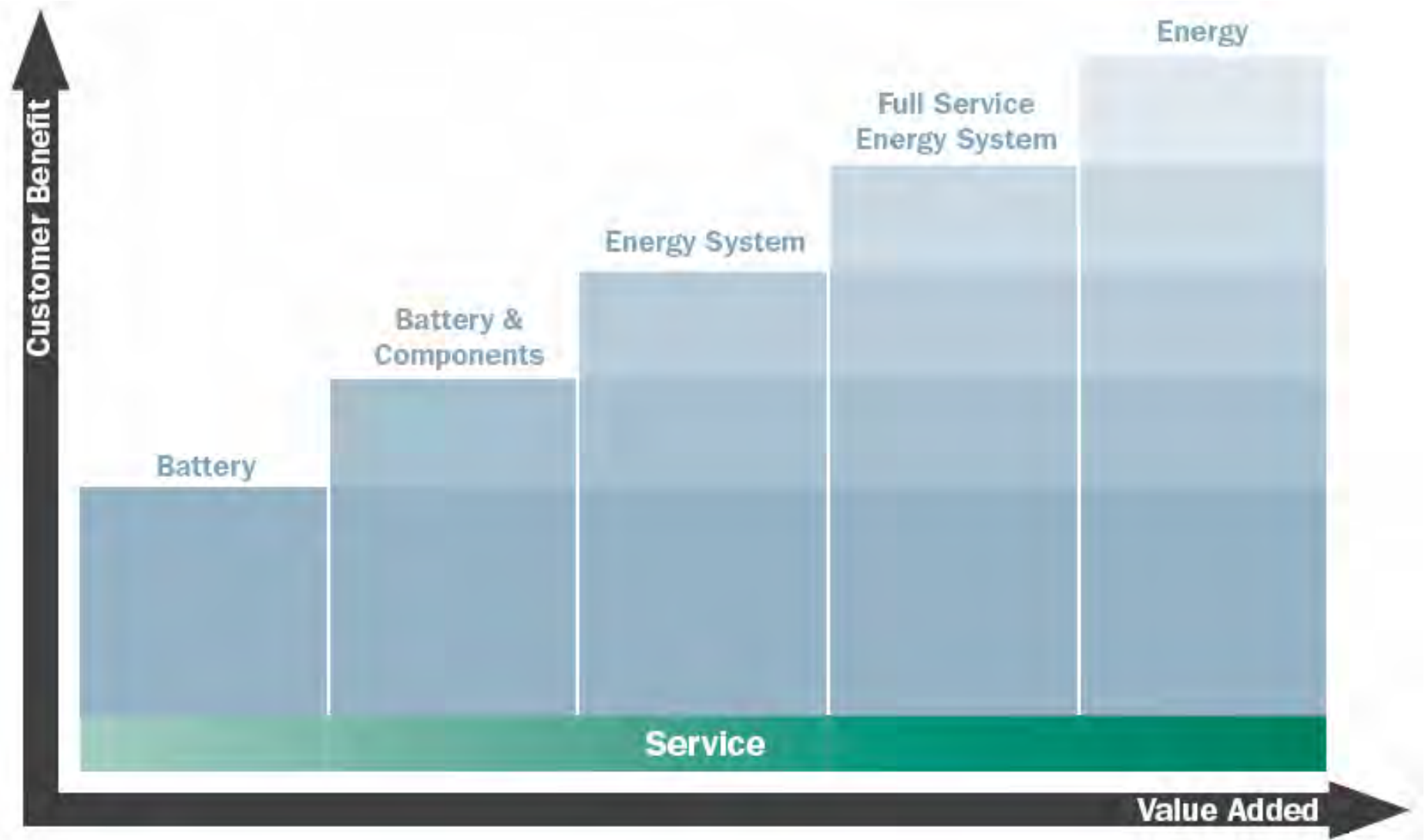
Ernst Zoellner
Managing director until 1967



Carl Zoellner
Founder of the company
Managing director until 1943

- 2010** Opening of the new HOPPECKE Technology-Center in Zwickau, Germany
- 2009** HOPPECKE receives award "German Customer Champions 2009"
- 2008** Founding of HOPPECKE Advanced Battery Technology GmbH
- 2008** Company awarded a distinction as a "TOP 100" Innovator
- 2007** Founding of the HOPPECKE Service GmbH & Co. KG
- 2006** Opening of HOPPECKE production plant in Wuhan, China
- 2005** Introduction of low-maintenance lead batteries for use in high current systems and of trak[®] power premium charge charging devices
- 2004** Introduction of FNC[®] cells for stationary applications
- 2003** Launch of trak[®] bloc for minor traction applications and power.com for stationary applications
- 2002** Launch of the trak[®] eco traction battery system
- 2001** Founding of HOPPECKE Technologies GmbH & Co. KG
- 2000** "Vlies-Technologie" awarded prize for innovation
- 1999** Opening of distribution company and battery assembly in Shanghai, China
- 1998** Start of Production for FNC[®]-A, nickel-technology batteries for railway, AGV and stationary applications
- 1997** Founding of HOPPECKE Batterie Systeme GmbH
- 1994** All plants awarded quality certificates in accordance with DIN ISO 9001
- 1993** Introduction of the trak[®] air traction battery with electrolyte circulation
- 1987** Development of lead industrial batteries with solid electrolyte
- 1984** Production of LSC-Lithium primary batteries
- 1983** Production of alkaline batteries with special fibre construction (FNC[®])
- 1976** Construction of Brilon lead recycling smelter
- 1971** Introduction of AquaGen[®] recombination plugs
- 1927** Company founded by Carl Zoellner

Market Leader in Sustainable Energy Solutions





Holding Accumulatorenwerke HOPPECKE

HOPPECKE Batterien

Brilon (D)
Lead-acid-
battery systems

- R&D
- Production
- Sales
- Recycling of lead-acid industrial battery systems

HOPPECKE Wuhan

Wuhan (CN)
Lead-acid-
battery systems

- Production
- Sales

HOPPECKE Batterie Systeme

Brilon (D)
Alkaline
battery systems

- R&D
- Production
- Sales
- Recycling of alkaline industrial battery systems

HOPPECKE Technologies & ABT

Zwickau (D)
Chargers & New
Battery Techno-
logies

- R&D
- Production

HOPPECKE Service

Brilon (D)
Service

- Service for batteries and chargers
- Safety checks
- Systems advice
- On-site training

HOPPECKE Metallhütte (Smelter)

Brilon (D)
Recycling

- Recycling of lead-acid batteries in our own smelter

HOPPECKE International

Subsidiaries,
worldwide

- Production
- Sales
- Service



Production plant and headquarters in Brilon-Hoppecke (D) ■ Production plant in Wuhan (CN) ■ Production locations in Brilon and Zwickau (D)

HOPPECKE Batterien

Brilon (D)

Lead-acid battery systems

- R&D
- Production
- Sales
- Recycling of lead-acid industrial battery systems

HOPPECKE Wuhan

Wuhan (CN)

Lead-acid battery systems

- Production
- Sales

HOPPECKE Batterie Systeme

Brilon (D)

Alkaline battery systems

- R&D
- Production
- Sales
- Recycling of alkaline industrial battery systems

HOPPECKE Technologies & ABT

Zwickau (D)

Chargers & New Battery Technologies

- R&D
- Production



Unique company culture

- **Value-based, independent family enterprise**
Willingness to perform and loyalty are the foundations of our success.
- **Putting people first**
Employees are highly motivated and geared to performance.
- **HOPPECKE-Academy**
Systematic qualification of all employees in the company's own Academy
- **Employee participation**
Company asset accumulation, participation and profit-sharing
- **Training**
Training in eight different vocational fields, in part cooperating with universities
- **Internal und external transfer of knowledge**
Forms a dynamic basis for future-oriented energy services



Quality is our Trademark

▪ Innovation

Development of optimal solutions for energy supply in one of the largest R&D departments in this industry in Europe.

▪ Quality

High quality right from the start of the development phase, high quality management in accordance with recognised test procedures.

Quality pays its way through:

- Longer product life
- Improved usage of resources
- The highest degree of energy safety
- Maximum energy availability

▪ Service

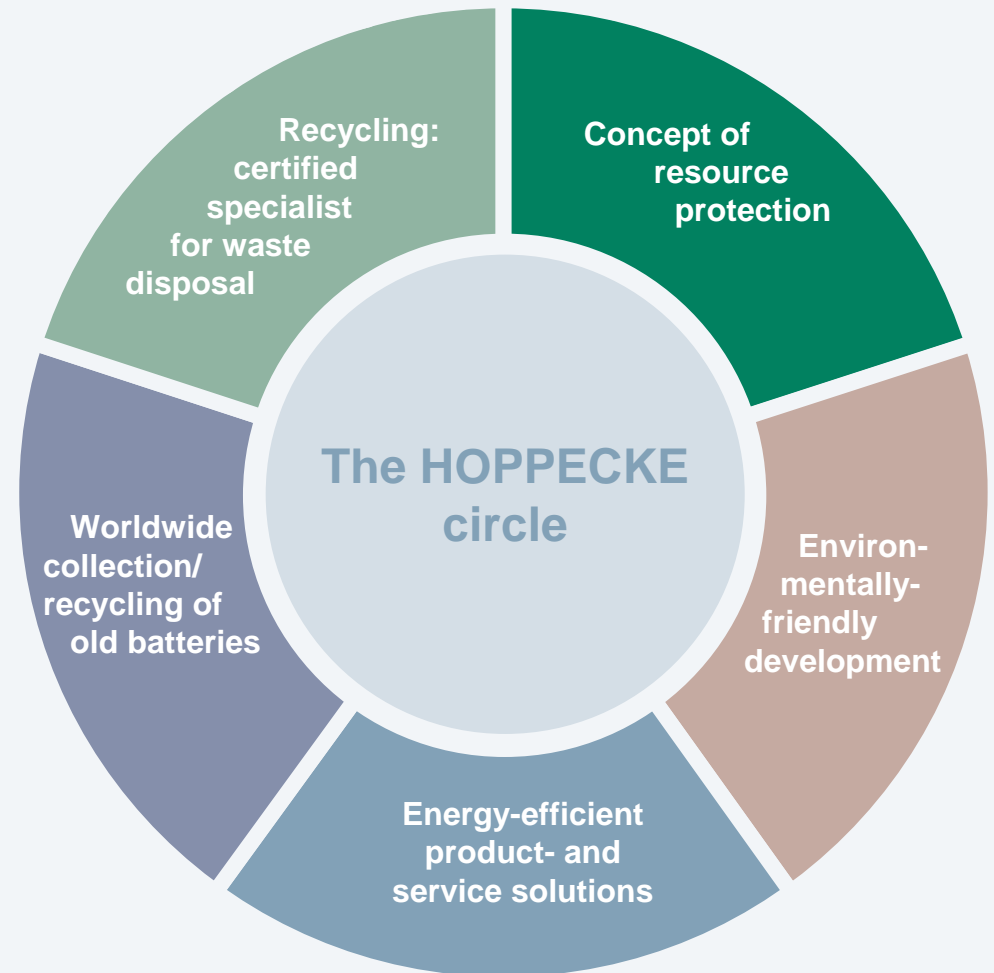
Europe-wide service network. Certified service staff. Consulting, service and training offers - for all technologies and applications of industrial batteries.

HOPPECKE. POWER FROM INNOVATION.

Environmental Responsibility



Since 1987 sensitive handling of natural resources has been firmly anchored in our company's principles.



Group Structure – Divisions



Motive Power Systems



Reserve Power Systems



Special Power Systems



Service

PROPULSION WITH FULL-ENERGY

Areas of application

- Industrial trucks
- Automatic guided vehicle systems (AGV)
- Light traction

A GUARANTOR FOR SECURE ENERGY

Areas of application

- IT/Telecommunications
- UPS
- Power stations
- Safety lighting
- Signalling installations
- Diesel start-up
- Solar energy

SPECIALIST FOR EXTREME CHALLENGES

Areas of application

- Railway and underground systems
- Electric buses
- Automated guided vehicle systems (AGV)

SERVICE FOR RELIABLE ENERGY

Areas of application

- Motive power systems
- Stationary systems
- 24/7-Service



PROPULSION WITH FULL ENERGY

- Motive power energy systems for every industrial application: for fork-lift trucks, storage and retrieval machines, storage technology, automated guided vehicle systems, cleaning machinery, lifting platforms, wheelchairs
- All relevant technologies from one source: Lead-acid, nickel-technology, emission-free propulsion, Hybrid-technology
- Full-Service according to the individual requirements:
 - Batteries und charging technologies
 - Setting up and optimisation of charging stations
 - Battery changing facilities
 - Vehicle fleet management systems
 - Flexible settlement models for demand-oriented usage of energy

Areas of application

- Industrial trucks
- Automated guided vehicle systems (AGV)
- Light traction



GUARANTOR FOR SECURE ENERGY

- Reliable, turn-key installations for the supply of electricity and monitoring purposes guarantee almost 100 per cent energy availability
- Development of stationary battery systems and network-independent energy sources using lead-acid, nickel-, or nickel-metal-hydrate-technology
- Development of solutions for regenerative energy-technologies

Areas of application

- IT/Telecommunications
- UPS
- Power stations
- Safety lighting
- Signalling installations
- Diesel start-up
- Solar energy



SPECIALIST FOR EXTREME CHALLENGES

- Tailor-made specialist systems for extreme environments such as heat, cold and vibration
- Failure-safety, even at peak times
- Space saving method of construction – optimal energy density
- Integration of battery systems for rail vehicles
- Global operation
- All technologies from one source: FNC® (fibre-structure nickel-technology), metal-hydride-technology, high-current lead components

Areas of application

- Railway and underground systems
- Electric buses
- Automated guided vehicle systems (AGV)



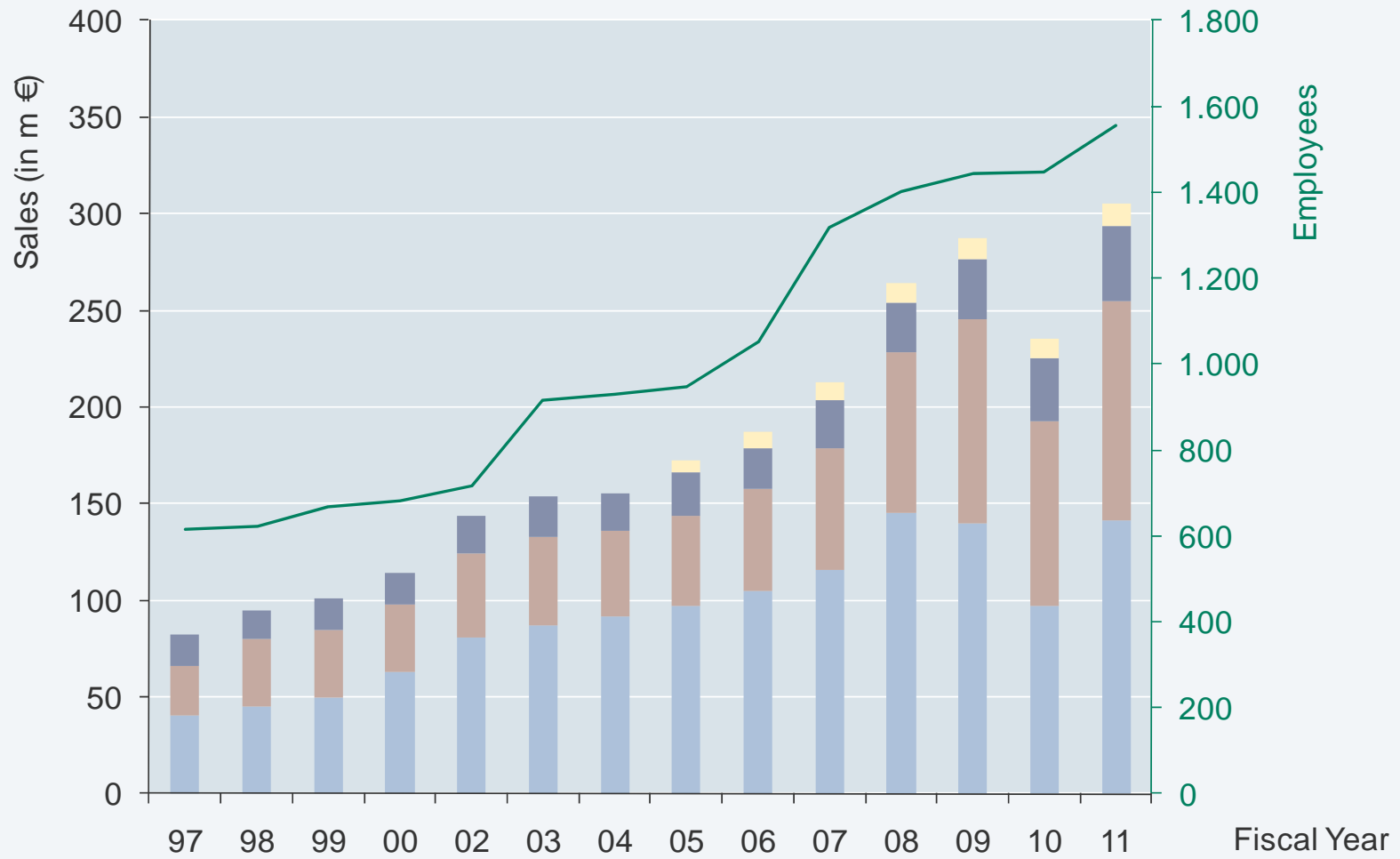
SERVICE FOR RELIABLE ENERGY

- Cost-effective service packages: Maintenance, testing, inspection – also installation and management of consumption-based supply concepts
- Tailored exactly to meet the individual, operational challenges
- Europe-wide service network
- Comprehensive consulting, service and training for all technologies and applications of industrial battery chargers, monitoring and management systems

Areas of application

- Motive power systems
- Stationary systems
- 24/7-Service

Group Turnover & Employee Development



■ Motive Power Systems
 ■ Reserve Power Systems
 ■ Special Power Systems
 ■ Service



pictures right (award ceremony), l.to r: Dr. Bernhard Riegel,
Prof. Dr. h.c. Lothar Späth, Friedhelm Nagel

„TOP 100 Innovator“ - Award for HOPPECKE

On 04 July 2008, Lothar Späth awarded HOPPECKE the coveted stamp of quality „TOP 100“.

This makes HOPPECKE one of the top 100 most innovative companies in the German small and medium-sized business sector. On the 16th occasion of the renowned “Top 100” company rankings, HOPPECKE was able to make a convincing presentation of its systematic, well-conceived and correspondingly successful innovation management.





Award for HOPPECKE Batteries: 4 Stars for Management in a Spirit of Partnership

This seal of quality is awarded on behalf of the „Arbeitsgemeinschaft für Partnerschaft in der Wirtschaft e.V.“ (AGP, Association for Partnership in Business) for special performance in several fields.

The decision that HOPPECKE had made the best application, worthy of 4 stars, was made by a committee of experts composed of high-ranking representatives from the fields of business, science and politics.

Fields under evaluation

- Economic success
- Management in a spirit of partnership
- Leadership and cooperation
- Conditions of work
- Survey of 100 employees



Award ceremony in Berlin on 27th November 2008
left: Chairman of the Partnership Committee, Mr. Werner Beele
right: Director of Personnel Management, Mr. Michael Hinz

Deutschlands Kundenchampions 2009 **impulse**



Award ceremony in Mainz on 19th May 2009

HOPPECKE receives coveted award of “German Customer Champions 2009”

This competition, initiated jointly by the German Association for Quality (DGQ), the Market Research forum and the business magazine ‘impulse’, has set its sights on establishing a benchmark for the quality of customer relations management (CRM) and also recognizing exemplary customer relations management in Germany.

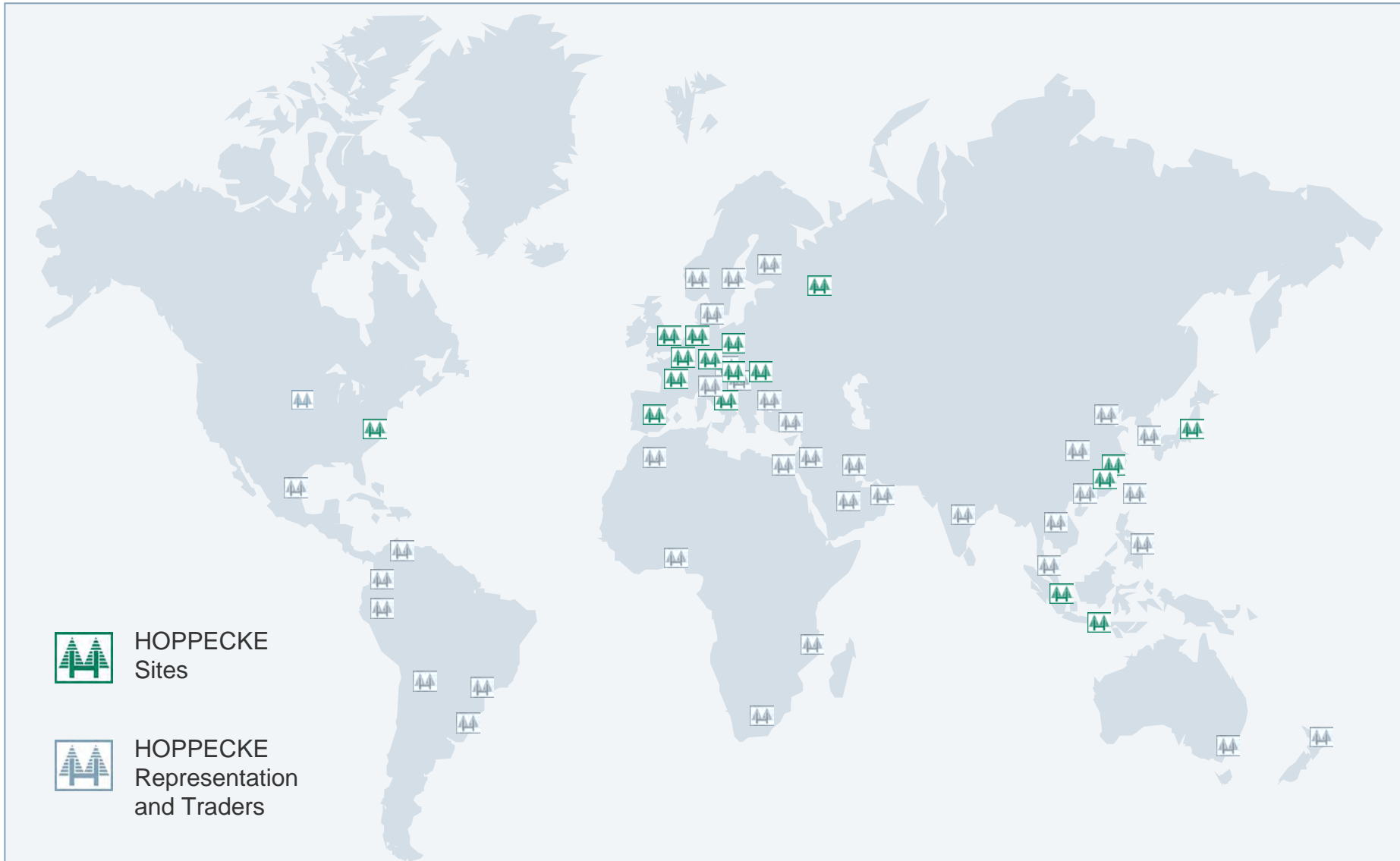
HOPPECKE was able to convince with the consistent development of its own distribution and service network in Germany and Europe. The company is ranked sixth among the manufacturing industry.

With this brilliant ranking HOPPECKE achieved a good placing in the upper third of all those who entered the competition.



...a selection

Worldwide Presence



Thank you . . .

Thank you
for your
attention!

www.hoppecke.com



80 Years HOPPECKE – Anniversary Celebration 2007