

## Press release

Ellwangen, Germany April 6, 2017

### power one at the ME-OTO in Dubai

#### VARTA Microbattery debuts a unique hearing aid battery product line for premium battery brand power one

“power one - energy for life” – this is the slogan of leading hearing aid battery manufacturer VARTA Microbattery at the Annual Meeting for Middle East Academy of Otolaryngology. This industry event will take place from 11<sup>th</sup> – 13<sup>th</sup> April 2017 in Dubai. power one is presenting its latest generation of high-performance hearing aid batteries in the Dubai International Convention & Exhibition Centre.

A product of uncompromising German engineering, power one hearing aid batteries are made in the world’s largest and most modern factory and offer optimum power for every hearing system.

power one stands for new, innovative battery and fabrication technology and a unique, complete assortment of hearing aid batteries, as well as leading-edge rechargeable battery solutions. With this comprehensive product range power one delivers high quality hearing energy – energy for life.

#### power one app 2.0

Whether you’re looking for an audiologist, a battery-life check or answers to frequently asked questions about hearing-aid batteries – you can find it all using the new power one app – version 2.0 is now available on the App Store/Google Apps free of charge. This update of the power one app features an expanded reminder function, a more comprehensive health pass and a battery advisor. This mobile service for your smart device is optimized especially for hearing-aid wearers and audiologists.

#### About VARTA AG

As the parent company of the Group, VARTA AG is active in the business segments microbatteries and Energy Storage Solutions through its operating subsidiaries VARTA Microbattery GmbH and VARTA Storage GmbH. VARTA Microbattery GmbH is innovation leader in the microbattery sector, market leader with hearing aid batteries and strives for market leadership for lithium-Ion batteries. VARTA Storage GmbH focuses on the design, system integration and assembly of stationary lithium-ion energy storage systems for residential households and customized battery storage systems for OEM customers. The Group’s operating subsidiaries are currently active in more than 75 countries around the world with four production and assembly facilities in Europe and Asia, as well as distribution centers in Asia, Europe and the United States.

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### About power one

VARTA Microbattery's focus on high-tech premium hearing aid batteries makes its power one brand the hearing-aid battery of choice world-wide. This unique success is due to uncompromising quality and reliability, extremely long service lives and maximum ease of use. All power one batteries are manufactured in Ellwangen, Germany, in the world's largest and most advanced hearing-aid battery factory, and are certified according to DIN EN ISO 9001, DIN EN ISO 14001 and DIN ISO 50001.

### Photos:



power one App 2.0



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