

## SANYO enters Myanmar market

*SANYO to introduce enloop batteries in Myanmar*

**Singapore, 17th October 2010** – SANYO Energy (S) Corporation, a subsidiary of SANYO Electric Co., Ltd. (SANYO) has entered the Myanmar market, adding to its current impressive portfolio of extensive market share in several Southeast Asian countries. SANYO's penetration into the Myanmar market will serve as another platform to extend its services in the Asia Pacific region and represents another investment the company is making to boost its current world market share.

SANYO will be introducing all lines of enloop batteries and chargers in the Myanmar market and targets the upper market and working adults specifically. Embarking on this new market foray, SANYO hopes to achieve 25% of the Myanmar Battery market share within the next five years.

**SANYO Energy (S) Corp., Pte.Ltd. Managing Director Mr. Mitsuru Iguchi** said “Myanmar presents a host of opportunities for us. The stable GNP and increasing affluence of its consumers has created a demand for ‘Made in Japan’ products that are design-centred and quality-focused. Starting with the enloop range, we hope to tap into this market with the launch of innovative products to satisfy the needs of these consumers.”

The launch of SANYO enloop in Myanmar will help widen the existing penetration of enloop products in the region and enhance the sales and marketing activities on the whole. Currently, enloop is available in Singapore, Malaysia, Thailand, Philippines and Indonesia. With the addition of the Myanmar market, it will serve to complete SANYO's reach in the Southeast Asia market.

Through a combination of market analysis and translation efforts, SANYO will be localising all its advertising and promotional materials into Burmese to generate familiarity amongst the Myanmar consumers. Coupled with joint effort from Earth Trading, a reliable distributor in Myanmar, SANYO will move towards a service-based and quality-focus integrated business model that will serve the consumers effectively.

**The Senior Manager of SANYO Energy (S) Corp., Pte.Ltd. , Regional Sales & Marketing Department – Mr. Lau Hong Swee** said “As Myanmar is a brand new market for SANYO enloop, we need to first understand the local market situation and research on possible distribution routes so as to establish a good foundation before we accelerate on our promotion efforts. Especially in a foreign market where we do not speak their first language, there needs to be greater familiarisation efforts.”

SANYO'S brand philosophy supports earth and life. Being eco-friendly and placing great emphasis in environmental efforts such as Reducing, Reusing and Recycling, SANYO enloop batteries aim to provide not only quality products in all its markets but at the same time play its part in protecting the environment.

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## **Outline and Background of “enloop”**

‘enloop’ was developed on the concept of “looping energy”. Since the first launch of the revolutionary ‘enloop’, an AA-sized Nickel-metal hydride rechargeable battery in November 2005, SANYO has designed and developed various battery cells, such as AAA-size ‘enloop’ or the recently announced C- and D-size ‘enloop’ and ‘universal charger’ in response to popular demand. With these ‘enloop’ battery solutions, SANYO proposes creating a new “lifestyle that values reusing and recycling”, contrary to the popular “use and throw away” lifestyle. The ‘enloop’ battery combines the benefits of dry cell batteries by coming pre-charged with the economic and environmental benefits of rechargeable batteries, rechargeable approximately 1,500 times<sup>1</sup>. Having received and still continuing to receive high market acclaim, ‘enloop’ battery shipments have reached an amazing cumulative total of 100 million cells to more than 60 countries worldwide (As of November 2009). In addition, SANYO has created a product series based on the ‘enloop’ concept of “a lifestyle that values reusing and recycling” named the ‘enloop universe products’. For more information, please visit <http://www.enloop.com.sg>

\*1 An indication based on International Electrotechnical Commission 61951-2: 2003 (7.4.1.1) testing method on battery life.

## **About SANYO**

SANYO Electric Co., Ltd. is a global, leading provider of energy, environment and lifestyle applications. SANYO covers a broad range of products and services such as rechargeable batteries, photovoltaic systems, biomedical equipment, HVAC/R systems, digital imaging devices, home appliances, electronic components and others. For further information, please visit SANYO's web site at <http://sanyo.com/>.

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