



Saft Announces Partnership That Targets Growth in Latin America

COCKEYSVILLE, MD. (May 29, 2013) – Saft, the world’s leading designer and manufacturer of advanced batteries for industry, has partnered with Phoenix Rep Sales to target growth in Latin America. As part of the agreement, Phoenix Rep Sales will work to grow the business for Saft’s primary & rechargeable lithium batteries for the electronics industry.

The partnership is part of Saft’s long-term strategy to achieve greater penetration in the emerging markets of Latin America, including Mexico and several countries in South America. Latin America encompasses some of the fastest growing economies in the world with major growth in industrial battery sectors such as metering, oil and gas. Saft is aiming to develop these markets segments as a priority, as well as others already targeted by Saft in the U.S. and Europe, such as medical, tracking, wireless sensor networks and other professional electronics.

Phoenix Rep Sales has a strong financial background and proven history of success in generating new business growth across Mexico, Central and South America. The company is a leading representative for semiconductor manufacturers in the high-tech industry with engineering and battery design capabilities.

“Saft is looking forward to achieving greater market share within Latin America as a result of this new partnership,” said Thomas Alcide, General Manager of Saft’s Specialty Battery Group (SBG). *“Industrial batteries play a vital role in growing Latin America sectors, in particularly in hot and humid climates. Our position as a high performance battery leader coupled with the expertise of Phoenix Rep Sales will achieve success within a valuable emerging market and should lead to considerable expansion across South America.”*

“Phoenix Rep Sales is proud to partner with Saft as the company initiates a long-term strategy for growth within Latin America,” said Robert Derby, President and CEO, Phoenix Rep Sales. *“Our company has a strong record of lead generation, new business growth and account management on behalf of high-tech industry clients, and we anticipate a successful partnership.”*

Phoenix Rep Sales will sell the majority of Saft’s batteries for the electronics industry. Saft has operated a subsidiary in São Paulo, Brazil since 2010, which serves the industrial back-up power, telecom, rail and oil and gas sectors across South America.

About Saft

Saft (Euronext: Saft) is a world leader in the design and manufacture of advanced technology batteries for industry. The Group is the world’s leading manufacturer of nickel batteries and primary lithium batteries for the industrial infrastructure and processes, transportation, civil and military electronics markets. Saft is the world leader in space and defence batteries with its Li-ion technologies which are also being deployed in the energy storage, transportation and telecommunication markets. Saft’s 4,000 employees present in 18 countries, its 15 manufacturing sites and extensive sales network all contribute to accelerating the Group’s growth for the future.

For more information, visit Saft at www.saftbatteries.com.



PRESS RELEASE

Press Contact: Saft Groupe

Jill Ledger, Saft Corporate Communication and Institutional Relations Director

Tel.: +33 1 49 93 17 77, e-mail: jill.ledger@saftbatteries.com

Nicole Haslip, U.S. Communications Manager

Tel.: + 410-568-6452, e-mail: nicole.haslip@saftbatteries.com

U.S. Press Agency : French/West/Vaughan,

Chris Shigas, Tel.: 919-277-1167, e-mail: cshigas@fwv-us.com

European Press Agency: FTI Consulting Strategic Communications

Caroline Guilhaume, Tél.: +33 1 47 03 68 10, caroline.guilhaume@fticonsulting.com

Astrid VILLETTE, Tel: ++33 1 47 03 69 51, astrid.villette@fticonsulting.com