

### LAUNCH OF 100% ELECTRIC TRUCK FOR DURACELL OPERATIONS IN EUROPE

Aarschot, 20 November 2024 – As part of ‘Powering a Greener Future’, Duracell’s ESG strategy for Europe & Africa, the company has launched a 100% electric truck for its European operations, based in Belgium.

The 100% electric truck was produced by Volvo Trucks Belgium and is operated by Duracell’s distribution partner, Transport F. Hendrickx. It operates as a shuttle service for semi-finished batteries between the production in Aarschot and the packaging and logistics hub in Heist-op-den-Berg.

The shuttle service covers an annual distance of 48,000km and the electric truck will save the equivalent of approx. 60 tons of CO2 emissions per year. In addition, the truck is powered by the energy generated by the 8,000 solar panels on the roof of the packaging unit, which were installed last year.

*“We are producing AA and AAA batteries here in Belgium, in the heart of Europe for all of Europe and Africa. Thanks to the seamless collaboration with our partners, we are adding the latest initiative to reduce greenhouse gas emissions”, says Jan Casteels, Vice-President Plant Operations. “Moreover, our neighbours and the colleagues in the plants benefit from less noise on the road and based on the initial feedback, we are adding to our appeal for young prospective employees who prefer companies with a strong ESG agenda.”*

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#### About Duracell Europe & Africa

Duracell is the world’s leading consumer battery company and a leading manufacturer of high-performance alkaline batteries. The company employs in total over 3,300 people, one third of them in Europe. It operates the European operations hub out of Belgium, i.e., the Aarschot production plant for alkaline batteries, which has been awarded as ‘Factory of the Future 4.0’ twice, and the adjacent distribution and logistics centre in Heist-op-den-Berg, which packages the batteries for markets in Europe and Africa.

Since the 1940s, the company has become an iconic personal power brand, trusted for compact and longer-lasting batteries. The company is committed to offer highest quality and long-term value to consumers and trade partners. Through ‘Powering a Greener Future’, a tangible ESG strategy for Europe & Africa, Duracell is driving various initiatives for a positive impact on communities and the environment.

For more information please [visit Duracell’s website](#).