MARKETING TOOLI

QUARTER 4 - .

Discover all our new conte available on :

B2B PORTAL

COUV WIP





B2B PORTAL | INTRODUCTION

• WHAT IS 🔑 B2B PORTAL ?

It's an online content marketing plateform which centralize all our assets to empower BS BATTERY brand and products in your local market.

• HOW DO I GET ACCESS TO PB2B PORTAL ?

On https://bs-battery.com/b2b-portal/ with your password.

WHO GET ACCESS TO
 B2B PORTAL
 ?

It's a private area only available for BS Battery Official Distributors (marketing / sales team). Please never share your access information to external members.

• WHAT TYPE OF CONTENTS ARE DOWNLOADABLE ON P B2B PORTAL ?

Online, Offline assets like Catalogues, Leaflets, Posters, Designs for booth, Social Media Campaigns, Press Release, Photos/Videos... Pdf, png, jpeg, mp4, design files... All our Master files are available in English to facilitate your local adaptation.

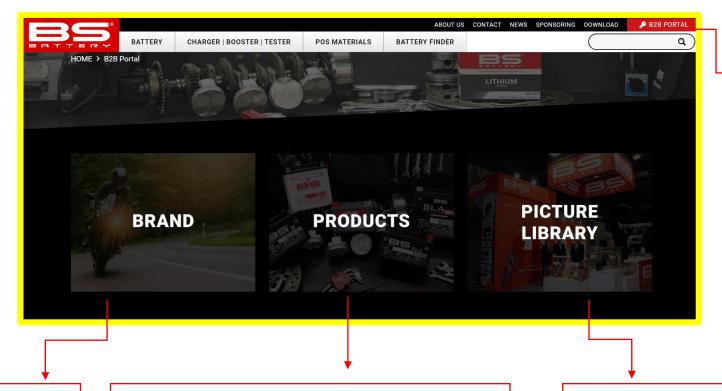
WHAT IS THE MARKETING TOOLBOX?

One presentation sent every quarter, which sum up all the content available on the B2B Portal.

Every quarter, you will get an updated version of the Marketing Toolbox with new materials.



B2B PORTAL | INTRODUCTION



B2B PORTAL

BRAND

All the materials to promote BS BATTERY brand in your country!

Sub-categories:

- IDENTITY (Logo/Guidelines)
- o **PRESENTATION**
- ADS (online/offline)
- o **PRESS** (Press release)
- SOCIAL MEDIA (Campaign)
- TRADESHOW (Booth design & Inspiration)
- RACING (Sponsors/Events)

PRODUCTS

All the materials to develop business, promote products & services in your country.

Sub-categories:

- o TOOLBOX
- o **PRODUCT INFORMATION** (data sheet & product info)
- SALES TOOLS (online/offline)
- o **PRODUCT CAMPAIGN** (Press release)
- o POS DEVELOPMENT (Campaign)
- MERCHANDISING (Booth design & Inspiration)
- BS BATTERY ACADEMY (Sponsors/Events)

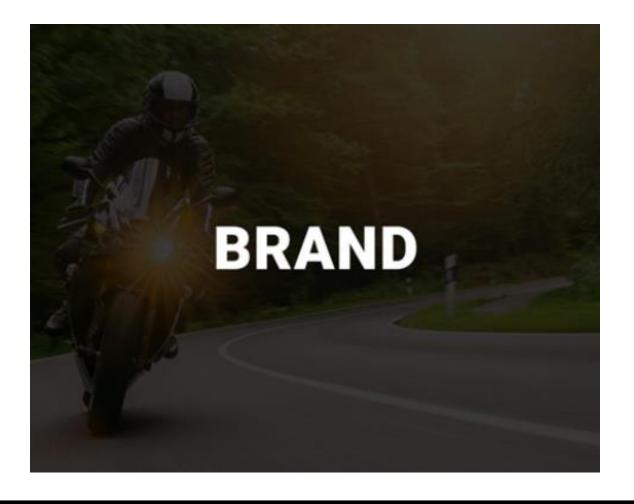
PICTURE LIBRARY

All our MEDIAs including pictures & videos filtered by:

Sub-categories:

- PRODUCTS (packshots / product placement)
- MERCHANDISING (packshots / product placement)
- o **RACING** (races / pilots / VIP Client expériences)
- o MOTORCYCLE BRANDS (Yamaha / CFMoto...)
- o **CORPORATE** (Tradeshow, Trainings, Internal event)



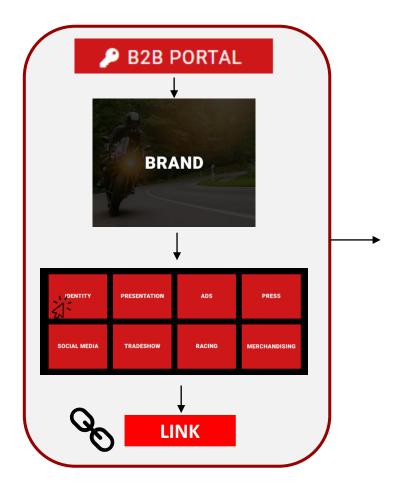




Go on next slides to discover all the content available on B2B PORTAL > « **BRAND** »



B2B PORTAL | BRAND | Identity

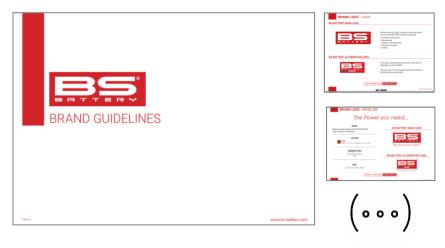


BRAND GUIDELINES

NEW

BS BATTERY BRAND GUIDELINES

- English version
- PDF files
- · Including Guidelines for Video production



IMPORTANT NOTE:

For all your communication/production: please refer to BS BATTERY brand guidelines and send your draft to BS BATTERY team for approval before production.

LOGOS & FONTS

BRAND LOGOS

- png & files source
- · With or Without french flag



For all usages: refer to brand guidelines

BRAND SIGNATURE

• png & files source

The Power you need...

For all usages: refer to brand guidelines

PRODUCTS LOGOS

- png & files source
- For all products / range

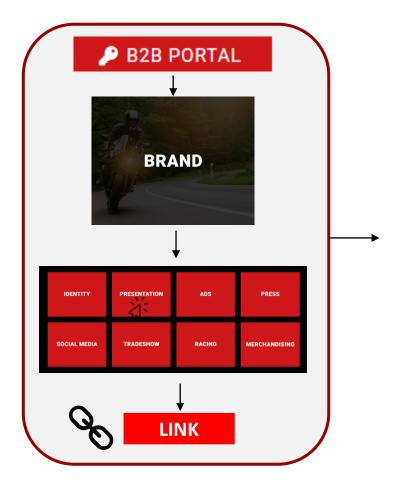




For all usages : refer to brand guidelines



B2B PORTAL | BRAND | Company Presentation

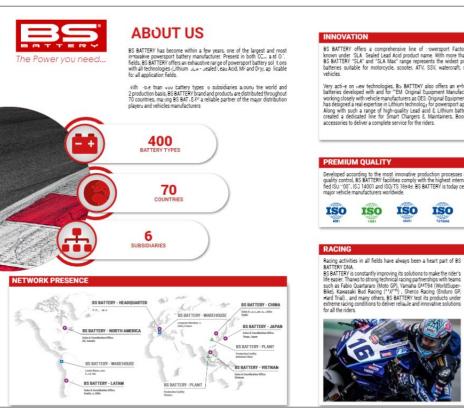


COMPANY PRESENTATION



COMPANY INTRODUCTION BROCHURE

- 6 pages
- English Text



BS BATTERY

BS BATTERY offers a comprehensive line of : owersport Factory Activated batteries, known under 'SLA Sealed Lead Acid product name. With more than 80 models available, BS BATTERY "SLA" and "SLA Max" range represents the widest program of really to use batteries suitable for motorcycle, scooter, ATV, SSV, watercraft, snowmobile and utility

Very acti-e on new technologies, Bs BATTEHY also offers an evhaustr. fine or Lithium battenes developed with and for "EM Original Equipment Manufacturer. After many years working closely with vehicle manufacturers as OES working obsery with entertainmentures as dec. onlying acquipment supplies, as an TERY has designed a real expertise in Lithium technology for powersport applications. Along with such a range of high-quality Lead acid 2. Lithium batteries, BS BATTERY has created a dedicated line for Smart Chargers 2. Maintainers, Booster and others useful



Developed according to the most innovative production processes and engineered under stringent quality control. BS BATTERY facilities comply with the highest international standards, and are certified ISU "00", ISS 14001 and ISO/TS 1694s. BS BATTERY is today certified as JEM & FES supplier by









OES

Racing activities in all fields have always been a heart part of BS

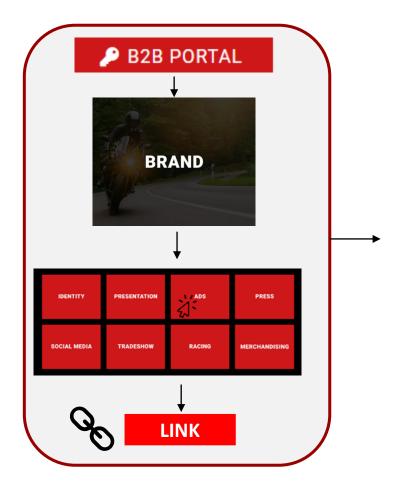
SS An Lich is containing improving a solutions of make vie flows in file easier. Thanks to strong technical racing partnerships with learns such as Fabio Quartararo (Moto GP), Yamaha GATTS (WorldSuper-Bile), Kawasaid Bud Racing ("X""), Sherco Racing (Enduro GP, Hard Trial), and marry others, BS BATTERY lest its products under extreme racing conditions to deliver reliaule and innovative solutions.







B2B PORTAL | BRAND | ADs



ONLINE ADS

ANIMATED BANNERS - PLUG & PLAY CAMPAIGN

- 3 formats /English Text
- Add your company logo





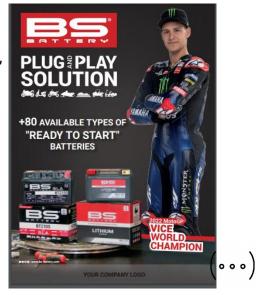
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OFFLINE ADS

PRINTING ADS - PLUG & PLAY X FABIO CAMPAIGN

- 2 formats / English Text
- Add your company logo
- Ideal for Press, Magazine, Poster, Billboard...





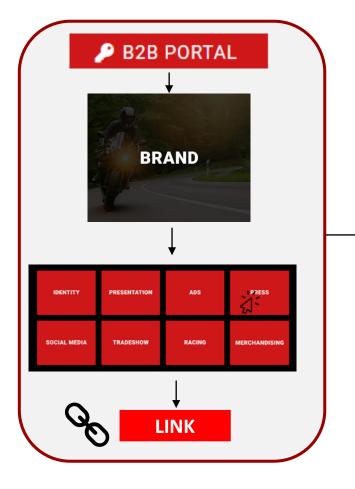
PRINTING ADS - PLUG & PLAY CAMPAIGN

- 3 formats / English Text
- Add your company logo









PRESS RELEASE PRODUCTS

Press Release to promote products

- English
- · Text ready to use
- Pdf & Word (for local translation)
- 7 topics available:
 - ✓ New BST1000
 - ✓ New BT03
 - ✓ BSLI02
 - ✓ Charger BK20
 - ✓ Plug & Play Solutions
 - ✓ Smart Chargers Range
 - ✓ European Acid Regulations





comprehensive analysis of the battery's trisspan is crucial for the professionals who want to provide the best services possible for their clients - crafting useful solutions for workshops is one of the priorities of BS Battery."

The French manufacturer is a prolific new product

designer which, it says, is a result of its "close collaborations with the exchinical engineers at the racing easems aim motorcycle brands we support and supply.

"Our brand-new BST 1000 is a 12V fead acid and liblium battery tester that offers a complete stating programme: battery sets, crarising east, charging east and even report printing." Our BST 1000 is a pool and even report printing. Our BST 1000 is a pool.

... 25 E

"The sesser doesn't only focus on the voltage, it also examines the CCA (Cold Cranking Amps) to work how the battery is truly operating, checks the session of the session

BS BATTERY Paris, FRANCE Tel: +(33) 1 83 62 45 60 sales@bs-battery.com www.bs-battery.com

BS Battery extends its 'Smart Accessories' line with the new BTO3 Fasal harm seathers II lawry restreat the method of the seather of the seather the seather of the seather II il then below in order to this the other II il then below in order to this the other II il then below in order to this the other II il then below in order to this the other II il then below in order to the other the control of the production of the control the control of the production of the control the control of the production of the control the fine of the control of the control of the the fine of the control of the control of the fine of the control of the control of the fine of the control of the control of the fine of the control of the contro

SLA GEL AGM MF DRY Ca/Ca

PRESS RELEASE CORPORATE

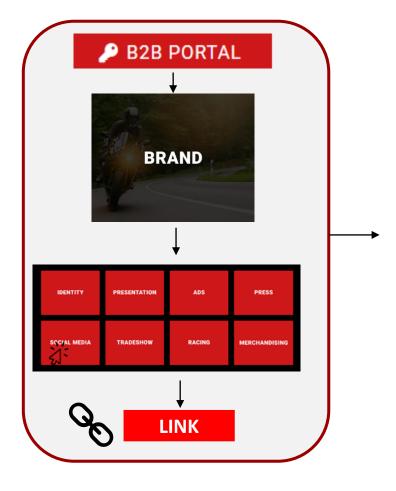
Press Release about BS Battery Company

- English
- Text ready to use
- Pdf & Word (for local translation)
- 1 topic available:
 - ✓ BS Battery in USA





B2B PORTAL | BRAND | Social Media



CAMPAIGNS

Animated Content - « DID YOU KNOW? »

• Objective : Educate & promote products benefits

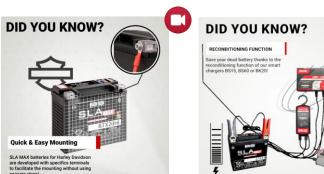
• Short video: 7-8sec

Format : .mp4English Text

• 12 videos available: 3 for LITHIUM / 3 for CHARGERS / 3 for SLA MAX / 3 for SLA







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RACING

VIDEO content - Racing Stories

- · Short video: 5sec
- English Text
- .mp4
- Story format to promote Racing Events, Pilots & News



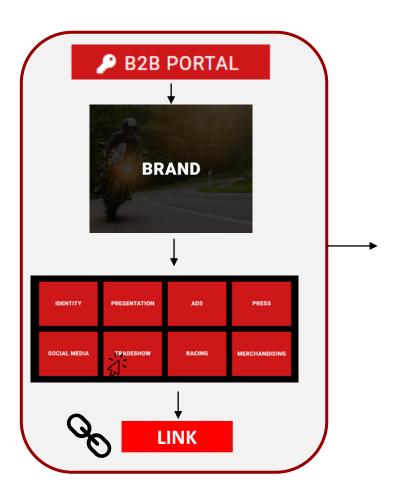








B2B PORTAL | BRAND | Trade Show



IMPORTANT NOTE:

Please share your Booth to BS BATTERY Team for approval before production.

BOOTH DESIGNS

DESIGNS FOR WALL

Build your booth easily with our ready to use/adapt designs for wall!

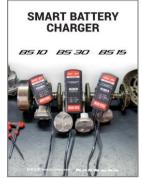
- 5 designs available (Plug & Play or Racing DNA)
- · PDF & sources files included









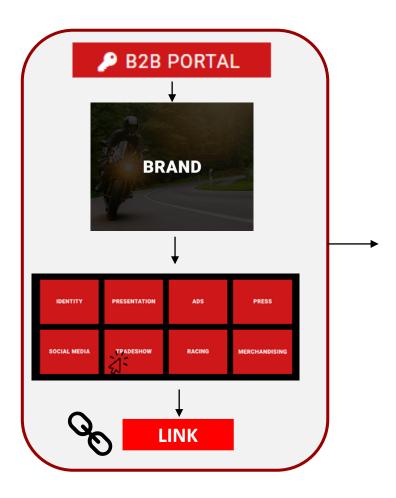








B2B PORTAL | BRAND | Trade Show



IMPORTANT NOTE:

Please share your Booth to BS BATTERY Team for approval before production.

BOOTH DESIGNS

DESIGNS FOR DISPLAYS

Build your booth easily with our ready to use/adapt designs for Product displays!

- 11 options Lithium / SLA / SLA MAX / MF / DRY / Chargers / Booster / Testers
- English text

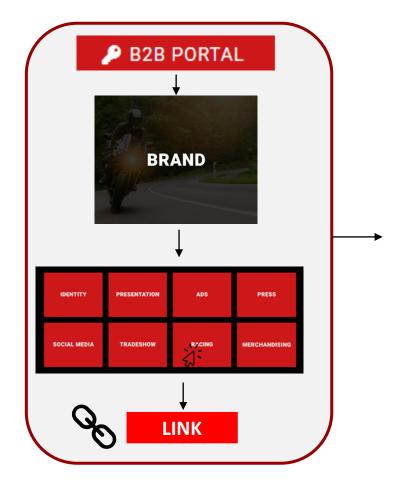






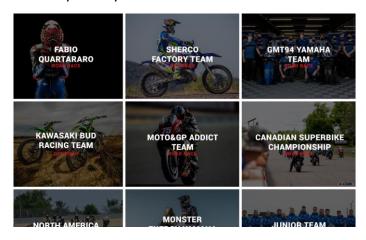


B2B PORTAL | BRAND | Racing



SPONSORS

COMPLETE LIST OF BS BATTERY SPONSORS Events, Pilots, Teams...



CLIENTS EXPERIENCES

Pictures from last VIP RACING EXPERIENCES



NOTE: IF YOU ARE INTERESTED BY A RACING EVENT WITH BS BATTERY, PLEASE CONTACT BS BATTERY TEAM.

RACING NEWS

Get all the news from our racing partners here! Events, Pilots, Teams...



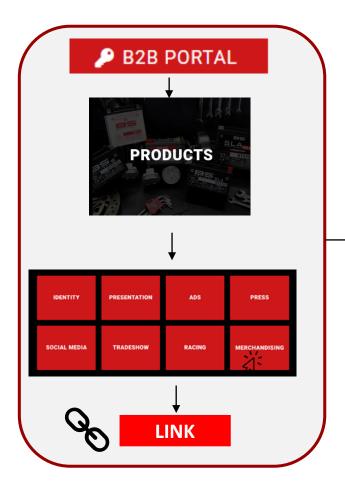








B2B PORTAL | BRAND | Merchandising



CATALOGUE

MERCHANDISING COLLECTION

Discover our collection for accessories, point of sales materials and clothes.

- English Text
- Pdf file
- 2022 version



PICTURES

PACKSHOTS PICTURES

- Png
- POS Materials, Clothing & Accessories



PRODUCT PLACEMENT PICTURES

Merchandising items in real conditions







ORDER TEMPLATE

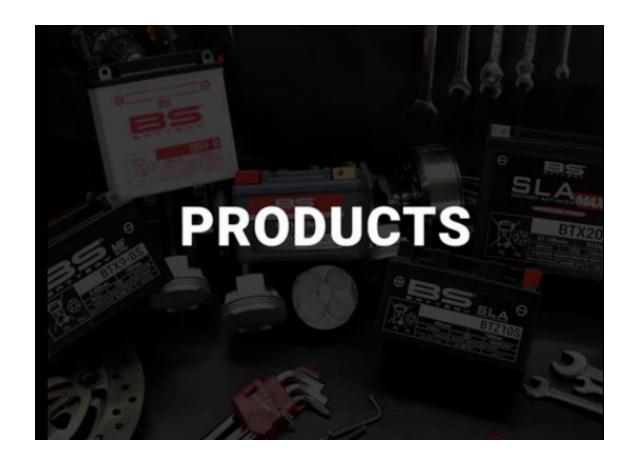


TEMPLATE FOR ORDER (Excel)

Order our merchandising items directly with this form.

- · English Text
- Excel file
- · Price included



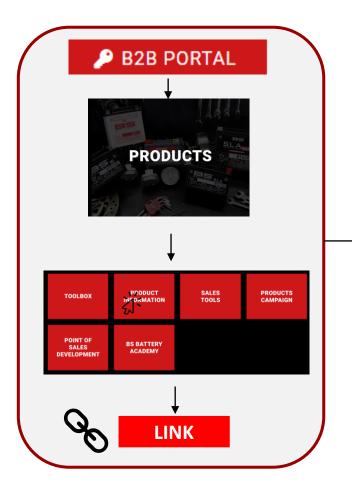




Go on next slides to discover all the content available on B2B PORTAL > « **PRODUCTS** »



B2B PORTAL | PRODUCTS | Products Information



PRODUCTS DATASHEETS

BATTERY/ BOOSTER TESTERS /CHARGERS

- English Text
- Pdf file
- Updated regulary



PRODUCT PACKSHOTS

BATTERY/ BOOSTER TESTERS /CHARGERS

- Packshot
- .png file
- 72 DPI

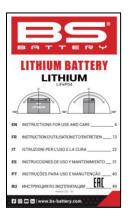




PRODUCTS MANUALS

BATTERY/ BOOSTER TESTERS /CHARGERS

- EN/FR/IT/ES/PT/RU Text
- Pdf file
- · Updated regulary

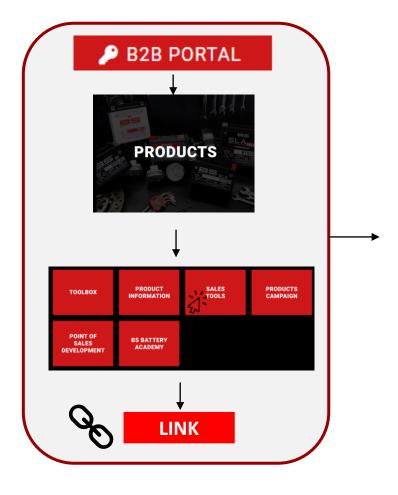


USER GUIDE





B2B PORTAL | PRODUCTS | Sales Tools



CATALOGUES

POWERSPORT

Discover our new 2023 catalogue with all our products!

- English Text
- · Pdf file & sources file
- · Soon available in SPanish



LAW & GARDEN

Discover our range dedicated for Law & Garden

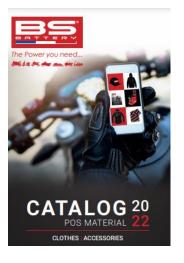
- English Text
- Pdf file
- 2020 version



MERCHANDISING

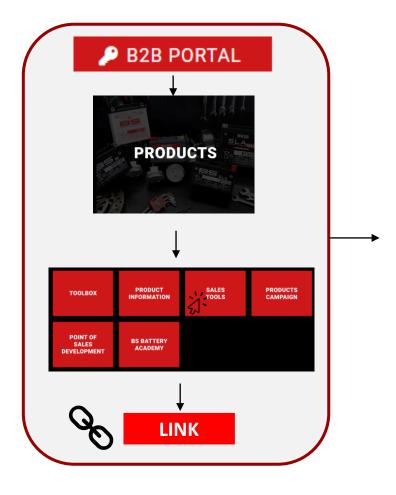
Discover all our Merchandising collection (accessories, point of sales material & clothes)

- English Text
- Pdf file
- 2022 version





B2B PORTAL | PRODUCTS | Sales Tools



LEAFLETS

LEAFLET « APPLICATIONS »

NEW: Highlight SLA, SLA MAX & Lithium products per Applications!

- English Text
- Add your company logo
- 8 pages





POWERSPORT BATTERY
ALL TECHNOLOGIES FOR ALL APPLICATIONS

YOUR COMPANY LOGO



LEAFLET « PLUG & PLAY »

Introduce shortly SLA & Lithium Range!

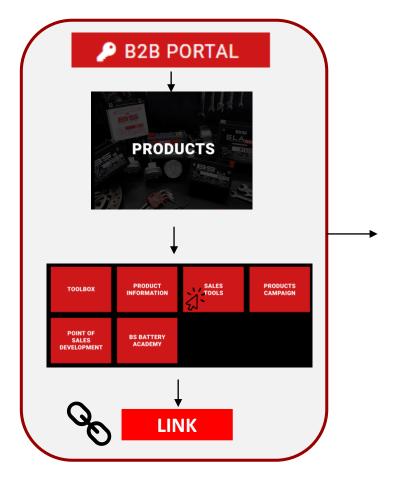
- English Text
- · Other version: FR, SP, CH, JP
- 2022 Version
- 2 pages







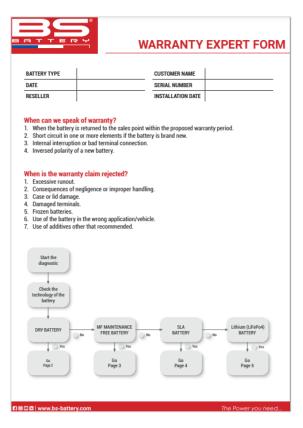
B2B PORTAL | PRODUCTS | Sales Tools



WARRANTY FORM

WARRANTY EXPERT FORM

- Help your Dealers on the Warranty Process: when they should accept the claims, when not?
- Available en ENGLISH / FR / SP / DE
- Pdf file 6 pages







B2B PORTAL | PRODUCTS | Product Campaigns

B2B PORTAL PRODUCTS SALES TOOLS POINT OF SALES DEVELOPMENT **LINK**

PRODUCT LAUNCHES

PROMOTIONAL MATERIALS FOR NEW BST1000!

• All the material reunited in 1 folder to launch our new Tester BST1000!









Product Packshot

Product Placement pictures

Product Video







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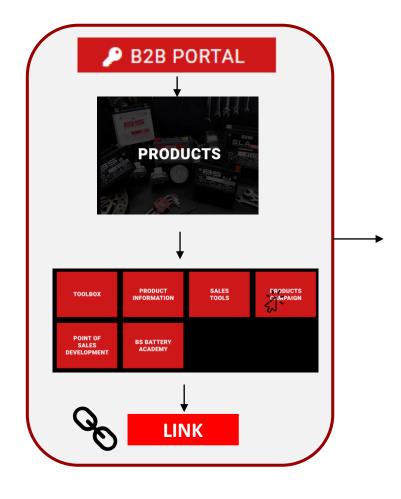
Press Realease (English)

Products logo

Product Datasheet



B2B PORTAL | PRODUCTS | Product Campaigns



PRODUCT LAUNCHES

PROMOTIONAL MATERIALS FOR NEW BT03!

• All the material reunited in 1 folder to promote our Tester BTO3!







Press Realease (English)



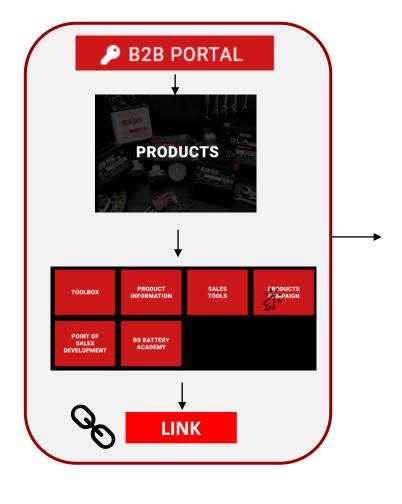
Products logo



Product Datasheet



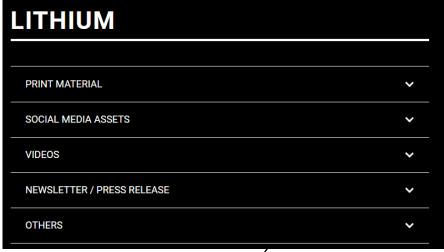
B2B PORTAL | PRODUCTS | Product Campaigns



PRODUCT CAMPAIGN

ALL THE MATERIAL REUNITED PER FOLDER TO PROMOTE EACH RANGE

- LITHIUM
- SLA & SLA MAX
- MF& DRY
- CHARGERS
- TESTERS & BOOSTERS
- ACCESSORIES



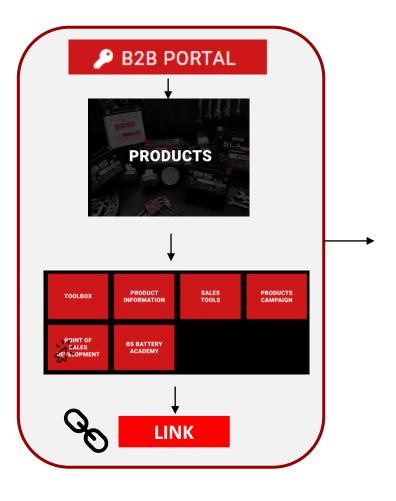
Example with LITHIUM range







B2B PORTAL | PRODUCTS | Point of Sales Development



POINT OF SALES DESIGNS & MATERIAL

WALL POSTERS

Promote our brand on Stores with our Posters for wall.

- 3 options
- Ready to adapt/use/print
- Add your company logo







CONCEPT STORE

BS BATTERY PRO SHOP

Concept under testing phase. For any interest, please contact your BS BATTERY Team.

SIGNAGE

STORE SIGNAGE

Designs are coming soon.

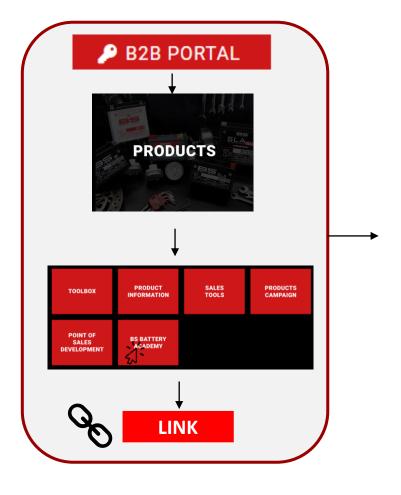
CAR COVERING

CAR/TRUCK COVERING

Designs are coming soon.



B2B PORTAL | PRODUCTS | BS BATTERY Academy



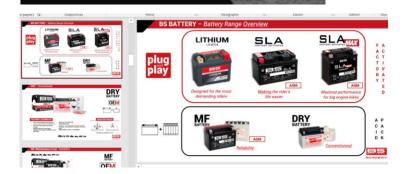
TECHNICAL TRAINING (Short Version)

Technical Training – Short Presentation

A short training presentation to educate on BS Battery products

- English Text
- Pdf file (power point available on demand)
- 34 pages









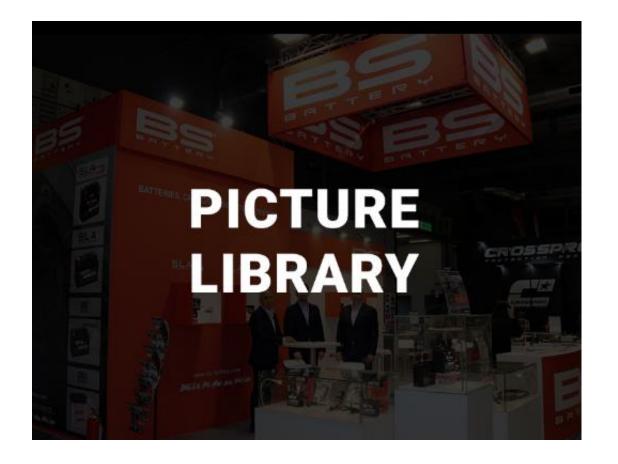
IMPORTANT NOTE:

We can provide Online & On-site Technical Tranings for your internal team, clients, partners...

2 Certification Levels: Essential or Evolution

If you are interested, please contact BS BATTERY TEAM.



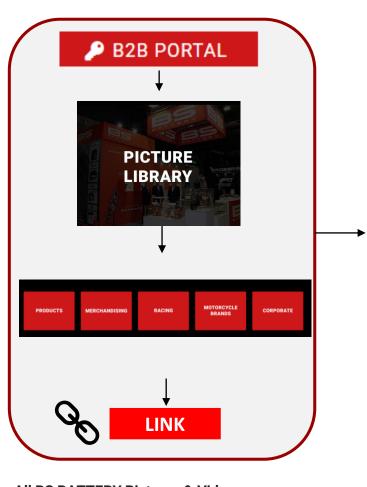




Go on next slides to discover all the content available on B2B PORTAL > « **PICTURE LIBRARY** »

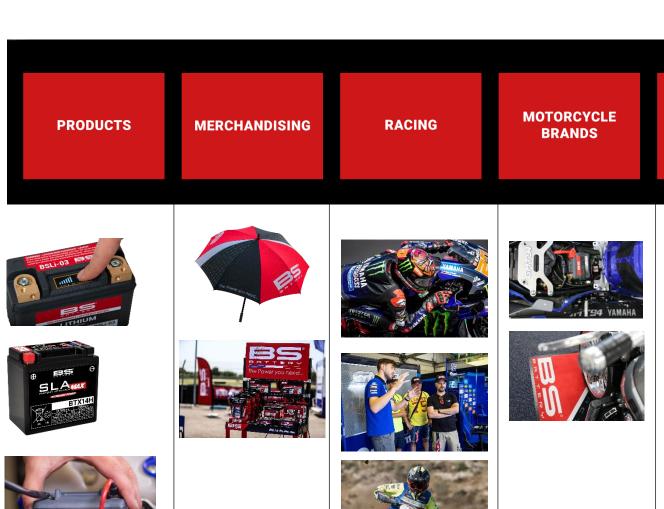


B2B PORTAL | PICTURE LIBRARY



All BS BATTERY Pictures & Videos:

- Product (packshot & product placement)
- Merchandising (packshot & product placement)
- Motorcycle Brands (pictures filtered by Brands)
- Corporate (Internal Event, Tradeshow...)



- Racing (Races; Pilots; Client Expériences)













CORPORATE



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The Power you need...



THANK YOU

FOR YOUR ATTENTION



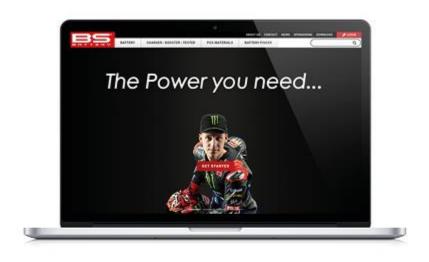






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DISCOVER MORE ON



WEBSITE

www.bs-battery.com

CONTACT

BS BATTERY - Paris Headoffice (France) sales@bs-battery.com





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- in @bsbattery