



AUTO**X**

COMPANY PROFILE

CONTENTS

ABOUT US	01
PROUD HISTORY	02
AutoXBRANDS	03
MARKET SEGMENTS SERVED	04
OUR OPERATIONS	05
SUSTAINABILITY	09
INDUSTRY MEMBERSHIPS	11
AWARDS AND ACCOLADES	12





ABOUT US

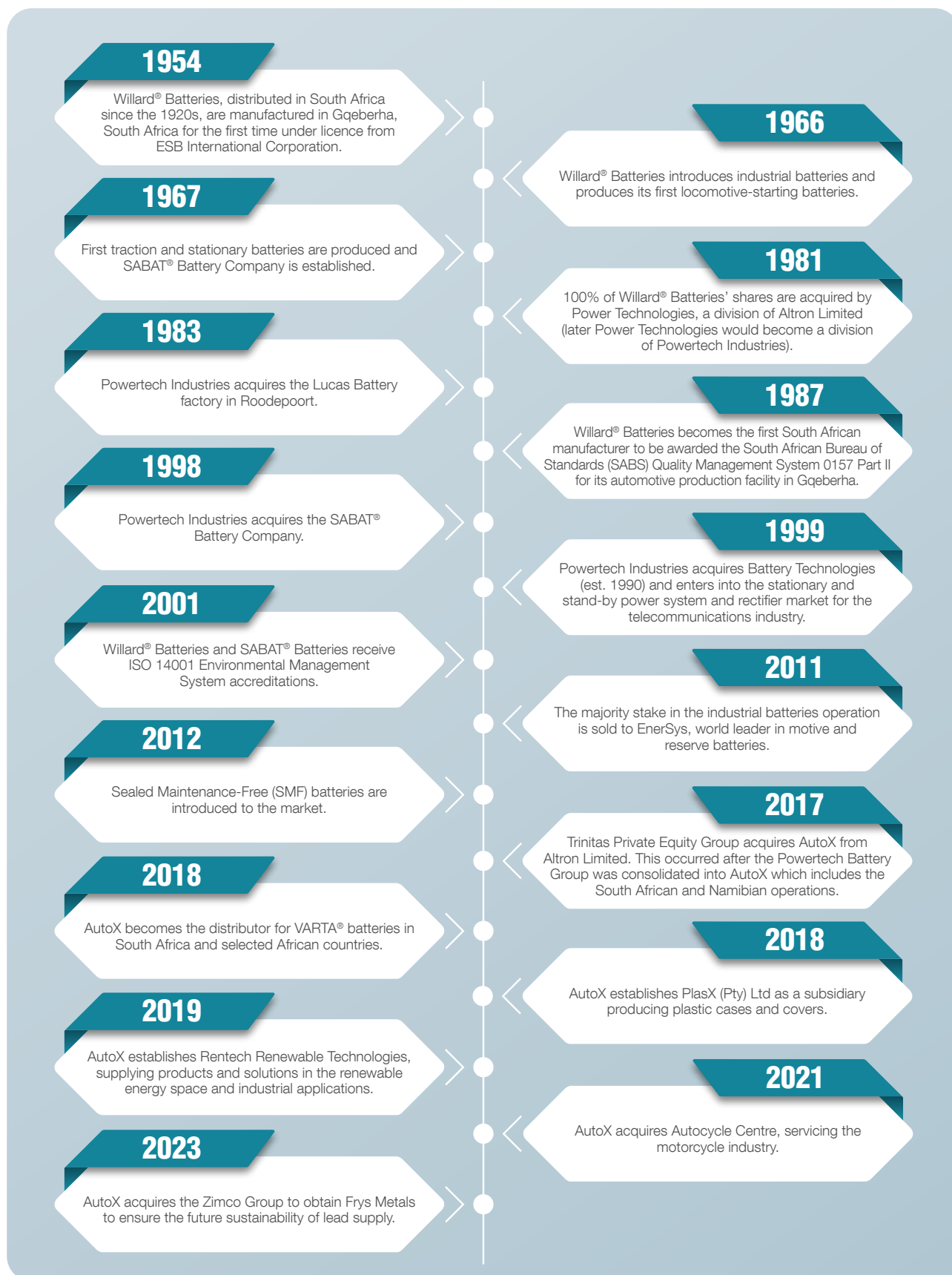
AutoX is a leading South African automotive lead-acid battery manufacturer, supplying local and selected African and European markets with our well-known battery brands: Willard®, SABAT® and HiFase®. We are also the official distributor of VARTA® in South Africa and other selected African countries.

AutoX batteries deliver high performance in tough African conditions. Based on robust battery technology, we have built a successful track record of consistent performance and value for money. Serving both the Original Equipment Manufacturer (OEM) and after market replacement market sectors, AutoX provides a wide range of batteries including automotive car and truck batteries, industrial batteries, as well as motorcycle and leisure batteries.

Through strategic diversification, AutoX has expanded into renewable energy solutions, motorcycle components, plastic manufacturing, lead recycling, and specialist battery retail Networks.

PROUD HISTORY

Our proud evolution dates back more than 60 years and can be traced as follows:



AutoX BRANDS

With our advanced manufacturing capabilities, product expertise and extensive distribution network, AutoX produces and offers reputable household brands for South Africa and beyond. Our range of branded batteries for all vehicle and motorcycle types and leisure applications is complemented by an inclusive service offering, which fully supports customer and market requirements.



Rooted in the hearts of South Africans, Willard® Batteries combines technology and a quest for perfection resulting in a battery of unrivalled standing.

Our Willard® product range is manufactured in Gqeberha. With a presence in South Africa since the 1920s, local production started in 1954. Today, the factory reflects the true South African spirit of combining imported state-of-the-art technology with solid South African ingenuity and know-how.



SABAT® Batteries was established in 1967, with its first factory in Johannesburg. Through its sponsorship of local motorsport and its distinctive red colour scheme, SABAT® has become known as South Africa's fastest moving battery brand. Building on this legacy, SABAT® is now a renowned lifestyle brand, enjoying strong support and brand loyalty from motorists, including sports and outdoor enthusiasts.



Established more than a century ago, the VARTA® brand has come a long way and distinguished itself as the leader in automotive battery innovation. Manufactured by Clarios, the world's largest manufacturer of automotive batteries, this brand has extended its market presence in Africa through a partnership with AutoX, who is now the official distributor of VARTA® Batteries in South Africa.



AutoX's HiFase® brand, manufactured in our Gqeberha manufacturing facility, is exclusively aimed at our export market.

Durable and resilient, the HiFase® product range is designed to withstand harsh environmental conditions. Enduring high temperatures and severe road conditions, it is ideally suited for markets in Africa. In the colder UK and European markets, its durability is legendary. In these markets it is sold under the HiFase® brand or other house brand names.



Whether aiming to reduce daytime energy costs, mitigate the impact of load shedding, or incorporate long-duration storage solutions, Rentech is committed to providing efficient, reliable, and sustainable energy systems that align with your operational goals.



MARKET SEGMENTS SERVED

Product Applications

AutoX provides a complete range of branded batteries suitable for all vehicle types and other applications. Our brands are trusted by our customers for their premium quality and high performance, including Original Equipment Manufacturers (OEMs) and consumers in the car battery and automotive replacement markets. The AutoX battery range includes world-class, lead-acid batteries and products with start-stop technologies for efficient application in four different categories: Automotive, Industrial, Motorcycle and Leisure industries.

Automotive



Automotive batteries are developed and manufactured for application in passenger vehicles including sport utility vehicles (SUVs), small bakkies, light commercial vehicles, as well as heavy-duty trucks. Automotive lead-acid batteries include Sealed Maintenance-free batteries (SMF), Enhanced Flooded Batteries (EFB +C) and Absorbed Glass Matt (AGM) batteries. AutoX AGM batteries are supplied under the premium VARTA® brand. This brand, renowned for its high performance, is predominantly utilised in the OEM market.

Motorcycles



AutoX provides two types of motorcycle batteries, namely valve-regulated lead-acid (VRLA) maintenance-free and vented batteries. These products are also utilised in all-terrain vehicles (ATVs) and quad bikes. Our VRLA maintenance-free batteries are permanently sealed and do not require refilling.

Leisure



The majority of batteries used for starting and powering leisure equipment, including marine and sports mobiles, are based on deep-cycle technology. The main difference between leisure batteries and normal starter batteries is that leisure batteries have more cyclability. Some leisure equipment utilises batteries based on standby power technology, such as boats, golf carts and caravans, among others.

Industrial



AutoX supplies industrial batteries for various applications. These include batteries for Reserve Power (stand-by/back-up power and solar power) and Motive Power (leisure vehicles, traction and materials handling equipment). Battery types include flooded lead acid cells and valve-regulated lead-acid (VRLA) AGM and GEL cells.

AutoX can assist you with tailor-made solutions for your applications and requirements.

OUR OPERATIONS

Manufacturing

Since 1954, when our first battery rolled off the line in Gqeberha, AutoX has continuously refined its production processes and manufacturing facility to meet growing market demands while maintaining the highest industry standards producing 2.4 million batteries annually. We remain at the forefront of technological innovation, pioneering convergence strategies such as the integration of artificial intelligence across our operations.

Our batteries are built using high-grade lead alloys and specialised additives developed in-house and produced through our own recycling and smelting operations. AutoX pioneered the industry-changing approach of using additives to enhance performance rather than focusing solely on metal extraction, setting a new benchmark for the sector.

Our pasting processes are governed by advanced laser interferometry, ensuring optimised plate manufacture. Paste recipes incorporate advanced carbons and crystal structure control additives, supported by numerous quality gates that improve process stability and ensure consistency from batch to batch.

We leverage artificial intelligence to continuously monitor quality and safety, with intelligent systems tracking equipment health in real time, enabling preventive maintenance before issues arise.

AutoX batteries consistently exceed internationally specified standards for lead-acid batteries. Our facility was the first battery manufacturing plant in Africa to achieve ISO 9001 quality management accreditation and remains certified to multiple national and international standards,

Research and Development

AutoX's R&D strategy is built around three core pillars: "Do What We Do Better", "Pioneer", and "Follow".

"Do What We Do Better" has delivered significant performance improvements, particularly in water consumption and charge acceptance, resulting in world-class battery designs. "Pioneer" drives innovation through projects involving alternative electrolytes, separator technologies, current carriers, carbon production, and green gas fuel cells. "Follow" focuses on emerging technologies, including Nickel-Zinc, Sodium-ion, and other post-lithium energy storage solutions.

Our ongoing focus on production efficiency and capacity optimisation supports the introduction of new technologies to the South African market. Through collaboration with industry bodies, research organisations, and leading South African universities, our in-house R&D facility continues to develop innovative technologies and methodologies that keep AutoX at the forefront of battery innovation.

A key milestone is our partnership with Nelson Mandela University, which extends our R&D capabilities and supports an independent testing facility for OEM-focused process development. AutoX remains committed to advancing battery technology and strengthening its reputation as a leader in innovation both locally and internationally.

**AutoX has partnered
with Nelson Mandela
University as an
extension of our
R&D platform.**



BACKWARD VERTICAL INTEGRATION



Lead Production - FRYS

On 23 October 2023, AutoX acquired the Zimco Group from Ecobat Technologies, securing ownership of Fry's Metals, South Africa's largest supplier of recycled lead raw materials. This strategic acquisition strengthened AutoX's control of its battery manufacturing supply chain, improving efficiency, cost management, and operational integration.

Established in 1947 and based in Wadeville, Germiston, Fry's Metals is South Africa's leading environmentally responsible lead recycling operation. As part of LeadX (Pty) Ltd and AutoX, the company recycles scrap automotive batteries and other lead-bearing materials into high-quality refined lead and specialised lead alloys for industrial applications.

Fry's operates a state-of-the-art pyrometallurgical plant with an annual production capacity of 40,000 tonnes, serving the lead-acid battery, cable, mining, and manufacturing sectors across Southern Africa and international markets.

Committed to sustainability, innovation, and operational excellence, the company continues to invest in advanced technologies and process improvements while maintaining world-class environmental and quality standards. Through its strong market position and focus on responsible recycling, Fry's Metals remains a key contributor to the lead industry and long-term stakeholder value.

Plastic Manufacturing - PlasX

- Strategic vertical integration of a critical plastic components supply chain.
- Establishment of PlasX in 2018 as a greenfield plastic injection moulding operation.
- Localisation of previously imported components, reducing costs and supply chain risk.
- Direct adjacency to the AutoX battery manufacturing facility, creating significant logistics and operational efficiencies.
- Growth to 150 moulding tools and a 3,300m² manufacturing footprint.
- Development into an independent, profitable business with strong margins and external industry supply capabilities.
- Employment growth from 43 to 87 employees.
- Meaningful contributor to AutoX's sustained growth and operational performance.



FORWARD VERTICAL INTEGRATION



Retail Network - Xpress Batteries

Xpress Batteries is a specialist battery retail network powered by AutoX, one of South Africa's leading automotive battery manufacturers and distributors. Leveraging decades of industry expertise, advanced manufacturing capability and a robust distribution footprint, Xpress Batteries offers a proven franchise-led retail model built on trusted brands, strong systems and reliable product availability. As at May 2026, the network comprises more than 80 stores nationwide.

At its core is AutoX's portfolio of leading brands — including Willard, SABAT, VARTA, Grand Prix and the exclusive Xpress range — providing broad market coverage, strong consumer recognition and established demand across passenger, commercial and industrial segments. Franchise partners benefit from consistent quality, dependable supply and local manufacturing capabilities.

Xpress Batteries was developed to meet growing demand for specialist battery products and services in South Africa's automotive aftermarket. Each outlet combines technical expertise, professional fitment services and customer-focused retailing. Operators are supported through training, operational guidance, integrated technology platforms and targeted marketing initiatives that drive performance and growth.

Backed by AutoX's manufacturing innovation and supply chain capabilities, the network remains resilient and responsive to market needs. As vehicle populations grow and replacement cycles shorten, demand for trusted specialist providers continues to increase, positioning Xpress Batteries at the forefront of this opportunity.

Supported by recognised brands, industry expertise and responsible business practices, Xpress Batteries offers a scalable platform that delivers long-term value to customers and sustainable opportunities for entrepreneurs across South Africa.

DIVERSIFICATION STRATEGY

Solar EPC - Rentech

Rentech is a specialist renewable energy EPC partner delivering compliant, performance-driven solar solutions across commercial, industrial, and institutional sectors. Established with a mission to empower businesses and communities with clean, renewable energy, we specialise in end-to-end engineering, procurement, and construction (EPC) services.

Our expertise lies in designing, installing and maintaining high-performance energy systems tailored to meet diverse energy needs. Whether it's large-scale commercial projects, industrial installations, or residential systems, we prioritize quality, efficiency, and environmental responsibility.

With a team of seasoned professionals and cutting-edge technology, Rentech is committed to driving the transition towards a greener future. Our solutions are not just about harnessing natural resources; they are about creating long-term value, reducing carbon footprints, and delivering measurable impact for our clients.



Motorcycle Parts - ACC

Autocycle Centre has three distribution centres located in Durban, Cape Town and with the head office being based in Johannesburg are servicing 95% of the motorcycle market.

Supporting the Powered by Autocycle (PBA) network is Autocycle Centre who has been servicing the South African motorcycle industry with quality hard parts and accessories since 1968. Outside of the PBA dealer network, Autocycle Centre also services the entire motorcycle industry countrywide and in the surrounding countries (Botswana, Namibia, Zimbabwe, Lesotho, Swaziland and Mozambique).

Autocycle Centre are the importers and distributors of a range of premium motorcycle brands.

Standards and Accreditations

AutoX subscribes to the highest quality standards in the South African industry as well as to international standards relevant in European markets. We benchmark our products against the best in the world. In 1987, the company's Gqeberha production facility became the first in South Africa to be awarded the SABS Quality Management System for battery manufacturing. Since then, both pillar brands, Willard® and SABAT®, carry the SABS Mark of Approval. In 2018, AutoX became the official distributor of the high performance international battery brand, VARTA®. The VARTA® brand is certified according to European Battery standards and complies with all European quality standards.

- SANS 2:2013 SABS - Lead-Acid Starter Batteries
- ISO 9001 - Quality Management Systems
- ISO 14001 - Environmental Management System
- ISO 45001 - Occupational Health and Safety Management System
- IATF 16949 - Automotive Quality System

Distribution Network

We are proud to supply a number of OEMs and more than 3 000 automotive retail outlets across South Africa and in selected African countries. These outlets include parts retail stores, fitment centres, resellers of batteries in the 'Do It Yourself' (DIY) and the 'Do It For Me' (DIFM) markets, including our dedicated Xpress dealer channel.

This extensive distribution footprint caters for the needs of our customers, even in the most remote areas of South Africa. We also export automotive and leisure batteries to the United Kingdom.

We have long-standing relationships with our logistics partners who also assist with our outbound and inbound logistics.

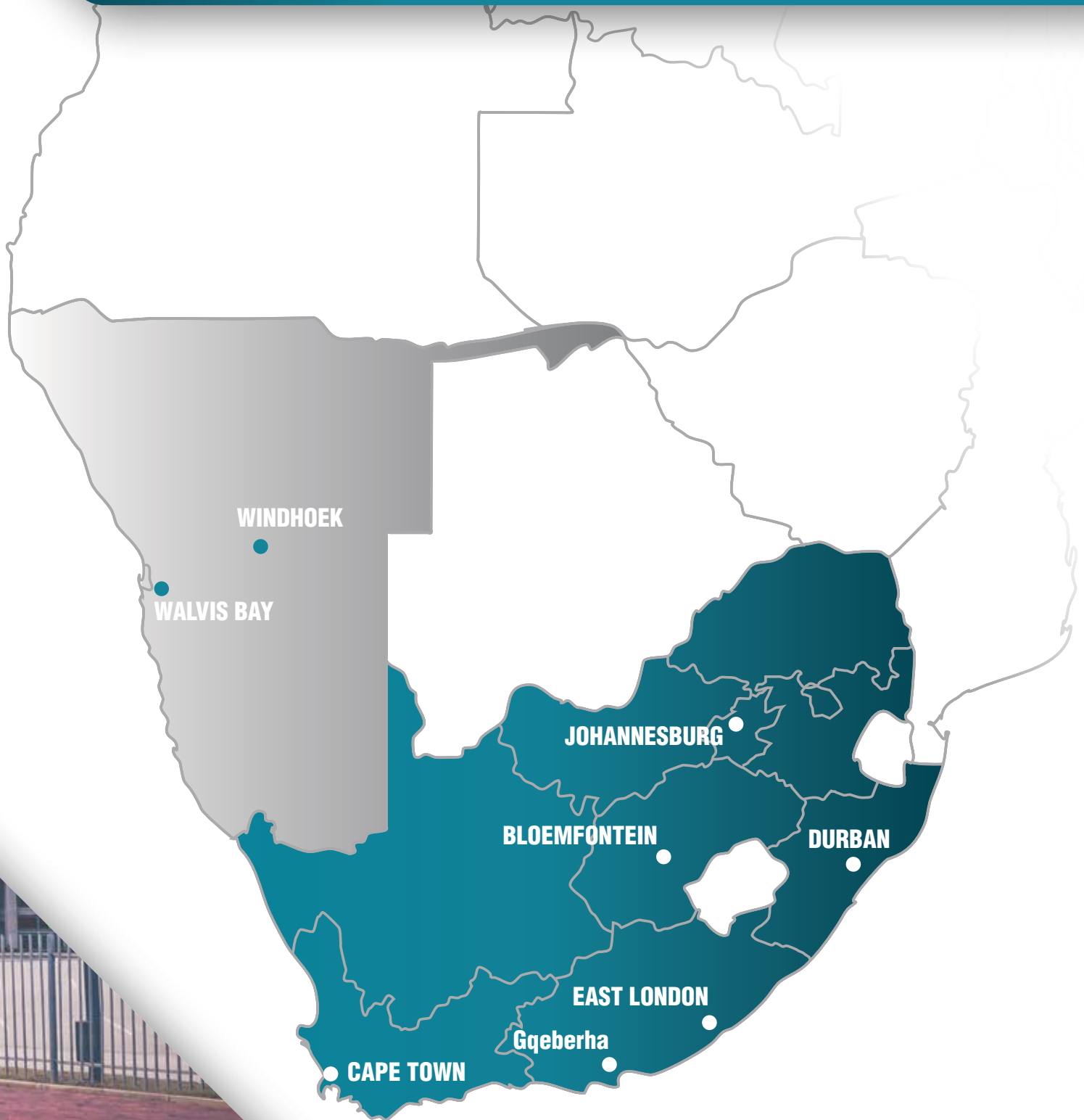
**Willard® and SABAT® batteries
carry the SABS mark of approval.**



Branches

At AutoX, we take care of our customers and their local and regional requirements. To meet our customer's service and delivery needs, we have well-established sales and warehouse operations throughout South Africa and Namibia.

Our AutoX branches also offer the service of collecting scrap, rotations and warranty returns at all customer delivery points.



Retail Partners

We take pride in our long-standing relationships with our major recognised automotive retail specialists, including car battery fitment specialists, workshops and spares retailers. These include:



In addition, AutoX supplies all recognised co-ops and several independent chains, some of which are based in remote areas in South Africa, ensuring that we have all geographical areas covered for our customers.



SUSTAINABILITY

Our People

AutoX's workforce of over 1 100 employees across the country is fundamental to our continued success and sustainability. We strive to be considered an employer of choice by living our values and providing ongoing employee development initiatives at all levels.

VALUES

The following shared values keep us on course towards our objective of ensuring a culture of both passion and performance:



Code of Conduct

AutoX is a South African company which is committed to upholding the highest ethical standards in our operations and business dealings. We operate and conduct our business within the framework of applicable laws, professional standards and based on our shared company values. We have developed a Code of Conduct that articulates a high standard of performance and service delivery.

Employee Development

Our investment in people is aimed at developing high-performing employees, capable of meeting current and future business requirements. Business transformational activities provide opportunities for all employees, with a special focus on developing the potential of those from previously disadvantaged backgrounds.

Leadership is an important character trait not only for managers but for employees at every level in the company. We therefore prioritise the implementation of leadership programmes company wide and encourage our employees to exercise leadership in their areas of responsibility. People development initiatives include:

- Performance management
- Succession planning
- Leadership programmes
- Learner-ships
- Apprenticeships
- Employee part-time studies
- Manufacturing related training
- Sales and service related training
- Continuous improvement training

We value leadership as an important character trait. Priority is given to the implementation of leadership programmes and we encourage employees to lead in their areas of responsibility.

For those employees who wish to further their tertiary education, we offer non-refundable financial assistance. AutoX has also introduced Management and Supervisory Development programmes such as Best Practices in Team Effectiveness, Selling Skills and Sales Management.

Our Community

Broad-based Black Economic Empowerment

As a local South African manufacturer, we view Broad-based Black Economic Empowerment (B-BBEE) as a strategic imperative for AutoX. We comply with South Africa's B-BBEE Codes of Good Practice and currently possess a Level 2 Contributor status.

Through skills development and CSI initiatives, AutoX plays a significant role in contributing particularly to transformation in the Eastern Cape, where there are high levels of poverty and unemployment.

Skills Development

AutoX has a very constructive relationship with the Chemical Industry Education and Training Authority (CHIETA) and has received a number of discretionary grants and numerous awards as a result. We continue to spend considerable funds on employed as well as unemployed and disabled learners.

Enterprise Development

We have identified and developed a number of small enterprises that are supplying services to the company. We provide business funding and support to help them grow and sustain their businesses.

Supplier Development

AutoX has partnered with Inyosi Empowerment and makes significant contributions to various black-owned companies all over the country. Over the years, we have assisted our local suppliers, including JD Chemicals, AJ Machine Services, Mlamli Transport, and Rihayo Occupational Health Services CC.

Corporate Social Investment

We have a history of giving back and are committed to making a positive impact on the communities we serve. Our corporate social investment programmes include:

Support for the Quadriplegic Association of South Africa (QASA) through the sponsoring of SABAT® batteries for electric wheelchairs



Cooperation with Reach for a Dream where we aim to inspire hope, courage and strength in the lives of critically ill and vulnerable children



Through our sponsorship to Food and Trees for Africa we contribute to the distribution of fruit trees and vegetable garden essentials



The adoption of St Thomas High School in Port Elizabeth, where we help to upgrade infrastructure and supply learning equipment such as laboratory equipment and computers



St Thomas High School

The sponsorship of ad-hoc initiatives through Good Morning Angels



Our Environment

AutoX is fully committed to its environmental responsibilities. Given the nature of our products, we take our environmental stewardship very seriously. Sustainability starts with the raw materials we source and includes every step until the end of each product's life.

Battery lead, acid and plastic are repurposed for new battery manufacturing and the savings achieved are passed onto our customers.

A lead-acid battery is 98% recyclable, and therefore AutoX has a scrap battery programme in place to optimise the collection and recycling of lead-acid batteries. We close the distribution network loop through a strict recycling programme where battery lead, acid and plastic are repurposed for new battery manufacturing or other useful products. Savings achieved through recycling are passed on to our customers.

As a responsible manufacturer, AutoX adheres to the:

- Constitution of the Republic of South Africa (No. 108 of 1996) – Chapter 2 – Bill of Rights Section 24 – Environment
- Occupational Health & Safety Act (No. 85 of 1993)
- Compensation for Occupational Injuries and Diseases Act and Regulations (No. 130 of 1993)
- National Environmental Management: Air Quality Act & Regulations (No. 39 of 2004)
- National Environmental Management: Waste Act & Regulations (No. 59 of 2008)
- Hazardous Substances Act & Regulations (No. 15 of 1973)
- Environmental Conservation Act & Regulations (No. 73 of 1989)
- National Water Act & Regulations (No. 36 of 1998)

INDUSTRY MEMBERSHIPS

- **EUROBAT** – The Association of European Automotive and Industrial Battery Manufacturers



- **NAACAM** – The National Association of Automotive Component & Allied Manufacturers



- **SABMA** – The South African Battery Manufacturing Association



- **MIOSA** – The Motor Industry Ombudsman of South Africa



- **RMI** – The Retail Motor Industry Organisation



AWARDS AND ACCOLADES

As a leading manufacturer and supplier of Willard® and SABAT® batteries, AutoX has had some proud moments over the years, with our achievements recognised through a number of prestigious industry awards. We continuously raise the bar for ourselves and are always humbled when receiving these awards; it is indicative that we are doing something right in the eyes of our stakeholders. Highlights of the previous three years include:

2022

- **OVK** – Top Supplier of the year
 - **OBARO** – Top Supplier of the year

2023

- **OVK** – Supplier of the year
 - **OBARO** – Supplier of the year
 - **Midas/NAPA** – Supplier of the year

2024

- **OVK** – Supplier of the year
 - **OBARO** – Supplier of the year

2025

- **OVK** – Supplier of the year
 - **OBARO** – Supplier of the year
 - **Midas/NAPA** – Supplier of the year

A photograph of two women in the foreground, smiling and clapping their hands. The woman on the left is Black with long dark hair, wearing a grey cardigan over a black and white patterned top, and a blue lanyard. The woman on the right is white with long brown hair, wearing a dark blue blazer. In the background, a man in a blue suit is visible, also clapping. The setting appears to be an indoor event or conference.

Leading automotive battery manufacturer and supplier in South Africa.

Home to leading automotive brands, Willard®, SABAT® and HiFase® Batteries and official distributor of VARTA® Batteries in South Africa and selected African countries.

Provider of excellent sales service to 3 000 automotive replacement retail outlets across South Africa and selected African countries.



AutoX (Pty) Ltd – Co. Reg. No. 2016/475012/07

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