ENERGY STAR and EISA

Jennifer Dolin, LEED AP
Manager of Sustainability and Environmental Affairs
Disclaimer

“This document constitutes neither an offer to sell nor a solicitation to buy or subscribe for securities. Any such offer will be made solely on the basis of the Securities Prospectus yet to be approved by the German Financial Supervisory Authority (BaFin) and published thereafter. The information legally required to be provided to investors will be contained only in the Securities Prospectus. The information contained herein is not for distribution, directly or indirectly, in or into the United States of America (including its territories and possessions of any State of the United States of America or the District of Columbia) and must not be distributed to U.S. persons (as defined in Regulation S under the U.S. Securities Act of 1933, as amended ("Securities Act")) or publications with a general circulation in the United States of America. This document is not an offer of securities for sale in the United States of America. The securities have not been and will not be registered under the Securities Act and may not be offered or sold in the United States of America absent registration or an exemption from registration under the Securities Act. The Issuer does not intend to register any portion of the offering in the United States of America or to conduct a public offering of the securities in the United States of America. This document is not an offer of securities for sale in the United Kingdom, Canada, Japan or Australia.”
Research: Consumer Awareness and Preferences
OSRAM SYLVANIA’s Annual Socket Survey
Awareness of the phase out has increased steadily over time. In 2011 a majority of Americans reported awareness for the first time.

Q9. In 2007 Congress passed legislation that will eliminate most traditional incandescent light bulbs by 2014. Before today were you aware of this legislation?

Aware of elimination
- 55%
- 36%
- 26%
- 21%

Not aware of elimination
- -45%
- -63%
- -74%
- -78%

2011 2010 2009 2008

Base: 2008 N=301; 2009 N=302; 2010 N=309; 2011 N=303
Consumers continue to be most likely to switch to new technology bulbs once traditional bulbs are phased out, although more say they may switch to lower wattage incandescent bulbs.

Q11. When traditional 100 watt light bulbs are eliminated, which ONE of the following are you most likely to do?

- Switch to new technology light bulbs, such as CFLs, LEDs or halogen light bulbs: 53% (2011), 60% (2010), 66% (2009)
- Keep using traditional light bulbs but switch to lower wattage bulbs, like 75 watt: 30% (2011), 23% (2010), 16% (2009)
- Buy a lot of 100 watt light bulbs while they are still produced and continue using them: 13% (2011), 13% (2010), 13% (2009)

Most likely to continue using lower wattage traditional bulbs:
- Consumers who do not have CFLs in their home currently (42%) vs. Those who do (25%)
- Those who are worried about the phase-out (49%) vs. those who are excited (18%)
- Those who have never evaluated lighting options (40%) vs. Those who have evaluated within the last year

Base: 2009 N=302; 2010 N=309; 2011 N=303
Similar to 2010, fewer consumers switched bulbs for increased energy efficiency this year than in 2009. But, it remains an important switching driver for two-thirds of Americans.

Q3. Please tell me if you have changed or switched out a light bulb for any of the following reasons within the last year:

- It burned out or broke
- More energy efficiency
- More or less light
- Better quality light color

Base: 2008 N=301; 2009 N=302; 2010 N=309; 2011 N=303
Over half of consumers consider longevity, energy, brightness and American-made **very** important qualities in bulbs they purchase.

Q4. I’m going to read you a list of various properties of light bulbs some people consider when making purchasing decisions. Please tell me how important each of these is to you personally when you choose a light bulb.

<table>
<thead>
<tr>
<th>Property</th>
<th>Very Important</th>
<th>Somewhat Important</th>
<th>Unimportant (NET)</th>
<th>Net: Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>The total amount of time the bulb will last</td>
<td>61%</td>
<td>28%</td>
<td>10%</td>
<td>89%</td>
</tr>
<tr>
<td>The amount of energy the light bulb uses</td>
<td>57%</td>
<td>24%</td>
<td>18%</td>
<td>81%</td>
</tr>
<tr>
<td>The brightness of the light the bulb produces</td>
<td>53%</td>
<td>39%</td>
<td>6%</td>
<td>92%</td>
</tr>
<tr>
<td>If the bulb was made in America</td>
<td>53%</td>
<td>20%</td>
<td>25%</td>
<td>73%</td>
</tr>
</tbody>
</table>

Base: 2011 N=303
EISA Changes Are Confusing to Consumers

No one wants to admit:
“I don’t know how to buy a light bulb.”
Rather than Educate, We Need to:

Guide Them!

When the product they know is gone…
When the labeling they know is gone…
We need to work with what they know.

They know when they need to replace it.
They know where it goes.
They know what they like.
Examples of Point of Sale Materials

Lighting legislation is eliminating some incandescent options and replacing them with energy efficient alternatives.

SYLVANIA is making the transition an easy one by offering a variety of replacement bulbs to choose from.

Phase out time-line

Provide simple, easy to understand message showing the phase out time line.

© 2011 OSRAM SYLVANIA Inc.
SYLVANIA is a registered trademark of OSRAM SYLVANIA Inc.
Provide a chart showing technology options for the legacy incandescent wattages.

### Lumens = Brightness

<table>
<thead>
<tr>
<th>Lumens Range</th>
<th>Incandescent</th>
<th>LED</th>
<th>Halogen</th>
<th>CFL</th>
</tr>
</thead>
<tbody>
<tr>
<td>1490-1750</td>
<td>100W</td>
<td>15W</td>
<td>72W</td>
<td>23W</td>
</tr>
<tr>
<td>1050-1489</td>
<td>75W</td>
<td>14W</td>
<td>53W</td>
<td>20W</td>
</tr>
<tr>
<td>750-1049</td>
<td>60W</td>
<td>13W</td>
<td>43W</td>
<td>13W</td>
</tr>
<tr>
<td>310-749</td>
<td>40W</td>
<td>8W</td>
<td>28W</td>
<td>9W</td>
</tr>
</tbody>
</table>
Comparison Chart of Technology Options

Chart quickly shows energy savings and product life.

MS mobile tag, links POP to SYLVANIA.com for further detailed information on Legislation landing page:

http://www.sylvania.com/ConsumerProducts/LightBulbLaws/
General Use and Lumen Education

**Home Lighting**

Make your home a brighter place to live.

4’ signs

**Lumens**

Did you know that lumens mean brightness?

Choose the RIGHT light

Compare Benefits

Remember: Look for lumens on the front of the package to get the right light.

**Aisle violators**

4’ signs