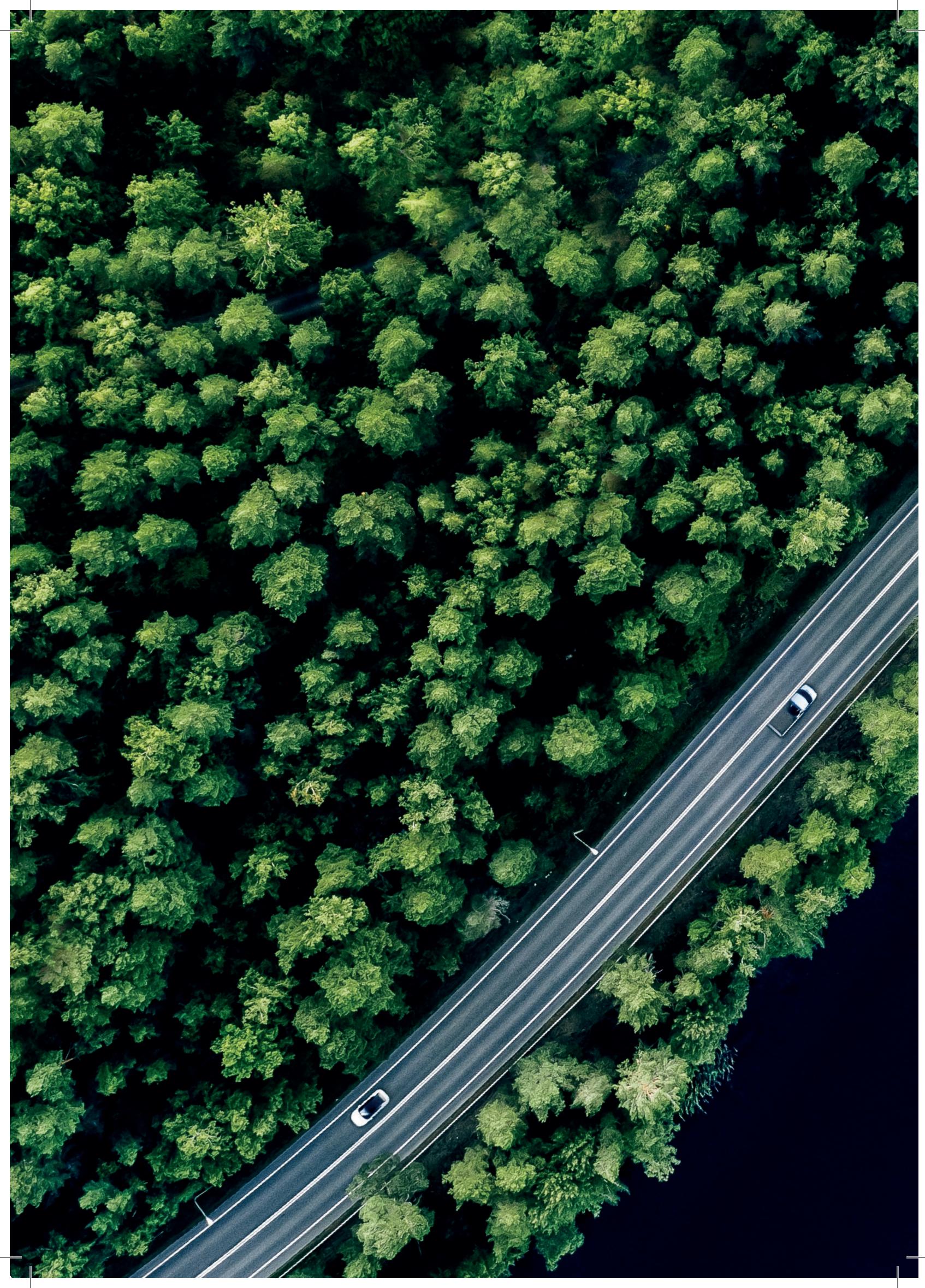
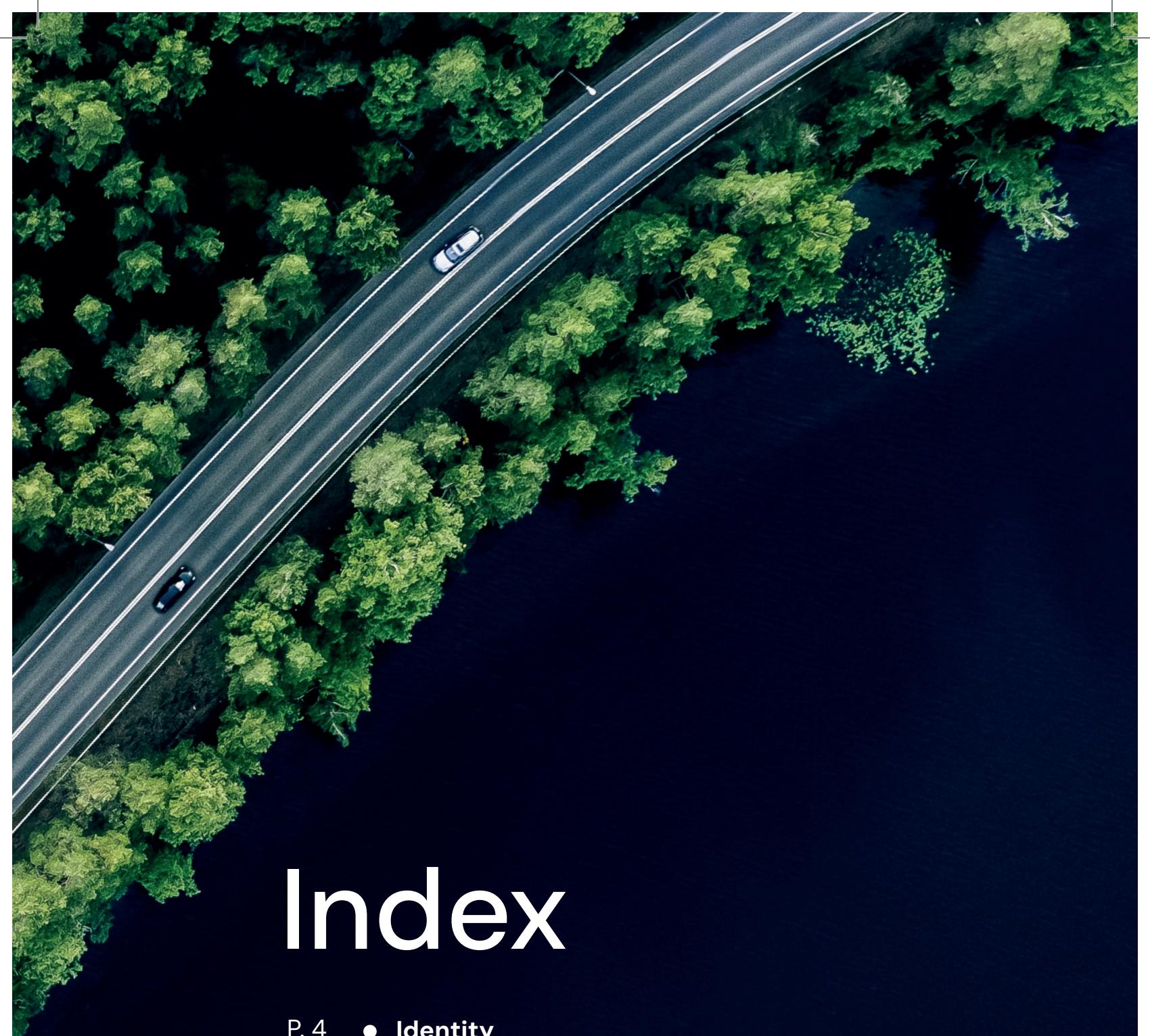




# Company Profile







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# Identity

Founded in Italy in 1938, Horien is a multinational group currently operating in 60 countries worldwide. Formerly known as FIAMM (Fabbrica Italiana Accumulatori Motocarri Montecchio), the Group established itself as a global leader in the lead-acid batteries segment.

Now, it is directing its expertise towards components for electric/hybrid connected vehicles and green energy storage solutions.

# History

## 1938

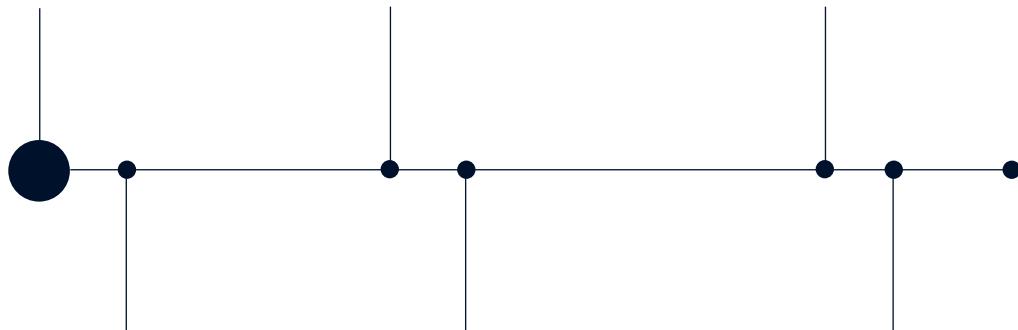
Elettra 1938 founded by Dolcetta Family in Vicenza, Italy.

## 1960-1990

FIAMM Group becomes a WW leader in automotive and industrial lead acid batteries and components.

## 2011

Born of FZSoNick. As a Brand for Salt Batteries. Acquisition of MES-DEA by FIAMM.



## 1942

FIAMM Spa starts producing lead acid batteries and components.

## 1999

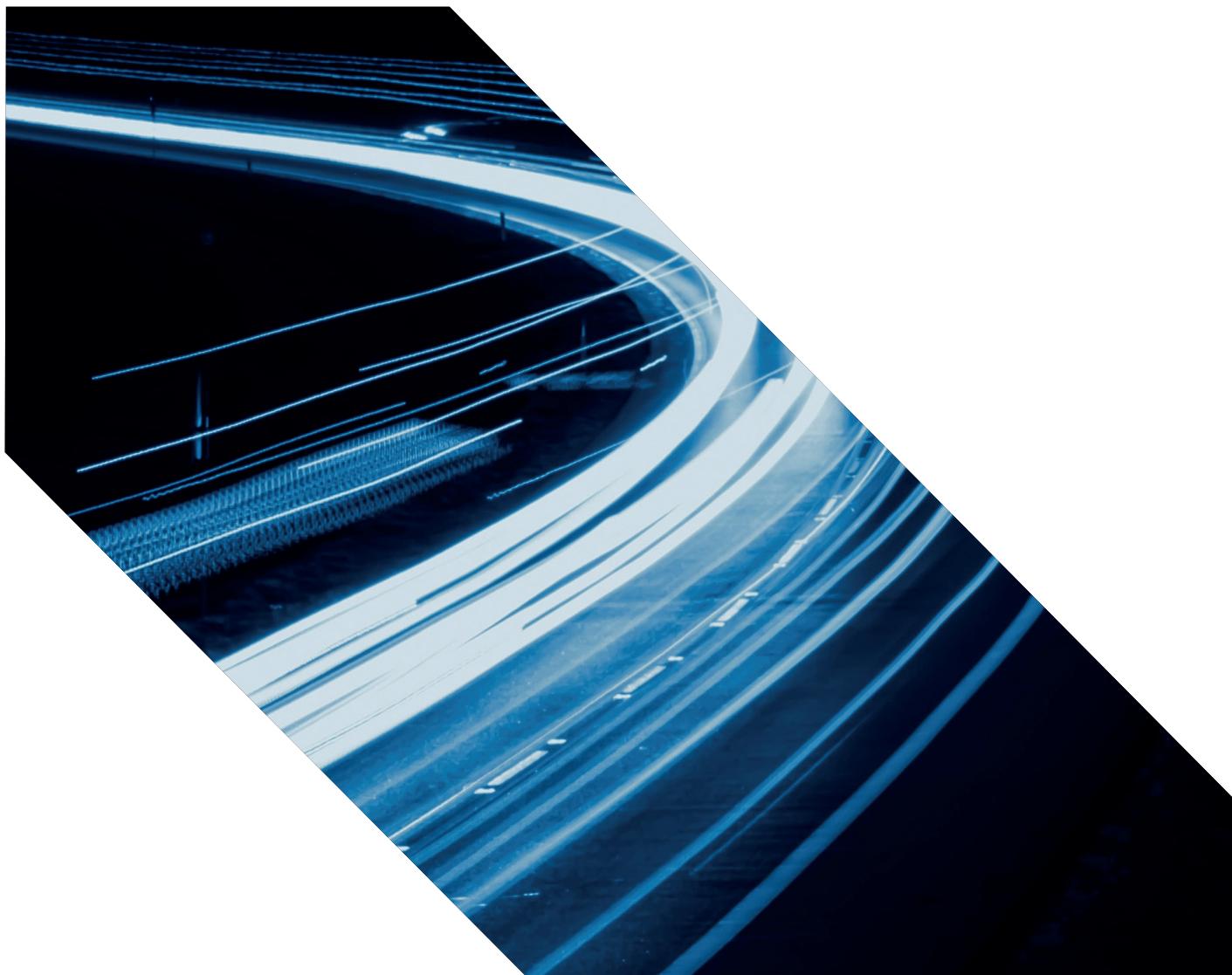
MES-DEA S.A. started the production of serial ZEBRA of SodiumMetalChloride batteries in Stabio, Switzerland;

## 2017

The management takes the decision to shift the focus on projects with growing development potential with innovation and sustainability in mind, evolving the history of the group.

## TODAY

FZSoNick and FIAMM Horns & Antennas become Horien Group; maintaining the leadership in automotive acoustic components & pioneering the supply of green energy storage solutions.





# Manifesto

The Present is the subtle bridge between the past and the future. By the time we recognize we're inhabiting a moment, we're already transitioning to the next one. Transition is the essence of Horien Group, propelling its audacious decisions and allowing it to thrive. Since our very beginning, we've embraced transition as a way of acting and thinking. We have faith in a future forged with an open mind and entrepreneurial spirit. We offer our expertise to clients aiming to excel today and challenge tomorrow.

We currently advocate for next-generation mobility and fully sustainable energy storage, and we cannot wait to see what's next.

By leveraging our rooted know-how and authentic personal commitment, we consistently meet the highest standards to deliver more to our clients while doing our part for human progress. Pioneering innovation, enabling transition.

# Enabling Transition

Is the Brand's North Star guiding the vision of the group and the strategic decisions, towards a promising future highlighting the path of the group and its business units.

It sparks the company's attitude, shared by its' brands, based on its strong history and ability to embrace change as an opportunity to grow and thrive. It highlights the company's commitment to be a leader, a pioneer, predicting upcoming needs and enabling the transition towards a better tomorrow. HORIEN offers its expertise to clients aiming to facilitate their evolution towards an innovative, safer and more sustainable future with excellence, and emphasizing the brand's role as enabler of change.

## Vision

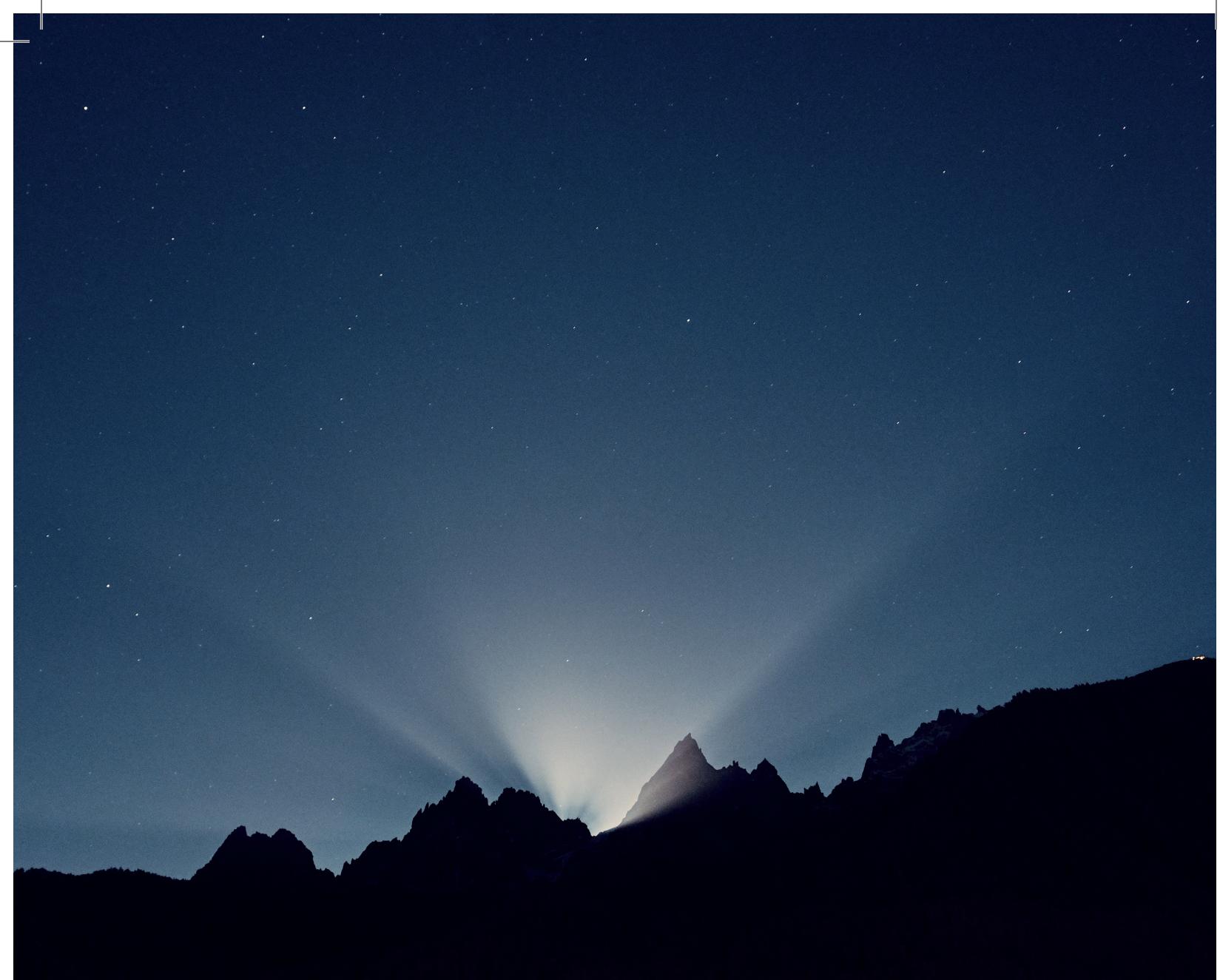
To inspire and empower the transition to a safer, greener, and progressive future.

## Mission

Exploring, developing, and manufacturing the enabling technologies for the global automotive and energy storage market, delivered through the most flexible service.

## Values

- **Care:** giving paramount consideration to clients, consumers, and the planet;
- **Audacity:** boldly embracing challenges and innovations with courage and proactivity;
- **Flexibility:** being an adaptable problem solver, responsive to needs and shifts;
- **Excellence:** caring for the highest quality in products and throughout all processes.



# Purpose

At Horien, we prioritize our customers' needs above all else. Our commitment begins with a comprehensive analysis of their requirements, paving the way for personalized and sophisticated solutions tailored to their unique challenges.

With a **steadfast focus on customer satisfaction**, we adopt a customer-centric approach, ensuring that every aspect of our operations revolves around meeting and exceeding their expectations.

Our ability to swiftly and effectively respond to dynamic market demands sets us apart. By continuously measuring our performance and adapting our strategies accordingly, we ensure that our solutions remain relevant and innovative.

Our dedication to fostering long-term relationships with our clients allows us to gain a deep understanding of their evolving needs, enabling us to deliver value-added solutions consistently.

Our **vertically integrated production model**, coupled with the unparalleled professionalism and technical expertise of our team, positions us as leaders in promoting environmentally friendly solutions. By championing sustainability and embracing the principles of the circular economy, we strive to make a **positive impact on the planet** while providing cutting-edge solutions to our customers.

## Sustainability

At Horien, we operate within an integrated business model, collaborating with industrial partners, public administrations, and institutions while respecting local communities. Our dedication to the circular economy drives us to invest in **sustainable materials, minimizing environmental impact**.

## Safety

At the heart of Horien lies the aim of **enabling the transition** towards a greener but moreover to safeguard a safer world for future generation where energy is sustainable and the mobility ecosystem coexist harmoniously with people and its surroundings. We are dedicated to fostering positive progress, harmonious coexistence for communities with their surroundings, and a lasting impact for future generations.

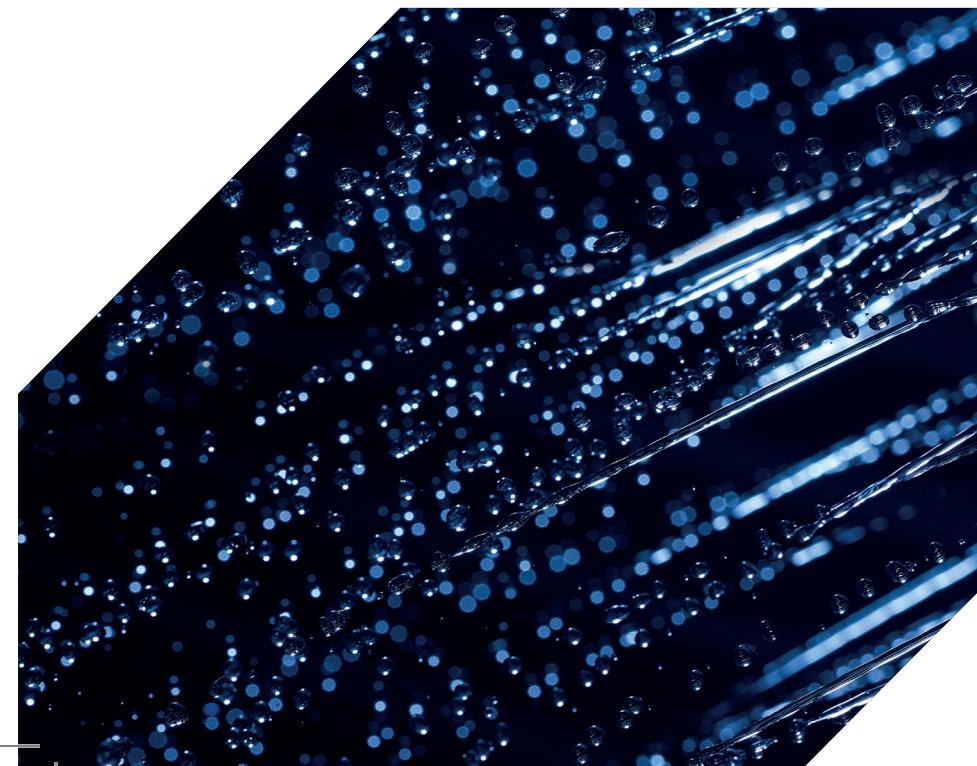
## Innovation

Our dedicated research teams collaborate closely with clients and partners to develop **cutting-edge solutions** through advanced production processes and **innovative products**. At our R&D center, we focus on creating solutions that address today's key challenges: enhancing energy efficiency, reducing production costs, minimizing environmental impact, and meeting high standards of performance, space, and quality. Through ongoing innovation, we strive to push the boundaries of what's possible and deliver tangible benefits to our stakeholders.

# Beliefs

## People

We actively support both professional and personal growth, cherishing the cultural diversity within our organization. Our corporate culture is deeply rooted in the value of inclusion, enabling us to thrive as a globally connected, genuinely international, and multicultural entity. We view diversity and inclusion as defining characteristics that we champion throughout every stage of the employee journey, from recruitment to ongoing professional and managerial development. This includes fostering inclusivity in all facets of employee engagement, management and advancement.



# Business units



## Batteries

HORIEN Salt Batteries Solutions is the **world's first player** to offer a safe & fully sustainable energy storage & backup solution: from raw material sourcing, zero environmental emissions, absence of toxic materials, to maximum component recyclability. All of this is built in close partnership with **eco-conscious businesses**, helping them embrace the transformation while maximizing effectiveness.



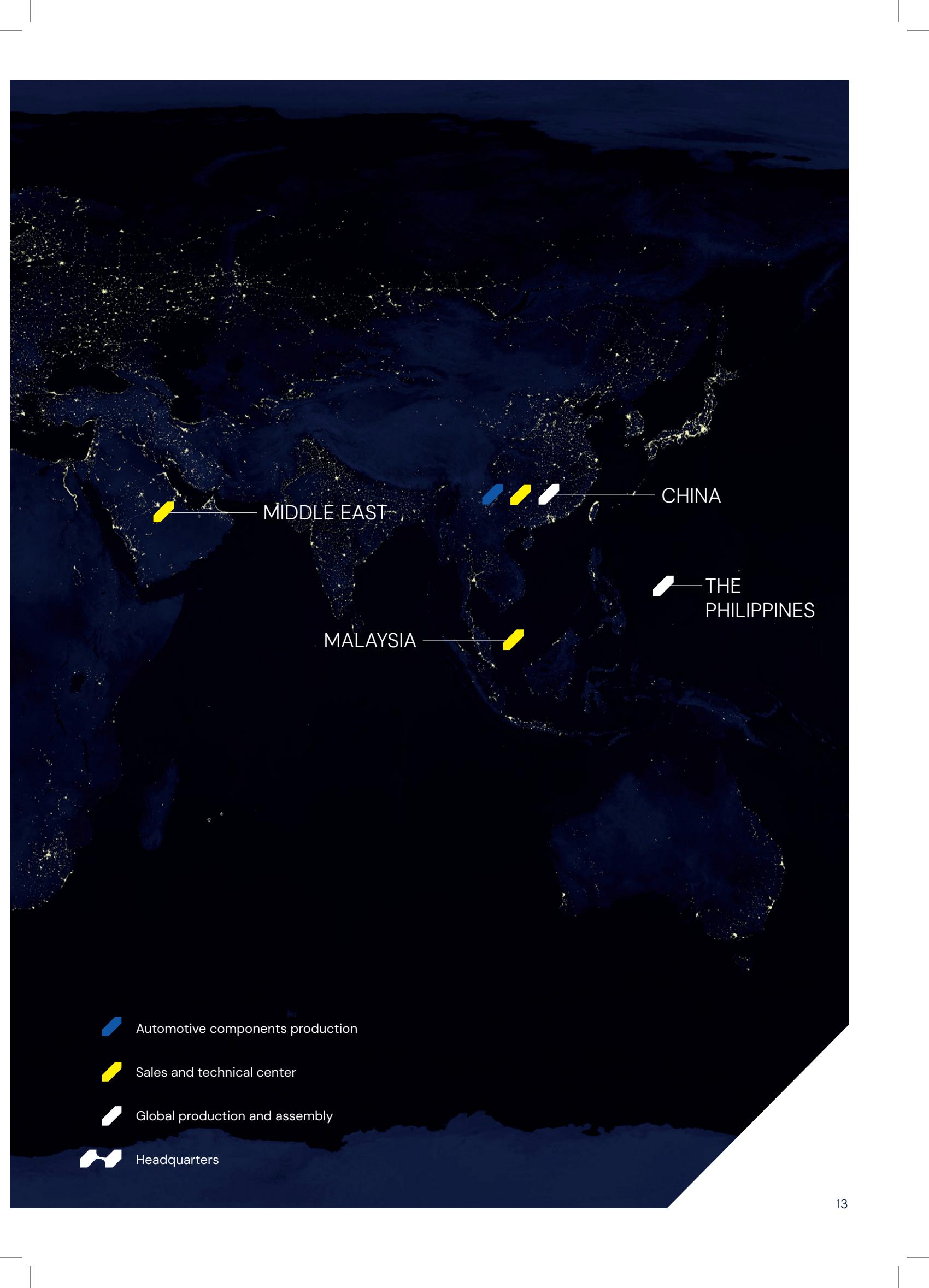
# HORIEN

Automotive Solutions

## Automotive

HORIEN Automotive Solutions is the global player in automotive components that combines utmost **solidity and technical competence** with the dynamism of an independent company, a collaborative customer-centric approach, and the **innovative vision** of an Italian Group with flexibility in its DNA.







Horien Salt Battery Solutions, leads the way in delivering safe and fully sustainable energy storage and backup solutions. As a Swiss-born company, we specialize in developing and producing SMC batteries, renowned for their salt-based technology.

# Market applications

## Energy Back-up

Energy (Oil & Gas)  
Telecommunication  
Utilities

## Energy storage

Residential  
Commercial & Industry  
Community Solutions or Large Scale

## Transportation

Railways  
Mining  
Marine  
Mobility

# Technology

Green and Safe Energy for a Sustainable Future. Salt batteries represent the cutting edge in battery technology, developed specifically for **fully sustainable energy storage applications**. HORIEN's batteries utilize salt-based cells to deliver exceptionally safe and reliable power. **Designed and manufactured in Switzerland**, our batteries boast a full EU supply chain, ensuring quality and sustainability throughout the production process.

# Advantages & benefits

## Safety

SMC batteries are designed to be **non-flammable and emit no harmful gasses, ensuring product safety**.

- ✓ Electrochemical safety
- ✓ No gas emissions
- ✓ No flammable materials
- ✓ No fire/water flood reaction
- ✓ Tested in the field
- ✓ BMS control and smart monitoring
- ✓ Cell/Battery steel case
- ✓ No risks from transport, storage and operation

## Green & safe materials

SMC batteries stand out for their **exclusion of conflict minerals** like cobalt, ensuring ethical production practices

- ✓ No dangerous materials
- ✓ No polluting materials
- ✓ No gas emissions
- ✓ No conflict minerals
- ✓ Cobalt free
- ✓ No flammable materials
- ✓ Indoor and Outdoor use
- ✓ No Gas and pollution
- ✓ Full Local supply chain

## Performance

- ✓ Temperature immunity (-40° /+60°)
- ✓ Cycling Capability 4.500 cycles (80% DOD)
- ✓ Long life (low degradation)
- ✓ Battery energy density (100:120Wh/kg) – (150-190Wh/lt)
- ✓ Shelf life (>20 years)



For decades, HORIEN Automotive Solutions has been a leading player under the FIAMM Brand in the automotive horns sector. Expanding its expertise, it now pioneers the production and marketing of innovative AVAS solutions for electric and hybrid vehicles.

Moreover, it introduces groundbreaking "Smart Antennas" designed to optimize communication signal management both within vehicles and with the surrounding environment.



# Product lines

## Horns

Horien Automotive Solutions is a global leader in producing and supplying **acoustic warning devices** for people and transportation safety. With a worldwide presence in production and sales, along with a commitment to advanced research, development, and quality systems, Horien maintains high customer satisfaction. The Fiamm Sound & Connectivity brand exemplifies reliability, quality, and safety in the acoustic warning device industry.

- World leader with **35% market share**
- **Extensive range** for all applications
- **Global** and competitive **industrial footprint**

## AVAS

AVAS, short for Acoustic Vehicle Alerting System, is a crucial warning signal for hybrid and electric vehicles, compensating for their silent operation at low speeds to enhance the safety of other road users. Since July 1st, 2019, AVAS has been **mandatory on all silent vehicles**. FIAMM Sound & Connectivity leads the industry as one of the first companies to introduce this device. Our AVAS is **versatile, applicable to cars, buses, trucks, earthmoving vehicles, and smart mobility vehicles**, with fully customizable sounds to adapt to different environments.

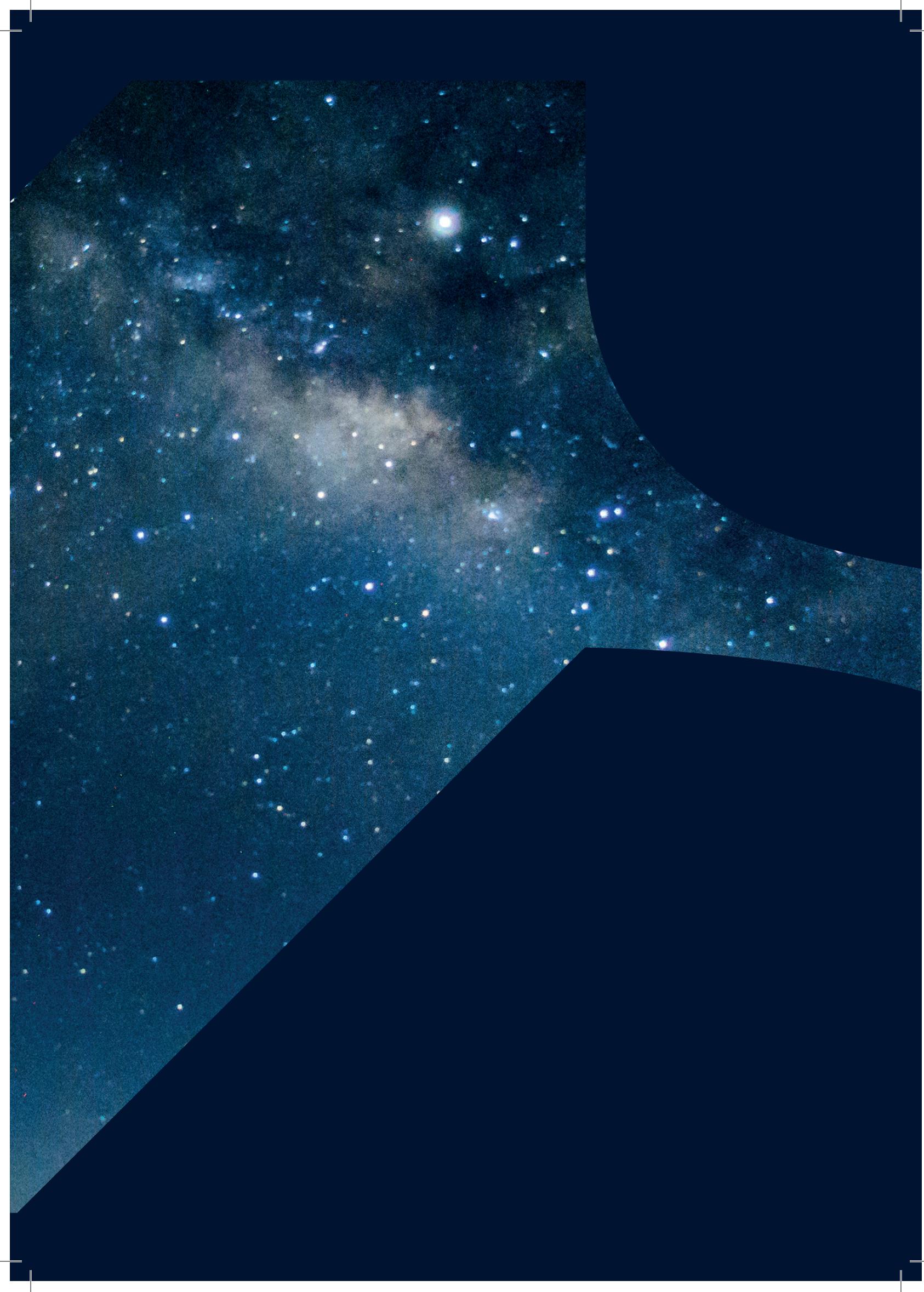
- Fast growing business line with electric & hybrid trend
- Extensive range of size connection and function
- ASIL B certification

## Antennas

Horien is at the forefront of automotive antenna development to enhance car connectivity and infotainment. Our product portfolio goes **from traditional radio (FM/DAB/SXM) to the latest** GNSS, 5G and V2X antennas. A wide range of measurement equipment and software, immediate prototyping, helps **our customer design and test the best solution**.

## Remote Tuner Modules (RTM)

Horien strong software and electronic design tradition completes radio frequency knowledge to develop **customised remote tuner solutions**. The remote tuner (with or without antenna) optimises performance and flexibility for the future vehicle architectures helping standardisation and reducing wire complexity.







[www.horien.com](http://www.horien.com)