

September 18, 2013

GS Yuasa Corporation



**GS Yuasa Selected by JICA for a Preparatory Survey
for BOP Business Promotion**
- Leveraging this selection to make progress developing the African BOP market -

GS Yuasa Corporation (Tokyo Stock Exchange: 6674; “GS Yuasa”) applied for and was selected by the Japan International Cooperation Agency (JICA) for a Preparatory Survey for BOP^{*1} Business Promotion^{*2} (as announced by JICA on August 15, 2013).

The project selected is a feasibility study on BOP business for a solar power system for household use and mobile phone chargers in Ethiopia. The proposal was made in conjunction with myclimate Japan Co. Ltd. (head office: Tokyo).

Less than 20% of the villages in rural Africa have electricity. Instead, many people rely on oil lamps for lighting and firewood for cooking. Accidents related to the use of these materials include infants and young children accidentally drinking lamp oil, ignitions causing burns and fires, and smoke inhalation causing pneumonia. In addition to the skyrocketing price of crude oil, lamp oil costs have also increased for the people residing in these villages. In light of these issues and with the support of JICA, GS Yuasa will conduct market surveys and study the commercialization of newly-developed renewable energy-related products in Ethiopia.

In an effort to resolve development issues in areas without electricity, GS Yuasa has developed the “AKARi SOLAR LIGHT KIT”, a product that uses a combination of solar panels and GS Yuasa’s long-life batteries to provide an LED light and a USB charger for mobile phones. The LED light that the product is equipped with provides more than twice the brightness of similar products.

It can also be used to charge mobile phones, small rechargeable batteries (nickel-metal hydride batteries), electronic anti-mosquito devices, and small fans. By reducing the use of oil lamps and firewood indoors, the kit will help prevent health hazards while supplementing the lack of power infrastructure and reducing CO² emissions.

In addition, GS Yuasa has developed the “moshi-moshi charger”, a specialized mobile phone charging system using solar panels and batteries. In Ethiopia, running a mobile phone charging service is a business model that provides income and raises the living standards of the poor.

Going forward GS Yuasa will continue to develop and produce products, particularly storage batteries, in line with the needs of regions around the world that don’t yet have electricity or where blackouts frequently occur in order to support improvements of the living standards in these areas.

- *1. Businesses involving the base of the pyramid (BOP), the poor who subsist on less than USD 3,000 per year
- *2. System to provide funding support for local business surveys by corporations planning BOP businesses in developing countries

[Product name]

Solar power system for household use: AKARi SOLAR LIGHT KIT

