



Shareholders Agreement - 3.02.2006

Court Register - 9.05.2006

Start operational activity - July 2006

Waste Act valid from 20.06.2001

**Producers obligation Act valid from
22.06.2001**

**Polish WEEE ACT valid from
29.07.2005**

**Collection and recycling targets for producers
and importers. (only for TL and HID)**

Year	2002	2003	2004	2005	2006	2007
Collection target	7%	12%	18%	25%	32%	40%

Obligations for professional waste owner.

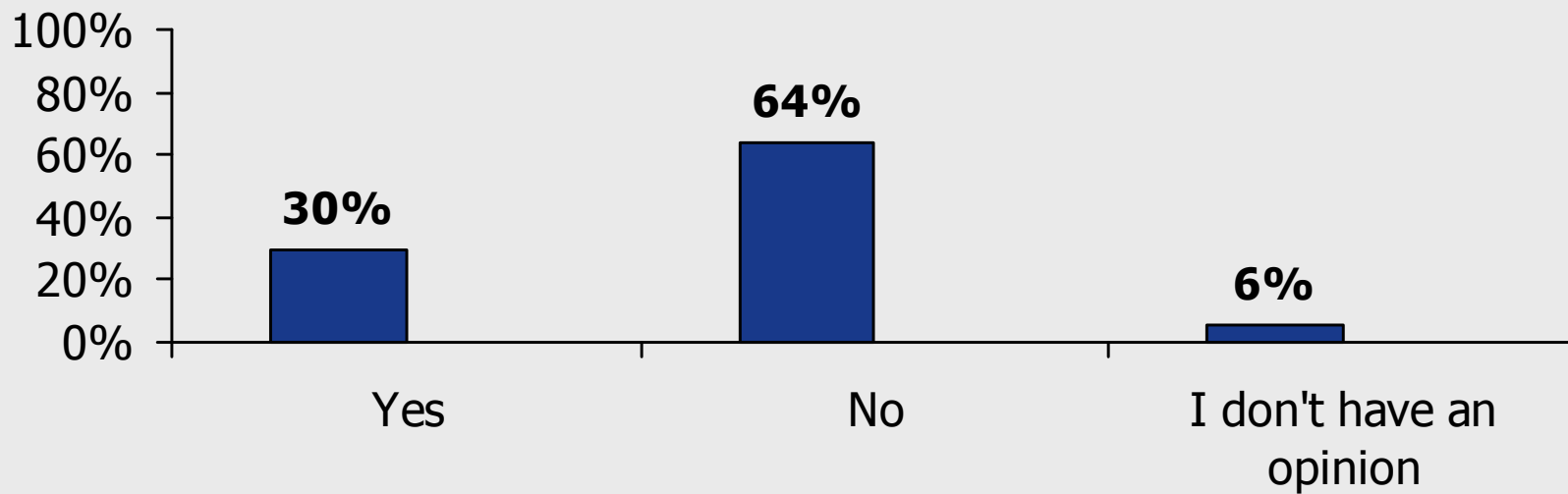
License for collectors and processors.

**Collection and recycling costs covered by
waste owner.**

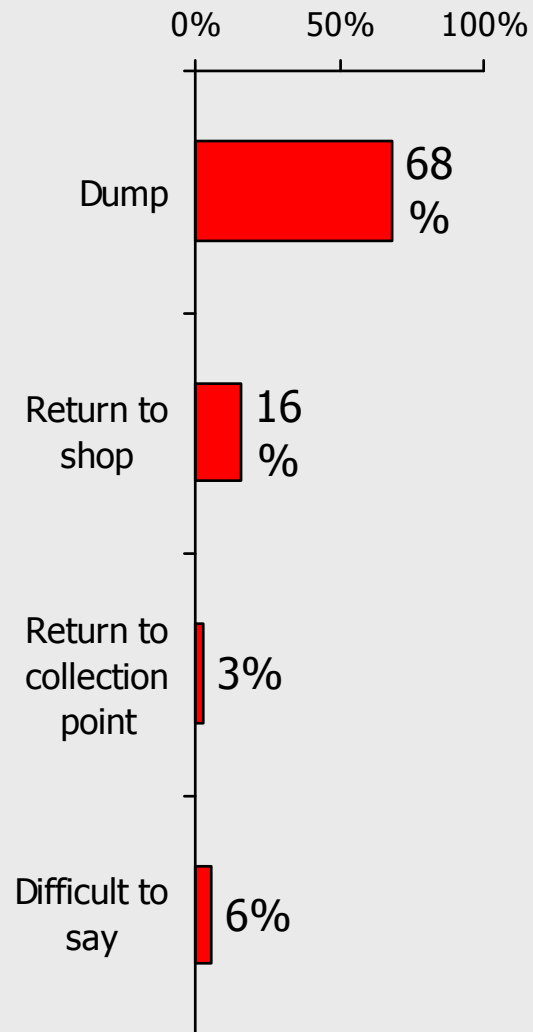
- **Collection all available waste gas discharge lamps**
- **No collection target**
- **Recycling target 80% of collected lamps**
- **Society education**

- **Lack of collection infrastructure in municipals.**
- **Negative attitude for collection obligations in trade organisations.**
- **Low motivation for collection in professional channel.**
- **Low awareness about waste in Polish society.**

Question: Have you ever heard about WEEE Act?

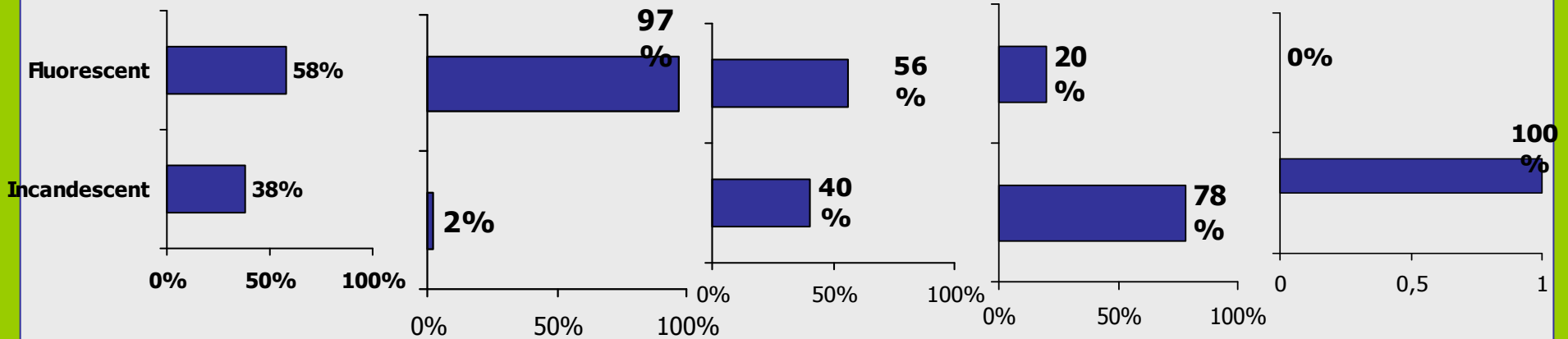


Question: What will you do with used up fluorescent lamp?



Fluorescent lamps

Incandescent lamp



N=1000

Main purpose

reaching the collection & recycling target by:

- Intensive co-operate with professional waste owners
- Build collection infrastructure
- Create collectors and processors net
- Educate professional waste owners

- **Predict market trends**
- **Education program for households**
- **Collection infrastructure with retailers**
- **Collection infrastructure with municipals**

Collection & recycling Y2006.



Kind of lamps	Put on market	Target (32%)	Realization	%
TL	18 500	5 920	6 496	35,1%
HID	1 500	480	913	60,9%
CFL	6 600	X	135	X
Total	26 600	6 400	7 544	X

- **Signed collection agreement with 29 licensed collectors and with 6 licensed processors**
- **Delivered 5450 receptacles for collection and transportation**
- **Realised education campaign for professional waste owners**

Don't pay for lamps waste

We will take your waste
without charges



Nie płać za odbiór
zużytych świetlówek...



...przełącz je nam.

Sales/collection channels Y2008

Kind of lamp	Household	Professional
TL	10%	90%
CFL	50%	50%
HID	0%	100%

Sales/collection channels Y2008

Kind of lamp	Household	Professional
TL	2 160	19 440
CFL	5 600	5 600
HID	0	1 900
Total	7 760	26 940
Market share in %	22,4%	77,6%

Sales/collection channels Y2012

Kind of lamp	Households	Professionals
TL	10%	90%
CFL	75%	25%
HID	0%	100%

Sales/collection channels Y2012

Kind of lamp	Households	Professionals
TL	2 940	26 460
CFL	24 075	8 025
HID	0	2 900
Total	27 015	37 385
Market share in %	41,9%	58,1%

- **Creation of society attitude**
- **Induce society for collection gas discharged lamps**
- **Ensure collection points available for household (municipal & retailers)**

Don't dump – return to the shop



These also are fluorescent lamps



to też są świetlówki



Education campaign for households



Chronić je, jeśli kochasz...



*przy zakupie nowej świetlówki masz prawo nieodpłatnie oddać zużytą tego samego rodzaju w stosunku 1:1 (art. 42 pkt 1 ustawy ZSEE)



W trosce o środowisko.



...zużyte świetlówki
oddaj do sklepu!*

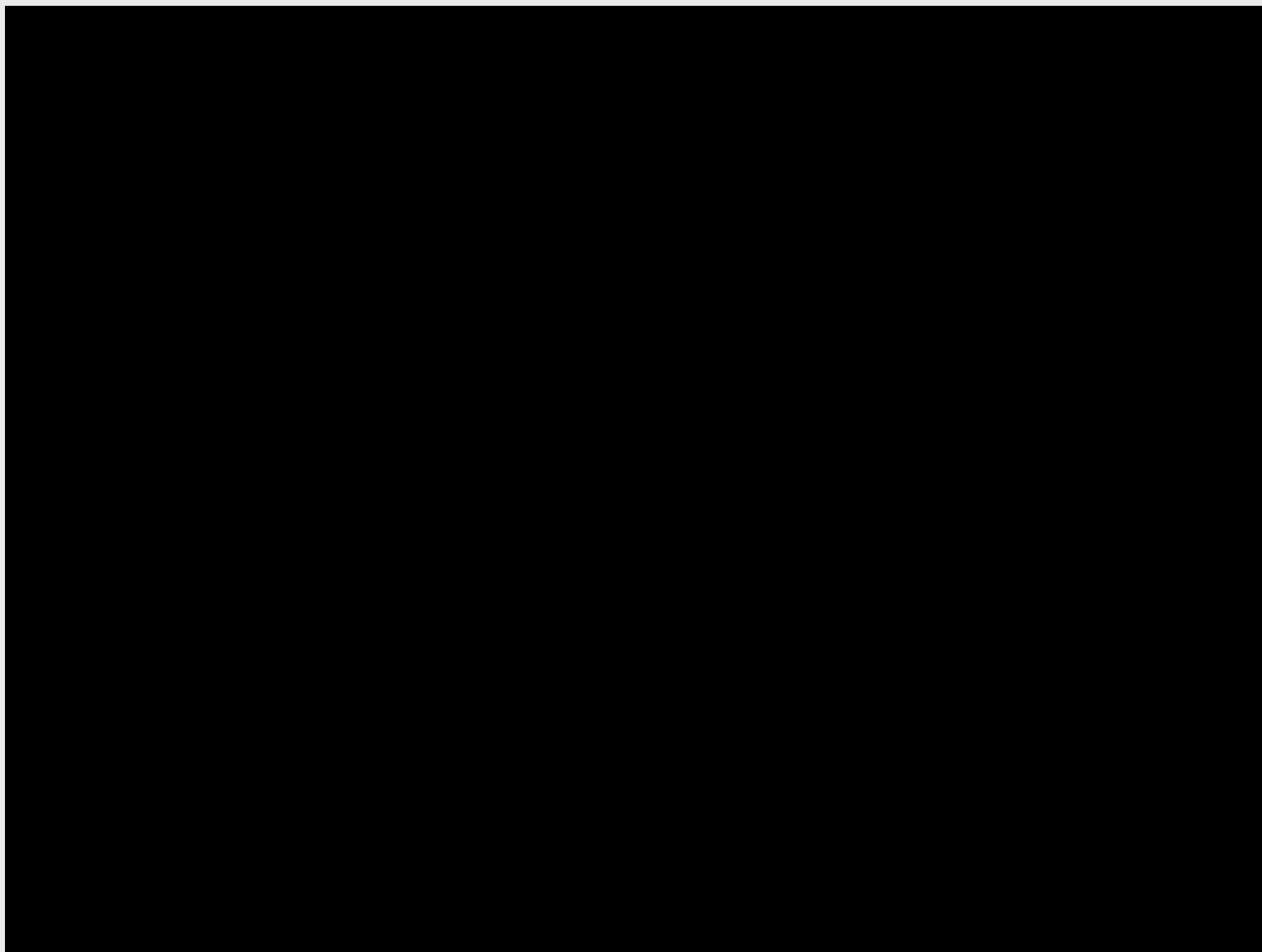
www.zuzyteswietlowki.pl



Nie wyrzucaj!
Zużyte świetlówki
oddaj do sklepu.¹

¹przy zakupie nowej świetlówki masz prawo nieodpłatnie oddać zużytą tego samego rodzaju w stosunku 1:1 (art. 42 pkt 1 ustawy ZSEE)

Educational Film



- **Signed agreements with 205 wholesalers and retailers**
- **1840 collection points with trade organizations**
- **Participation in creation of 102 municipal collection points**

Collection & recycling results



	Year		
	2006	2007	Fc 2008
Put on the market	26 600	30 287	34 700
Historical put on the market	19 800	21 000	22 250
Collection	7 544	15 855	18 600
C&R as % current put on the market	28,4%	52,3%	53,6%
C&R as % historical put on the market	38,1%	75,5%	83,6%

Collection of fluorescent compact lamps



	Year		
	2006	2007	Fc 2008
Put on the market	6 600	8 593	11 200
Historical put on the market	4 220	4 600	5 000
Collection	135	1 295	2 200
C&R as % current put on the market	2,0%	15,1%	19,6%
C&R as % historical put on the market	3,2%	28,1%	44,0%

Containers



Thank you for your attention.