



# BSH AT A GLANCE



**B/S/H/**

BSH Hausgeräte GmbH

# BSH AND ITS STRONG BRANDS

## About BSH

BSH Hausgeräte GmbH is one of the world's leading companies in its industry and the largest home appliance manufacturer in Europe. Driven by the individual consumer needs of people globally, BSH aspires to continuously improve the quality of life for people with its outstanding brands, innovative products, and top-class solutions.

# 2020



No. **1**  
BSH in Europe



~ **60,000**  
employees



**38**  
production sites worldwide



**5.1%**  
investment in research & development



**0**  
CO2 emissions – BSH manages its business operations without leaving a carbon footprint behind.



**13.9**  
billion euros turnover



**197**  
GWh of targeted energy savings by 2030

## Brand and Product Portfolio

BSH's product portfolio spans the entire spectrum of modern home appliances. It encompasses everything from cooktops, ovens, ventilation hoods, dishwashers, washing machines, dryers, refrigerators, and freezers to small appliances such as vacuum cleaners and coffee machines. It is our vision to combine these products, which we offer under eleven different Appliance Brands, with valuable digital services from our Ecosystem Brand Home Connect and our Service Brands to add a smile to our consumers' lives.

### Appliance Brands

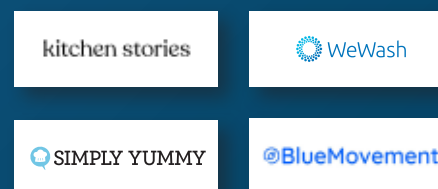
Home Appliances under the brands



### Ecosystem Brand



### Service Brands



# SUCCESSFUL WORLDWIDE

Founded in 1967 as a joint venture between Robert Bosch GmbH (Stuttgart) and Siemens AG (Munich), BSH has been 100 percent owned by the Bosch Group since January 2015. Over its 50-year history, BSH has grown from a German exporter into one of the world's largest home appliance manufacturers.

With approximately 60,000 employees worldwide, BSH reached a total turnover of EUR 13.9 billion in 2020.

BSH produces its entire range of modern home appliances at 38 factories worldwide\*.



## BSH Worldwide

- Cooking
- Dish care
- Laundry care
- Refrigeration
- Consumer products
- Electronic and drive systems
- Group headquarters
- Subsidiaries/sites



\*As of March 2021

For more information about our worldwide locations visit:  
[www.bsh-group.com/company/bsh-worldwide](http://www.bsh-group.com/company/bsh-worldwide)



## EXCITING OUR CONSUMERS

BSH serves consumers all over the world, offering state-of-the-art home appliances and digital services. Because it is our purpose to improve their quality of life at home. No matter where or how our consumers live, whether they are a family living in sub-Saharan Africa or a single person in a one-room apartment in Manhattan – we want to excite all of them with innovative products and inspiring experiences along each individual consumer journey.

We put our consumers at the center of all business decisions, providing the right product portfolio and information when and

where they are needed. During the orientation phase, most of our brand websites offer tools like product finders, which help to identify the product that best fulfills individual needs. Consumers can then purchase the selected appliance directly from our brand stores or from our retail partners – both online and offline – depending on their location and personal preferences.

Throughout the usage phase, our Home Connect ecosystem offers additional services to increase our consumers' experience. Among other things, they can search for tasty recipes from

the platform Kitchen Stories or they can use our Easy Start Assistant to find the right washing or dishwashing program. And when it comes to appliance care, our brands and customer service teams offer helpful cleaning and maintenance tips as well as different care packages for the longest possible appliance lifetime. They include appliance installation, accessories like special cleaning products, and remote diagnostics for connected appliances.

We work continuously to learn about our consumers' preferences as well as their current and future

needs, because they are essential elements of our innovation process. Thus, we conduct quantitative and qualitative consumer research and evaluate personal feedback from prototype testing in our user experience laboratories, for instance.

Furthermore, we analyze the usage data of connected appliances to incorporate the results into the enhancement of our product and service solutions. In collaboration with designers, engineers, and sales experts, this leads to innovations that invigorate and ensure a better quality of life in harmony with the environment.

## HOME CONNECT

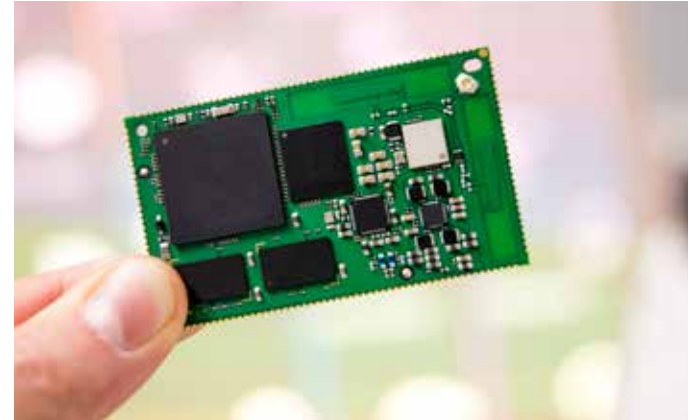
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Our Home Connect ecosystem allows easy access to home appliances from different BSH brands with just one app. Using different touchpoints such as smartphones, voice assistants, and a variety of smart watches, the app increases the overall ease of use across all appliance categories. They include washing machines, dryers, dishwashers, ovens, refrigerators, coffee machines, food processors, and vacuum cleaners.

The comfort and convenience of Home Connect goes beyond appliance control and monitoring:

Home Connect helps our consumers to exploit their appliances more comprehensively and offers support through smart assistants. Customizable settings and services turn connected appliances into personalized products.

Users can download recipes from the app to the Bosch Cookit kitchen machine, for example, or use app features like “favorites” to save selection settings. Finally, yet importantly, the app provides users with general information as well as tips and tricks for household routines.



## SYSTEM MASTER

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BSH is equipping its hardware products with the SystemMaster, a microprocessor platform that will allow consumers to use digital services, download apps and programs, and update software on all their connected home appliances.

In the past, the software was distributed among several electronic components within our appliances. When we developed a new software version, this frequently meant that large parts of an appliance's electronics needed to be reworked. The SystemMaster

has changed that: Because the minicomputer provides a central storage unit within the appliance, we are now able to update its software in a more targeted manner. The SystemMaster also opens the door to custom appliance modification and new product features – like additional speed or silence settings for our new dishwasher generation. In addition, users can download programs onto their home appliances, including security updates and later on individually selectable software applications similar to smartphone apps.

# INNOVATION MILESTONES



## Innovation Milestones

- 1985** AquaStop technology\* for dishwashers
- 1987** 45 cm-wide\* dishwasher
- 1997** New freshness system VitaFresh\*
- 2002** SLIDE & HIDE®\* the fully retractable oven door
- 2006** VarioSpeed\* dishwasher technology
- 2008** World's most energy-saving dryer with heat pump
- 2008** SensoFlow System\* intelligent heater for an ideal coffee-brewing temperature
- 2008** Zeolite® drying system\*
- 2010** i-DOS\* automatic detergent dosing
- 2011** Full-surface induction\* with TFT touch display
- 2014** Home appliances with Home Connect\*
- 2015** Active oxygen\* removes odors from textiles without washing
- 2016** ActiveFog\* in-storage humidification maintains vegetable quality
- 2017** First cordless vacuum cleaners with exchangeable battery pack\*
- 2018** First fridge with RFID smart food management solution\*
- 2019** Multifunctional food processor Cookit with SystemMaster that supports temperatures up to 200 degrees
- 2020** Completely connectable dishwasher generation with SystemMaster

\*Innovations first introduced by BSH

## Company Milestones

- 1967** Founding of Bosch-Siemens Hausgeräte GmbH (BSHG) as a joint venture between Robert Bosch GmbH and Siemens AG
- 1976** Greek brand Pitsos becomes part of BSH
- 1982** Neff becomes part of BSH
- 1988** Spanish brand Balay becomes part of BSH
- 1993** Discontinuing the use of CFCs/HFCs in Europe
- 1994** Manufacturing and selling BSH products in China
- 1994** Establishment of environmental management system and approval of a binding group-wide environmental policy
- 1995** Gaggenau becomes part of BSH
- 1995** Turkish brand Profilo becomes part of BSH
- 1996** Peruvian brand Coldex becomes part of BSH
- 1996** Withdrawal from the consumer electronics business
- 1998** Change of the company name to BSH Bosch and Siemens Hausgeräte GmbH
- 1998** U.S. brand Thermador becomes part of BSH
- 2015** After Siemens AG sold its shares in the joint venture to Robert Bosch GmbH, the company name changed to BSH Hausgeräte GmbH
- 2017** BSH takes over 65 percent of Kitchen Stories
- 2018** BSH Startup Kitchen becomes part of the open innovation program
- 2020** BSH reaches a net zero carbon footprint at all locations worldwide



## BRINGING SUSTAINABILITY TO LIFE

At BSH we believe that the three dimensions of sustainability are not mutually exclusive. We want to prove that environmental protection, social responsibility, and economical persistence are the foundations of a successful business.

As a privately owned company, BSH acts independently of the stock markets. Through Robert Bosch Stiftung, a charitable foundation, our profits are used sustainably to benefit society, the environment, and future generations.

Our ambition is to improve the well-being of people. Therefore, we support and collaborate with social organizations by bringing in our competencies. For example, we collaborate with the United Nations World Food Programme to fight hunger and malnutrition and we support the initiative Joblinge to get young people with initial career difficulties in apprenticeships or jobs. BSH's commitment to social responsibility is also reflected in the way we support charitable projects, especially focusing on donations with regard to health and hygiene. Alone during the first wave of the corona-virus pandemic in 2020, BSH helped

many local partners like hospitals and social organizations with about 2,500 coffee machines, refrigerators, washing machines, and other home appliances.

BSH is resolutely pursuing the minimization of the environmental footprint. We do this by manufacturing energy-efficient products while simultaneously reducing our carbon footprint. Since the end of 2020, all BSH locations worldwide operate carbon-neutrally. That means, at our locations every BSH product is developed and manufactured without leaving a carbon footprint behind.

Equally important is that we believe in the three principles of a circular economy: Design out waste and pollution, keep products and materials in use, and regenerate ecosystems. Thereby, we reduce emissions and keep energy consumption to a minimum. With new business models such as leasing and sharing, we want to help end the discarding mentality and ensure that as many appliances and as much material as possible is being reused or recycled. Moreover, these new business models also enable a wider range of consumers to more easily access highly efficient products and services.



## INDUSTRY 4.0 EXCELLENCE

We want to offer our consumers individualized, connected products at attractive price points and with excellent quality. That is why our production processes keep changing and we keep implementing new Industry 4.0 solutions along the entire value stream in our global production network. They enable us to increase our productivity, flexibility, and security. While codes allow for component tracking in our appliances right from the first production step, for instance, Wi-Fi programming solutions help in the installation of individual appliance software. In addition, sensors enable us to trace our production processes in our lines. Thus, we aim to monitor every single assembly

step and analyze corresponding data to reduce resource and energy consumption around the world, for example.

Moreover, digital Industry 4.0 solutions support our employees and help in managing increasingly complex production processes – ranging from screens at work stations that offer additional information and collaborative robots that simplify individual work steps, through to value adding training materials. Moreover, our individual workplace solutions are designed according to the latest ergonomic findings and employees on the connected production lines profit from training programs.



## Management Board

**CARLA KRIWET**

Chairwoman of the Management Board  
Chief Executive Officer

**GERHARD DAMBACH**

Member of the Management Board  
Chief Financial Officer

**MATTHIAS GINTHUM**

Member of the Management Board  
Chief Markets Officer

**SILKE MAURER**

Member of the Management Board  
Chief Operating Officer

## TOMORROW IS OUR HOME

We are driven by the purpose to improve people's quality of life at home with our innovative home appliances, exceptional brands, and superior solutions. To make this purpose clear we live by our values, and collaborate across all functions and units.

People are at the center of everything we do. That is why we seek to foster a corporate culture in which all employees feel valued and which creates innovativeness based on similarities as well as differences.

We foster global perspectives, networking, and the sharing of experiences. At BSH, we promote talents and support continuous learning. Our employees take the ownership of their career according to their abilities and interests.

BSH has already received several awards for being a great employer worldwide. We create conditions for all employees to enjoy, grow, and perform at their best, both today and tomorrow.



## INNOVATIVE WORKING



As a leading manufacturer of home appliances and solutions, we know that digitalization is not just about technology. It will continue to reshape the way we live and work. That is why we are continuously adapting and improving the way we collaborate and lead – and we never stop learning.

At BSH, we are committed to an interdisciplinary approach in international teams and use state-of-the-art working methods. We believe that creating an inspiring and trusting environment

where people can grow and ideas can thrive is key to our business success. This encourages our employees to transform ideas into innovative and user-centric appliances, services, and experiences.

Through new work environments, we facilitate cross-functional collaboration and communication. In this way, we are also accelerating BSH's transformation. The goal is to constantly find the right balance between two worlds: tradition and future-oriented technologies.



## **BSH Hausgeräte GmbH**

Carl-Wery-Str. 34  
81739 Munich  
Germany

A company of the Bosch Group

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