

B/S/H/



BSH at a Glance

# BSH and its Strong Brands

2022

We improve quality of life at home.

## WE'RE HERE TO MAKE OUR CONSUMERS SMILE

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

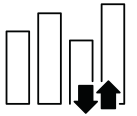
No. 1

BSH IN EUROPE



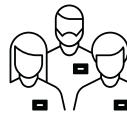
15.9

BILLION EUROS TURNOVER



~ 63,000

EMPLOYEES



39

FACTORIES WORLDWIDE



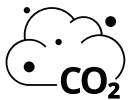
300

GWH OF TARGETED ENERGY SAVINGS BY 2030



0

CO<sub>2</sub>-EMISSIONS - BSH DEVELOPS AND MANUFACTURES IN A CO<sub>2</sub>-NEUTRAL MANNER



5.3 %

INVESTMENT OF TURNOVER IN RESEARCH & DEVELOPMENT



## BRAND AND PRODUCT PORTFOLIO

BSH's product portfolio includes the entire spectrum of modern home appliances. Twelve different appliance brands offer everything from cooktops, ovens, extractors, dishwashers, washing machines, dryers, refrigerators, freezers to small appliances such as vacuum cleaners and coffee machines. Recently, we added the new and innovative product category "Waterbase" under the Solitaire brand to our portfolio. It is our vision to combine these products with valuable digital services from our ecosystem brand Home Connect and our service brands to make our consumers smile.

For more information about BSH, visit [www.bsh-group.com](http://www.bsh-group.com)

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### APPLIANCE BRANDS



SIEMENS

GAGGENAU



SOLITAIRE  
THE WATERBASE

Thermador 



Coldex

Constructa

PITSOS

PROFILO

JUNKER

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### ECOSYSTEM BRAND




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### SERVICE BRANDS

kitchen stories



@BlueMovement



# Successful Worldwide

## OUR GLOBAL NETWORK IS GROWING

Founded in 1967 as a joint venture of Robert Bosch GmbH (Stuttgart) and Siemens AG (Munich), BSH has been 100 per cent owned by Bosch Group since January 2015. During its more than 55-year history, BSH has grown from a German exporter into one of the world's largest home appliance manufacturers. With about 63,000 employees, BSH achieved a total turnover of EUR 15.9 billion in 2022. BSH produces its entire range of modern home appliances at 39 factories worldwide\*.



★ HQ Munich  
● HQ Subsidiary

■ Factory Cooling  
■ Factory Cooking  
■ Factory Laundry Care  
■ Factory Dish Care  
■ Factory Consumer Products  
■ Factory Electronic and Drive Systems

● Callao / Lima

\*As of March 2023

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

## INNOVATIVE PRODUCTS AND INSPIRING EXPERIENCES

BSH serves consumers all over the world, offering state-of-the-art home appliances and digital services. Because our purpose is to improve 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 studio apartment in Manhattan – we want to excite them all

with innovative products and inspiring experiences along each individual consumer journey.

### Meeting individual needs

Hence, we provide the right product portfolio and information to meet individual needs. Ranging from product finders on our websites and different purchasing options to value adding services from

our Home Connect ecosystem or customer service.

### Learning about consumers

We work continuously to learn about our consumers' preferences, because they are essential elements of our innovation process. This includes conducting quantitative and qualitative consumer research, and evaluating personal feedback

from prototype testing in our user experience laboratories, for instance. We also analyze the usage data of connected appliances to incorporate the results into the enhancement of our solutions. In collaboration with designers, engineers and sales experts, this leads to innovations that ensure better quality of life in harmony with the environment.

## INNOVATION MILESTONES

**2022**

The Waterbase\* innovation from Solitaire transforms the kitchen

**2022**

Bosch Green Collection fridge freezer with reduced CO<sub>2</sub>-material footprint

**2021**

First portable fabric refresher FreshUp\* removes odors with plasma technology

**2020**

Completely connectable dishwasher generation with SystemMaster

**2019**

Multifunctional kitchen machine Cookit with SystemMaster that supports temperatures up to 200 degrees

**2017**

First cordless vacuum cleaners with exchangeable battery pack\*

**2016**

ActiveFog\* in-storage humidification keeps vegetables fresh

**2015**

Active oxygen\* removes odors from textiles without washing

**2014**

First BSH ovens and dishwashers with Home Connect\*

**2011**

Full-surface induction\* with TFT touch display

**2010**

i-DOS\* automatic detergent dosing

**2008**

Zeolite® drying system\*

**2008**

SensoFlow System\* intelligent heater for an ideal coffee-brewing temperature

**2008**

World's most energy-saving dryer with heat pump

**2006**

VarioSpeed\* dishwasher technology

**2002**

SLIDE & HIDE®\* the fully retractable oven door

**1997**

New freshness system VitaFresh\*

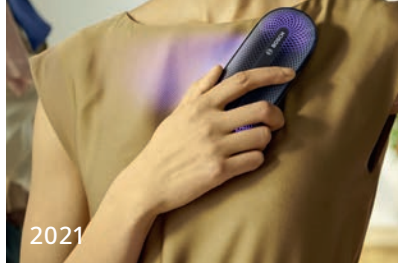
**1987**

45 cm-wide\* dishwasher

**1985**

AquaStop technology\* for dishwashers

\*Innovations first introduced by BSH



2021



2008



2020



2019



2002



2014



1997



2010



1987



BSH Headquarter China

## COMPANY MILESTONES

**2022**

BSH invests in the construction of the first factory in Mexico to further expand business on the American continent

**2021**

BSH decides to invest in its first cooking factory on the African continent to expand its business in Africa and the Middle East

**2020**

BSH develops and manufactures in a CO<sub>2</sub>-neutral manner at all locations worldwide

**2018**

BSH Startup Kitchen becomes part of the open innovation program

**2017**

BSH takes over 65 percent of Kitchen Stories

**2015**

After Siemens AG sold its shares in the joint venture to Robert Bosch GmbH, the company name changed to BSH Hausgeräte GmbH

**1998**

U.S. brand Thermador becomes part of BSH

**1998**

Company name changed to BSH Bosch and Siemens Hausgeräte GmbH

**1996**

Withdrawal from consumer electronics business

**1996**

Peruvian brand Coldex becomes part of BSH

**1995**

Turkish brand Profilo becomes part of BSH

**1995**

Gaggenau becomes part of BSH

**1994**

Establishment of environmental management system and approval of a binding group-wide environmental policy

**1993**

Use of CFCs/HFCs discontinued in Europe

**1988**

Spanish brand Balay becomes part of BSH

**1982**

Neff becomes part of BSH

**1976**

Greek brand Pitsos becomes part of BSH

**1967**

Founding of Bosch-Siemens Hausgeräte GmbH (BSHG) as a joint venture between Robert Bosch GmbH and Siemens AG



# Home Connect

## OUR CONNECTED SOLUTIONS IMPROVE CONSUMER EXPERIENCES

Our Home Connect ecosystem allows easy access to home appliances from different BSH brands with just one app.

### Makes your home smarter

Using different touchpoints such as smartphones, voice assistants like Amazon Alexa or Google Home, and a variety of smart watches, the app improves overall ease of use across all appliance categories – including washing machines, dryers, dishwashers, ovens, refrigerators, coffee machines, food processors, and vacuum cleaners.

» The Home Connect app offers an ever-growing choice of features and services to personalize consumer experience.

«

The comfort and convenience that Home Connect offers goes beyond appliance control and monitoring: Home Connect helps our consumers to exploit their appliances more comprehensively and supports them through smart assistants. Customizable settings and services turn connected appliances into personalized products and help with more sustainable use, for example.

### Additional services

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.

For more information about Home Connect visit [www.home-connect.com](http://www.home-connect.com)

### EXPANDING PARTNER NETWORK

Home Connect's ever-expanding partner network offers a wide range of additional uses, like energy management, for example.





# Solitaire

## TRANSFORMING THE KITCHEN INTO LIVING SPACE

How do you transform an area often associated with tedious tasks and little finesse into an attractive and inspiring living space? The completely new Waterbase appliance category provides the answer.

The innovation, unveiled by BSH at IFA 2022 under the Solitaire brand, enables the transformation of the kitchen from a separate workspace to an area integrated into the living space.

» This BSH innovation impresses with its highly aesthetic design, versatile water preparation options and well-thought-out inner workings.  
«

**Order. Cleverly organized.** Where the sink used to be, the Waterbase now forms one surface with the countertop, creating a uniform aesthetic. Consumers can operate the unit intuitively by touching the integrated digital display. A single faucet delivers many different types of water. This creates space and order, because additional appliances such as kettles, bubblers or filters are no longer needed. Thanks to storage compartments and a drying function, the Water-

base also allows dishwashing utensils such as dishcloths or sponges to conveniently disappear into the system body.

For more information about Solitaire, visit the website: <https://www.solitaire-home.com/>

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### INTEGRATED INTO HOME CONNECT

The Waterbase is integrated into the Home Connect ecosystem via the Home Connect app. Among other things, the app reminds you to change the water filter or allows you to reorder the CO<sub>2</sub>-cylinder.



# Bringing Sustainability to Life

## SUSTAINABILITY AT BSH HAS THREE DIMENSIONS

At BSH, we pursue a holistic approach to sustainability, considering three key aspects, namely planet, people and prosperity. Protecting the climate and saving resources, enabling a sustainable life and increasing resilience are the foundation of our successful business. As a privately owned company, BSH acts independently of the stock markets. Through the Robert Bosch Stiftung, a charitable foundation, our profits are used to benefit society, the environment, and future generations – sustainably.

### Collaborations

We want to contribute to the transformation to a sustain-

able society and the empowerment of people. Because people are at the heart of what we do. Therefore, we care about the health and safety of our employees and support charitable projects with donations of money and goods, for example.

### Environmental footprint

We aim to support climate protection and to save precious resources. Since 2020, we have been developing and manufacturing in a CO<sub>2</sub>-neutral manner at all BSH sites worldwide. To achieve this, we have identified four levers: The two biggest levers for CO<sub>2</sub>-neutral manufacturing are the

efficient use of energy and the use of green electricity. The third and most challenging lever is the substitution of processes that burn fossil fuels.

»  
Operations at all BSH locations worldwide are carbon neutral.

«

As a fourth lever and last resort, we offset unavoidable CO<sub>2</sub> emissions with carbon credits.

We want consumers to enjoy our products and services for as long as possible.

In the event of maintenance questions or technical issues we ensure prompt and expert customer service. In addition, the BSH Customer Service helps extend the life of home appliances and offers spare parts usually for a minimum of ten years after the end of series production for large appliances.

For more information on how we achieve CO<sub>2</sub>-neutrality, please visit our corporate website at [www.bsh-group.com](http://www.bsh-group.com).

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### PROTECTING THE CLIMATE

We aim to support climate protection and to save precious resources.



# Sustainable Business Models

## WE DRIVE CIRCULARITY

Only economically resilient companies can have a positive and sustainable impact. A core element to achieving sustainable growth is adapting the traditional linear economy to circularity – by implementing new circular business models like leasing and sharing. These circular business models help consumers make their homes more sustainable while also providing carefree and affordable solutions.

**BlueMovement:**  
Greater convenience with pre-loved appliances

Since 2017, BlueMovement has been offering a carefree subscription model for home appliances in the Netherlands. In May 2021, Blue-

Movement has successfully launched its leasing model in Germany. Good service is first and foremost at Blue-Movement.

»  
We drive circularity to minimize waste and pollution, keep products and materials in use, and regenerate ecosystems.

«

Consumers experience all the advantages of the appliances and can use all the services available: installation, repairs and replacement.

They can rent washing machines, washer dryers, dryers, fridges and freezers, dishwashers, vacuum cleaners and kitchen appliances at a fixed monthly fee. In addition, consumers can choose from brand-new, pre-loved or refurbished products. At the end of its life, every product is recycled.

**WeWash:**  
Towards a smarter and cleaner future

WeWash is a service brand that makes the shared use of Bosch washing machines and dryers attractive. It can be used via phone, website or app. Since April 2017, consumers can easily, securely and conveniently book the next free washing machine or dryer – for example

in the laundry room of apartment buildings or hotels. Thanks to WeWash, waiting times or unnecessary trips to the laundry room are a thing of the past, as is collecting small change or washing tokens, since billing is cashless. In addition, the concept has a positive ecological effect. The efficient use of shared washing machines and dryers can ultimately help save energy and thereby reduce carbon emissions. After their usage, the Bosch appliances return to BSH and ensure proper recycling.

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### LEASING & SHARING

Keeping materials and appliances in our possession through leasing and sharing is the basis for repair, refurbishment and recycling.

# Board of Management

**DR. MATTHIAS METZ**  
Chief Executive Officer  
Chairman of the Board  
of Management



**DR. GERHARD DAMBACH**  
Chief Financial Officer  
Member of the Board  
of Management



**DR. ALEXANDER DONY**  
Chief Sales &  
Marketing Officer  
Member of the Board  
of Management



**RUDOLF KLÖTSCHER**  
Chief Sales &  
Service Officer  
Member of the Board  
of Management



**LARS SCHUBERT**  
Chief Operating Officer  
Member of the Board  
of Management



»  
We improve quality of life at home  
for our consumers with our innovative,  
sustainable products and solutions.  
«



# Tomorrow Is Our Home.

## BSH AS EMPLOYER OF CHOICE

We are driven by the purpose to improve quality of life at home with our innovative, sustainable products and solutions. To make this purpose clear we live by our values, and collaborate across all functions and units.

### Our corporate culture

We put people 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 both similarities and differences. We foster global perspectives, networking, and sharing experiences. At BSH, we promote talent and support continuous learning. Our employees take 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.

» We are always looking for the best-fit talent who want to give their passion a purpose.

«

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### HOW WE WORK

We live by our values, and collaborate across all functions and units.

# Innovative Working

## A GLOBAL MOBILE WORKING FRAMEWORK

To account for the increasing percentage of remote work, we introduced a global mobile working framework that allows BSH employees to spend up to 50 percent of their working time at a place of their choice.

»  
We are committed to a cross-functional approach in international teams that use state-of-the-art working methods.

«

We are creating an efficient environment for these international, cross-functional and partly remote teams.

### Agile working methods

A faster-paced working environment and more distributed workforce require adequate methods to coordinate teamwork. We are therefore in the process of rolling out agile working concepts across the entire organization. For example, the core teams of our new organizational structure, the product families, are already operating in an agile setting and have been staffed with dedicated agile coaches.

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### WHAT WE BELIEVE IN

We believe that creating an inspiring and trusting environment where people can grow and ideas can thrive is key to our business success.



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Carl-Wery-Str. 34  
81739 Munich  
Germany  
A company of the Bosch Group

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**Carbon neutral**

Print product

[ClimatePartner.com/11366-2204-1012](https://ClimatePartner.com/11366-2204-1012)