

Press Information

BSH at IFA 2023: Everything for a sustainable and comfortable home

- / The brands Bosch and Siemens of the BSH Hausgeräte GmbH present sustainable and intelligent solutions for a modern home**
- / Europe's leading home appliance manufacturer extends its spare parts availability beyond legal requirements**
- / Europe-wide consumer survey confirms the relevance of customer service in the purchase of home appliances**

Munich, August 30, 2023 (BSH) – BSH Hausgeräte GmbH, Europe's leading home appliance manufacturer, will present the experience worlds of its brands Bosch and Siemens in the entire Hall 1.1 at the 99th IFA. This year, the exhibitions focus on sustainability and comfort – made possible by energy-efficient and connected home appliances: Bosch presents the large appliance series Green Collection among other things, Siemens the intelligent kitchen.

Bosch is consistently focusing on more sustainability and presents its Bosch Green Collection, which offers high energy efficiency and an even more sustainable use of materials while maintaining the same high quality. The Green Collection includes two fridge-freezer combinations that not only have low energy consumption with energy efficiency class B but are also manufactured with more environmentally friendly materials. The result: 33 percent less CO₂ in production material in comparison to a model with conventional production material.¹ The Green Collection dishwashers also have low energy consumption with energy efficiency classes A and B, and moreover are partially produced with CO₂-reduced stainless steel.² In addition, as Europe's leading home appliance manufacturer, Bosch is expanding its range in energy efficiency classes A

¹ Partially attributed by mass balancing (according to ISO 22095). During production, CO₂-reduced material is partially mixed with conventional material, but attributed to the Bosch Green Collection fridge-freezer combination in terms of balance. The CO₂ reduction results from the use of CO₂-reduced steel and bio-based foam and plastic. The comparison refers to the Bosch KGN39VXBT fridge-freezer combination with conventional materials.

² In the production process, CO₂-reduced stainless steel is mixed with conventional stainless steel (starting from 1.9.2023).

BSH Hausgeräte GmbH - A company of the Bosch Group.

HOME APPLIANCES UNDER THE BRANDS



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and B at IFA, so that dishwashers in energy efficiency classes A and B make up more than half of the German range of 60 cm wide dishwashers. This year, the brand is also presenting innovative features of its food processor with Home Connect and practical all-in-one solutions in floor care.

Siemens is showcasing smart technology, connectivity, and visionary design in the "Gardens of Intelligence". The centerpiece of the stand is the intelligent kitchen: an environment that helps its users achieve a better quality of life in everyday life. Already last year, the innovation brand presented the first AI applications for the kitchen with the iQ700 oven with a browning sensor. Siemens is now taking the next step with the new food recognition system, which identifies around 40 different dishes. Baking is now easier than ever. And Siemens has also rethought cooking – with the new temperature-controlled cooktop. Instead of only being able to regulate the power approximately via levels, consumers can for the first time select an exact temperature – just like with the oven. The new built-in refrigerators, with which Siemens is celebrating a 194-centimeter-high and 75-centimeter-wide niche premiere and is now bringing XXL behind the furniture front, are a revolution for kitchen retail.

The connecting element of the Bosch and Siemens trade show exhibits is Home Connect: BSH's unique digital ecosystem that enables cross-brand smart interaction between home appliances. Home Connect is also represented in Hall 1.1 and provides exciting insights under the theme "Shaping the future home". The eco prognosis shows, for example, how much water and energy the dishwasher programs consume. This Home Connect function helps consumers get a better overview of the consumption of their home appliances even before the program starts, so that the program selection can be adjusted if necessary. A new feature is the consumption statistics for dishwashers. With this, consumers can easily obtain an overview of their usage as well as monthly and weekly water and electricity consumption in the Home Connect app.

In addition to products and features, another announcement by BSH pays tribute to sustainability and comfort: BSH is extending the availability of spare parts for all large appliances from ten to generally 15 years and for small appliances from seven to generally ten years – beyond the legal requirements. This means that, as far as functionally relevant and storable, all spare parts for appliances produced after January 1, 2023, will be available. Specifically, this includes the constant availability of around 350,000 original spare parts.

"Enthusiastic consumers are our innovation engine. At BSH, both our products and solutions as well as our services are consistently oriented towards sustainability and comfort. The results of our large-scale survey of more than 12,000 Europeans have recently confirmed that we are fulfilling the wishes of consumers," says Harald Friedrich, BSH's Head of Sales Central and Eastern Europe.

A previously unpublished result of the survey shows that customer service is already "relatively to very important" for the vast majority of respondents (79%) when buying a home appliance. More than half would make use of remote diagnosis and repair if they owned a smart washing machine (58%), a smart refrigerator (57%), a smart oven (56%) or a smart dishwasher (54%). In Germany

alone, BSH currently has 650 employees working as technicians in customer service who are the most important contact persons on site or remotely for the sustainable, long-term use of BSH home appliances. "With our first-class service offer, which consumers throughout Europe can always rely on, combined with our new voluntary commitment to spare parts extension beyond the legal requirements, BSH is setting new standards in the industry," Harald Friedrich adds.

Information on the survey

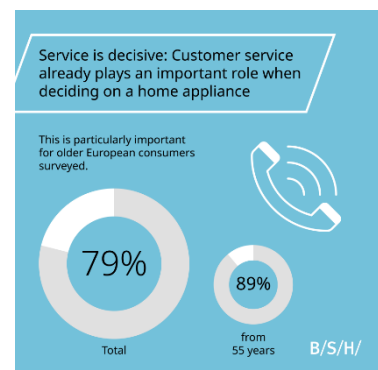
The survey was conducted online on behalf of BSH Hausgeräte GmbH by the market research institute YouGov in the following twelve European countries: Austria, Belgium, France, Germany, Italy, the Netherlands, Poland, Slovenia, Spain, Sweden, Switzerland, and the United Kingdom. The survey took place in March 2023 with a sample of just over 1,000 respondents aged 18 and over per country - 12,903 people took part in the survey in total.

More results of the survey can be found here: [European survey on the kitchen of the future](#)

Images



Smart kitchen for a sustainable home



Result of the consumer survey:
customer service

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About BSH

BSH Hausgeräte GmbH, with a total turnover of some EUR 15.9 billion and 63,000 employees in 2022, is a global leader in the home appliance industry. The company's brand portfolio includes twelve well-known appliance brands like Bosch, Siemens, Gaggenau and Neff as well as the ecosystem brand Home Connect and service brands like Kitchen Stories. BSH produces at 39 factories and is represented in some 50 countries.

BSH is a Bosch Group company.