

B/S/H/



BSH at a Glance



BSH and its Strong Brands

2023

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.

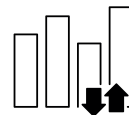
No. 1*

BSH IN EUROPE



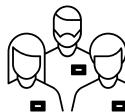
14.8

BILLION EUROS TURNOVER



~ 60,000

EMPLOYEES



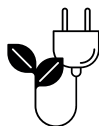
37**

FACTORIES WORLDWIDE



300

GWH OF TARGETED ENERGY SAVINGS BY 2030



0

CO₂-EMISSIONS - BSH DEVELOPS AND MANUFACTURES IN A CO₂-NEUTRAL MANNER

5.7 %

INVESTMENT OF TURNOVER IN RESEARCH & DEVELOPMENT



*Per value ** As of March 2024

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, ventilation hoods, dishwashers, washing machines, dryers, refrigerators, freezers to small appliances such as vacuum cleaners and coffee machines. It is our vision to combine products with valuable digital services to make our consumers smile.

For more information about BSH, visit www.bsh-group.com

HOME APPLIANCES UNDER THE BRANDS



SIEMENS

GAGGENAU



SOLITAIRE
THE WATERBASE

Thermador 



Coldex

Constructa

PITSOS

PROFILO

JUNKER

ECOSYSTEM BRAND



SERVICE BRANDS

kitchen stories



@BlueMovement



Successful Worldwide

OUR GLOBAL NETWORK

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 60,000 employees, BSH achieved a total turnover of EUR 14.8 billion in 2023. BSH produces its entire range of modern home appliances at 37 factories worldwide*.



- ★ HQ Munich
- HQ Subsidiary
- Factory Cooling
- Factory Cooking
- Factory Laundry Care
- Factory Dish Care
- Factory Consumer Products
- Factory Electronic and Drive Systems

*As of March 2024



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

2023
Oven with integrated camera and food recognition

Fully integrated Essential Induction combines cooktop and worktop on one surface

2022
Bosch Green Collection fridge freezer with reduced CO₂-material footprint

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
Zeolith® 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



2023



2020



2019



2014



2010



2008



2002



1997



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 CO₂-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



Digital Ecosystem

OUR CONNECTED SOLUTIONS IMPROVE CONSUMER EXPERIENCES

For ten years already, 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 and food processors.

»
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

EXPANDING PARTNER NETWORK

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



Intelligent Cooking for Perfect Results

FOOD RECOGNITION THANKS TO THE INTEGRATED OVEN CAMERA AND ARTIFICIAL INTELLIGENCE

Place the dish in the oven, close the door, and off you go! That's how easy it can be to use the oven in the future. Because the new iQ700 from Siemens automatically identifies what's inside – a lasagna or pizza, for example. To do this, it uses the integrated oven camera and artificial intelligence. The appliance then suggests the program that leads to perfect cooking results, taking into account the oven's special functions.

» Intelligent functions allow consumers to save even more time when cooking and to prepare dishes precisely and to their personal taste.
«

Program and temperature are set automatically. Cooks only need to give their "OK" and the intelligent technology takes care of the rest.

Flavors tailored to individual taste

Another feature is the intelligent browning sensor. Consumers select in advance on a scale of 1 to 5 how well browned and crispy a dish should be. Thanks to the camera and artificial intelligence, the oven knows

when the desired result has been achieved and switches off automatically. This makes cooking even easier.

INTEGRATED INTO HOME CONNECT

For ovens without a built-in camera, the Oven Assistant in the Home Connect app suggests the best program for the dish to simplify cooking and baking.



Bringing Sustainability to Life

SUSTAINABILITY AT BSH HAS THREE DIMENSIONS

At BSH, we pursue a holistic approach to sustainability, considering three key aspects, namely the Environment, Social and Governance. 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 sustainable 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 CO₂-neutral manner at all BSH locations worldwide. To achieve this, we have identified four levers: The two biggest levers for CO₂-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. As a forth

lever and last resort, we offset unavoidable CO₂ emissions with carbon credits.

»
Operations at all BSH locations worldwide are carbon neutral.
«

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 for large appliances for usually up to 15 years. As many models and series are produced for longer, spare parts are often available even for a longer time. This refers to all functionally relevant and storable parts for appliances produced after 1 January 2023.

For more information on CO₂-neutrality and compensation, please visit our corporate website at www.bsh-group.com.

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 to ensure proper recycling.

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 talents who want to give their passion a purpose.

«

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 organizational structure, the product families, are already operating in an agile setting and have been staffed with dedicated agile coaches.

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.



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

As of March 2024