

Press Release

Record Year 2015: BSH Reports Growth in All Areas

BSH Records Most Commercially Successful Year in Its History

- **Revenue Climbs to Around € 12.6 Billion**
- **Organic Growth Pushes BSH Into Second Place in the Global Ranking for Home Appliance Manufacturers**
- **Investments in R&D Significantly Increased**

Munich, Germany, April 12, 2016 (bsh) – BSH Hausgeräte GmbH (BSH) substantially increased its revenue once again in the 2015 fiscal year. The company ended the year with a total revenue of € 12.6 billion, a rise of almost 11 percent. All the regions, product categories and brands of the Munich-based home appliance group contributed to the most successful fiscal year in its history¹. BSH's growth led to the creation of around 3,300 new jobs worldwide: At the end of the year, the BSH Group employed a total of 56,500 people, 16,986 of whom work in Germany.

“2015 was the most successful year in BSH's history. We are very proud of this, in particular because we didn't just maintain the previous years' growth, we actually improved on it,” explains Karsten Ottenberg, Chairman of the Management Board. “In terms of our long-term growth target of € 20 billion in revenue by 2025, we are right on track. In order to achieve this target, we will continue to systematically align with the specific needs of consumers in all markets. This applies especially to new solutions in the networked era.”

Positive Performance in all Regions

All regions contributed to BSH's positive revenue performance. In the largely saturated **Europe** market, the BSH Group was able to strengthen its market leadership, increasing its revenue by 6.0 percent (7.7 percent in Euros) in the last fiscal year. Due to the strong demand for premium products, revenue in the **North America** region grew by 26 percent (47.8 percent in Euros). Revenue in the **Turkey, Middle East, Africa & CIS** region remained stable, despite challenging economic conditions in the region (Russia, Ukraine, etc.): In the respective of local currencies, BSH grew by 3.3 percent here, while in Euros its revenue fell by 8.7 percent.

¹ As a wholly owned subsidiary, BSH is now reporting the key financial indicators that are used as standard at its parent company Robert Bosch GmbH.