

## Press Release

### **BSH continues its growth strategy: Europe's market leader opens two new factories in Poland**

- BSH will produce an additional two million appliances in Poland in the future
- Investments in the range of three-digit million Euros will be made in the two new factories for ovens, fridges and freezers
- The new site is a further step in the company's expansion in Poland and in Europe as a whole

**Munich / Wrocław, September 18, 2017 (bsh) – In its 50th anniversary year, BSH Hausgeräte GmbH is pushing the expansion of its global production network. Europe's number 1 celebrated the opening of its new site in Poland. Two new factories will commence operations in the city of Wrocław, creating new capacities to support BSH's growth strategy.**

BSH now has factories in Poland for the areas of laundry care, dish care, cooking and refrigeration, as well as small home appliances, making it the largest and leading home appliance manufacturer in the country. At the new plants, BSH plans to produce around two million ovens, fridges and freezers a year. The majority of the manufactured appliances will be intended for export, in particular to Western Europe.

At the opening ceremony with guests from politics, business and BSH employees from Poland and Germany, BSH's Chief Markets Officer (CMO) Matthias Ginthum emphasized the key role Poland plays for BSH in Europe. The new factories will boost the positive trends in Europe, which is the strongest region for BSH. Moreover, Poland will benefit from BSH's unflinching and diverse involvement there. The company already has production sites in Łódź and Rzeszów, as well as a location in Warsaw. Dr. Michael Schöllhorn, Chief Operations Officer (COO) of BSH, also thanked the employees for their commitment over the past years, stressing how important it is for BSH to build further production capacities and expertise in the field of Industry 4.0.

#### **Global growth strategy necessitates creating regional production capacities**

The unwavering further development of regional markets is at the heart of BSH's corporate strategy. As a global company, it can achieve its ambitious growth objectives and the goal of tangible consumer centricity only by strengthening its regions and countries. BSH's global production network now comprises a total of 43 factories. Regionally tailored products for different consumer needs worldwide come off their lines.

Additional press materials are available in the newsroom at: <https://www.bsh-group.com/de/newsroom/pressemitteilungen>

You can now find out about current topics at BSH worldwide at: <http://stories.bsh-group.com/de>

With annual sales of around €13.1 billion in 2016 and more than 58,000 employees, BSH Hausgeräte GmbH is one of the global leaders in the home appliance sector. BSH manufactures at more than 40 factories, operates over 80 companies and has a presence in around 50 countries.

BSH is a company of the Bosch Group.

Contact for journalists:

BSH Hausgeräte GmbH

Corporate Communications

Julia Henry

Phone: +49 (0)89 4590-5814

E-mail: [julia.henry@bshg.com](mailto:julia.henry@bshg.com)