

BSH Hausgeräte GmbH



BSH at a Glance

## About BSH

BSH Hausgeräte GmbH is one of the world's leading companies in its industry and the largest home appliance manufacturer in Europe. Driven by the individual consumer needs of people globally, BSH aspires to continuously improve the quality of life for people with its outstanding brands, innovative products and top-class solutions. For more information about BSH visit **www.bsh-group.com** 

### **Brand and Product Portfolio**

BSH's product portfolio spans the entire spectrum of modern home appliances. It encompasses everything from cooktops, ovens, ventilation hoods, dishwashers, washing machines, dryers, refrigerators and freezers to small appliances such as vacuum cleaners and coffee machines, as well as the new FreshBox – a low cost off grid cooler for emerging markets with Sub-Saharan temperatures.

#### Global Brands

BOSCH GAGGENAU	SIEMENS		
Local Heroes			
Thermador.*	Balay	Coldex	
Constructa	CI PITSOS	PROFILO	
ufesa	zelmer		
Label Brands			
JUNKER	viva		

61.800 Employees

Production Sites Worldwide

12-8

**Billion Euro Revenue** 

NR.

BSH in Europe

4,5%

Investment in Research & Development





Water & Energy

until 2025

Million KWH Energy Consumption since 2015



BSH is a trademark licensee of Robert Bosch GmbH for the Bosch brand and Siemens AG for the Siemens brand.

### Hardware+

For more than 50 years, BSH has produced high-quality appliance hardware for consumers worldwide, helping to make their everyday life easier. Home appliances will continue to be the basis for BSH's successful future. The ongoing digitalization creates ever more challenging demands on appliances, impacting BSH's core business. Today BSH's consumers live, cook and maintain their homes differently than they did a decade ago. A refrigerator keeping food fresh or an oven heating up meals are not any longer sufficient; consumers expect even more from their appliances than a perfect performance. Smart technology delivering additional conveniences are the future norm: Refrigerators will automatically restock groceries at an online supermarket including delivery and ovens will set ideal cooking temperatures for perfect dishes.

Changing needs of everyday lives have to be met, forward-looking technologies implemented and individualized services rendered. In order to meet the constantly evolving consumer needs, BSH has a clear objective: BSH aspires to become the industry leader for digital services in the connected kitchen, creating innovations that offer tangible benefits for consumers. To achieve this goal, the company will transform itself from a supplier of home appliances to a company that offers personalized digital functions, services and content, in addition to appliances – evolving from hardware to "Hardware+".





## Inspiring Innovations for a Better Quality of Life

Aiming to be the first choice for consumers worldwide, BSH also continues its user-centric development approach. Consumers can test prototypes, deliberate ideas and provide vital insights into their wishes and expectations in BSH's user experience labs all around the globe. In collaboration with designers, engineers and sales experts, this leads to innovations that invigorate and ensure better quality of life in harmony with the environment.

Variety is key when it comes to both the scope and strategic focus of these innovations. BSH reinforces its claim to be the driving force and the innovational leader in the home appliances industry with consumer-centric concepts: Innovations from sensor technology applications at product level and world firsts like X-Spect – the concept of a smart, multifunctional scanner that allows consumers to check invisible information from surfaces, goods or materials – to visionary ideas for the future like "Mykie", the voice-controlled kitchen assistant that interacts with consumers through facial expressions, continue to proof BSH's innovation leadership.

# Home Connect

Home Connect spices up everyday life and creates a completely new lifestyle. Home Connect provides easy access to appliances across different brands as well as categories like washing machine, dryer, dishwasher, oven, refrigerator, coffee maker and also vacuum cleaner; basically to any appliance at home, with just one app. The app provides users with general information about the appliance. It lets them turn appliances on and off, choose programs or adjust the timer. Last but not least, users can gain inspiration from the app and get linked to a variety of Home Connect partners. The app has already been introduced in 32 countries and is available in 16 languages.

Home Connect increases the overall ease of appliances use, allowing consumers with a busy routine to change the fridge's energy efficiency mode or to check whether the oven is turned off no matter where they are, amongst many other functions. In case of malfunctions and with the consumers' consent, the customer service is able to remotely check the connected appliance and if necessary to install software updates, making an on-site appointment with a service technician very often obsolete.



Home Connect has already established itself as an open, innovation-driven platform, offering an ever-expanding partner network that provides a variety of exiting solutions and services in the areas of smart home, energy management, shopping and ordering, food and recipes and voice control, allowing even more convenience.

For more information about Home Connect visit **www.home-connect.com** 



# Kitchen Stories

Cooking should be an easy and enjoyable experience. That's the whole reason why BSH develops smart products and related services. And with the same goal, the two young founders of the global food platform Kitchen Stories, which is available in more than 150 countries via app, have been developing high-quality recipes, together with videos and step-by-step photo instructions that encourage users to try out those recipes.

Since November 2017 BSH and Kitchen Stories have been working together to offer spare-time cooks and ambitious amateur chefs new experiences related to cooking in the increasingly connected kitchen world. The Berlin start-up, founded in 2013 by Mengting Gao and Verena Hubertz, deliberately takes a global approach, so that the platform can combine a diversity of international cuisines with an ongoing dialogue on the subject of cooking.

After acquiring 65 percent of shares of Kitchen Stories, BSH is investing first and foremost in the global platform's further technical development and plans to integrate the app step by step into the Home Connect ecosystem – an important strategic milestone with which BSH expands its worldwide range of digital services.



### Industry 4.0

The consistent evolution of BSH into a Hardware+ company has also pushed forward the path toward Industry 4.0 excellence in production. The opportunities offered by automated production steps in the global production network are being closely analyzed and further developed as needs require. Targeted investments are being made in new, automated technologies to accurately meet consumer wishes with as wide a variety of models as possible.

Modular product architectures that can be adapted flexibly to suit customer requirements are pioneering in this regards. Through the integration of digital functions, contents and services, home appliances are tailored even more fully to consumers' expectations. Industry 4.0 assembly lines identify each appliance right from the first production step via a barcode scan and continuously monitor key performance indicators. Collaborative robots support the employees in individual work steps in the production processes. Individual workplace solutions are designed according to the latest ergonomic findings.

For employees on the connected production lines, BSH provides an intensive program that combines practical on-the-job training with training at the company's own training facilities. In numerous projects running in parallel across Europe, BSH is currently analyzing forward-looking topics with direct relevance for Industry 4.0 solutions in everyday production.

## Company & Innovation Milestones







### 12 / BSH at a Glance

1967	Founding of BSH Bosch und Siemens Hausgeräte GmbH as a joint venture between Robert Bosch GmbH and Siemens AG
1972	Fully automatic washing machine & dryer
1976	Greek brand Pitsos becomes part of BSH
1982	Neff becomes part of BSH
1985	AquaStop technology launch
1986	European 90 cm-wide oven*
1987	45 cm-wide dishwasher*
1987	Non-tipping pull-out oven shelf system CLOU
1988/ 1989	Spanish brand Balay becomes part of BSH
1989	NoFrost technology*
1993	Discontinuing the use of CFCs/HFCs in Europe
1994	Manufacturing & selling BSH products in China
1995	Gaggenau becomes part of BSH
1995	Turkish brand Profilo becomes part of BSH
1996	Peruvian brand Coldex becomes part of BSH
1997	VitaFresh* – the new freshness system
1997	Innovative vacuum cleaner motor design
1998	U.S. brand Thermador becomes part of BSH
1999	Steam oven with direct water connection
1999	CFC/HFC-free refrigerator production in China

### BSH at a Glance / 13

2000	Fully automatic dishwasher with sensor technology
2002	SLIDE & HIDE $\ensuremath{\mathbb{B}}$ the fully retractable oven door*
2006	VarioSpeed dishwasher technology*
2007	NoFrost automatic defrost fridge-freezers
2007	Power-saving compressor technology and aerodynamic systems integrated into vacuum cleaners
2008	World's most energy-saving dryer with heat pump
2008	SensoFlow System intelligent heater for an ideal coffee brewing temperature
2008	Zeolite® drying system*
2008	LCD screen induction cooktop
2009	SensorBagless™ vacuum cleaner technology
2009	7 liter dishwasher
2010	i-DOS automatic detergent dosing*
2010	Flexible cooking surface induction cooktops
2011	Premium class washing machines & dryers
2011	Full-surface induction with TFT touch display
2011	BSH presents Home Connect
2014	Dishwasher with top & bottom easy-glide racks
2014	BSH ovens & dishwashers with Home Connect
2015	Fully automatic cleaning for steam ovens with direct water connection
2017	BSH takes over 65 percent of global food platform Kitchen Stories

### Successful Worldwide

Founded in 1967 as a joint venture of Robert Bosch GmbH (Stuttgart) and Siemens AG (Munich), BSH has been 100 percent owned by Bosch Group since January 2015. Over its 50-year history, BSH has grown from a German exporter into the world's second-largest home appliance manufacturer.

With more than 61,800 employees worldwide, BSH increased its revenue in 2017 to around 13.8 billion euro. BSH produces it's entire range of modern home appliances at 43 factories worldwide\*





For more information about our worldwide locations visit: www.bsh-group.com/company/bsh-worldwide



### We are BSH

With its innovative home appliances, outstanding brands and excellent solutions BSH wants to improve people's quality of life every day and all around the world. It's precisely these appliances that represent BSH's task, passion and mission, which have been summarized in a set of Guiding Principles. It comprises BSH's objective, motivation, strategic focal points, strengths, and corporate values. The title and motto of those principles – 'We are BSH' – is also the company's agenda.

For more information about BHS's Guiding Principles visit:

www.wearebsh.com

### Board of Management

Michael Schöllhorn Member of the Management Board Chief Operating Officer Karsten Ottenberg Chairman of the Management Board Chief Executive Officer



Johannes Närger Member of the Management Board Chief Financial Officer Matthias Ginthum Member of the Management Board Chief Markets Officer

# Employees are the Basis for BSH's Success

At BSH, every employee lives up to our strong brands, the expectations of our consumers, the respect for our colleagues and the passion for innovation. We are driven by the purpose to find innovative solutions that improve people's quality of life around the world – because tomorrow is our home.

Offering an inspiring and trustful working environment, we always encourage our employees to turn their ideas into innovative and user-centric home appliances, services and experiences. The aim is to constantly finding the right balance between two worlds: tradition and futureoriented technologies. As an international employer we appreciate and encourage diversity for the enrichment it brings, and see it as essential for our success. That is why we foster global perspectives, networking and the exchange of experiences. We at BSH promote talents and support continuous learning. For this reason BSH has received several awards as great employer worldwide. Our employees will be empowered to extend their skills and develop their career to really make a difference - today and tomorrow.





### Region Europe

The Region Europe is the cradle and driver of BSH's global success: From its foundation in Germany over 50 years ago, the company has developed into the undisputed number one in Europe with its attractive brand portfolio.

Around 35,000 employees work day in, day out to dynamically reinforce this position in the diverse local markets. They set standards for the forward-looking Industry 4.0 positioning of the home appliance manufacturer in close cooperation with, for example, the European manufacturing network: Here, the production and development sites coordinate their collaboration in the product divisions of cooking, refrigeration, dishwashing, and laundry and floor care at the highest technological level. The digital ecosystem Home Connect, which allows the smart connectivity and control of all home appliances, and central development areas are located in Europe. A close exchange with the other four regions produces global growth stimulus for all development and production areas. They align themselves consistently to ensuring that innovative products and digital services daily enhance the quality of life for consumers.

#### Information

Region Europe, which also includes Latin America and Israel, covers just under 40 countries in which 14 BSH Hausgeräte brands are represented. Around 35,000 employees (as of: 2017)

#### Contact

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