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BSH Hausgeräte GmbH

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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. It is our vision to combine these products, which we offer under 13 different Appliance Brands, with valuable digital services from our Ecosystem Brand Home Connect and our Service Brands to become a true Hardware+ company.

Appliance Brands: Global Brands



Appliance Brands: Local Heroes



Appliance Brands: Label Brands



Service Brands

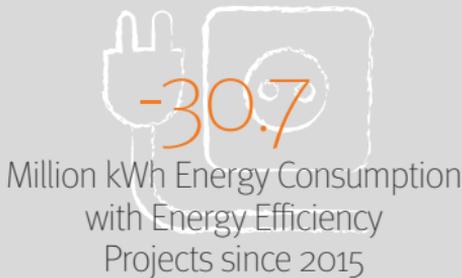
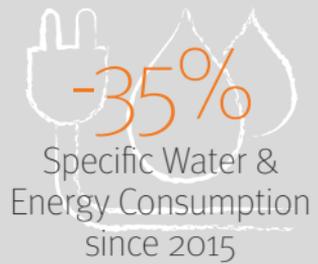
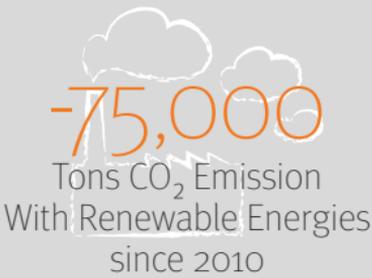


Ecosystem Brand





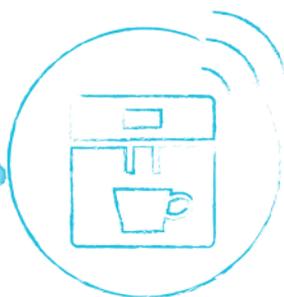
2018



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: The company aspires to become the industry leader for digital services and kitchen experiences for connected consumers, creating innovations that offer tangible benefits for them. To achieve this goal, BSH 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 a hardware to a Hardware+ company.







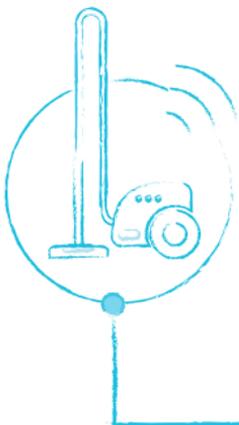
Home Connect

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. In May 2019 the app is available in 40 countries and in 25 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 regard. Through the integration of digital functions, contents and services, home appliances are tailored even more fully to consumers' expectations. Indus-

try 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 the world, BSH is currently analyzing forward-looking topics with direct relevance for Industry 4.0 solutions in everyday production.

Company & Innovation Milestones

1970



1987



2008



2011





- 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*
- 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
- 1998 U.S. brand Thermador becomes part of BSH
- 1999 Steam oven with direct water connection
- 1999 CFC/HFC-free refrigerator production in China
- 2000 Fully automatic dishwasher with sensor technology
- 2002 SLIDE & HIDE® 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*
- 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
- 2018 Programming of first BSH test appliances with SystemMaster
- 2019 BSH and Techstars launch the "Future Home" Accelerator in Munich

*Innovations first introduced by BSH

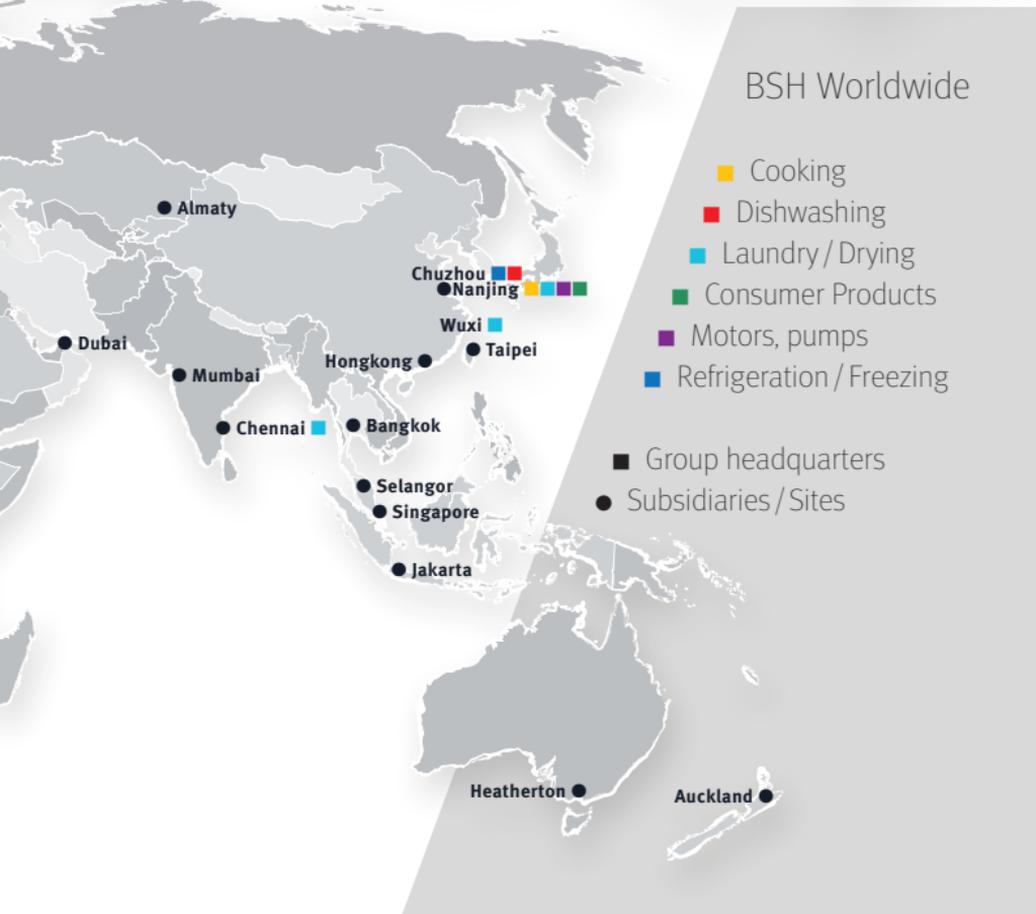
Successful Worldwide

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 one of the world's largest home appliance manufacturers.

With more than 61,000 employees worldwide, BSH reached a revenue of 13.4 billion euro in 2018. BSH produces its entire range of modern home appliances at 42 factories worldwide*.



*As of March 2019



BSH Worldwide

- Cooking
- Dishwashing
- Laundry / Drying
- Consumer Products
- Motors, pumps
- Refrigeration / Freezing
- Group headquarters
- Subsidiaries / Sites

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 BSH's Guiding Principles visit:

www.wearebsh.com

Board of Management



Karsten Ottenberg
Chairman of the Management Board
Chief Executive Officer



Silke Maurer
Member of the Management Board
Chief Operating Officer

We
ARE BSH



Matthias Ginthum

Member of the Management Board
Chief Markets Officer

Johannes Närger

Member of the Management Board
Chief Financial 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 future-oriented 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.



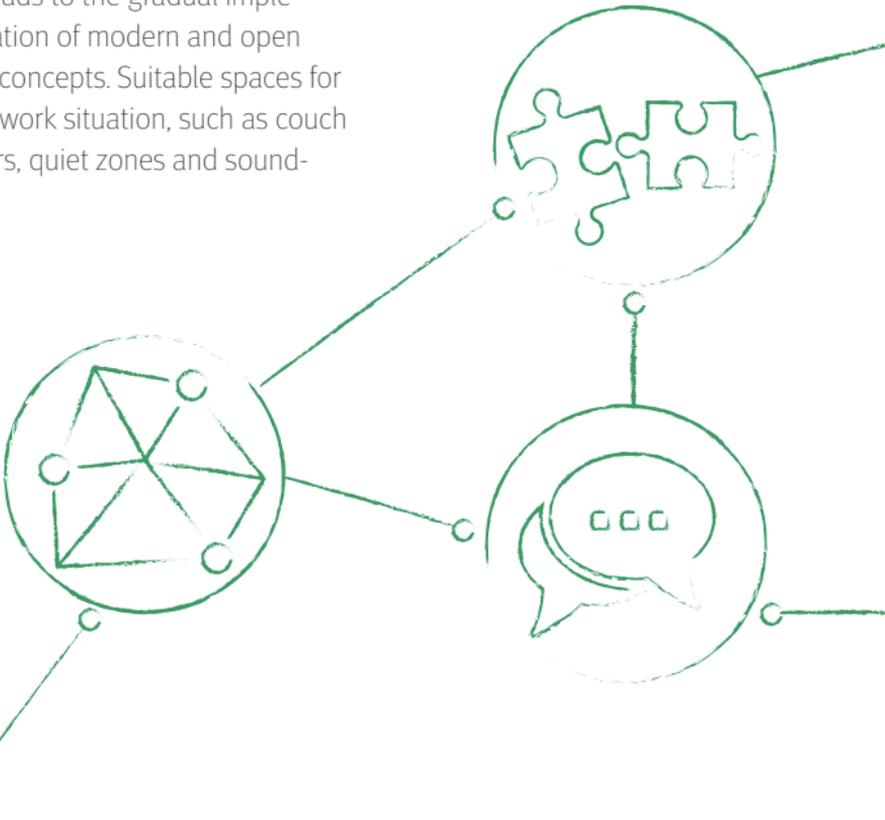
Modern Work Concepts

Digitalization and internationalization are changing the way BSH colleagues are working. As agile working methods are supplementing established work concepts colleagues often work on projects for a limited time and often in close cooperation with an international team.

This flexibility places entirely new demands on the work environment and leads to the gradual implementation of modern and open room concepts. Suitable spaces for every work situation, such as couch corners, quiet zones and sound-

proof rooms that are used for purposes such as Skype meetings or telephone cubicles are currently being introduced in many office buildings.

At production sites project rooms are used for testing ideas and prototypes, and new individual workspace solutions are being designed according to the latest ergonomic principles.



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A company of the Bosch Group