

B/S/H/

BSH Home Appliance Corporation

NASEO – Savannah, GA

10 September 2014

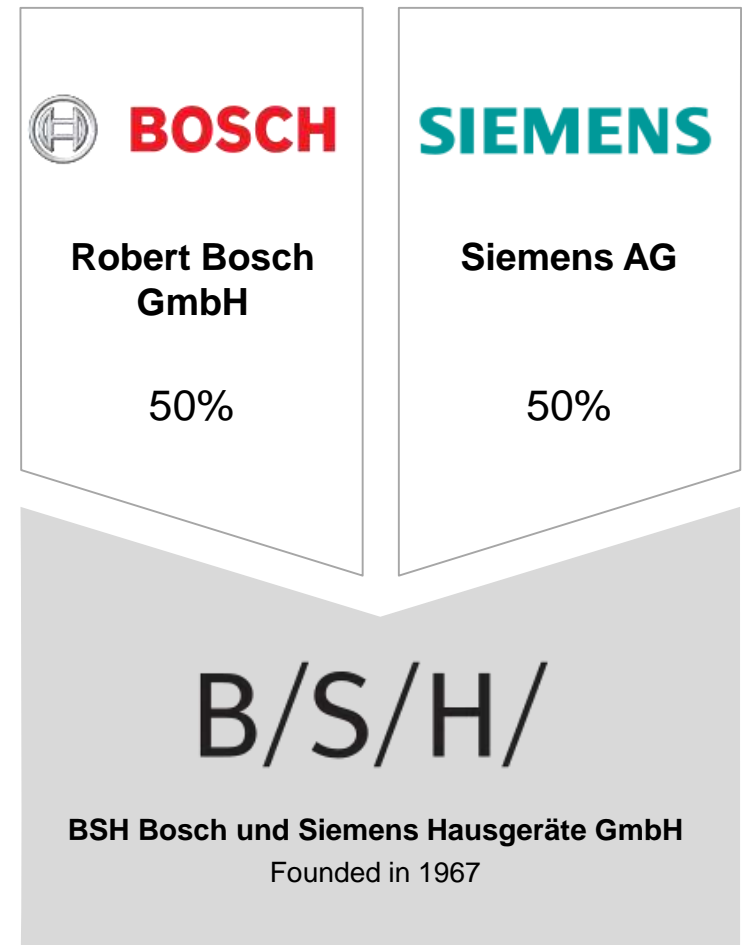
Ricky Tucker, PE, MBA



BSH at a Glance

Founded in 1967 as a joint venture between
Siemens AG and Robert Bosch GmbH
Market leader in Europe, No. 3 in the world
Sales revenue: 10.5 billion Euros
Product portfolio: all modern home appliances
Employees worldwide: approximately 50,000
BSH named as a top employer in numerous countries
R&D expenditure: 334 million Euros
Around 3,100 R&D specialists in BSH's international
production and development network
Customer service: around 7,000 specialists in 50 countries
Energy efficiency and environmental protection throughout
the value-added chain
Super Efficiency Portfolio comprises the most energy
efficient appliances on the market; confirmed annually by
auditors

as of 31st of December 2013



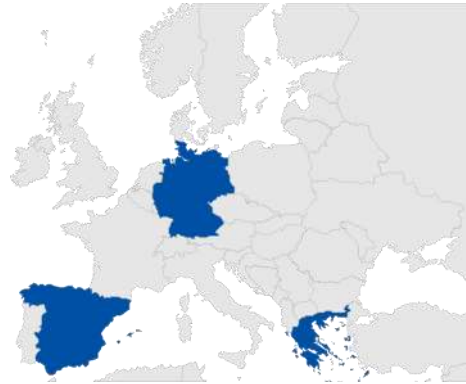
From German exporter to Global No. 3



1967

3 factories in Germany

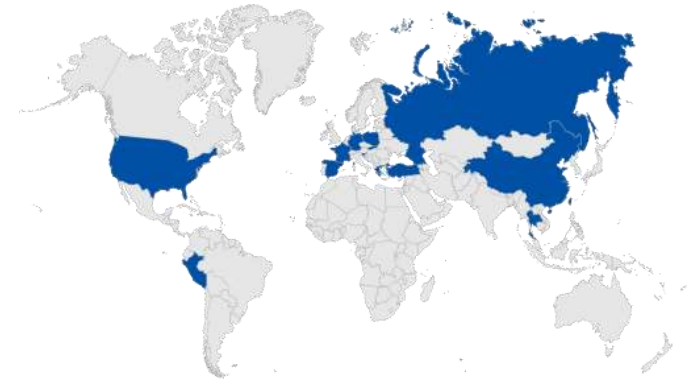
■ Companies	7
■ Employees	14,000
■ Revenue	0.5 bn. Euros



1990

13 factories in Germany, Greece, Spain

■ Companies	41
■ Employees	23,000
■ Revenue	3.3 bn. Euros



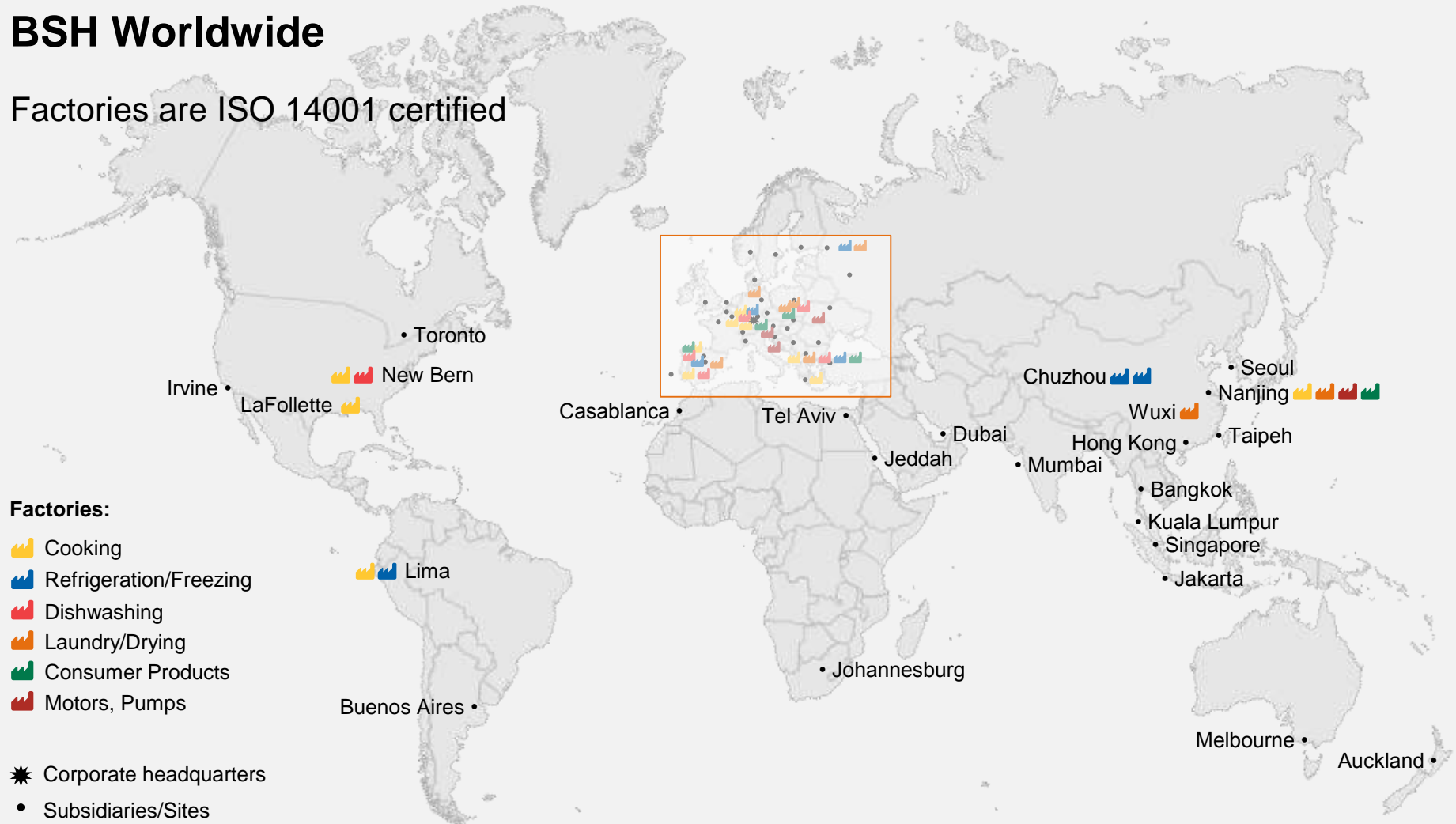
2014

41 factories in Germany, China, France, Greece, Peru, Poland, Russia, Slovakia, Slovenia, Spain, Turkey, USA

■ Companies	80 in 47 countries
■ Employees around	50,000
■ Revenue	10.5 bn. Euros

BSH Worldwide

Factories are ISO 14001 certified



BSH's product portfolio covers the entire spectrum for daily life

Cooking and Baking



Washing and Drying



Dishwashing



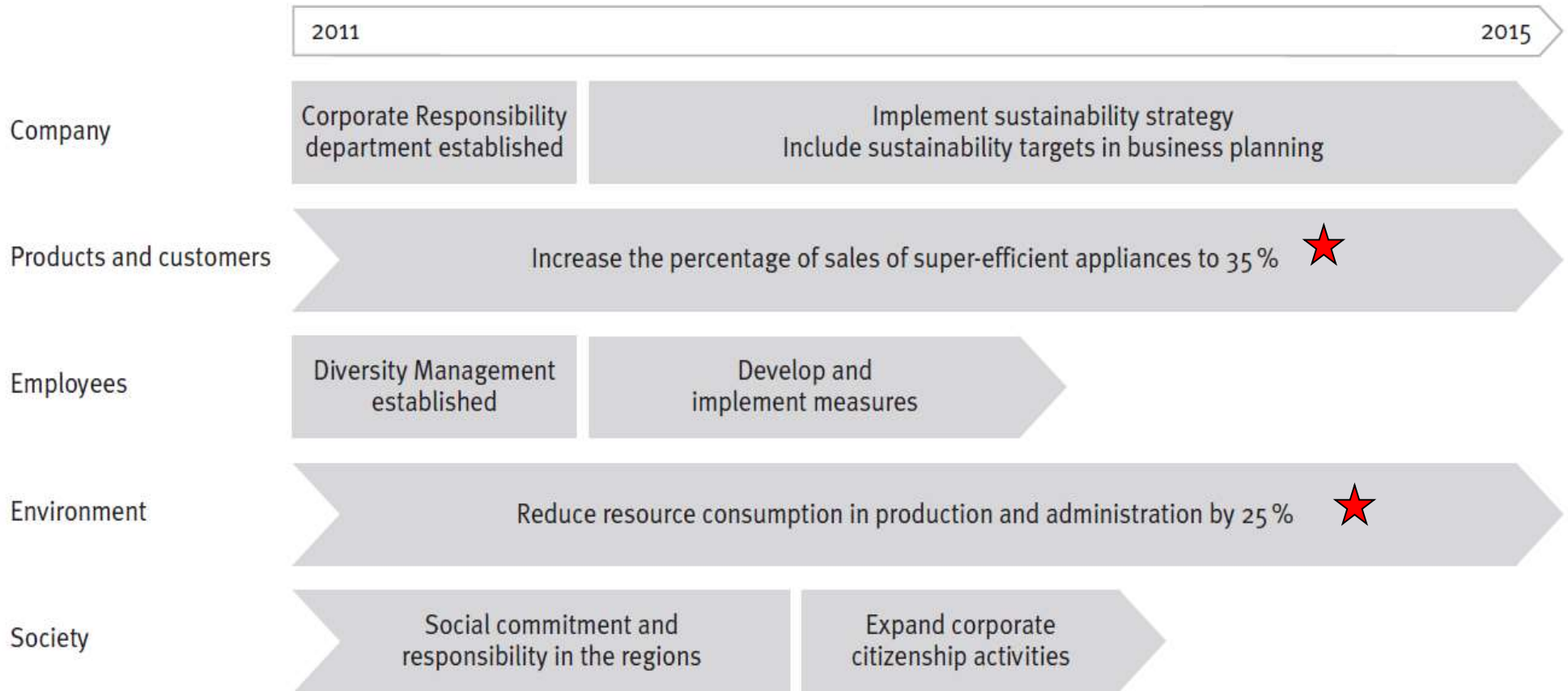
Refrigeration and Freezing



Consumer Products



BSH's corporate responsibility roadmap

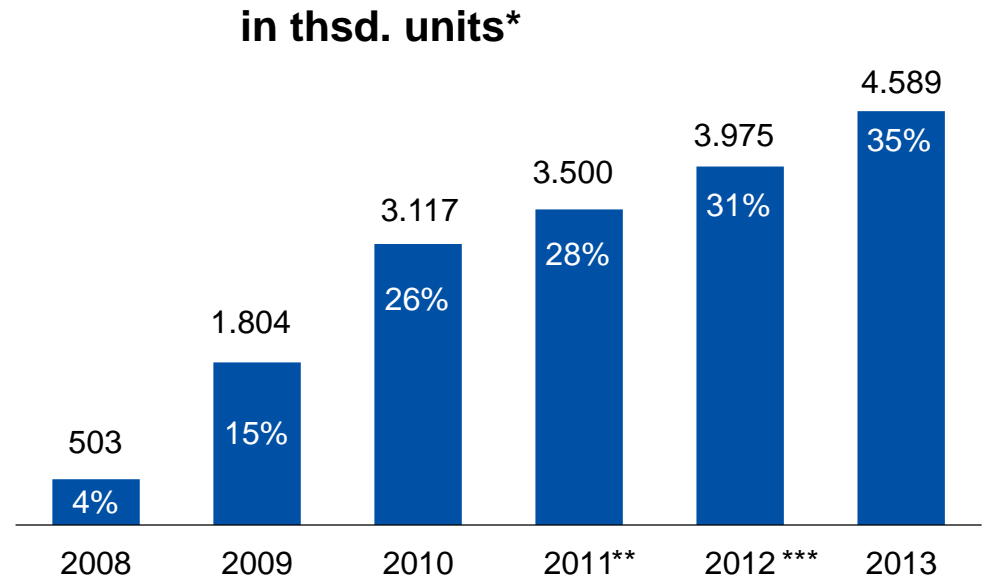


Super efficient home appliances guarantee for sales

More than one third of appliances sold by BSH in Europe in 2013 are counted as super efficient

Definition of super efficient home appliances

- **Fridges / freezers**
energy efficiency class A+++
- **Washing machines**
energy efficiency class A+++
- **Dryers**
energy efficiency class A++, A+++
- **Dishwashers**
energy efficiency class A+++
- **Electric ovens**
at least energy efficiency class A-20%



*28 EU states, Norway, Switzerland (including Turkey from 2012 onwards)

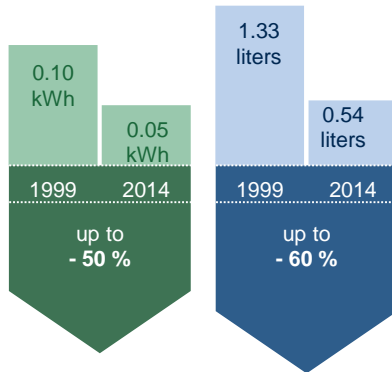
Limited comparability:

** More stringent selection criteria in comparison to 2010 (changes to EU energy label in 2010)

*** Addition of Turkey and new product category (electric ovens) from 2012 onwards

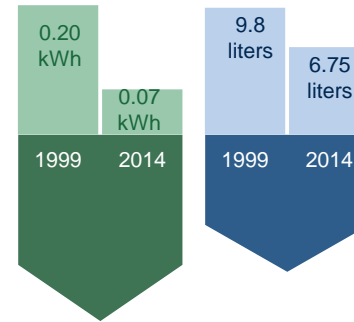
Dishwashers*

per wash cycle and place setting



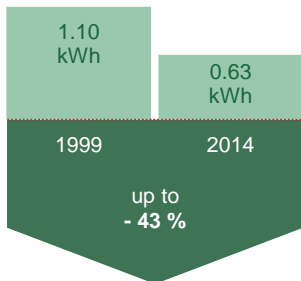
Washing machines*

per kg of laundry
(cotton wash 60° C)



Electric ovens*

Energy consumption as per EN 50304

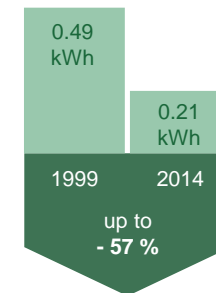


Refrigerators and freezers

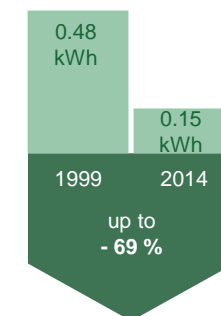
per 100 l net volume in 24 h



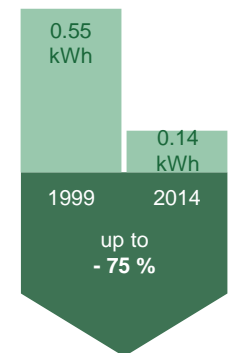
Refrigerator*



Freezer*



Fridge-freezer*



Prestigious Environmental Awards Received around the World



Innovation Award for Climate and the Environment
Germany



Green Planet Award
Russia



Climate Protections
Germany



Environmental Award
Switzerland

BSH (Bosch Home Appliances) was the only Appliance Manufacturer awarded the EPA's highest honor for 2013, we also won NRCAN's ENERGY STAR award for Canada:



Lean and Green
Efficiency Award
Netherlands



Environmental Award
France





Key areas in 2013

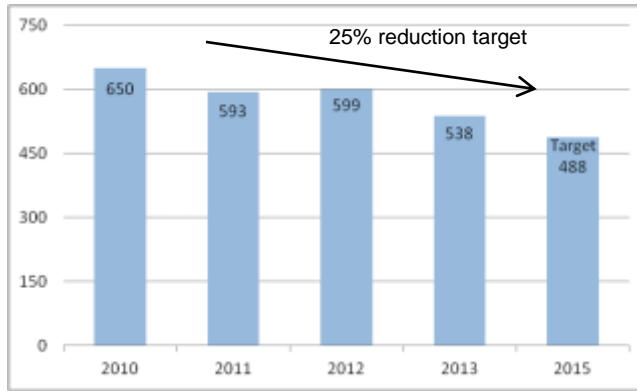
Resource Excellence

Decoupling growth from resource consumption

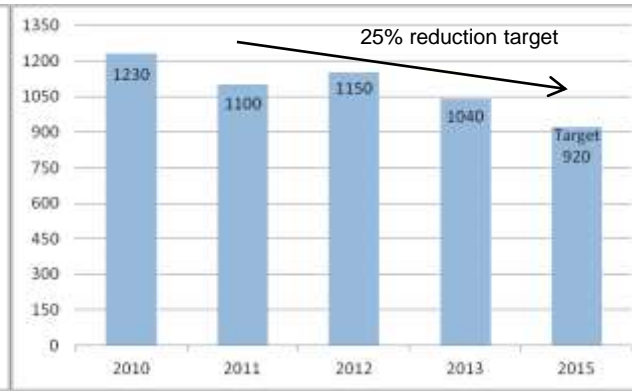
- ❑ Linear increases in the use of natural resources are not sustainable
- ❑ Environmental analysis for all new products
- ❑ Increased use of recycled components
- ❑ Attention to end of life disposal and ease of recycling

Resource Efficiency 2015 (*global figures)

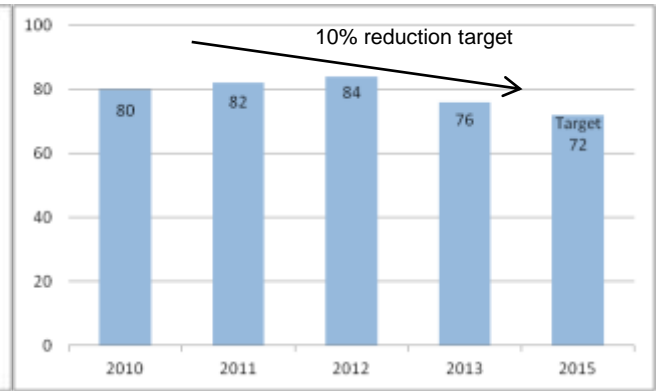
Energy Consumption (in kw-hr / mton)



Water Usage (in liter / mton)



Waste (in kg / mton)



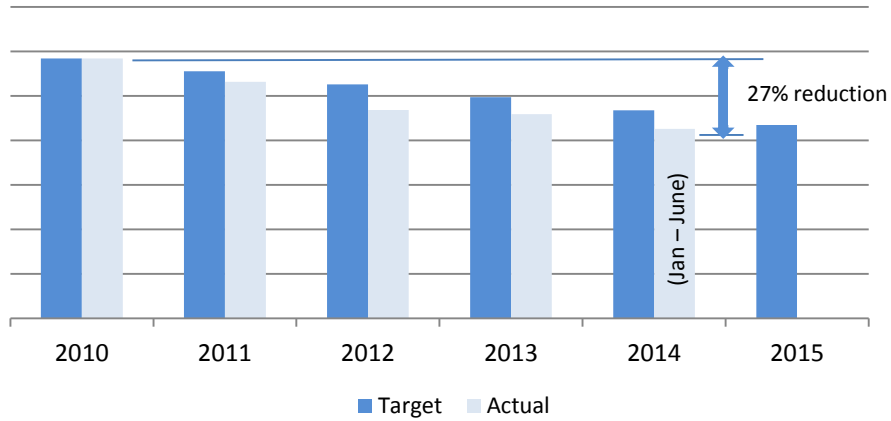
New Bern, NC



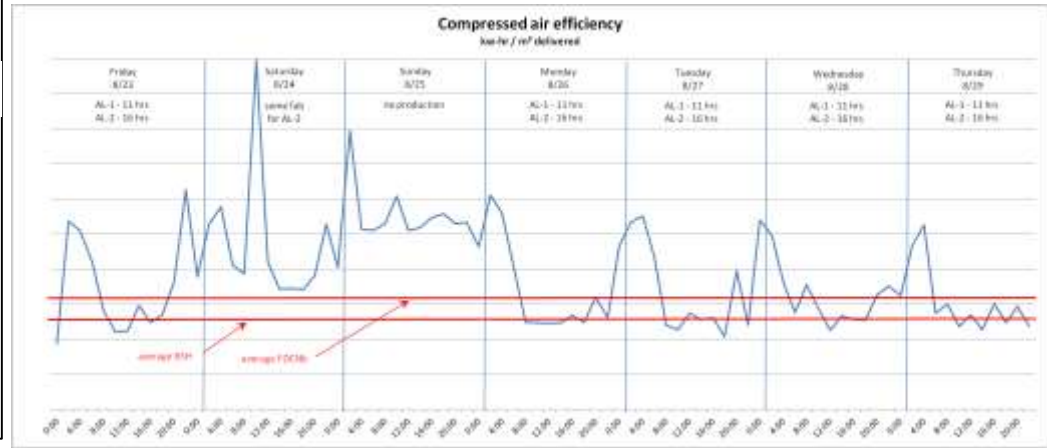
LaFollette, TN



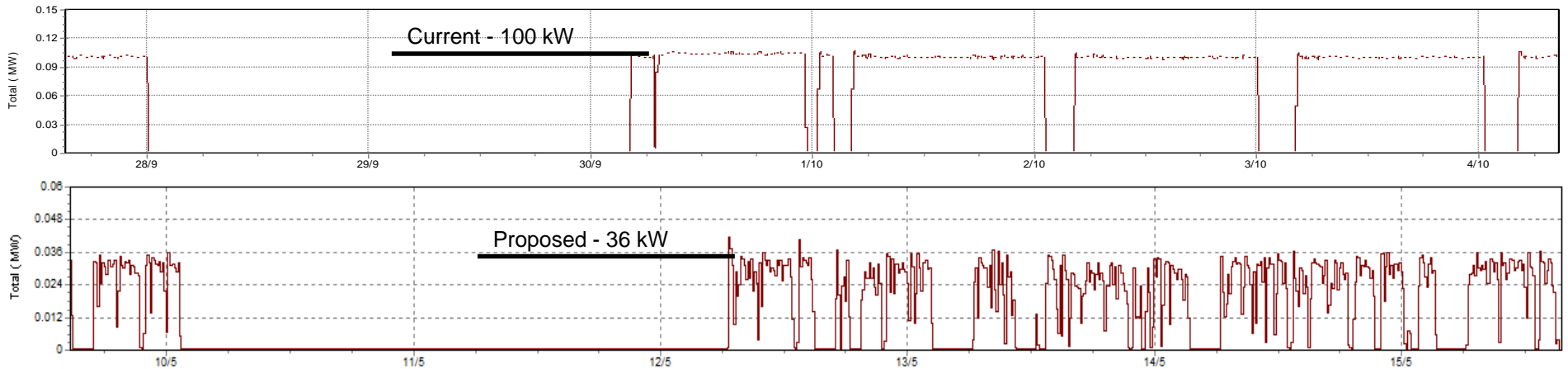
US Factories - combined energy kpi



Compressed air benchmarking



Machine efficiency improvements

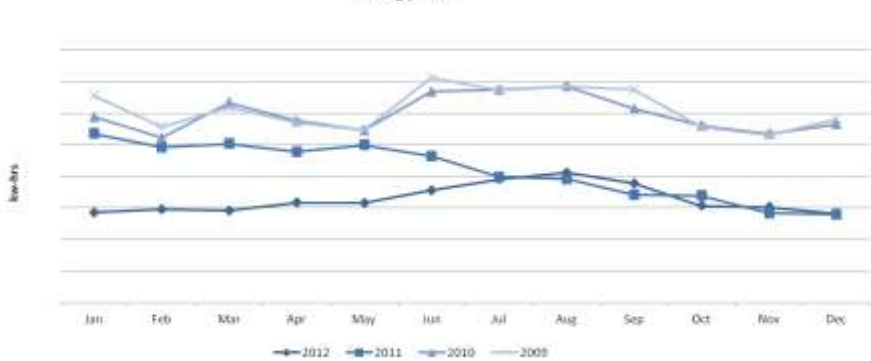


BSH Corporate Net-Zero Project Summary– Central Distribution Center

- Location: BSH Distribution Center, New Bern, NC
- Project Overview:
 - ➔ Replace 400 watt and 1000 watt metal halide fixtures with T-5 fluorescent fixtures and
 - ➔ Add 1.26 mW Solar System
- End Result:
 - ➔ Higher average foot-candles
 - ➔ Decreased maintenance cost
 - ➔ Significant energy savings
 - ➔ Annual panel generation exceeds electrical demand



Energy Use



Thank You