

- Alle Standorte CO₂ neutral seit E'2020
- Ziel 2030: -15% CO₂ Scope3 Emissionen (Einkauf, Nutzungsphase)
- Mit i4.0 zur Smart Factory und intelligentem Energiemanagement
- Design von nachhaltigen Produkten
- Home Connect und Digitale Business Modelle als Enabler von Kreislaufwirtschaft

B/S/H/



BSH Home Appliances – The Company



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1

No. 1
In Europe



38
Production Sites



€ 13.9 bn
Turnover



3.5 %
Investments



60,000
Employees



5.1 %
Research & Development

(*Fiscal Year 2020, Status: July 2021).

Our Brands

Appliance Brands

Home Appliances
under the brands



BOSCH

SIEMENS

GAGGENAU



MIELE

Thermador ★



Balay

Coldex

Constructa

PITSOS

PROFILO

JUNKER

Ecosystem Brand



Home Connect

Service Brands

kitchen stories



WeWash

SIMPLY YUMMY

BlueMovement

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Our Consumer Products

Food, Beverage & HomeCare



FOOD

Food is simply better homemade.

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Our Consumer Products

Food, Beverage & HomeCare



BEVERAGE

Innovations combined for enjoyment.

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Our Consumer Products

Food, Beverage & HomeCare



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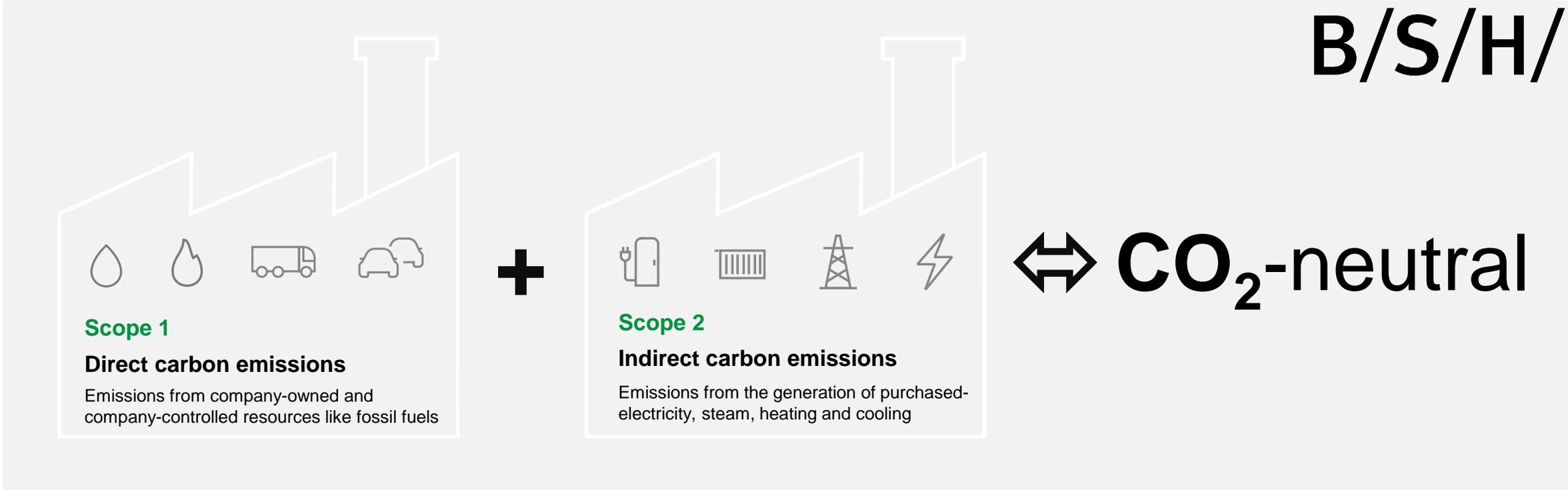
HOME CARE

Leaves you with nothing but good memories



All BSH Locations Are Carbon-Neutral

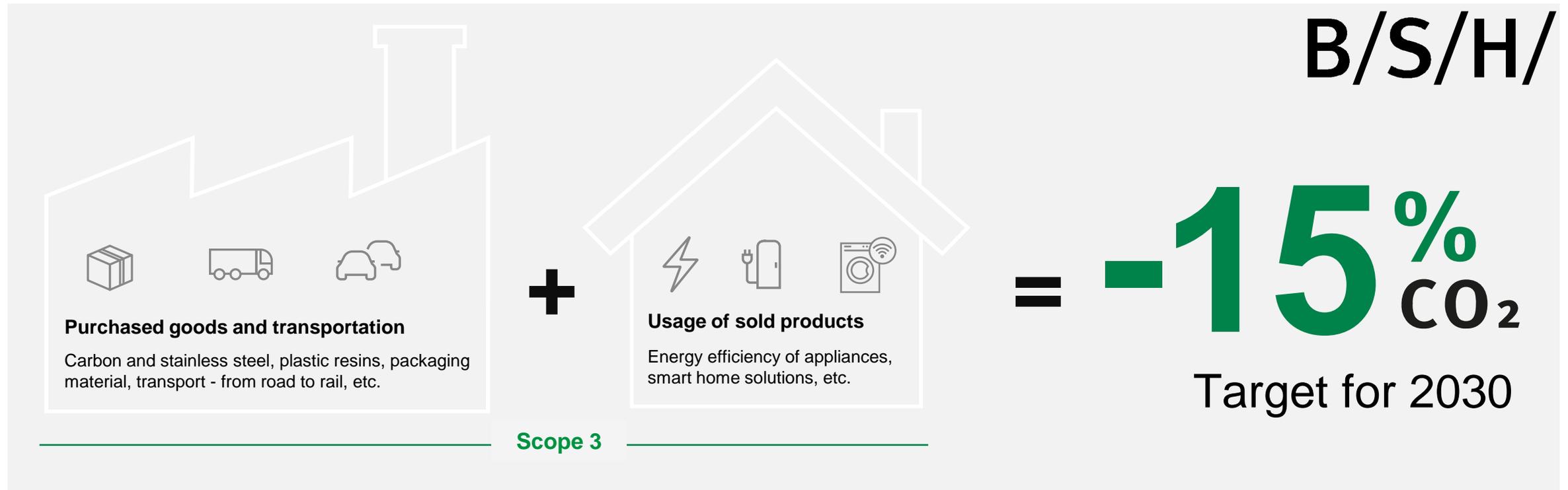
Environmental Protection



Since the end of 2020, all BSH locations worldwide operate carbon-neutral. That means, at our locations all BSH products are developed and manufactured without leaving a carbon footprint behind.

Reducing CO₂ Emissions Throughout the Product Lifecycle

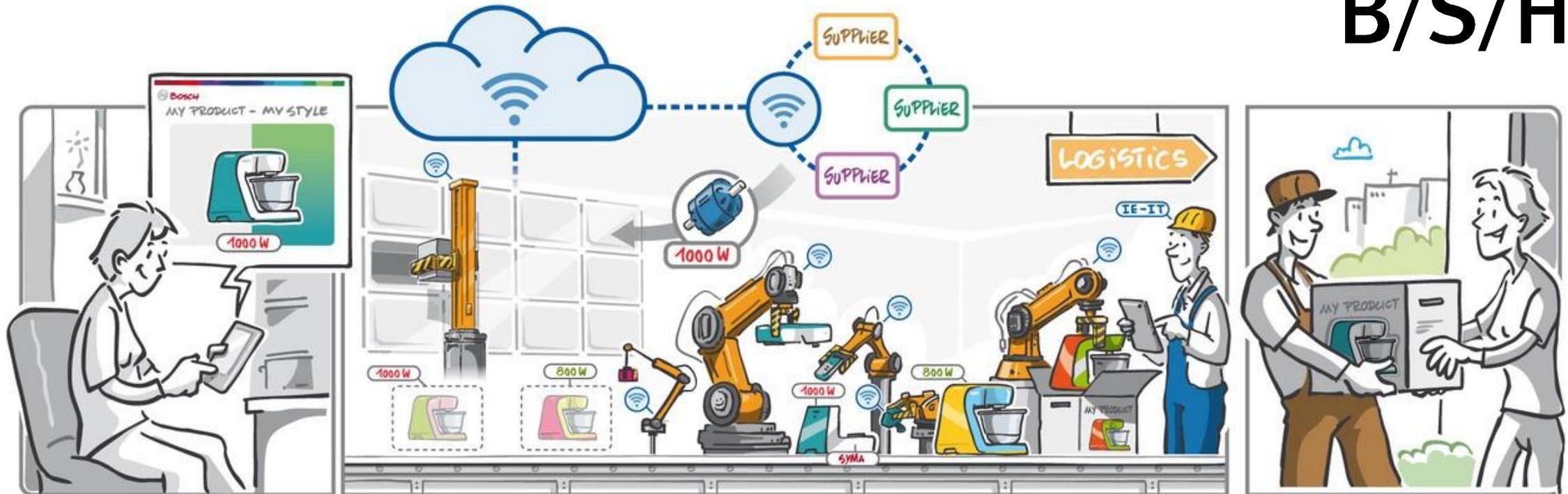
Environmental Protection



We also address what we cannot directly influence ourselves. Specifically, we are cutting CO₂ emissions throughout the entire product lifecycle – including the procurement of goods and the usage of our sold products. We aim for a 15 percent reduction by 2030.

The Factory of the future survives only by Excellence

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LEAN – GREEN – DIGITAL – AGILE

Pillars	Best cost	Digitalization	Production on demand	Mass customization	Sustainable Production	People centric
	Cost competitiveness - be on benchmark level in overall costs	Vertical and horizontal connected factory along the supply chain	Sustain flexibility from volumes, in portfolio & in supply chain	Individualized, customer specific products in mass production	Increase energy efficiency, extension of on-site renewable energy	learning organization, cross functional & empowered way of working

Design of Sustainable Products



“I will only buy SmartGrow if I am convinced it is sustainable!”
 Zero-waste approach, low ecological footprint and closed loop CE

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Modular
Easy repair

Recycled Paper
No EPS/stuffing,
2nd life

Zero waste concept

Recycled cardboard
Packaging is also the transport box

Protective plastic
biodegradable/compostable

Modularity
for optional accessories

Second usage
for a.g. animal farm

Second usage
for a.g. animal farm

Second Life (WIP)

Accessories holder

100% recycled
Sourced & produced in EU
Closed loop

Biomaterial

Recycled & Recyclable

- ✓ Easy to use / maintain
- ✓ Fits my home design

LED

Innovative, contactless Pump + Motor Technology

High Efficiency & Durability

Circular Economy

<50% lower eco-footprint than supermarket alternative

Closed loop at End-of-Life (take back)

MANUFACTURE OF CLOSED LOOP PRODUCT

PRODUCT USE + MAINTENANCE

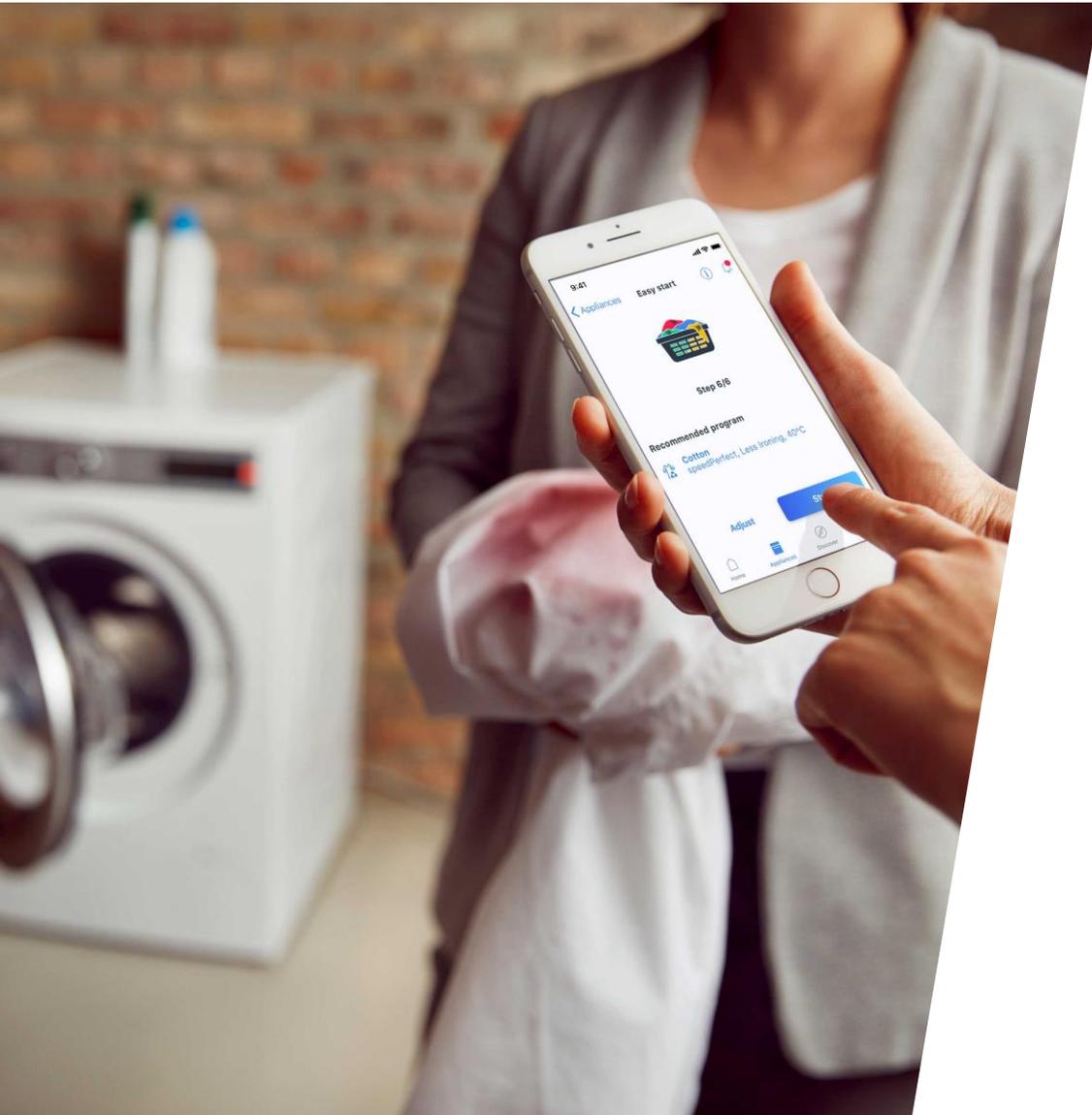
COLLECTION VIA TAKE BACK PROGRAM

RECYCLE WITH NEW PRODUCT

CLOSED LOOP PRODUCT LIFE CYCLE

- ✓ Social organization as partners

Home Connect as Enabler of Circular Economy



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Over 5 million

appliances sold with Home Connect.



4.4 star app rating

in average in the App Store and Google Play.



Available in 49 countries

in 25 different languages.

Watch Video

* February 2021

Digital Business Models as Enabler of Circular Economy

 BlueMovement
POWERED BY BOSCH

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 #staysafe Wir liefern weiter



**MIETE BOSCH HAUSHALTSGERÄTE AB € 12,99
PRO MONAT**

Das Hausgeräte-Abo für ein nachhaltigeres Zuhause

Zu unseren Abos

Thank you and see you in Bad Neustadt!



BSH HOME APPLIANCES GROUP

Thank You!



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