

Your companion from the first idea to own project: **Unique Bosch DIY & Garden App** DIY made easier and more versatile than ever

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- ▶ Inspiration, support, sharing on social media – all in one app
- ▶ Bundled access to existing offers and exclusive app services
- ▶ Easy, intuitive operation from the first finger tap

Renovating, decorating, tending the garden: The new Bosch DIY & Garden App supports DIY enthusiasts to realize their personal projects and beautify their homes. The app was developed in collaboration with users and puts their needs at the center: Inspiration, information, support when purchasing and using power tools, sharing on social media – the app is simple and intuitive and accompanies the user from the idea of which project he would like to realize right through to the result, ready to be presented online. The app is ideal for, both, beginners and experienced DIY enthusiasts: A personalized search function allows the user to choose content based on their own experience and personal interests, for example to find suggestions for projects. After an easy, one-off registration, they can access linked content from the online magazine "allaboutdiy.com", the DIY community "1-2-do.com" and the "MyBosch" tool registration. The Bosch DIY & Garden App bundles these offers and services on one platform and complements them with exclusive app functions, such as the possibility to easily share ideas and projects with family, friends or like-minded people via own social networks or messenger programs. No other app on the market offers this kind of all-round support – the Bosch DIY & Garden App is unique.

Easy and intuitive from the first finger tap right through to project realization

The first step of a new project is easy, using a customizable app feed. There are many different filter options. For example, you can set keywords such as "living room", "table" or "vintage" – the app then automatically suggests suitable content. If you register your tools and save them in the MyBosch user profile, the app shows you specific projects that can be realized with those tools. The registration via app is very easy: Simply enter the serial number and product number – and just like that, the tool is registered. The app supports the user in the planning stages

but also when making a purchase, for instance, by listing all the tools and materials needed for a particular project. Just one look at the app shows you what needs to go in your shopping cart.

Realizing, creating and sharing projects step by step

If you have little experience in DIY or have not yet dared to undertake larger projects, the Bosch DIY & Garden App will help you get started: Step-by-step instructions, which the app can read out loud as you follow each process step, or the option to get expert advice by telephone or e-mail – it all makes DIY easy. Exchanging ideas in the community also provides useful tips and tricks. For experienced DIY enthusiasts, the app can help create projects in a structured manner, dividing them up into project steps and recording progress in images and video. Data on a PC, tablet or smartphone can be processed simultaneously and conveniently merged in the app. For example, you could write text on your PC keyboard while recording images and videos on a smartphone or tablet and assigning them to the respective project. As soon as all the content has been created, the project can be released and shared on social networks with the desired target group.

The Bosch DIY & Garden App will be available from June 2019, free of charge in the Apple App Store and Google Play Store. Incidentally, if you want to take a peek, you do not need to register: All published projects are freely accessible.

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The Robert Bosch Power Tools GmbH, a division of the Bosch Group, is one of the world's leading providers for power tools, power tool accessories and measuring tools. In 2018, its roughly 20,000 associates generated sales of 4.6 billion euros, about 85 percent of which outside of Germany. With brands such as Bosch and Dremel, the division stands for customer focus and great engineering progress. The core success factors are innovative strength and pace of innovation. In 2019, Bosch Power Tools will again launch more than 100 new products onto the German market in its four business segments power tools, accessories, measuring tools and garden tools.

The Bosch Group is a leading global supplier of technology and services. It employs roughly 410,000 associates worldwide (as of December 31, 2018). According to preliminary figures, the company generated sales from operations of 77.9 billion euros in 2018. Its operations are divided into four business sectors: Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology. As a leading IoT company, Bosch offers innovative solutions for smart homes, smart cities, connected mobility, and connected manufacturing. It uses its expertise in sensor technology, software, and services, as well as its own IoT cloud, to offer its customers connected, cross-domain solutions from a single source. The Bosch Group's strategic objective is to deliver innovations for a connected life. Bosch improves quality of life worldwide with products and services that are innovative and spark enthusiasm. In short, Bosch creates technology that is "Invented for life." The Bosch Group comprises Robert Bosch GmbH and its roughly 440 subsidiary and regional companies in 60 countries. Including sales and service partners, Bosch's global manufacturing, engineering, and sales network covers nearly every country in the world. The basis for the company's future growth is its innovative strength. At 125 locations across the globe, Bosch employs some 69,500 associates in research and development.

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