

Bosch Power Tools achieves strong growth once again March 8, 2018 Turnover increase by five percent to 4.7 billion euros in 2017 PI 10072 PT MS

- ▶ User-oriented innovations for tradespeople and DIY enthusiasts
- ▶ More productivity and safety thanks to battery systems, connectivity and sensors
- ▶ Focus on emerging markets

Stuttgart/Leinfelden-Echterdingen – Bosch Power Tools has once again achieved significant growth over the course of the previous financial year of 2017. With 4.7 billion euros, the Bosch division recorded a higher turnover than ever before. This growth corresponds to five percent in local currency and four percent nominally. “We have continued the trend of the past few years and once again significantly increased our turnover,” said Henning von Boxberg, President of the Robert Bosch Power Tools GmbH. “We understand the needs of our users. That is the basis of our success. We increase the productivity and safety of tradespeople with our innovations and make work easier for DIY enthusiasts.” Bosch is continually expanding its range of cordless tools – which are becoming more and more important – in addition to making use of connectivity features for products and services. Von Boxberg commented: “Another important factor for our growth is the long-term focus on emerging markets.” With regard to power tools, Bosch recorded double-digit growth in more than 30 countries across the globe over the last year – including in China, India and Russia.

Success due to innovative products

Innovation is an important basis for the success of Bosch Power Tools. According to Henk Becker, Managing Director of Robert Bosch Power Tools GmbH and, among other aspects, responsible for development: “In the areas of cordless tools, sensor technology and connectivity for power tools in particular, we are using technical advancements for new products and thereby creating added value for the user.” Bosch Power Tools is consistently expanding the cordless segment – in both DIY and professional tools. For its professional series, Bosch is relying on high-performance batteries. “With our new ProCore18V series, we are encountering dimensions of performance previously reserved for mains-powered tools,” commented Henk Becker. “We are committed to offering the

smallest and most powerful batteries on the market – all in one battery system. That is what really sets us apart from the competition.” Bosch is making sure that the lithium-ion batteries are compatible with all existing and future power tools in the same voltage class – for professionals as well as for DIY enthusiasts. In the battery system for DIY enthusiasts, Bosch is now making the “NanoBlade” for vibration-free and precise sawing available with 18 V as well – the technology was introduced as a world’s first last year. The division also uses expertise within the Bosch Group to be able to meet users’ requirements even better. “In future, users will be able to use a single battery to power household tools, such as vacuum cleaners, in addition to DIY and garden tools, such as rotary hammers, jigsaws, hedgecutters and grass trimmers. That is something only Bosch can do,” said Henk Becker. Thanks to this system, users can do without batteries and chargers they do not need, and they can save money at the same time. “The success of our cordless tools is reflected in the Ixo, which celebrates its 15th anniversary this year. It was the first power tool to use a lithium-ion battery and is the most popular power tool worldwide, with 17 million tools sold. The Ixo is our motivation for continuing to open up markets with new technologies in the future.”

Intelligent and connected products

Bosch Power Tools also offers added value through the use of sensors. Bosch sensors are used in impact drills and rotary hammers, for example, to reduce the risk of injury caused by kickback. According to Henk Becker: “We call this function KickBack Control. We have already sold more than four million professional tools with this protective function worldwide – proof that we meet our users’ requirements for a high degree of occupational health and safety especially well.” Increasing connectivity also offers a large potential for further growth: “We are turning conventional power tools into intelligent power tools to offer users an even higher level of convenience and to increase their productivity,” explained Henk Becker. Bosch already offers a broad range of connected tools – from angle grinders to remote-controlled combi lasers. They can be configured individually, offer increased transparency, for example through notifications in case of overheating or for calibration errors on a measuring tool, and provide tips for troubleshooting at the same time. “We are convinced that we will be able to continue offering tradespeople better solutions in the future, which, through connectivity functions, will provide more added value – from individualization through to remote diagnosis,” commented Henk Becker. “Our goal is to connect all of Bosch’s power tools in the coming years.”

Focus on emerging markets

Bosch sees great potential in emerging markets. Henning von Boxberg: “In addition to availability and service, it is especially important in emerging markets that products are affordable. That is why we continually expand this range of prod-

ucts: As of 2018, we already offer nearly 50 professional tools for users in emerging markets – tools which are affordable, durable and easy to maintain.” In Africa, Power Tools will be focusing even more on its own sales organizations in future. “We are expanding our network of logistical and service centers,” said Henning von Boxberg. In the last two years, Power Tools organizations were founded in six African countries.

Bosch is treading new ground and opening up new target groups

Bosch has significantly expanded the measuring tools segment with the Zamo laser measure, an affordable tool that is easy to use for everyone. The next generation is much more than a standard laser measure – Zamo will become a universal household measuring tool. Thanks to different adapters, users can now measure free-standing objects as well as uneven and curved surfaces – making them more flexible than ever. “In future, we will not just accommodate DIY enthusiasts but will also appeal to new target groups as derived from user requirements. Soon you will also find Bosch power tools in other areas of life,” explained Henning von Boxberg. Tools such as the GlassVac window vacuum or the Gluey hot glue pen, which is designed for creative starters who feel most at home when crafting and decorating, are just the beginning.

Bosch Power Tools is one of the world’s leading providers for power tools, power tool accessories and measuring tools. It has a workforce of some 20,000 associates in 62 countries.

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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 2017, its roughly 20,000 associates generated sales of 4.7 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 2018, 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 400,500 associates worldwide (as of December 31, 2017). According to preliminary figures, the company generated sales of 78 billion euros in 2017. 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 industry. 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 create solutions for a connected life, and to improve 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 subsidiaries 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 62,500 associates in research and development.

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