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### Consistent focus on users' needs: **Bosch drives innovation and opens battery platform**

July 14, 2020

PI 11167 PT MR

- ▶ Bosch Power Tools increases sales in 2019 by 3 percent to 4.8 billion euros
- ▶ Company launches more than 100 innovations on the market within one year
- ▶ “Home & Garden” division establishes battery alliance with Gardena in and around the home
- ▶ Forecast for 2020 difficult; outlook increasingly better

Stuttgart/Leinfelden-Echterdingen – Bosch Power Tools generated sales of 4.8 billion euros in over 180 countries with some 20,000 associates in the fiscal year 2019. This corresponds to a nominal growth of 3 percent (2 percent after adjusting for currency effects) year-on-year. The development in the accessories and measuring tools business was particularly positive.

#### **Growth through innovations and cooperation**

Bosch Power Tools successfully launched a total of more than 100 new products on the market in 2019, thereby demonstrating once again its innovative strength. The basis for these innovations is the consistent focus on users' needs. DIY users wish to realize themselves in their home and garden. This is what innovations such as the EasyCurvSander 12, which allows sanding from flat to round to curved surfaces, or the AdvancedCut 18 featuring NanoBlade technology for versatile and almost vibration-free sawing are designed for. Another example is the Atino from the measuring tool range – an innovative line laser with an integrated tape measure. For tradespeople, efficiency and effectiveness are the most important factors. Precisely these criteria are also used as a basis in product development. Current examples for this are the cordless Biturbo tools, which now provide performance levels which were previously only possible with corded tools, as well as the further extension of the X-Lock quick-change system which enables users to save valuable time and work more safely thanks to a simple tool-free change system. “Innovation is and will remain the basis of our success. We offer expertise gained over decades in the development and production of innovative power tools, garden tools, measuring tools and accessories. It will also be an important source of our growth in the future,” said Henk Becker, President

of the Robert Bosch Power Tools GmbH. “The product road map for the next years is rich of innovations. We will launch numerous products on the market.”

Bosch Power Tools is actually even going one step further: The division is setting a new milestone and opening up to other manufacturers regarding the use of batteries and chargers. The development over the past years shows that cordless power tools and garden tools are becoming increasingly important. This is mainly due to the fact that they offer much more convenience than corded tools. Only one user need has largely remained unfulfilled so far: Compatibility between tools and batteries from different manufacturers. Bosch Power Tools has now addressed this need by opening its 18 V battery platform of the “Home & Garden” division for other manufacturers. Together with Gardena, the division has created the Power for All Alliance especially for use in and around the home: Power tools, garden tools and home appliances from Bosch, as well as products bearing the Gardena, Emmaljunga, Gloria, Wagner and Rapid brand names can be operated with just one and the same 18 V battery in future. This will save users money, space and time when purchasing products from the Power for All Alliance in the future. A pile of incompatible batteries and chargers from different brands will be a thing of the past. The common goal is to offer users the largest cross-brand battery system and, thus, the widest application range for their home. Since the number of partner companies in the Alliance is being continuously extended, this will offer users an even wider application variety – and thus a further plus in flexibility.

### **Difficult forecast for 2020 – increasingly better outlook**

In light of the corona pandemic and the associated uncertainties, it is difficult to make a forecast for the current financial year. “The economic environment was and is very challenging for our company. We must prepare ourselves to the fact that the next few months will also be characterized by a high level of market volatility,” said Henk Becker. Since the start of the year, construction sites, DIY stores and specialist retailers have been closing continuously all over the world as part of the official measures to contain the pandemic. “However, we are currently seeing an upward trend. In many countries, public life is gradually returning to normal and the demand for power tools and garden tools is rising. We are convinced that we will emerge from this crisis in a stronger position and will do everything in our power to attain this objective. The innovative strength firmly anchored in our DNA and our global positioning will help us do so,” said Henk Becker.

**Press photos:** #959052, #2932802, #1352118, #3070917, #1844230,  
#1725613, #3071362

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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 2019, its roughly 20,000 associates generated sales of 4.8 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 2020, 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 400,000 associates worldwide (as of December 31, 2019). The company generated sales of 77.7 billion euros in 2019. Its operations are divided into four business sectors: Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology. As a leading IoT provider, Bosch offers innovative solutions for smart homes, Industry 4.0, and connected mobility. Bosch is pursuing a vision of mobility that is sustainable, safe, and exciting. 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 facilitate connected living with products and solutions that either contain artificial intelligence (AI) or have been developed or manufactured with its help. 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. Bosch employs some 72,600 associates in research and development at 126 locations across the globe, as well as roughly 30,000 software engineers.*

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July 14, 2020  
RF 11168-e PT MR

**Milestone in cordless systems:**

***The battery for your home – the Power for All Alliance***

Keynote speech by Henk Becker,

President of the Robert Bosch Power Tools GmbH

on the occasion of the press conference

on July 14, 2020

Check against delivery.

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Ladies and Gentlemen,

Welcome to the first Bosch Power Tools virtual Press Conference! Bosch Power Tools stands for user centricity and innovation. We develop our products and services fully based on the needs of our users. To do so, we are focusing on different kinds of DIY users. What they all have in common, is a desire for products to support their self-fulfillment and the feeling of “Home made by you”. This is what differentiates them fundamentally from our professional target group: In trade and industry, the main focus is productivity.

We make it easy for DIY users to realize themselves in their home and garden. Innovations such as our EasyCurvSander 12, which allows 3D sanding from flat to round to curved surfaces, inspire our users. The same is true for our AdvancedCut 18 with NanoBlade technology for versatile and almost vibration-free sawing – as well as for our combi drill AdvancedImpact 18 with interchangeable adapters, which allows maximum flexibility.

Talking about flexibility, cordless tools are continuously replacing corded tools in many areas. We at Bosch pioneered battery technology for power tools in 1969: Back then, our batteries weighed 5.5 kilos and were far from what you would call comfortable today – but they laid the foundation for the development of numerous world-first cordless DIY tools from Bosch.

In five years down the road, the share of cordless tools in the DIY segment will already have risen from about 40 to 60 percent. The reason for that is pretty simple: They offer high added value. You can use them conveniently almost without limits. Regarding our Power for All System, this also includes the opportunity to use one battery for various products, ranging from DIY tools such as drill/drivers, jigsaws and sanders to garden tools such as trimmers, hedgecutters and lawn mowers. And there is much more to come as we are continuously extending our cordless Power for All system.

From now on, we are going even one step further. In fact, this is a groundbreaking moment for our users: They won't have to bother any more about

compatibility issues of batteries and chargers from different brands. This chapter will be closed once and for all!

Starting as of today, we are opening up our 18 V cordless DIY platform for partners. Yes, you heard right: Our light-weight, high-performance 18 V Power for All batteries will no longer only power Bosch tools. We are also cooperating with leading companies worldwide and are offering one cross-brand 18 V system. This will generate additional benefit for our users and consequently further uplift the demand for Bosch batteries.

By the way: Today, we also announce a cross-brand battery partnership for our professional users – tailored to their specific needs. But first, I will keep on focusing on our DIY users.

I am now delighted to introduce you to the Power for All Alliance. This is a world premiere! Together with our founding member Gardena, we are establishing a strong bond for home users that includes well-known and trusted brands such as Emmaljunga, Gloria, Wagner and Rapid. And speaking about the Bosch portfolio in detail, this alliance does not stop with Power Tools. It is also open to numerous Bosch Home Appliances.

We all have a common goal: We will offer users the widest range of applications in and around their entire home. DIY applications, garden and outdoor cleaning tools, home appliances – and many more. In the future, our users will be able to use one and the same Power for All battery in every 18 V tool – across all these brands. This will not only save them space and time, it will also save them money with every new purchase. It is literally *the* battery for your home – now beyond Bosch in the Power for All Alliance. We are convinced that this will give our users a sustainable benefit for their home.

More than 20 million compatible Power for All batteries bearing the Bosch brand are already in the market. In the new Power for All Alliance, we are driving forward the cordless freedom together with our partners. Our common

goal is to offer home users the best and broadest cross-brand 18 V system and thus maximum added value.

We are excited to jointly set this milestone today and look forward to welcome further partners! In a moment, we will outline our application range in more detail in some video clips and, of course, we will be pleased to provide further information during a discussion afterwards. First of all, however, I would like to hand over to Pär Åström, President of our founding member Gardena.

**Press photo:** #959052

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## Save money, space and time with one battery for many brands: **Bosch and Gardena establish battery alliance**

July 14, 2020

PI 11176 PT MR

- ▶ Power for All Alliance as cooperation of renowned manufacturers
- ▶ More flexibility than ever before for users in and around the home and garden
- ▶ Continuous expansion of the Alliance – further manufacturers will follow

Bosch Power Tools is opening up its 18 V battery platform of the “Home & Garden” division to other manufacturers, thus setting a milestone: Bosch and Gardena will form an alliance in future and, together with other leading brands, will offer a cross-brand battery system for products in and around the entire home: The Power for All Alliance. The basis of this Alliance is Bosch cordless technology. “We are opening up our system to other manufacturers, thus offering users more flexibility than ever before. In future, they will be able to use one and the same 18 V battery to operate power tools, garden tools and home appliances from Bosch, as well as products bearing the Gardena, Emmaljunga, Gloria, Wagner and Rapid brand names,” said Henk Becker, President of Robert Bosch Power Tools GmbH. This will save users money, space and time when purchasing products from the Power for All Alliance in future. A pile of incompatible batteries and chargers from different brands will therefore be a thing of the past. The common goal is to offer users the largest cross-brand battery system and thus, the widest application range for their home: DIY tools, garden and cleaning tools, home appliances, products for surface coating, for leisure and camping – and many more.

### **Battery technology from Bosch convinces partners and users alike**

Pär Åström, President of Gardena: “Our users are looking for a strong, reliable and versatile battery they can use for many purposes in and around their home and garden. This is why we at Gardena decided to join forces with Bosch to found the Power for All Alliance.” “We are convinced that cordless and, flexible working is the future. The Power for All Alliance is a win-win situation for everyone,” confirmed Markus Kress, President and owner of Gloria House and Garden.

Bosch continues to adhere to the backwards compatibility until 2007, which is important for the user: The more than 20 million Bosch batteries for 18 V DIY and garden tools that are already on the market will remain compatible like the corresponding chargers. Bosch already offers a broad portfolio of cordless DIY and garden tools, and will systematically expand it in the coming years. Gardena is converting its entire 18 V product range to the Alliance battery system for the coming gardening season. All other partners are either already represented on the market by solutions powered by Bosch batteries or are gradually expanding their product range. In the Power for All Alliance, the companies will jointly drive forward the new flexibility for the entire home in future.

The opening and expansion of the cordless segment creates substantial added-value for the user and is an important growth driver for Bosch. “The demand for cordless tools is increasing continuously. In five years down the road, their share will already have risen from about 40 to 60 percent. The investment in our battery system is an investment in the future,” said Henk Becker. The establishment of the Alliance is the prelude to a partnership with strong brands. Further manufacturers are already under discussion.

You can find further information about the Power for All Alliance at [www.powerforall-alliance.com](http://www.powerforall-alliance.com).

**Press photos:** #959052, #3071362, #3071380, #3071381, #3071382

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