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

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- ▶ 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,  
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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.*

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**Many brands, many tools, one battery system:**

**The Professional 18V System – powered by Bosch**

Keynote speech by Lennart de Vet,

Managing Director 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 Professional 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: “We make the Pro more efficient” – this is what we stand for, this is also our slogan. Tradespeople have to deliver high quality in short time. And they have to be competitive. This is exactly what our professional range is designed for: We give tradespeople tools in their hands that make them faster and let them achieve the best results easier and – of course just as important – safer. Their focus is on productivity. This is what differentiates trade and industry fundamentally from our DIY users.

We have achieved and we will continue to achieve great success with this strategy. Innovations such as our first professional 18 V rotary hammer with lithium-ion technology convince our professional users. The GBH 18V-LI Professional was groundbreaking back in 2010 as it offered power and therefore an application range, that was previously only provided by much heavier and bigger 36 V tools. More recent examples based on our users’ needs are the time-saving X-Lock quick-change system for angle grinders which we have introduced last year and our high-performance Biturbo cordless tools. We bring innovation to power, year after year, again and again.

Talking about high-performance cordless tools, they are on the rise 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 professional tools from Bosch.

In fact, when it comes to professional users, the share of cordless tools will increase from about 60 percent today to more than 80 percent in 2023. The reason for that is straightforward: They offer high added value. You can use them almost without limits in any environment, and – more and more – they are even outperforming their corded counterparts. Regarding our Bosch Pro-

fessional 18V System, there is yet another benefit: Our users need just one battery for various products, ranging from drill/drivers, saws and sanders to benchtop tools. And there is much more to come as we are continuously extending our cordless Bosch Professional 18V 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 leading 18 V cordless platform for professional partners. Yes, you heard right: Our light-weight, high-performance 18 V batteries will not only power Bosch Professional tools. We are also cooperating with renowned manufacturers worldwide and are offering *one* 18 V system for specialized and innovative key brands. This will generate additional benefits for our users as he or she will be able to choose from a wider range of applications than ever before.

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

We are convinced: The cordless construction site increases the efficiency of each and every tradesperson – and each and every company. Cordless tools enable professionals to work faster and more effective. Our vision is to offer trade and industry the best 18 V system covering all types of applications over many brands and countries – and thus delivering maximum added value. Many brands, many tools, one battery system – I am delighted to introduce you today to our partners for the first time: Brennenstuhl, Sulzer, Klauke, Ledlenser, Lena Lighting, Sonlux and Wagner. All of them are experts in their field. They have placed their trust in the Bosch brand. And together, we have a common goal: We make the Pro more efficient. In the future, our users will be able to use one and the same Bosch Professional

battery in every 18 V tool – across various brands. This will not only save them space and time, it will also save them money with every new purchase.

By opening our Professional 18V System, it will become even more attractive through additional expert brands and expand even faster. We are convinced that this will give our users a sustainable benefit for their work. Investing in the Professional 18V System means investing in Pro technology that offers maximum flexibility and continuous innovation. We will show you in a second what we mean by this. Let me just mention some key benefits: Full compatibility since 2008, fastest charging time in the market, unique CoolPack Technology, latest cell technology for the best battery performance. And – our flagships – our high-performance ProCore18V batteries. Most importantly, however, our users will experience a new boost in flexibility.

To date, users have already purchased more than 60 million professional 18 V lithium-ion batteries bearing the Bosch name. Together with our partners, we are driving forward the cordless construction site of the future. We are excited to jointly set this milestone today and look forward to welcome further partners! Let's now take a closer look at our new application variety – of course, we will be pleased to provide more information during a discussion afterwards. But first of all: Action!

**Press photo:** #1486592

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### Efficiency boost for professional users: **Bosch opens Professional 18V System for expert brands** Save time, space and money with one battery for all tools

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- ▶ Added value for professionals: More flexibility and a wider application range than ever before
- ▶ Strong alliance: Seven expert brands already on board – and more to come
- ▶ Technology from Bosch: Basis for the trust given by partners and users
- ▶ Expansion of the Bosch cordless segment: 100 tools within the next two years

Bosch Power Tools is opening up its 18 V battery platform for other professional brands, thereby revolutionizing the cordless segment for professional users. “We give tradespeople tools in their hands that make them achieve the best results faster, easier, cheaper and safer,” said Lennart de Vet, Managing Director of Robert Bosch Power Tools GmbH, responsible for Bosch Professional. The focus is on efficiency and effectiveness. Opening up the 18 V battery platform will offer professional users significant added value: Through its partnership with Brennenstuhl, Sulzer, Klauke, Ledlenser, Lena Lighting, Sonlux and Wagner – all experts in their fields – Bosch offers an even wider application range and even more flexibility in the use of specialized products such as floodlights, caulking guns, cordless hydraulic cutting tools and paint spraying systems. More manufacturers will follow. From now on, professionals just need to take one battery and one charger with them – this saves time, space and money. A pile of incompatible batteries and chargers will therefore be a thing of the past. “Opening up the Professional 18V System is the prelude of a worldwide partnership with strong expert brands. The common goal is to offer professional users the best 18 V system across many brands and countries – and thus giving them a further boost in efficiency,” said Lennart de Vet.

#### **Partners and users lay their trust in the Bosch brand**

The cross-brand battery system is based on cordless technology from Bosch. “The Professional 18V system offers our users enormous added value, for example through the fastest charging time in the market. In combination with our high performance LED work lights, it was clear to us that only a cooperation with the technology leader would be possible,” said Ralf Nickles from Brennenstuhl.

Roman Thönig from Sulzer emphasized the flexibility and versatility of the system: “The Professional 18V System contains already more than 180 tools – and we are an important part of it. We enrich the system with a full range of one- and two-component cordless dispensers for both the Cox and Mk brands.” Tim Lumme from Klauke relies on strength in the system. “Many of our customers own Bosch tools. With our new Orange Line, we are offering these customers unique battery-hydraulic safety tools with triple insulation that are powered by Bosch batteries. This creates high value-added.” Bosch itself is extending the cordless segment by 100 tools up until 2022 – launching more cordless tools than ever before on the market within two years. The share of cordless power tools will rise from 60 to 80 percent within the next three years. “We believe in the innovative strength of Bosch and invest in a system that is safe and state-of-the-art – not only today, but also in the future,” said Thomas Willing from Ledlenser. “Our contribution is the high-performance searchlight XP30R, which combines maximum light output and reach with good portability.”

The consistent compatibility since 2008 is another advantage of the system. “This compatibility ensures maximum freedom and simplicity. We could not make a better promise to our customers,” said Artur Temnicki from Lena Lighting. “Our new compact LED projector Magnum Future Led XS offers tradespeople many useful functions and ensures effective and energy-saving light for all work areas.” Quality and robustness are just as important in the professional environment. Christian Wöhner from Sonlux: “The batteries from Bosch are very robust and designed for the tough requirements on the construction site – as is our new LED work light Gladiator SL I Akku. It extends our Gladiator SL family and is an all-round solution for light security on the construction site.” Availability and flexibility are key factors for Thomas Jeltsch from the coating specialist Wagner. “Just like Bosch, we are operating all over the world and want to give our customers access to the latest battery technology. We are convinced that cordless tools offer our users a maximum level of flexibility that they don’t want to miss in future.”

To date, users worldwide have already purchased more than 60 million professional 18 V lithium-ion batteries bearing the Bosch name. Together with the partners, Bosch is driving forward the cordless construction site of the future.

You can find further information about the Professional 18V System – powered by Bosch at [www.professional-18V-system.com](http://www.professional-18V-system.com)

**Press photos:** #1486592, #3071365, #3071366, #3071367

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