



BOSCH

July 6, 2021
RF 11345-e PT MR

Home made by you – with innovations from Bosch

Speech by Henk Becker,

President of Bosch Power Tools

on the occasion of the DIY Media Day

on July 6, 2021

Check against delivery.

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Ladies and Gentlemen,

Welcome to the virtual Bosch Power Tools DIY Media Day 2021! Today, it's all about 'Home made by you' – with innovations from Bosch. Before we talk about the future, let's have a short look at the past: As you may already know, we achieved record sales of 5.1 billion euros in more than 190 countries in the fiscal year 2020. This growth corresponds to nine percent adjusted for currency effects compared to the previous year. The reasons for the overall very successful year in a very dynamic environment are manifold, but one key factor is the trust which users placed in our company when buying tools. This has recently been confirmed by a representative consumer survey conducted by GfK. Based on this, Bosch Power Tools won the prestigious Best Brands Award 2021 in the overarching category 'Best Brand Overall'. We are very proud of this and it motivates us to further focus consistently on our users' needs and to offer them added value: We make hard work easier for professionals and support the self-fulfillment and the feeling of 'Home made by you' of our DIY users. Let's go for a deep dive in our DIY world!

What we will show you today is innovation made by Bosch – we have great news for users around home and garden as well as for fans of our Dremel brand. And we will show you what we are doing in terms of sustainability. Let's start with Home & Garden!

The Power for All Alliance – one battery for your home

Last year was a very special year for us indeed: We were opening up our 18 V battery platform of the Home & Garden division to other manufacturers, thus laying the foundation for our vision to provide our users *one* battery they can use for all applications in and around their home. Together with our founding member Gardena, we have established the Power for All Alliance, a strong bond for users that includes well-known and trusted brands such as Gloria, Wagner and Rapid. And as you know, this alliance does not stop with Bosch Power Tools. It is also open to selected Bosch Home Appliances. Our common goal drives and unites us: to improve people's quality of life by offer-

ing them cordless freedom and the widest range for all use cases in and around the home.

Last year we promised you quite a lot: We announced that we will be constantly expanding the Power for All Alliance to include new areas of life and applications. And of course, you are right to ask now: What has happened since then? So, let's have a look at it together!

We are more than happy to welcome our new partners Steinel and Flymo to the Power for All Alliance! They will once again expand the existing portfolio and further increase the flexibility in the system. We are excited to jointly set this milestone today and look forward to welcoming further partners!

And for sure, we are also continuously extending our 18 V product range for the Power for All Alliance within Bosch. Let me give you three examples:

The UniversalSaw 18V-100 you see in the picture is a powerful all-rounder and, at 100 millimeters, offers another 25 percent more cutting depth than its predecessor. It is very easy to handle so that users can start implementing their individual projects right away.

With our first cordless wet/dry vacuum cleaner AdvancedVac 18V-8, you no longer must worry about the dust created. Whether indoors or outdoors, wet, or dry, rough or fine: The AdvancedVac 18V-8 reliably removes dirt and liquids. But it also works the other way around: You can easily switch from suction to blowing function. It can then be used as a volume air pump, for example, to inflate an air mattress, or you can use it to remove leaves in the courtyard driveway.

And for sure, we also extend our garden tools range: With the Advanced-Shear 18V-10, we introduce our first grass and shrub shear in the 18 V battery system. It is superior to common grass and shrub shears as it is operating with a dual-action blade like a hedge cutter – guaranteeing better cutting

performance and less vibration. With this assortment of cordless innovations, we contribute our part to the Power for All Alliance.

Many users, more experiences, max performance: One Dremel ecosystem

But that's not all: this diversity in application fields and user groups is also further supported by our Dremel brand with innovations in their versatile and compact multi-tool category.

We offer our Dremel users and makers a complete ecosystem with innovative digital solutions for an even better user experience in their projects. 2021 marks the year for Dremel with 'power to perform'. A premium line of accessories for maximum performance, the most powerful cordless multi-tool Dremel ever launched paired with connected technology as well as more digital support – this will keep Dremel fans unstoppable in their DIY projects.

Let's start with the best accessories in terms of efficiency and durability: this is our new accessory range Dremel Max. It consists of a total of seven accessories for cutting, engraving, and carving. The Dremel Max EZ SpeedClic Premium cutting wheel, for example, has a lifetime which is 20 times longer than the standard accessory. It can even cut alloyed steel. This durability makes Dremel Max accessories a sustainable choice for Dremel multi-tool users when tackling the toughest materials and applications, project after project.

The ultimate in high performance is the most powerful cordless multi-tool Dremel has ever developed: the Dremel 8260. It is the world's first 12 V tool in its class to feature a brushless motor coupled with Bluetooth connectivity and offers another 50 percent more battery capacity than the most powerful 12 V cordless tool to date. With its power output, the Dremel 8260 is even more powerful than its corded counterpart. And that's not all: It is also the world's first connected cordless multi-tool in its class and provides users with added value through the digital LED display and connectivity. Connect your tool, control tool speed, monitor tool and battery performance, manage over-

load and overheat alerts, view accessory details and tips – all this and much more is possible with the new Dremel 8260 and the Dremel App. Let's have a look at it together in the video!

And we're going even one step further: We accompany users on their digital journey and provide them with valuable assistance and tips, whether on our optimized websites, via the Dremel App, or through personalized newsletters. We even have a new chat bot to help users to find the right information online based on what they are looking for. And creating a MyDremel profile with free registration of their new Dremel tools offers DIYers additional added value, such as a 1-year warranty extension and useful information such as operating instructions or proof of purchase and warranty certificate to make it easier to use services. Access to the best of Dremel via mobile app or on the web, this is what our new digital offer provides and bundles.

Sustainability at Bosch Power Tools

As we have just seen – our innovations are always derived from very specific user needs – that is a key focus and will remain so in the future. This holds true not only with regards to our product offering, but also in terms of overarching topics. Consequently, I would also like to show you today how intensively we are dedicated to the topic of sustainability.

At Bosch, we pursue a holistic approach concerning sustainability: Bosch has always taken on its corporate responsibility – the topic of sustainability is firmly anchored in our values and has been an integral part of our corporate culture for decades. Since 2020, Bosch has been the first global industrial company to be completely climate neutral. This means that all 400 administrative, research, and manufacturing sites around the globe have a zero-carbon footprint. Of course, this also applies to the Bosch Power Tools sites.

The topic of sustainability has gained momentum – it is being discussed politically, but above all also socially. Accordingly, consumers and retailers are

also increasingly asking for sustainable and energy-efficient products. At Bosch Power Tools, we are aware of our corporate responsibility and want to reduce our ecological footprint. We focus on the principles of the circular economy. For us, product design is an important strategic pillar because many decisive ideas are already made in the early stages of the product development. 'Reduce, Reuse, Recycle' – our goal is to save raw material, to save resources and to design our products to increase their recyclability. A dedicated project team was founded for this purpose. It will continuously examine and implement suitable measures worldwide, for example to increase the usage of recycled materials for packaging and power tools.

By introducing suitcases made of recycled plastic in the Home & Garden business, we have already saved more than 2,200 tons of plastic raw material and thus more than 3,000 tons of CO₂ since 2019. With our current Ixo storage box, we save more than 30 tons of plastic raw material and about 45 tons of CO₂ per year each. But it's not only about reducing CO₂, it is also about reducing plastic waste: by switching from plastic blister packaging to cardboard packaging in the garden area, we avoid around 50 tons of plastic waste per year. And this also applies to our Dremel brand: by reducing the size of Dremel accessory packaging, we save about 80 tons of CO₂ per year and we avoid more than 15 tons of plastic waste per year by switching from plastic blister packaging to cardboard packaging.

Milestone in sustainable product development: Cross line laser Quigo Green

Our new Quigo Green cross line laser is a very good example of how we are implementing our sustainability strategy. It is the first measuring tool from Bosch whose housing and accessories are made of 90 percent recycled plastic. Already at the very beginning of the product development, the focus was on reducing the carbon footprint from the product and the accessories through to packaging. The new packaging is therefore also made of 70 percent recycled paper, has an environmentally friendly water-based coating, and no longer contains any plastic foils inside. This saves 172,000 plastic bags per year. We have also optimized the size of the packaging: As small as

possible so that the maximum number of tools can be transported simultaneously. In addition, our new Quigo Green consumes 50 percent less energy than its predecessor thanks to optimized electronics – which means 300,000 fewer batteries over the entire life cycle. All this helps to save CO₂ and reduce waste. In total, we save more than 340 tons of CO₂ with a single product. As you can see, sustainable action is an elementary component of our values and of the corporate culture at Bosch. With the new Quigo Green, we are setting a milestone in sustainable product development in the measuring tool segment and are already thinking about tomorrow. Let me give you some more examples and inspiration in the following video!

We will continuously develop our products based on the circular economy principles, reduce their ecological footprint, and promote sustainable living in their applications. Properly composting leaves with the help of a shredder, providing insects with a habitat in an insect hotel, watering the garden with rainwater – these are just a few examples of how our products already contribute to this. And we want to inspire our users even more to create sustainable DIY projects via our ‘All about DIY’ platform. There you can already find numerous upcycling ideas to give old objects a second life. Shelves made from an old cassette door, discarded pasta strainers as a lamp, rocking chairs made from run-down car tires – there are virtually no limits to creativity. Just give it a try!

But that’s not enough for us – in the future, we want to think much stronger beyond Bosch Power Tools and combine our expertise with other companies and organizations that are driving sustainability, for example NGOs like environmental protection organizations or companies that drive sustainability through certification. We know that we are still at the very beginning – but we have taken on a lot! Follow us on our journey and let us surprise you!

Home made by you – with innovations from Bosch

Let me sum up the most important points once again:

- *One* battery for all applications in and around the entire home – we are consistently driving this goal forward with existing and new partners in the Power for All Alliance. And, of course, we are also contributing to the expansion of the 18 V battery system ourselves with numerous innovations.
- Our innovations are always derived from a user's perspective aiming to provide the best experience. In the future, we also provide our Dremel fans access to a complete ecosystem and the 'power to perform'.
- And we will dedicate ourselves even more to the topic of sustainability. We have set ourselves high goals. And we are prepared to be measured by them because we want to offer users the utmost added value at all levels.

Thank you for your attention.

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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, garden tools, power tool accessories and measuring tools. In 2020, its roughly 20,000 associates generated sales of 5.1 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 2021, Bosch Power Tools will again launch more than 100 new products onto the market in its four business segments power tools, garden tools, accessories and measuring tools.

The Bosch Group is a leading global supplier of technology and services. It employs roughly 395,000 associates worldwide (as of December 31, 2020). The company generated sales of 71.5 billion euros in 2020. 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 some 60 countries. Including sales and service partners, Bosch's global manufacturing, engineering, and sales network covers nearly every country in the world. With its more than 400 locations worldwide, the Bosch Group has been carbon neutral since the first quarter of 2020. The basis for the company's future growth is its innovative strength. At 129 locations across the globe, Bosch employs some 73,000 associates in research and development, of which nearly 34,000 are software engineers.

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