



Expanding the company's international presence **Bosch focusing on growing market in Africa** Branch office opened in Nigeria

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- ▶ Excellent growth potential in Nigeria, Africa's largest and most populous economy
- ▶ Bosch to have a presence in ten African countries by end of the year
- ▶ Already 760 associates on the continent

Lagos, Nigeria – The Bosch Group is focusing on the growing African market and is continuing to expand its presence on the continent. The global supplier of technology and services has opened a new sales and service company in Lagos, Nigeria. “Africa offers great potential for our business,” said [Uwe Raschke](#), a member of the Bosch board of management, at the official opening ceremony. “The economic forecasts for many African countries are very promising: the population is growing rapidly, the average age is low, and the purchasing power of the emerging middle class is rising.” This is particularly true for Nigeria, he added. With more than 170 million people, Nigeria is the continent's most populous country and the largest African economy. “Our new sales office in Lagos gives us outstanding access to the western African market and allows us to better serve the growing demand for our products and services. The metropolis is the region's economic hub and is developing extremely dynamically,” Raschke said.

More quality of life for a growing middle class

Bosch generated total sales of around 350 million euros in Africa in 2014 and currently employs 760 associates on the continent. Including the new branch of office in Nigeria, the company will be represented in ten African countries by the end of 2015. “We have also had a local presence in Kenya, Angola, and Mozambique since last year. Now we are looking to further expand our presence in western and northern Africa. Just a few days ago, we announced a new Bosch branch office in Algeria, and we plan to officially open sales offices in Ghana and Tunisia before the end of the year,” said Markus Thill, the Bosch Group's representative in Africa. “This will allow us to do an even better job of promoting our business in Africa. Our goal is to be closer to our customers and improve quality

of life for the people in Africa on a lasting basis with our innovative products and solutions,” Thill added.

Cooperation for enhancing specialist knowledge at automotive workshops

In October 2014, Bosch signed a memorandum of understanding with the Nigerian government’s National Automobile Council (NAC) to set up an alliance. The alliance aims to expand the automotive workshop network in Nigeria and enhance mechanics’ specialist knowledge. As the number of vehicles on Nigeria’s roads rises, so does the need for qualified repair and service workshops. Bosch and the NAC plan to offer technical training as well as innovative products and solutions in the areas of workshop equipment and diagnostic technology. “By way of this alliance, we hope to make a contribution to improving the technological expertise of local workers in the automotive industry. This will benefit both the Nigerian economy and our business in the country,” Thill said.

Bosch in Africa

Bosch has been present in Africa since 1906. Today, the company is active in Africa with all four of its business sectors: Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology. The focus of the company’s activities is currently South Africa, where there are two manufacturing sites, in Brits and Midrand. They primarily manufacture automotive components and assemble packaging machinery. Bosch’s representative offices in Egypt and Morocco are another important linchpin in northern Africa. Last year, Bosch entered the eastern African market by opening a branch office in Kenya, and also opened sales offices in Angola and Mozambique.

Bosch is committed to supporting young talent in sub-Saharan Africa and is the initiator of “Afrika kommt!,” a program for budding business leaders in sub-Saharan Africa that is sponsored by German industry. Since 2008, Bosch has been joined by a number of other companies in offering scholarships to African junior executives so that they can spend a year in Germany completing a professional training program. The goal of the program is to foster mutual exchange and learning between African executives and German companies.

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The Bosch Group is a leading global supplier of technology and services. It employs roughly 360,000 associates worldwide (as per April 1, 2015). The company generated sales of 49 billion euros in 2014. Its operations are divided into four business sectors: Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology. The Bosch Group comprises Robert Bosch GmbH and its roughly 440 subsidiary and regional companies in some 60 countries. Including its sales and service partners, Bosch is represented in roughly 150 countries. This worldwide development, manufacturing, and sales network is the foundation for further growth. In 2014, Bosch applied for some 4,600 patents worldwide. The Bosch Group's strategic objective is to create solutions 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 company was set up in Stuttgart in 1886 by Robert Bosch (1861-1942) as "Workshop for Precision Mechanics and Electrical Engineering." The special ownership structure of Robert Bosch GmbH guarantees the entrepreneurial freedom of the Bosch Group, making it possible for the company to plan over the long term and to undertake significant up-front investments in the safeguarding of its future. Ninety-two percent of the share capital of Robert Bosch GmbH is held by Robert Bosch Stiftung GmbH, a charitable foundation. The majority of voting rights are held by Robert Bosch Industrietreuhand KG, an industrial trust. The entrepreneurial ownership functions are carried out by the trust. The remaining shares are held by the Bosch family and by Robert Bosch GmbH.

Additional information is available online at www.bosch.com and www.bosch-press.com, <http://twitter.com/BoschPresse>.

**The sales figure disclosed for 2014 does not include the former joint ventures BSH Bosch und Siemens Hausgeräte GmbH (now BSH Hausgeräte GmbH) and ZF Lenksysteme GmbH (now Robert Bosch Automotive Steering GmbH), which have since been taken over completely.*