

- Alle Standorte CO<sub>2</sub> neutral seit E'2020
- Ziel 2030: -15% CO<sub>2</sub> Scope3 Emissionen (Einkauf, Nutzungsphase)
- Mit i4.0 zur Smart Factory und intelligentem Energiemanagement
- Design von nachhaltigen Produkten
- Home Connect und Digitale Business Modelle als Enabler von Kreislaufwirtschaft

# B/S/H/



# BSH Home Appliances – The Company



## B/S/H/

1

**No. 1**  
In Europe



**38**  
Production Sites



**€ 13.9 bn**  
Turnover



**3.5 %**  
Investments



**60,000**  
Employees



**5.1 %**  
Research & Development

(\*Fiscal Year 2020, Status: July 2021).

# Our Brands

**Appliance Brands**  
Home Appliances  
under the brands



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**Ecosystem Brand**



**Service Brands**





# Our Consumer Products

Food, Beverage & HomeCare



**FOOD**

*Food is simply better homemade.*

**B/S/H/**

# Our Consumer Products

Food, Beverage & HomeCare



## BEVERAGE

*Innovations combined for enjoyment.*

B/S/H/



# Our Consumer Products

Food, Beverage & HomeCare



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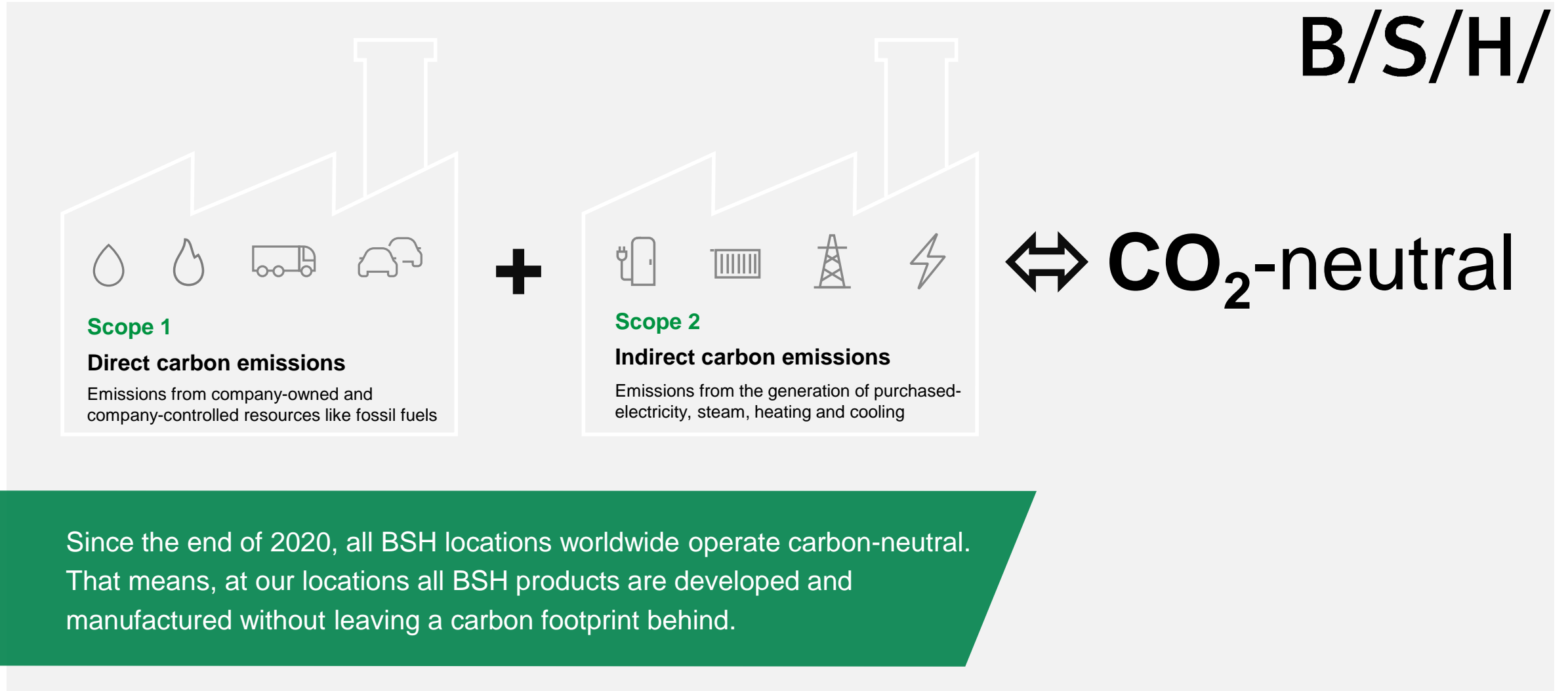
HOME CARE

*Leaves you with nothing but good memories*



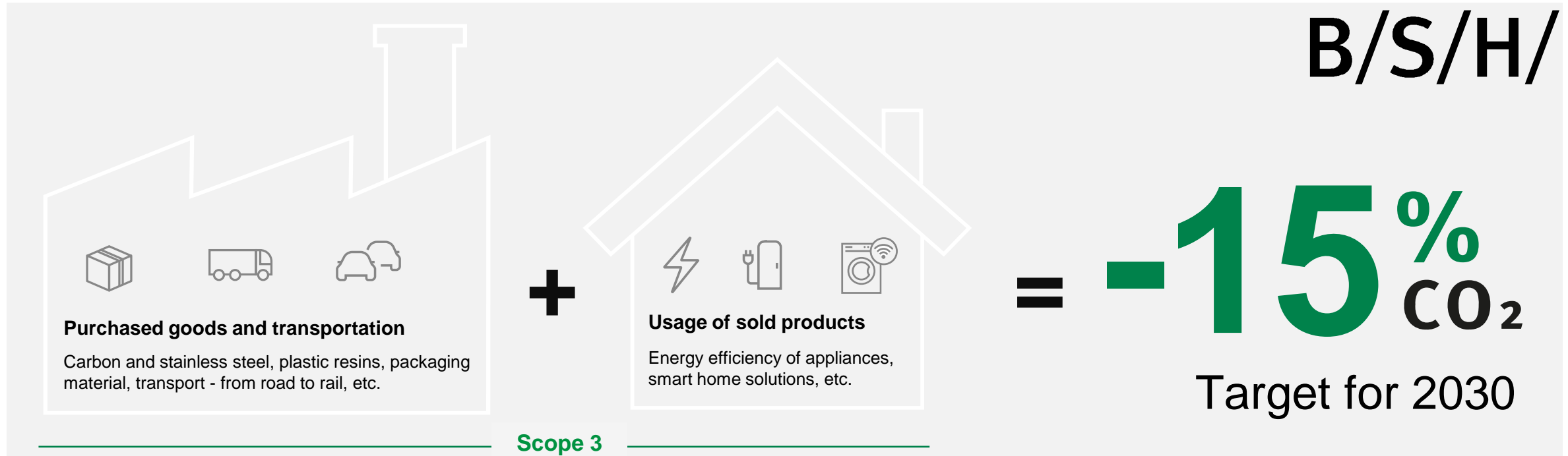
# All BSH Locations Are Carbon-Neutral

## Environmental Protection



# Reducing CO<sub>2</sub> Emissions Throughout the Product Lifecycle

## Environmental Protection

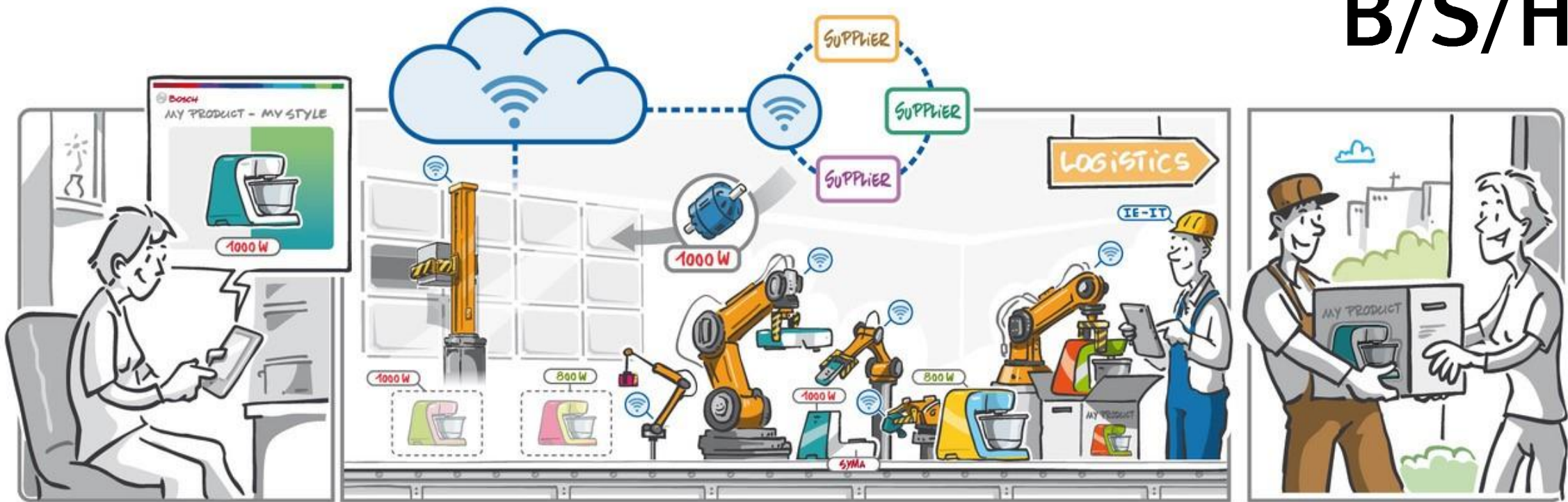


We also address what we cannot directly influence ourselves. Specifically, we are cutting CO<sub>2</sub> emissions throughout the entire product lifecycle – including the procurement of goods and the usage of our sold products. We aim for a 15 percent reduction by 2030.



# The Factory of the future survives only by Excellence

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LEAN – GREEN – DIGITAL – AGILE

Pillars	Best cost	Digitalization	Production on demand	Mass customization	Sustainable Production	People centric
	Cost competitiveness - be on benchmark level in overall costs	Vertical and horizontal connected factory along the supply chain	Sustain flexibility from volumes, in portfolio & in supply chain	Individualized, customer specific products in mass production	Increase energy efficiency, extension of on-site renewable energy	learning organization, cross functional & empowered way of working

# Design of Sustainable Products



*"I will only buy SmartGrow if I am convinced it is sustainable!"*  
Zero-waste approach, low ecological footprint and closed loop CE

# B/S/H/



# Home Connect as Enabler of Circular Economy



## B/S/H/



**Over 5 million**

appliances sold with Home Connect.



**4.4 star app rating**

in average in the App Store and Google Play.



**Available in 49 countries**

in 25 different languages.

**Watch Video**

\* February 2021



# Digital Business Models as Enabler of Circular Economy

 **BlueMovement**  
POWERED BY **BOSCH**

**B/S/H/**



**MIETE BOSCH HAUSHALTSGERÄTE AB € 12,99  
PRO MONAT**

Das Hausgeräte-Abo für ein nachhaltigeres Zuhause

[Zu unseren Abos](#)

[#staysafe](#) [Wir liefern weiter](#)

Thank you and see you in Bad Neustadt!



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BSH HOME APPLIANCES GROUP

Thank You!

