

# BOSCH'S DIVERSIFICATION AS A STRATEGIC ADVANTAGE

## A HIGH-TECH COMPANY PREPARED FOR THE FUTURE



# Bosch – technology to enhance quality of life



- ▶ Some 56,000<sup>1</sup> researchers and developers work at Bosch: at 118<sup>2</sup> locations worldwide, in a single network.
- ▶ Bosch is one of the world's leading international providers of technology and services.
- ▶ Over the past five years, Bosch has invested more than 24 billion euros in research and development.
- ▶ Our objective: to develop innovative, useful, and exciting products and solutions to enhance quality of life – technology that is “Invented for life.”

<sup>1</sup> As of 12.15 <sup>2</sup> R&D locations with >50 associates, as of 12.15

# Bosch – a global network



- ▶ The 375,000<sup>1</sup> Bosch associates make these solutions possible.
- ▶ Bosch has four business sectors, with more than 440<sup>1</sup> subsidiary companies and regional subsidiaries in some 60<sup>1</sup> countries.
- ▶ Including its sales and service partners, Bosch is represented in some 150<sup>1</sup> countries.

<sup>1</sup> As of 12.15

# Bosch – a global network

## Four business sectors

### Mobility Solutions



### Industrial Technology



### Energy and Building Technology



### Consumer Goods



# Bosch – Four business sectors

## Key Figures 2015\*

### Bosch Group

- ▶ 70.6 billion euros in sales
- ▶ 374,778 associates

#### Mobility Solutions

- ▶ One of the world's largest suppliers of automotive technology

59% share of sales



#### Industrial Technology

- ▶ Leading in drive and control technology, packaging, and process technology



#### Energy and Building Technology

- ▶ Leading manufacturer of security technology
- ▶ Global market leader of energie-efficient heating products and hot-water solutions

41% share of sales



#### Consumer Goods

- ▶ Leading supplier of power tools and accessories
- ▶ Leading supplier of household appliances



\* As of 12.15

# Bosch Group in Russia

## Strong presence in the region

### Bosch Locations in Russia





# Bosch Group in Russia

## Localization and investment initiatives: **Automotive Plant, Samara**



**Location:** Samara

**Start of production:** June 2015

**Investment:** 50 m EUR

**Products:** antilock braking systems, steering systems



**ABS and ESP®**



**Steering System**

# Bosch Group in Russia

Localization and investment initiatives:

## Automotive Technology and Power Tools, Engels Plant 1 and 2



**Location:** Engels, Saratov region

**Start of activity:** 1996

### Products:

- power tools: drills, screw drivers, grinders, jigsaws, etc.
- automotive technology: spark plugs



# Bosch Group in Russia

## Localization and investment initiatives: Thermo Technology, Engels Plant 3



**Location:** Engels,  
Saratov region

**Start of production:** April  
2014

**Associates:** 200

**Investment:** 21 m EUR

**Products:** industrial and wall-  
mounted boilers

**Innovation prize** German-  
Russian Foreign Trade  
Chamber. Renewable energy  
sources project

# Bosch Group in Russia

## Localization and investment initiatives: Thermo Technology, Engels Plant 4



**Location:** Engels,  
Saratov region

**Start of production:** June 2015

**Associates:** 100

**Investment:** 10 m EUR

**Products:** radiators



# Bosch Group in Russia

## Bosch Household Appliances (BSH)



**Location:** Strelina / St. Petersburg

**Construction phase 1:** 2006

**Construction phase 2:** 2012

**Products:** manufacturing of refrigerators and washing machines





# Bosch Group in Russia

## Localization and investment initiatives: New headquarters in Moscow



**Location:** Khimki, Moscow region

**Construction:** 2011 – 2014

**Investment:** 120 m EUR

**Associates:** 650

**Facility:** 60 000 m<sup>2</sup> with training centers and warehouse. Vacant area for rent – 11 000 m<sup>2</sup>

**Products & Services:** sales and administrative HQ for all Bosch activities in Russia and CIS

