



Bosch appoints new Southeast Asia President and Managing Director

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- ▶ Mr Martin Hayes to helm Bosch's Southeast Asia operations
- ▶ Former President Mr Cem Peksaglam assumes new global appointment in Bosch
- ▶ Bosch remains committed to continued growth in Southeast Asia

Kuala Lumpur, 3 January 2011 — The Bosch Group - a leading global supplier of technology and services in the areas of automotive and industrial technology, consumer goods and building technology - is pleased to announce that it has appointed Mr Martin Hayes as the President and Managing Director of Robert Bosch (South East Asia) Pte Ltd with effect from 1 January 2011.

Mr Hayes will be located in Singapore, where the Bosch Southeast Asia regional headquarters is based. He will concurrently be the Managing Director of Bosch in both Singapore and Malaysia.

Mr Hayes takes over the role from Mr Cem Peksaglam, who has returned to Germany to assume a global appointment in the Security Systems business division of Bosch.

Mr Hayes brings with him more than 20 years of experience from various divisions across the Bosch Group. He has amassed a wealth of international management and leadership experience in several functions, including global responsibilities.

In his previous appointment as Executive Vice President of Original Equipment (OE) Sales at Bosch Automotive Thailand Co. Ltd, Thailand, Mr Hayes was responsible for building the customer base for the automotive sales business in Southeast Asia and Australia. He was also instrumental in setting up the automotive sales function, as well as in developing key relationships with OE manufacturers.

On his new appointment, Mr Hayes said, “I am honored to be given this opportunity to lead Bosch’s Southeast Asian operations, building on the strong network and foundation that has been established. We continue to see good prospects for Bosch in this region, and remain committed to developing our business in Southeast Asia.”

Prior to joining Bosch in Germany in 1987, Mr Hayes was at Marconi Underwater Systems Ltd, focusing on electronics design for naval equipment, as well as with Factron Schlumberger, a manufacturer of in-circuit test equipment.

Mr Hayes is an active contributor to the Centaur Group of Senior Management Leadership Program, which is affiliated to the Cranfield University, United Kingdom. He is also a certified Member of the Institute of Engineering and Technology, United Kingdom (MIET).

Born in the United Kingdom, Mr Hayes completed an ONC and HNC in Electrical and Electronic Engineering sponsored by Metal Box plc, Hull, United Kingdom. He later obtained a first class honors degree in Electrical and Electronic Engineering from the Portsmouth University, United Kingdom. He is married with three daughters.

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About Bosch Malaysia

Bosch has been present in Malaysia since 1923, being currently represented in the country by Robert Bosch Sdn Bhd, with offices located in Selangor, Perak and Penang. Presently, Bosch is active in Automotive Aftermarket, Power Tools, Security Systems, Drive and Control, and Packaging Technology in Malaysia. Bosch has two manufacturing arms in Penang providing car multimedia systems and power tools. Bosch also operates joint ventures in Malaysia, namely BSH Home Appliances Sdn Bhd, FMP Automotive (Malaysia) Sdn Bhd and ZF Steering (Malaysia) Sdn Bhd.

Additional information can be accessed at www.bosch.com.my.

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About Bosch in Southeast Asia

Robert Bosch (SEA) Pte Ltd is a regional subsidiary of the Bosch Group, representing the Group's interests in Southeast Asia. Legal entities in Malaysia, Indonesia, Vietnam, Cambodia, Thailand and the Philippines report to Robert Bosch (SEA) Pte Ltd. The Asia Pacific headquarters for Bosch's business divisions of Automotive Aftermarket, Security Systems and Bosch Software Innovations, as well as operations for Corporate Information, Information Technology, Corporate Research and Advance Engineering, are part of Robert Bosch (SEA) Pte Ltd. Additional information can be accessed at www.bosch.com.sg

About the Bosch Group

The Bosch Group is a leading global supplier of technology and services. According to preliminary figures, some 270,000 associates generated sales of roughly 38 billion euros in the areas of automotive and industrial technology, consumer goods, and building technology in fiscal 2009. The Bosch Group comprises Robert Bosch GmbH and its more than 300 subsidiaries and regional companies in over 60 countries. If its sales and service partners are included, then Bosch is represented in roughly 150 countries. This worldwide development, manufacturing and sales network are the foundation for further growth. Each year, Bosch spends more than 3.5 billion euros for research and development, and applies for over 3,000 patents worldwide. With all its products and services, Bosch enhances the quality of life by providing solutions which are both innovative and beneficial. Additional information can be accessed at www.bosch.com.