



Bosch Malaysia stays on course to continue its strong growth

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- ▶ Bosch Malaysia records 37 percent growth in sales during 2010
- ▶ New setup of Thermotechnology division
- ▶ Continued confidence and commitment to growth

Petaling Jaya, 22 June 2011 - In fiscal year 2010, the Bosch Group - a leading global supplier of innovative technologies and services in the areas of automotive and industrial technology, consumer goods and building technology - generated sales of RM 202 billion (47.3 billion euros). This is 24 percent more than in the previous year and represents the highest level of annual sales in the 125 years of the company's history.

In Asia Pacific, Bosch expanded its presence and increased its sales by 43 percent to RM 47 billion (11 billion euros) in 2010. This is 23 percent of the Bosch Group's global sales and marks the highest contribution from the Asia Pacific region to date. The regions' share in the overall sales of the Bosch Group is expected to rise to 30 percent by 2015.

In Southeast Asia, Bosch achieved sales of some RM 2,074 million (486 million euros) in fiscal 2010, an increase of 34 percent year on year. Bosch Malaysia contributed sales of RM 555 million (130 million euros) to this amount which marks a 37 percent growth compared to 2009.

"Malaysia is the second largest contributor to Bosch's sales in Southeast Asia. Clearly Malaysia is a strong growth market for Bosch and provides great opportunities to further extend our presence in the region," said Martin Hayes, President and Managing Director of Robert Bosch (South East Asia) Pte Ltd, who is also Managing Director of Robert Bosch Sdn Bhd.

Mr Hayes added, "Early this year, we set up our Thermotechnology division in Malaysia. We see many opportunities for further growth, especially in the automotive and solar energy industry. This is largely due to the increased

initiatives by the Malaysian government in these areas through the Economic Transformation Programme.”

New setup of Thermotechnology division

Established in January 2011, the Thermotechnology division is a supplier of resource-saving heating products and hot water solutions. In Malaysia, the division provides commercial and industrial boilers such as fire and water tube boilers. Thermotechnology also offers combined heat & power solutions. Due to the company's century-long experience in boiler manufacturing, Bosch boilers feature high thermal efficiency, durable quality and reliable steam production. In addition, Thermotechnology also offers total control options for boiler systems through communication via plant management systems.

More Thermotechnology products will be introduced to the Malaysian market in the near future geared towards both the residential and commercial market segments. In addition the division plans to progressively increase its headcount.

Continued confidence and commitment to growth in Malaysia

Bosch's confidence for further growth in Malaysia is reinforced by the promising performance of its divisions during the first quarter of 2011. The Drive and Control Technology division registered an 11 percent growth in Malaysia compared to the same period last year. In 2010 the division developed a new palm oil milling system with compact modular continuous sterilization and conveyors driven by hydraulic motors. The system has been utilized in six projects with a net total of over RM 4 million. In the near future, the division estimates healthy growth in most business sectors, especially in the areas of marine and offshore as well as asymmetric semiconductors.

During the first quarter of 2011 the Malaysian Automotive Aftermarket division saw its sales rise by 12 percent compared to the same period last year. With plans to increase local sourcing within Malaysia in order to better meet demands in Southeast Asia, the division entered a strategic partnership with ZF-Steering (Malaysia) Sdn Bhd, a supplier in the steering gear field.

Compared to 2010 Security Systems achieved a 40 percent increase in revenue in Malaysia during the first quarter of 2011. The division's communication, public address and audio conference systems contributed significantly to this result. Security Systems plans to further extend its business into the communication industry with its latest offering of Prosound and Electro-Voice (EV).

In first quarter of 2011, the Power Tools division kept its sales as the same period last year and maintained its position as market leader in the Malaysian market. Its measuring technology and bench top tools made up a large part of its sales. The division will extend its marketing activities through joint efforts with dealers and through a nationwide user roadshow.

This year, the Solar Energy division, based in Bosch's Southeast Asia regional headquarters in Singapore, supplied mono-crystalline solar panels to Tesco, Kulim. A solar photovoltaic system which is connected with a 30kWp grid was installed to generate 45,600 kWh of electricity per year with a Carbon Emissions Reduction (CER) of 3.12 tonnes. The electricity produced by the system is able to power six middle-income households.

Celebrating 125 years of innovation

In conjunction with the company's 125th anniversary, in 2011 a Bosch anniversary roadshow will be travelling across the nation. The roadshow features an extensive array of Bosch products and services such as Power Tools, Automotive Aftermarket and Security Systems. With stops at 11 locations including Kuala Lumpur, Kuantan, Kedah, Pahang, Kelantan, Penang, Ipoh, Malacca and Johor Bahru, the roadshow aims to reach out to both new and loyal customers. In addition, the public can enjoy exciting interactive games to win prizes.

"125 years is a significant milestone for Bosch. We take this opportunity to thank our customers for their valuable support. The roadshow is just one of many activities to celebrate our anniversary this year. In June we already hosted a Family Day for our associates in appreciation for their dedication. In addition we also organized a Bosch Experience Day with university students earlier this year to introduce them to the diverse culture and vast opportunities of our organization," said Mr Hayes.

2011 also marks the 90th anniversary of Bosch Car Service worldwide. To commemorate this milestone in Malaysia, Bosch launched a nationwide Bosch Car Service sales promotion for spark plugs, wipers and batteries which will run until 31 December 2011.

Community involvement

Besides expanding its market presence, Bosch strives to contribute to local communities for a strong and meaningful growth of its business in Malaysia.

In partnership with the Selangor and Federal Territory Engineering and Motor Parts Traders Association (EMPTA), over RM 50,000 were raised for the SRJK (C) Khai Chee School in Kuala Lumpur. From October until December 2010, Bosch dealers contributed to the fund-raising initiative by donating a portion of their proceeds from sales of Bosch automotive products towards this worthy cause.

To cultivate an innovative mindset among Malaysia's future generation, Bosch organised the Bosch Power Tools Asia Cordless Race 2011. University students are challenged to design and build racing karts powered by Bosch cordless Lithium-Ion drills. Winners of the qualifying race in Malaysia on 31 July 2011 will represent the country at the grand final in Beijing, China which will be held from 21 to 23 September 2011.

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About Bosch Malaysia

Bosch has been present in Malaysia since 1923, represented by Robert Bosch Sdn Bhd, with offices located in Selangor, Perak and Penang. In Malaysia Bosch is active in the areas of Automotive Aftermarket, Power Tools, Security Systems, Drive and Control, Packaging Technology, Solar Energy and Thermotechnology. The company has two manufacturing arms in Penang providing car multimedia systems and power tools. Bosch also operates joint ventures in Malaysia including BSH Home Appliances Sdn Bhd, FMP Automotive (Malaysia) Sdn Bhd and ZF Steering (Malaysia) Sdn Bhd. In 2010, Malaysia contributed sales of RM 555 million (130 million euros) and employed almost 2,300 associates. Additional information can be accessed at www.bosch.com.my.

About the Bosch Group

The Bosch Group is a leading global supplier of technology and services. In the areas of automotive and industrial technology, consumer goods, and building technology, some 283,500 associates generated sales of 47.3 billion euros in fiscal 2010. 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. Bosch spent 3.8 billion euros for research and development in 2010, and applied for over 3,800 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, www.bosch-press.com, and www.125bosch.com.