



Bosch celebrates 125 years of its founding

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RBM/COM

- ▶ RM 30,000 donation to Sekolah Kebangsaan Sungai Nibong
- ▶ Bosch commits to nurturing the young
- ▶ Strong crowd of 7,000 attended fun-filled commemorative event of the company's founding

Penang, Malaysia, 24 September 2011 – Bosch, a leading global supplier of innovative technologies and services in the area of automotive and industrial technology, consumer goods, building technology, software and systems solutions - celebrated its 125th anniversary with a cheque presentation of RM 30,000 to Sekolah Kebangsaan Sungai Nibong at its recent Bosch Experience Day for its associates. This year also marks the company's 88 years of presence in Malaysia.

As part of its corporate social responsibility program, Bosch has contributed a total of RM 87,000 to the school since 2002, with the biggest yearly contribution amounting to RM 26,000 to upgrade the school's library, the purchase of educational books and a charity dinner.

Michael Kloss, Bosch Car Multimedia and Commercial Managing Director, said "We are committed to the support of education to improve the future prospects of our youths. We are happy to help enhance the school's facilities and give the children a nurturing environment to study in."

Bosch's 125th anniversary celebration at the Penang plants

As Bosch commemorates its 125th anniversary this year, the Bosch Experience Day held at Bosch Penang serves as a platform for its associates to bring their families to their place of work and at the same time, celebrate its founder's 150th birthday and the company's 125th anniversary.

The Bosch Experience Day is celebrated in more than 60 countries across the world to thank Bosch associates for their dedication and to strengthen the sense of community. "The dedication and solidarity of our associates



have been pivotal to the enduring history of the company's success. Today, our associates are spread over 150 countries, but they still identify with the objectives and values of our company," said Mr Kloss.

A total of 7,000 associates and their families, including 50 students from the Sekolah Kebangsaan Sungai Nibong, were present to experience this meaningful and fun-filled event.

Popular local cartoon characters, Upin and Ipin, were present to entertain the crowd. Other highlights of the event include an e-bike display, a trishaw fitted with the Bosch Global Positioning System, clowns, a coloring contest, lucky draw and a tour of the Car Multimedia and Power Tools plants.



Second from L-R:
Cheque presentation to the principal of SK Sungai Nibong, Che Mahiran Maina, Eberhard Schanz (MD of Bosch Penang Power Tools plant), Michael Kloss (Commercial MD of Bosch Penang Car Multimedia plant), Tan Chee Kiang (Technical MD of Bosch Penang Car

Multimedia plant).

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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.