

# Welcome to Miele at the LivingKitchen



Cologne, January 19, 2015

# A NEW WORLD OF COOKING



**Carsten Prudent**  
**Head of Corporate Communication**

# A NEW WORLD OF COOKING



**Dr Reinhard Zinkann**  
**Co-Proprietor and Executive Director**

## Miele at the LivingKitchen 2015



- 400 appliances on an area of 1000 m<sup>2</sup>
- All Generation 6000 colour worlds
- Event stage with product shows
- Warm hospitality at the Miele Café

## 'A new World of Cooking': Threefold innovation focus



Unique –  
New steam oven with  
microwave

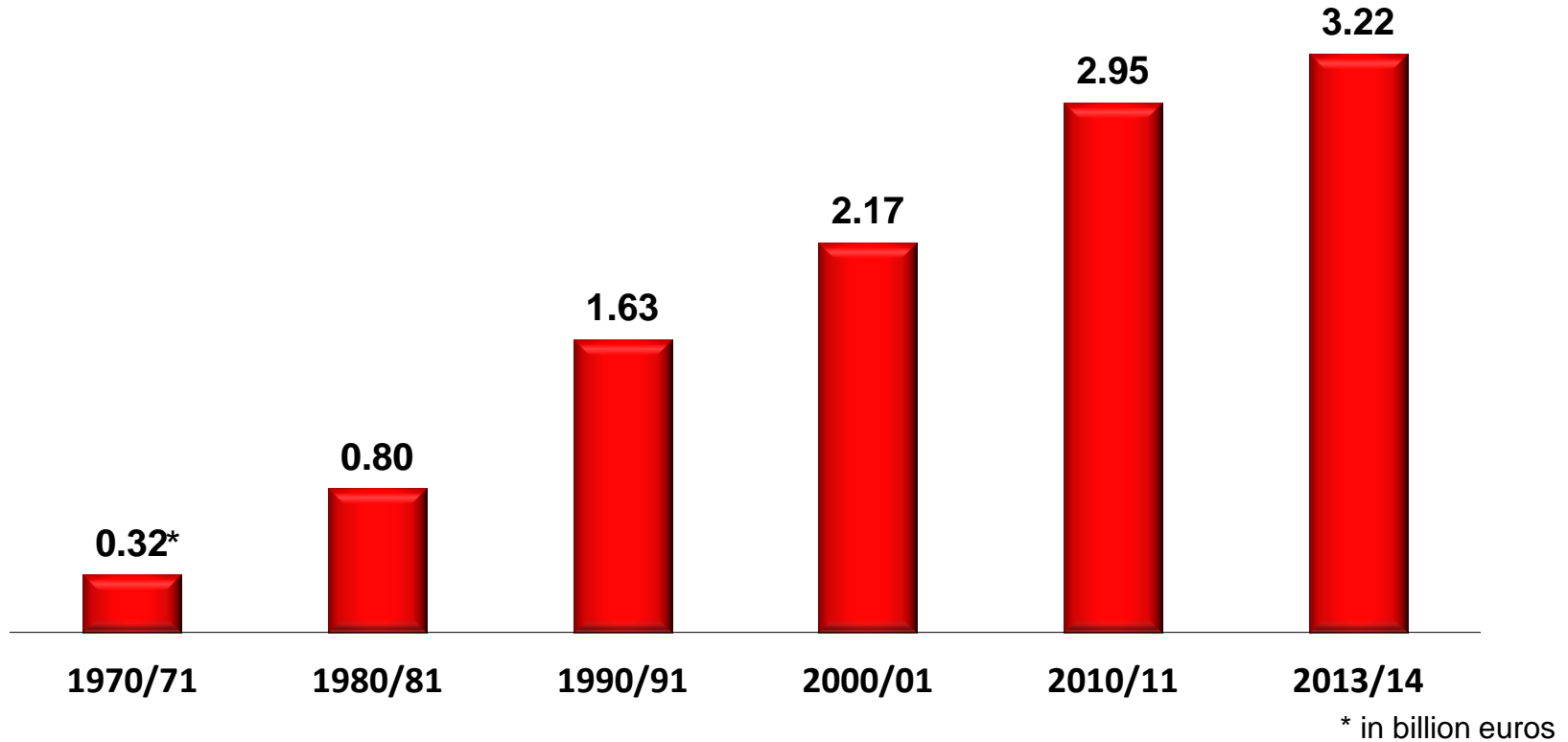


Efficient –  
New cooker hoods for a  
pleasant micro-climate



Evolutionary –  
Adding a new dimension  
to cooking

## Miele still on course for growth



## Upgrading exclusive properties with Miele



- **New properties in top locations marketed complete with high-end kitchens**
- **Growing market potential above all in Russia, Asia and America**
- **Single biggest order in Miele history: Golf Estate in India**
  - 12,000 built-in appliances for 3000 apartments
  - Shipments to start in early 2015

# Miele wins 2014 German Sustainability Prize



- Probably the most coveted decoration of its kind in Europe
- Key to jury's decision:
  - Comprehensive sustainability strategy and reporting
  - Product longevity
  - High efficiency, low consumption
  - High social standards



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**Frank Jüttner**  
**Managing Director of Miele Germany**

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## DGM 6800 Steam oven with microwave



## Fully-fledged steam oven, fully-fledged microwave



- **Powerful 3.3 kW steam generator**
- **MultiSteam technology with 8 steam inlet ports**
- **More than 150 automatic programmes**
- **Up to 20 user programmes**
- **1000 W microwave output**
  - Available from retailers from April

## No compromises in terms of quality and safety



- **Stainless-steel cabinet built to last 20 years**
- **Special insulation prevents arcing**
- **Newly designed machine door is steam-proof AND prevents microwave leakage**

## Market gap with potential

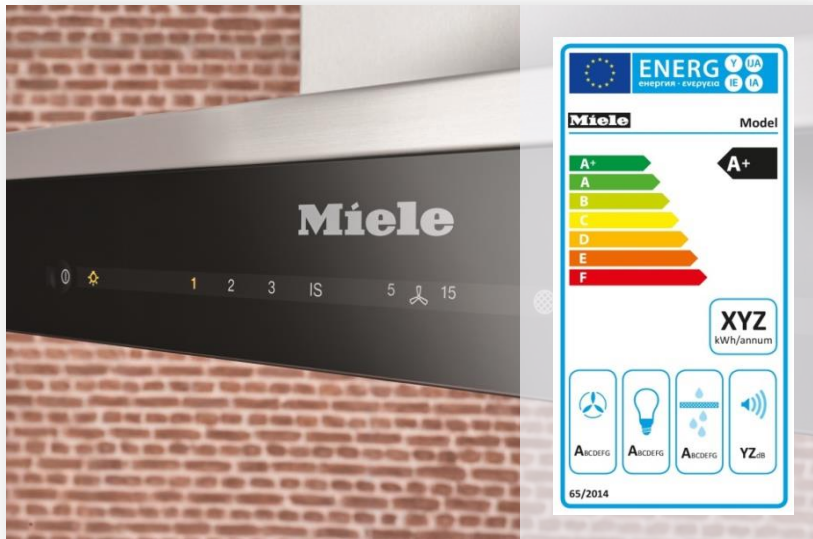


- Three quarters of all households own a microwave (chiefly tabletop units)
- Strong steam oven growth rates
- Miele customers want to own a second built-in cooking appliance

## Ideal for Miele customers: Two machines in one



## New EU energy label for cooker hoods



- Since January 1: Energy efficiency classes also for cooker hoods
- Ratings from A to G (from 2016: A+ to F)
  - 22 Miele cooker hoods are already A+ or A rated
- Four additional criteria quantify performance and convenience



## Exemplary: Miele's DA 6690 W



- **Energy efficiency: A+ thanks to LED lighting and DC motor**
- **Top marks (A) also for**
  - Sound emissions
  - Motor
  - Grease retention
  - Lighting
- **These products of course communicate with Miele hob units (Con@ctivity 2.0)**

## New designs and formats at LivingKitchen



e.g. DA 2620 extractor unit



e.g. DA 6066 White Wing

## Range cookers - American cooking at Miele niveau



## 'Five in One' with top features



- 122 cm cooker (= 48")
- 6 large gas rings plus stainless-steel griddle
- Oven with 92-litre volume
- Second oven (with microwave)
- Integrated warmer drawer
- Top-flight convenience of Generation 6000 (e.g. M Touch display)

## Miele@mobile app – für greater safety and convenience:



- Machines can be controlled from anywhere
- Programme settings via tablet PC and smartphone
- Automatic messages (even when app is not active)
- Release as Apple and Android downloads expected any day now

# Further Miele@home applications at LivingKitchen

SuperVision – Con@ctivity 2.0 – SmartStart – Qivicon – Busch-Jaeger panel



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