

Dr Reinhard Zinkann

LivingKitchen 2015 press conference

Cologne, January 19, 2015

SPOKEN TEXT APPLIES

Ladies and Gentlemen!

On my part, too, a hearty welcome to Miele at the LivingKitchen 2015 here in Cologne. It is nice to stand up here on the stage and see so many familiar faces!

The first two runs in 2011 and 2013 made the LivingKitchen an inspirational meeting point for the trade and an important source of new impulses like Germany as a major manufacturer of kitchens has never seen before. And 2015 has seen the number, variety and international appeal of exhibitors increase yet again. I hope and presume that this trend will also be reflected in a growing number of visitors. So let me take this opportunity to thank our contacts at KölnMesse for their ever friendly and expert support which was always geared to the interests of customers. The Miele team is looking forward to this LivingKitchen!

'A new world of cooking' – under this motto, Miele is presenting around 400 built-in Generation 6000 appliances and more on an area covering almost 1000 m². All four colour worlds are represented as are all appliance categories from ovens to coffee machines through to wine conditioning units, from entry-line models to flagship offerings. And, as already announced, we are this time focusing on three areas of innovation.

- **Firstly:** A new kitchen product which combines two completely different methods of food preparation in one single built-in unit without entertaining the slightest of compromises.

- **Secondly:** Cooker hoods in the light of the new energy label AND catering for all the other needs of our customers.
- **And thirdly:** Our new range cookers, versatile and richly endowed products in XXL format which are due to be launched in the coming weeks in North America and are now being shown here for the first time in Europe.

And, as you would expect, all are network-enabled! Just imagine the dreams which could come true if a Miele range cooker were to be paired with IBM's cognitive supercomputer called Watson. Well, this is precisely what we demonstrated the week before last at the world's largest exhibition of consumer electronics, the CES in Las Vegas. Our press team will be more than willing to answer any questions you may have on this subject after this event.

All this has been embedded into a booth and event concept which is characterised by stylish pleasure and familiar hospitality in a way which dealers and consumers have come to expect from Miele. In more concrete terms, we invite you to join us on a culinary journey around the world, stopping off in Italy, the US, China and Australia to allow you to savour typical specialities and pick up tips on food preparation, naturally combined with live cooking and tasting at our stage in the exhibition area. The first show is due to start at 12h15 behind this wall. You are cordially invited to join us.

Dear guests, as is our custom, I would like to use this opportunity to provide you with a brief summary of progress in the 2014/15 business year which this month entered its second half. The good news is that Miele has continued and consolidated its growth over the past months, despite the framework conditions which prevail worldwide which have been putting a damper on business rather than adding buoyancy.

Not least, this is attributable to the market success of our Generation 6000 built-in appliances of which sales of flagship models with M Touch controls, first presented here in Cologne two years ago, continue to excel.

The performance, convenience, design and brand prestige of these appliances has, for instance, contributed to the success of our turnkey project business sector in a very promising way. This is where we equip highly exclusive new-build projects with often hundreds or even thousands of built-in appliances, above all in Asia and America. The most recent example is the Golf Estate complex near the Indian metropolis of Delhi. Since the beginning of the year, Miele has been supplying 12,000 built-in appliances for 3000 apartments, making the Golf Estate the single biggest order in the history of the company.

What is far more difficult to gauge is how our business is likely to develop over the coming months. You are no strangers to the imponderables which face us, from the crisis in the Ukraine to elections in Greece and the risk of deflation in the Eurozone. Against this backdrop, even the low price of crude oil which has reduced the energy bills of companies and private households around the world is not without its risks and undesirable side-effects.

In Germany, we were thrilled to receive the German Sustainability Prize 2015 at the end of November. Durable products, low consumption, a clear strategy and transparent communication across all facets of this topic tipped the balance in Miele's favour when the jury this time awarded Miele what amounts to the most important decoration of its kind in Europe.

I am also pleased to be able to report to you today that sales by Miele in Germany for the first time topped the € 1 bn mark in the 2014 CALENDAR year which has just drawn to a close. For this, I would like to express my thanks to Frank Jüttner and the entire team from our sales subsidiary here in Germany, and of course to our loyal specialist dealers and end-users.

Satisfied customers who come back for more and recommend us to others are the most important and effective ambassadors of the Miele brand. I would also

like to thank you as representatives of the press for you fair and highly competent reporting – and with this I now hand over to Frank Jüttner.

Many thanks for your attention.