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Statement IFA-PC 2015

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Ladies and Gentlemen!

I would like to welcome you to the IFA show. It is great to see you here again today!

It's almost a year ago to the day that I dared to forecast that we all, Miele included, are still only witnessing the early stages of networked appliances and that we all here today do not know where this journey is taking us. It remains true that anyone wishing to enthruse customers on this topic must offer real added value and not technical gimmickry.

In this context, I am particularly pleased and pretty proud to be able to present another exciting milestone in this direction.

What you have just seen in the video is EditionConn@ct, the world's first networked dispensing system: When detergent is low, the washing machine automatically sends a text message to the user, including a link to facilitate ordering. Today, this would fall into the 'Internet of Things' category. A first batch of 2000 units of EditionConn@ct will be available in early 2016; a more comprehensive launch is planned for IFA 2016.

But what precisely is behind EditionConn@ct from a technical point of view?

Firstly: Sensors and electronic controls in the washing machine determine the level of product in the UltraPhase 1 and 2 cartridges and, where appropriate, issue a text message.

Secondly: The EditionConn@ct washing machine connects to the home's own router. The necessary WLAN module is included as standard; there is no need to purchase additional hardware. All that is needed is the new Miele EditionConn@ct app which is available free of charge for the iOS and Android operating systems.

Thirdly: This message is delivered to your smartphone or tablet, announcing its arrival with a bleep.

Fourthly: Opening the message routes straight through to the shop where the detergent is displayed. Only three clicks are required and the entire process - from reading the message to submitting the order. There is no need to boot a computer, call up the Miele online shop or put items into a shopping basket. EditionConn@ct merely requires confirmation of the online order. The entire process from reading the message to placing the order takes less than a minute.

And fifthly: The goods are delivered within two working days. So you can see, it is fast, simple and safe.

Dear guests, never before was purchasing detergent, dispensing and achieving top-class results as simple and convenient for customers!

And no other company is anywhere near to offering its customers such a comprehensive and high-quality package of exclusive services in one and the same system.

These include ...

- Washing machines which not only set standards in terms of longevity and reliability but also in terms of maximum energy efficiency and short cycle times. Anyone can do A+++ in six hours. Miele offers A+++ minus 40% in less than 3 hours.
- TwinDos, the world's first integrated dispensing system for liquid detergent which, thanks to Miele's two-phase principle, washes whites and/or heavily soiled loads spotlessly clean. And more than 30 cycles without the need for refilling! That is something no other can match. At the same time, independent research has shown detergent consumption to drop by up to 30%.
- Unique and only available from Miele are the two matching Miele liquid detergents UltraPhase 1 to combat fat and protein residue and UltraPhase 2 to deal with persistent stains and greying. No more experimenting!

- And, last but not least: The networking with a washing machine with a mobile status indicator which can convey the level in the TwinDos cartridges, mobile reordering included. No unnecessary ballast in your shopping basket any more!

This is all only available in this form from Miele because Miele not only leads the field in terms of durability but also in terms of dispensing systems, matching detergents, networking and now – thanks to EditionConn@ct – in the logistics involved in procuring fresh detergent. And we haven't even spoken about the A+++ rated Miele heat-pump dryer or the FragranceDos laundry scenting on tumble dryers. And we haven't said a word about our award-winning steam ironing system called FashionMaster.

More in terms of user convenience from a single supplier in the field of washing and networking is, I believe, simply not possible at this point in time!

We look forward to hearing about your first experience with EditionConn@ct and to the feedback of our customers.

And I am pleased to be able to announce that from next April onwards we will also be launching EditionConn@ct dishwashers.

So my summary for today is this: No other manufacturer of domestic appliances meets the needs of customers increasingly wishing to shop online for their everyday supplies to such an extent as Miele.

That, too, is 'Inspired by life'!

And as you walk around this IFA, you will see networked appliances from Miele in other places, too. Take our long-standing cooperation partner BuschJaeger, or RWE Efficiency, or the booth run by the VDE, the association of the electrical industry, or Deutsche Telekom.

Miele is already heavily involved in branch-wide networking concepts. And we continue to expand the networking capabilities of our appliances for all our customers!

Whether all customers chose to use this option is another matter, but there will be a broad range of options for greater convenience, greater security, more energy efficiency, and enhanced pleasure from which each consumer can select what makes sense in their particular context.

In this respect, I am looking forward with great anticipation to what we will be talking about at this event next year.

I would like to thank you for your attention.