

**Press release
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Miele at the IFA Global Press Conference

Gütersloh, June 29, 2020. – On account of the Coronavirus, the IFA trade show will this year take place as announced in a reduced form, supported by digital platforms and a Global Press Conference (Special Edition 2020, September 3-5). 'The fact that Messe Berlin has set up an alternative concept which promotes a personal exchange between manufacturers, dealers and media representatives under such difficult conditions is worthy of great recognition and appreciation', says Dr. Reinhard Zinkann, Executive Director and Co-Proprietor of the Miele Group.

Miele is currently preparing to participate in the Global Press Conference. This format, usually staged in April in southern Europe, is now scheduled parallel to the IFA Special Edition at the Berlin exhibition location. According to the convener, Messe Berlin, around 800 journalists from more than 50 countries are expected at the physical venue. In addition to this, representatives of the press can follow the proceedings digitally. Miele has however decided against having its own booth at this year's show on account of the difficulties presented by Corona. In contact with the retail trade, specifically with a view to presenting the new autumn products and features, increasing use will be made of virtual formats.

New products and features and other topical issues relating to Miele will be presented to the press by Reinhard Zinkann and Dr. Axel Kniehl, Executive Director Marketing and Sales. After the presentation, both directors will be available for in-depth interviews. 'We will be presenting exciting new appliances and intelligent features, unique to Miele, from all product areas', Zinkann promises. The precise date of the Miele slot at the Global Press Conference will be issued in due course, as soon as dates have been allocated by Messe Berlin.

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Company profile: Miele is the world's leading manufacturer of premium domestic appliances including cooking, baking and steam-cooking appliances, refrigeration products, coffee makers, dishwashers and laundry and floor care products. This line-up is augmented by dishwashers, washing machines and tumble dryers for commercial use as well as washer-disinfectors and sterilisers for use in medical and laboratory applications (Miele Professional). The Miele company, founded in 1899, has eight production plants in Germany as well as one plant each in Austria, the Czech Republic, China, Romania and Poland. These are joined by the two plants belonging to Miele's Italian medical technology subsidiary Steelco. Turnover in the 2018/19 business year was around € 4.16 bn, with a share of business outside Germany of approx. 71%. Miele is represented with its own sales subsidiaries and via importers in almost 100 countries. Throughout the world, the family-run enterprise, now in its fourth generation, employs a workforce of around 20,500, whereof 11,050 are employed in Germany. The company has its headquarters in Gütersloh in Westphalia.

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