

Press release
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Miele remains on growth course – and sets the scene for greater sustainability

- ▶ Family company presents its most environmentally friendly dryers of all times
- ▶ Miele dishwashers now with top A energy efficiency rating
- ▶ Ambitious goals to reduce CO₂ emissions

Gütersloh, September 3, 2021. – At its virtual autumn press conference, the leading purveyor of premium domestic appliances placed the focus on further improvements to the environmental and climate friendliness of its products. Choosing Miele appliances means saving even more energy and protecting nature as well. Examples include drying with top energy efficiency and the new K 7000 built-in refrigerators with active humidification. This ensures that fruit and vegetables remain fresh for longer and that less food is binned. Also on the agenda: Miele's strategy for lower CO₂ emissions at production locations – and the longevity of Miele products as the true expression of sustainability. There is also positive news on business development: At the mid-point of the year, Miele Group sales were clearly above those of the previous year.

'Right now, everybody is talking about sustainability – but at Miele, sustainability has been a corporate principle put into practice ever since the company was founded 122 years ago', says Dr. Reinhard Zinkann, Executive Director and Co-Proprietor of the Miele Group together with Dr. Markus Miele. One key pillar of this approach is product longevity coupled with Miele's unique policy of testing products such as washing machines, tumble dryers, dishwashers, ovens and vacuum cleaners to last 20 years. 'Quality ahead of its time' is what Miele offers its customers, and this is also the claim at the centre of the current brand campaign with which Zinkann today opened the company's traditional autumn press conference: 'True craftsmanship with a great love of detail, performance that excels in every respect and sustainability – these have been the core values of our brand since the outset'.

Sustainable features offering great user convenience are also at the forefront of the product innovations Miele presented at its press conference:

- This starts with the most environmentally and climate-friendly tumble dryers the company has ever built. As a result, the new GreenPerformance campaign model undercuts the threshold value for the top A+++ energy efficiency rating by a further

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10% – even at a considerably reduced entry-line price point of € 1119 (RRP). Add to this a new floor module which, thanks to an innovative production process, uses 30% less material without compromising the stability of this subassembly. The new DryCare 40 programme option contributes towards the gentlest fabric care, allowing even extremely delicate textiles to be dried without the least worry as long as they can be washed at a temperature of 40°C or higher. Naturally, the GreenPerformance model, like almost all other Miele dryers, will use the climate-friendly R290 coolant.

- Better climate protection – and lower electricity costs – is also achieved by Miele with respect to dishwashers. Virtually all models from the G 7000 model generation now meet the highly exacting remit for the new top-of-range A energy efficiency rating.
- Since June, built-in K 7000 refrigerators have been on the market – with their new PerfectFresh Active feature to keep fruit and vegetables fresh for longer. Here, humidification with water vapour reduces the frequency of shopping trips and cuts food wastage.
- Miele is also setting the benchmark for greater sustainability in the kitchen with its two new subsidiaries: Plantcubes from Agrilution bring harvest-fresh herbs and microsalads from one's own kitchen onto the table. And KptnCook recipes align menus with shopping lists – this, too, is a contribution towards reduced food wastage.

Connection with roof-top PV installations

Across product groups, Miele's current connectivity-enabled domestic appliances support smart energy management which is likely to grow in significance over the coming years as the proportion of electricity from renewables grows. Washing machines, tumble dryers and dishwashers which set to work automatically when a roof-top PV array is able to supply sufficient green electricity, optimise the use of 'home-grown' power, save money in the process and improve an owner's eco-balance.

Last but not least, detergents and care products, developed in collaboration with reputable suppliers and produced exclusively for Miele, are now more environmentally friendly. Take dishwashers for example: Tabs and PowerDisks from the All in 1 Eco product line meet the strict requirements of the NordicSwan environmental label. Furthermore, the PowerDisk container now – like the majority of detergent packaging – consists entirely of recyclates.

CO₂ neutrality across all locations

As early as this year, Miele has announced CO₂ neutrality at all its production locations with reference to greenhouse gas emissions from its own combustion processes (Scope 1) and its energy suppliers (Scope 2). At the press conference, the company further announced a concrete target for emissions during the usage phase of Miele appliances, which accounts for the bulk of what is referred to as Scope 3: By 2030, these emissions were reduced by 15% compared with 2019 with reference to the real-life consumption of all appliances in active use. Markus Miele: 'In view of the progress made on the energy efficiency of our appliances over the past decades, a further 15% is extremely ambitious'.

The two Executive Directors and Co-Proprietors had further positive news on business developments in store: At the end of the first six months, Miele Group sales were 'significantly' higher than the corresponding period of the previous year. Forecasting growth in the second half of the year remains difficult, in particular due to well-reported delivery bottlenecks affecting certain electronic components. Despite all the imponderables, Miele still expects a positive business trend over the entirety of 2021.

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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. Their product portfolio also includes dishwashers, air purifiers, washing machines and tumble dryers for commercial use as well as washer-disinfectors and sterilisers for use in medical and laboratory applications (Miele Professional). Founded in 1899, the company has eight production plants in Germany, one each in Austria, the Czech Republic, China, Romania and Poland as well as two production plants belonging to its Italian medical technology subsidiary Steelco. Sales in the 2020 business year amounted to around € 4.5 bn (thereof 29.5% in Germany). Miele is represented with its own sales subsidiaries and via importers in almost 100 countries/regions. Throughout the world, the family-run enterprise, now in its fourth generation, employs a workforce of around 20,900, of which approx. 11,050 employees work in Germany. The company has its headquarters in Gütersloh in Westphalia.

There are four photographs with this text



Photo 1: Miele's new tumble dryers are more sustainable and climate-friendly than ever before. With the GreenPerformance promotional model, the family-owned company now offers the best energy efficiency class (A+++ minus 10%) at a significantly lower entry-level price. Clever new features ensure even more convenience and gentle laundry care. (Photo: Miele)



Photo 2: Almost all Miele dishwashers in the current G 7000 series meet the demanding limits of the new energy efficiency class A - and do so with the best cleaning results and without compromising on convenience. (Photo: Miele)



Photo 3: Dr Markus Miele, Executive Director and Co-Proprietor of the Miele Group: "Digitalisation offers enormous opportunities for our products, in production and in marketing." (Photo: Miele)



Photo 4: Dr Reinhard Zinkann, Executive Director and Co-Proprietor of the Miele Group: "Sustainability has been a living corporate principle at Miele for 122 years." (Photo: Miele)

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