

Press release
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At the IFA, Miele is focusing on climate protection and digital convenience

- ▶ For high-quality, comfortable and sustainable living
- ▶ Innovation focus on cooking with AI
- ▶ Even more climate-friendly washing and dishwashing

Gütersloh/Berlin, 5 July, 2023. – Innovative products and services for greater sustainability and convenience are Miele's top themes at this year's IFA. What this means in concrete terms was explained today by Bernhard Hörsch, Commercial Director Sales at Miele Vertriebsgesellschaft Deutschland KG, at the IFA preview "Innovations Media Briefing" (IMB) in Berlin. At the same time, he gave an initial overview of the new products that the family-owned group will be unveiling under the radio tower at the beginning of September. Motto: "A Miele Open House", for high-quality, comfortable and sustainable living.

For the first time, Miele also placed the topic of environment and climate, which has always been a high priority at the company, at the centre of its IFA presentation last year. The outstanding durability and repairability of Miele appliances, as well as their exemplary energy efficiency, combined with the best results and convenience features - these are just two examples of how Miele supports its customers in making their lives as sustainable as possible. "We will continue to pursue this path with vigour this year," promised Hörsch at the Berlin Congress Center BCC at Alexanderplatz.

As an example, he cited the first Miele washing machine to undercut the limit value for energy efficiency class A by 10%. The dishwashers on the G 7000 series are among the most sustainable on the market. The G 7465 SCVi XXL model recently won the prestigious 'Green Product Award'. Now these appliances have been given additional programmes for cleaning which is as thorough as it is energy-efficient and gentle. In addition, the dish racks have been further developed so that reusable glass bottles and drinking straws can also be securely attached and thoroughly rinsed.

A further contribution to climate protection in the home is made by the Consumption Dashboard in the Miele app, with detailed consumption displays, long-term statistics on usage behaviour, the associated consumption, and practical tips on how to use the appliance as efficiently as possible. The Consumption Dashboard, in this form unique by Miele, was

presented at the last IFA in a first step for dishwashers and meanwhile is also available for monitoring washing machines.

Hörsch introduced the topic of Smart Home* with five key factors for the future success of digital products and services in the home, which Miele has defined as its guiding principles: First-class and seamless experiences for customers, for example, when shopping in the app, the greatest possible perfection and speed in topics, such as the AI-supported rectification of minor appliance faults by the user, customised and personalised offers, security and transparency in the handling of data and, if possible, a contribution to sustainability, as demonstrated in the aforementioned Consumption Dashboard.

Smart Food ID to be rolled out further

At IFA, Hörsch referred, to the AI-based assistance system Smart Food ID, for example, which recognises dishes via a camera in the oven and shows them on the oven display. All it needs then is the OK to confirm and baking, roasting or cooking starts and ends automatically. Currently, Smart Food ID recognises about 30 recipes, and Miele is gradually expanding the range. Smart Food ID has already been introduced in the first European countries, including Austria and Switzerland, with Germany to follow in the coming weeks.

The stand concept follows the motto "A Miele Open House", with a spacious open stand architecture for a homely, informative, multimedia and interactive trade fair experience. The stand has been designed to be consistently sustainable, with modular superstructures for reuse, extensive avoidance of waste, climate-friendly logistics and much more. Miele will also be prominently represented in the new IFA exhibition area "Sustainability Village".

As usual, Miele will be presenting around 300 appliances on 3,000 square metres of stand space. And as usual, Miele has not already unveiled all its IFA innovations at the IMB.

Hörsch: "Further smart features as well as one new product category each for our laundry care and hoovers are still to come - let us surprise you."

*The networking applications described in the text are additional digital offerings from Miele & Cie. KG or partner companies. All smart applications are enabled by the Miele@home system. Depending on model and country, the range of functions may vary.

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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, washing machines and tumble dryers for commercial use as well as washer-disinfectors and sterilisers for use in medical and laboratory applications. 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 2022 business year amounted to around € 5.43 bn. 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 23,300, of which approx. 11,900 employees work in Germany. The company has its headquarters in Gütersloh in Westphalia.

There are three photographs with this text



Photo 1: Attractive features with significant price advantages and, for the first time, energy efficiency class A minus 10% in the range - with the three appliances from the 'Performance' promotional series, Miele is further rounding off its washing machine range from August to the end of January. (Photo: Miele)



Photo 2: The Miele G 7465 SCVi XXL AutoDos has won the Green Product Award 2023 in the kitchen category. (Photo: Miele)



Photo 3: Smart Food ID prior to market launch in Germany: Artificial intelligence interprets the photo from the oven camera and further preparation takes place automatically. (Photo: Miele)

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