

Dr. Axel Kniehl

Statement LivingKitchen-PC 2017

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Ladies and Gentlemen, dear guests,

I would like to welcome you all here today to Cologne. Today, we kick off with a fantastic exhibition, and look forward to lots of inspiration resulting in more fun and convenience in cooking and greater lifestyle pleasure in the kitchen.

These, taken together, are the ingredients needed to whet people's appetite for the connected kitchen.

Cheap showmanship and technical gimmicks for their own sake without adding benefits or enhancing the pleasure factor are easily seen through and are doomed to fail. This is not exactly new but this truism cannot be repeated often enough.

We at Miele are very much in favour of our own domestic appliance industry forging ahead in constructive

competition to expand the smart home through the addition of new – and useful – applications.

On the other hand, it is in the nature of things that hardly any promising new features relating to the smart kitchen will arise from the machines themselves. In fact the opposite is true: Any company wishing to be at the forefront of developments in the smart kitchen must itself network and scout around for creative and innovative partners bringing completely different assets and competencies to the table than those one can contribute oneself.

We at Miele have adopted precisely this strategy in order to be able to offer more fun and pleasure in the kitchen together with attractive offers which are unique to Miele. I would now like to present one example of such a partnership which we are very proud of.

Dear guests, as you read in the invitation: Our Miele app is set to go culinary.

But what does that mean precisely? What will it be capable of in future and what value-added benefits will it

offer to customers which cannot be had elsewhere? And which partner is involved?

Let's take things in turn:

Behind me you can see the previous menu screen from our Miele@mobile app – already known for conveniently monitoring and controlling your Miele domestic appliances 'on the fly'. Add to this the washing and dishwashing assistants and additional functions to simplify reordering detergent, dishwasher tablets and other consumables.

What you can see now is the starting page of the new 'Recipes' function, called up via the chef's hat in the bottom left-hand corner of the tab bar.

This opens up the way to more than 1000 fantastic recipes, many of which link through to high-quality step-by-step videos and/or other more general videos with tips on food preparation for selected ingredients or cooking methods.

At the top we have the recipe of the week; down at the bottom for those who are still undecided we have a

scrollable list of all recipes, sorted by random generator. The 'Inspiration' tab comprises 18 categories such as 'Vegetarian', 'Pasta', 'Quick dishes' as well as individual cooking methods. There are also search filters, free text search and, last but not least, virtual shopping lists fed by the recipes selected.

So our Miele@mobile app inspires and provides assistance where necessary and as and when desired by the user. And what's more, in this constellation this product is unique, free of charge and accessible to all.

The recipe videos in our app are also unique in terms of quality, look and feel.

And that is where our new cooperation partner comes into the equation: Kitchen Stories from Berlin:

- The shooting star among food portals,
- Founded in 2013 by two young ladies who had just come straight from university,

- Winners of multiple accolades for successful start-ups and receivers of 'Best of' awards from Apple and Google for the most outstanding food app,
- 30 employees, 13 million avid users in 150 countries,
- Beleaguered by potential investors and already something of a cult company.

Dear guests, we are very much looking forward to the long-term and – as far as the built-in appliance industry goes – exclusive cooperation with Kitchen Stories.

For a first short impression of what Kitchen Stories is all about, all I say is: Let it roll!

And now I am pleased to present the two company founders and proprietors of Kitchen Stories, fresh from Berlin. Dear guests, let's have a show of hands for Mengting Gao and Verena Hubertz.

A hearty welcome to Miele at the LivingKitchen!

Dear guests, before we open up the floor for your questions, let me briefly recapitulate what has been said about the new recipe feature in the Miele@mobile app:

- Miele@mobile app with 1000 proprietary Miele recipes, developed on current models and tested in Miele's own lab kitchens, now for the first time accessible from mobile devices.
- Plus currently around 200 videos on the preparation of specific recipes or as a source of help with less familiar cooking processes, produced by Kitchen Stories
- For a clearer view: Filters narrow down a search, for example for a particular preparation time, individual preferences, vegetarian recipes or specific appliances
- Compilation of recipe-driven shopping lists
- Continuous expansion of content pool with new, jointly produced recipe videos which also take on board more recent technologies such as Moisture Plus cooking
- Available from today on iOS and from March via Google Play

- Free Miele@mobile app download and open access without registration

And naturally we invite you to try all this out for yourselves: either by downloading the app or experimenting around with the iPads we have installed here at the trade show. And, of course, there's live cooking supported by our app in the show kitchen behind me on the other side of the partition.

Dear guests, whether extractor hood with sound or the upgraded Miele@mobile app with recipes and preparation videos: Neither of course represents our last step in our quest for greater indulgence and convenience in the smart kitchen. So stay curious as to the applications and exciting cooperations the future holds in store. We will keep you updated!

Thank you for your attention – and back to Carsten Prudent.