

Dr. Reinhard Zinkann

**Statement LivingKitchen-Press Conference 2017**

Cologne, January 16, 2017

Ladies and Gentlemen, dear guests,

A hearty welcome from me as well to our fourth LivingKitchen here in Cologne.

We at Miele have been very much looking forward to this exhibition which we are staging under the umbrella motto of 'Modular Elegance'.

The claim to 'modular elegance' refers first and foremost to our main new product at this year's LivingKitchen - but more on that later.

We would like to present several 'modules' at this press conference – starting with the persons involved. You already know that my colleague Axel Kniehl will be coming onto the stage straight after me. Furthermore, we are expecting two special guests but I won't be revealing

who they are at this point. And, when it comes to content, we have an exciting assortment of topics on offer.

- **Firstly:** The new product I just announced is modular, versatile and elegant – and a terrific solution for connoisseurs and fans of modern contemporary interior architecture.
- **Secondly:** A new entry-line generation of ovens and wall ovens – with improved performance and more elegant and 'premium' through and through – but at an attractive price. This puts us in the position of offering high-end and innovative products which thrill end-users and guarantee trading partners good margins across the entire product spectrum: from dishwashers and ovens through to steam cookers and coffee machines – in all versions from flagship model down to entry-line offerings.
- **Thirdly,** there will also be something from the 'smart-home' department: We are presenting namely an extractor hood which is capable of more than just guaranteeing clean room air. And, last but not least:

Our Miele@mobile app is set to go culinary. But more on that in a moment from Axel Kniehl.

**Please allow me to start with a brief outlook on the situation in which the Miele Group finds itself.**

After considerable success in the 2014/15 and 2015/16 financial years – with turnover growth well above our own long-term average – the first half of the current 2016/17 fiscal year got off to what we with Westphalian understatement would call a reasonable start.

In particular, I would like to stress that we here in Germany have already reached record levels and yet are still able to record above-average growth. In doing so, Miele is consolidating and growing its position as the major domestic appliance company trading through the specialist retail trade which is strongest in terms of revenue.

I would like to grasp this opportunity to once again say thanks to Frank Jüttner and his team at Miele Germany along with our partners in the trade. This success could not have been achieved without the expertise and

dedicated commitment of our marketing team AND our value-added resellers!

**Ladies and gentlemen, this brings me to our first new product to feature at this LivingKitchen show, our undercounter and wall ovens from the 'Active' model series.**

What you see behind me are NOT merely facelifted older versions intended for future use as market-entry models. No: As a trained eye will spot immediately, these ovens have been designed from scratch and have been significantly upgraded in terms of both technology and aesthetics compared with our previous entry-line products.

The most eye-catching external feature is the high-quality fascia panel with a clock, two rotary selectors and pushbuttons. Operating modes and power settings are selected at the flick of a wrist using the rotary knobs, while the clock and cooking times are conveniently programmed via the pushbuttons.

In combination with the stainless-steel fascia with its CleanSteel finish and the black glass door, 'Active' models demonstrate a contemporary, elegant and very inimitable design which puts them closer in terms of overall appearance to higher-priced models further up the range.

The heart and soul of the 'Active' model series is an oven interior which has grown in volume by 20 litres. With a volume of now 76 l, the oven interior on these models counts among the largest on the market for conventional ovens. The oven features five rack levels and naturally sports Miele's patented and exceptionally cleaning-friendly PerfectClean non-stick finish.

Despite considerably beefed-up features, we will still be offering the cheapest of our wall ovens at a recommended retail price of € 599 via German kitchen specialists.

And pyrolytic self-cleaning at Miele is available at a starting RRP of € 849, far below previous price

points. Pyrolytic cleaning is extremely high on the priority list of a growing number of customers, while the same customers are willing to forfeit other high-end convenience features such as automatic programmes and Moisture Plus cooking for price reasons. These needs, too, are met by our 'Active' models more consistently than ever before.

Dear guests,

- a new entry-line class which has undergone a serious technical and design upgrade ...
- and new entry-line prices for pyrolytic cleaning ...

...with both these aspects, I am convinced that Miele will continue to grow its position on the oven market, both in Germany and internationally. In fact, we look forward to the feedback from retailers!

**Let me move on now to our LivingKitchen highlight which inspired our 'Modular Elegance' trade show motto.**

Ladies and gentlemen – please join me in looking forward to SmartLine, the individual cooking centre from Miele to meet calls from the most discerning for greater elegance, flexibility and culinary diversity.

But what do I mean by that precisely?

**SmartLine is versatile:** Depending on personal preferences, modules include induction hobs in a variety of widths, a barbecue grill, a stainless-steel Teppan Yaki, gas burners, an induction wok and countertop extractors.

**SmartLine is also flexible:** A 60 cm wide double induction hob is in most cases likely to be at the heart of this appliance constellation, with a countertop extractor and further modules which dock on at either side. These pick'n'mix units are freely configurable; depending on the array, they can be combined with one or two downdraught extractors. With the exception of the classic induction hob, all cooking units are 38 cm wide. The countertop

extractors have a width of 12 cm. The product depth in all cases is 52 cm.

**And SmartLine sets examples in terms of elegance:** No matter what configuration of products you choose, the ageless and puristic appeal of your SmartLine cooking centre will banish the boundaries between kitchen and living areas. Thanks to the frameless black ceramic screen on all cooking units, both surface-mounted and flush installation is possible. The touch controls on the surface are also discreet: Graduations only become visible when a unit is actually in operation.

The smooth glass ceramic surface is easy to clean. The touch controls incorporate a feature which prevents inadvertent changes to power settings during cleaning. And removable parts such as the griddle, trivets on gas units and the stainless-steel grease filter box belonging to the countertop extractor are dishwasher-proof.



Ladies and gentlemen, enough said on SmartLine for the time being.

In closing, I would like to turn your attention to our new cooker hood entitled 'Black Wing Music', the latest newcomer from the smart home department.

We all know that the kitchen is THE communication centre for family and friends - and that music often provides the perfect backdrop. Not everyone, though, wants to fiddle with ear plugs or have loudspeakers taking up valuable space on the countertop.

And this is precisely where 'Black Wing Music' comes in, a product which, as the name implies, not only makes for pleasant room **AIR** – but is also responsible for the right **SOUND**.

In terms of design and basic functions, the 'Black Wing Music' is based on the DA 6096 W, Miele's current test winner with Stiftung Warentest in the category of so-called headroom hoods, achieving top

marks for air recirculation, the removal of odours and very low sound emissions in operation.

Stereo sound is provided by an amplifier and two speakers, or exciters, concealed from the outside, which use the hood's canopy as a soundbox. Using Bluetooth technology, the extractor connects with all common smartphones and tablet PCs, providing access to a virtually limitless supply of music including streaming services, radio stations and personal playlists.

'Black Wing Music' is simple to use and represents another intelligent step towards cross-functional convergence in a smart kitchen as it is a useful product with lifestyle factor demonstrating loving attention to detail. Anyone interested is cordially invited to do their own soundcheck over there at the back in a moment.

So for now, I would like to thank you for your attention.

Axel: The floor is yours.