

Dr. Axel Kniehl

IFA-PK 2016 statement

Berlin, August 31, 2016

Dear guests,

After the presentation of current product highlights by my colleagues Reinhard Zinkann and Markus Miele, I would like to come full circle by returning to the brief video we showed you at the outset.

For everything you really love: That is, as can be seen all around us, Miele's motto for this year's IFA trade show. But it is also a central ingredient of the new Miele brand campaign and consequently our message to customers the world over.

But what exactly do we want to express with this motto? If you consider Miele's advertising, the sort of terms likely to spring to mind are durability, convenience and design. But now, all of a sudden, we are talking about love. Is the Miele brand about to re-invent itself?

No, in fact quite the opposite is true: a large portion of appreciation for our customers and their needs and a great love of detail in the things which they hold dear has been what Miele has stood for since 1899. These can be particular objects, cherished rituals or valuable memories.

Particularly with a view to these 'life companions', in inverted commas, Miele wishes not only to satisfy its customers – other brands can do that, too –, we wish to delight and inspire them. And this requires going the extra mile to offer something which only Miele can give.

It was, for example, the Miele company which gave a new meaning to loading convenience 30 years ago with its cutlery tray. 15 years later, this was followed by the honeycomb drum on our washing machines and tumble dryers.

Both features are still unrivalled in their latest guise. And today we don't need to explain to any customer that their favourite cashmere pullover can be entrusted to the washing machine as this goes without saying at Miele. The same applies to delicate wine glasses in a Miele dishwasher.

Three years ago Miele presented the world's first built-in appliances which, thanks to their "M Touch" controls, can be operated like a smartphone, followed a short time later by the unique TwinDos detergent dispensing system. More recently, this was followed by a hob unit with TempControl and a self-descaling coffee machine. High on the agenda of many customers is a timelessly elegant living kitchen – so Miele is launching its handleless ArtLine kitchen appliances in October.

This is an example of what we mean when we promise our customers perfect and simple solutions. It involves offering balanced and mature appliances instead of, for instance, designing vacuum cleaners which achieve top results in the laboratory but hardly slide along the carpet in everyday use. The same applies to impressive energy efficiency ratings at the price of excessively long programme cycles.

Low consumption, increased speed, greater user convenience – Reinhard Zinkann illustrated this in greater detail using our washer-dryers, washing machines and tumble dryers as examples. After all, our customers' time is a valuable asset which we at Miele treat with utmost care, both with

respect to the short cycle times already mentioned and with a view to intuitive user interfaces.

And even on that trendy topic of the smart home, where Miele still has the largest range of network-enabled domestic appliances, consumer benefits still rank in first place.

Currently we are noticing that the automatic hob-to-hood controls which Miele introduced in 2008 under the Con@ctivity logo have found another protagonist at this IFA trade show. But we are pleased about everyone who promotes this issue. In the meantime, Miele continues to expand its range of appliances which are Internet-enabled via a wireless link, along with the range of functionalities offered by our Miele@mobile app.

Among the things our customers particularly cherish are the reliability and longevity of their electrical helpers in the home. And your Miele appliances will continue to be a source of lasting and untainted pleasure. In this respect we talk of 'peace of mind'. Here I would hasten to add that all the new appliances which my colleagues have just presented were naturally tested to last 20 years.

And, last but not least, Miele customers value stylish pleasure.

Dear guests, I am also proud to present Miele's first and own coffee blend, Black Edition No. 1, for perfect coffee.

As you will know, ultimate pleasure relies on three components: the technology, coffee and water.

At this point, there is little I need to say about Miele's coffee machines.

Now, with immediate effect, we have the matching coffee, naturally organically grown, fair-traded and blended and roasted for Miele: a balanced blend of beans from four provenances, 100% Arabica, and harvested by hand in the uplands of South America, available through Miele's online shop. We at Miele love the taste of it!

At the same time we are adding a further building block to our system sales philosophy by offering our customers everything they need to achieve best cleaning results or exquisite taste from one single supplier. That, too, is attention to detail and another example of how Miele distinguishes itself from the competition.

And, to come back to the subject of coffee, I have no doubt we will find a solution for the water, too.

But, for now, I extend a hearty welcome to a first coffee tasting session with Black Edition No. 1: For those among you with a little time to spare before your next appointment, we are at this very moment booting up our coffee machines. Also, you are all invited to drop by during the trade show for a coffee, cappuccino, latte or espresso. And, of course, you will all be issued with our press pack and a bag of coffee to try out for yourselves at home.

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