



Welcome to Miele at the IFA trade show!

**Carsten Prudent
Corporate Director Communication**

Berlin, September 2, 2015

Miele@IFA 2015



Inspired by life

IFA 2015

Dr Reinhard Zinkann
Co-Proprietor and Executive Director

Berlin, September 2, 2015

Inspired by life: The new CM7 coffee machine ...



- 16 coffee specialities from around the world
- Hot water for tea (two temperature settings)
- Spout unit automatically height-adjusts to glass/cup (CupSensor)
- Convenient TFT display (C Touch)
- Significantly larger container for water (2.2 l) and beans (500 g)
- Jug function for 8 cups at once



... with automatic descaling



- Daily descaling with gentle malic acid
- Patented cartridge system
 - Cartridge lasts approx. 1 year and is simple to replace
- Time freely selectable (e.g. during the night)

Inspired by life: The new K 20.000 refrigeration products



- Freestanding units with a height of up to 200 cm; Energy efficiency A++ or A+++
- Plain elegance without visible handles for high-end contemporary kitchens
- Extensive programme range, e.g. glass surfaces in white or black
- LED lighting gradually increases in intensity when door is opened
- 'Edition Blackboard': The refrigerator as communication centre

Inspired by life: Suction performance further improved



- More suction combined with A rating for energy efficiency through booster and new floorhead
- Campaign model with discount in the form of an additional parquet floorhead
- Improved dust pick-up on 'Scout RX1 Red' (e.g. with new beater bar)



Miele customers are offered greater value for money



- All washing machines now with A+++ rating
 - **All at unchanged prices!**



- CulinArt oven now with Gourmet casserole dish
 - **No surcharge**



- 'Active' dishwashers for younger target audiences
 - **From € 599**



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Dr Markus Miele
Co-Proprietor and Managing Director

Berlin, September 2, 2015

Roasting: The world's oldest method of cooking



- **Cooking with intense dry heat**
- **Browns food and creates typical aroma**
- **Fat or cooking oil to transfer heat and flavour**
- **Problem:**
 - Temperature in pan continues to rise
 - Too much heat: Black on the outside and raw inside
 - Too little heat: Meat is dry and unappetising

TempControl: Sensors keep temperature at constant level



This is what a fried egg usually looks like after 8 minutes!



Three settings for precision frying



■ Level 1: Gentle frying

- Constant 160°C
- e.g. for eggs, fish, chicken breast, meatballs, bacon, deep-frozen foods



■ Level 2: Frying at medium temperature

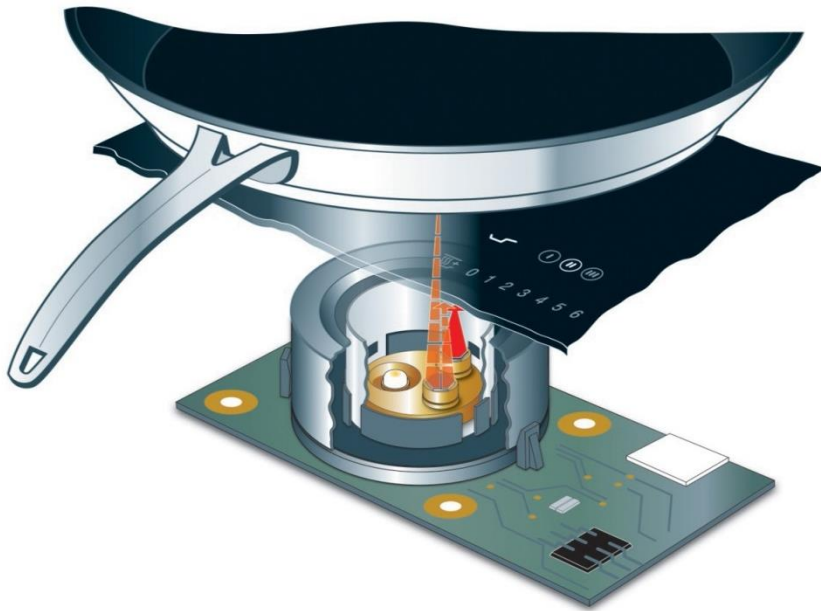
- Constant 200°C
- e.g. for king prawns, potatoes, steak, cutlets, sausages, seeds



■ Level 3: Searing meat

- Constant 220°C
- e.g. for pancakes, wok cooking, searing meat

And this is how TempControl works



■ Sensors

- detect the pan material
- monitor the heat below the ceramic surface
- monitor the heat in the pan base

■ This allows the temperature in the pan to be calculated – and controlled

- the three levels are not defined in terms of output but rather in terms of the desired cooking temperature

Never before was frying simpler than with TempControl



- No risk of food burning
 - Functions with all pans suitable for induction cooking
 - Simple to use; no accessories required
 - The three temperature levels cover the entire range
 - Even greater convenience thanks to simmer setting and 'Keep Warm Plus'
 - Frying levels can be customised in increments of 5°C
- Available from April



- **Very slow cooking at low temperatures**
- **Food is vacuum-packed**
- **Ideal for meat, fish, vegetables and fruit**
- **Temperatures of between 45°C and 90°C required**
 - this range is covered by all Miele steam ovens
 - temperatures are precisely maintained
 - **problem:** Results are highly dependent on the vacuum-sealing process

Effective and elegant: Vacuum sealing with Miele



- Chamber system with high-performance vacuum pump
- Choice of three vacuum-sealing levels
- Top-class conditions for sous-vide cooking, portioning and storage
- Same design as Generation 6000 warmer drawer
- Fits 60 cm recess in combination with compact units

Now also for Europe: Range cookers from Miele

HR 1956 flagship model – Cooking in XXL format with untold diversity



- 122 cm cooker (= 48")
- 6 large gas rings plus stainless-steel griddle
- Oven with 92-litre volume
- Second oven (with microwave)
- Integrated warmer drawer
- Top-flight convenience of Generation 6000 (e.g. M Touch display)



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Dr Axel Kniehl
Executive Director for Marketing and Sales

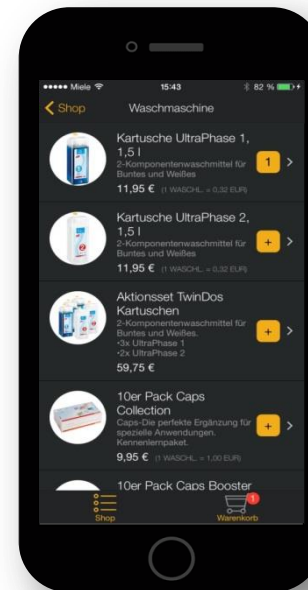
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EditionConn@ct: The first networked dispenser system...



... naturally comes from Miele!

- Automatic text message when detergent level is low
- Convenient reordering



This is how EditionConn@ct works



- Washing machine monitors level of product in cartridge
- Direct WLAN link
- No further hardware required (Miele app free)
- Automatic text message to smartphone or tablet
- Reordering with only 3 clicks possible
- Deliveries generally effected within two working days

Inspired by life: This service is only available from Miele ...



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**EditionConn@ct
washing machine**

**TwinDos
dispensing
system**

**UltraPhase 1 and 2
detergent**

**Mobile
reordering**

... for washing, drying and ironing



- Networked washing machine with TwinDos dispensing system
- Networked heat-pump dryer with FragranceDos (exclusive to Miele)
- FashionMaster steam ironing system with inflation/suction and patented lift system