



# Thank you!

Dear colleagues,

For every one of us, it has been like no other – a year with special challenges, in some cases even existential threats, a year with tremendous uncertainties.

The past 12 months have brought huge personal burdens. Many of you worked from home while at the same time caring for family members and often home-schooling kids. Others worked on the frontline – in sales, in our factories, in logistics, and in customer service, to name just a few. The spread of the coronavirus pandemic around the globe has massively affected our lives in all countries. We are aware that this has pushed many to the limits of what we can bear.

Our company – BSH – has gotten through these difficult times well. This was possible only because of YOUR contributions: **FOR THIS, WE WANT TO THANK YOU VERY, VERY MUCH.** It was an extraordinary achievement!

All of you have gone above and beyond to ensure that our consumers have the home appliances they need, putting smiles on their faces in challenging times – while at the same time complying with the hygiene measures to keep each other safe and healthy.

Contrary to what many of us may have initially feared, demand for our exceptional products and services did not collapse. Quite to the contrary, almost everywhere in the world, the coronavirus crisis meant that people spent significantly more time at home, cooking more, baking more and prioritizing cleanliness and hygiene. This has led to an increase in global demand in all of our product categories, which will result in an outstanding business performance for this year.

We are optimistic that we can carry this momentum into the New Year. After all, there is hope that the pandemic will end at some point. However, it will probably take until the second half of 2021, if not longer, before we overcome this worldwide crisis and economies start to pick up again. This means: We need to stay vigilant.

Let us therefore continue to take good care of and look after each other as responsibly as we have done until now – within BSH as well as externally.

We in the Board of Management are very much looking forward to shaping BSH's future with you throughout the coming year. Again, and also on behalf of the leadership team: Thank you very much for your extraordinary work.

We want to wish you and your families, your partners, and your friends a peaceful and happy end to the year and a good start in 2021. Stay healthy and recharge over the holidays – 2021 will be a year filled with opportunities!

Kind regards

Carla, Silke, Gerhard and Matthias

