

Press release



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Christmas Shoebox Bosch Style

Five hundred boxes of fun for children in need

- Gifts distributed to families in need and institutions
- Initiative coordinated by members of the Bosch Junior Managers Program

Budapest/Hatvan/Miskolc – The Bosch companies in Budapest, Hatvan and Miskolc have joined together to help families and children in need in the run-up to Christmas. For the first time this year, but with an eye to the future, Bosch has collected over 500 gift boxes from generous Bosch associates for its Christmas Shoebox project. This solidarity initiative was coordinated in their free time by members of the Bosch Junior Managers Program.

The gifts were handed over in the Temporary Home for Families in Békásmegyer on 22 December. Javier González Pareja, representative of the Bosch Group in Hungary, said at the event, "I am very pleased and proud that Bosch is acting as a socially sensitive and responsible company in more than words, and beyond the fact that it is one of the largest employers in Hungary. The Shoebox project shows that this attitude has also been taken up and put into action by its associates."

The packages from the Budapest and Miskolc sites will be distributed to families in need and institutions throughout the country, and those from the Hatvan site will be given via helping organisations to 7-17 year old disadvantaged children at the Petőfi Sándor Baptist Primary School.

The Shoebox project started in Britain and has been going in Hungary for more than ten years. Every Christmas, people all over the country fill up "boxes of fun". "This year, Bosch has brightened up Christmas for more than five hundred children. Seeing the enthusiasm and generosity this year's Shoebox project has fired among the company's associates, I hope that Bosch has now established a new tradition that will continue in the years to come," said Javier González Pareja.

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Basic information:

Bosch has been present in Hungary since 1899. After its re-establishment as a regional trading company in 1991, Bosch has grown into one of Hungary's largest foreign industrial employers. In financial 2014, its 9 Hungarian subsidiaries had a total turnover of HUF 825 billion and sales of the Bosch Group on the Hungarian market – not counting trade among its own companies – was HUF 183 billion. The Bosch Group in Hungary employs 10,500 people (as per April 1, 2015). In addition to its manufacturing, commercial and development business, Bosch has a network of sales and service operations that covers the entire country.

The Bosch Group is a leading global supplier of technology and services. The company employs roughly 360,000 associates worldwide (as per April 1, 2015), and generated sales of 49 billion euros in 2014.* Its operations are divided into four business sectors: Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology. The Bosch Group comprises Robert Bosch GmbH and its roughly 440 subsidiary and regional companies in some 60 countries. Including its sales and service partners, Bosch is represented in roughly 150 countries. This worldwide development, manufacturing, and sales network is the foundation for further growth. In 2014, Bosch applied for some 4,600 patents worldwide. The Bosch Group's strategic objective is to create solutions for a connected life. Bosch improves quality of life worldwide with products and services that are innovative and spark enthusiasm. In short, Bosch creates technology that is "Invented for life."

Additional information is available online at www.bosch.hu

*The sales figure disclosed for 2014 does not include the former joint ventures BSH Bosch und Siemens Hausgeräte GmbH (now BSH Hausgeräte GmbH) and ZF Lenksysteme GmbH (now Robert Bosch Automotive Steering GmbH), which have since been taken over completely.