

Press release



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Annual press conference 2014 - Bosch starts new year with strong sales growth in every business sector

Bosch uses its broad technological and industrial expertise in the connected world

- 2013: without extraordinary effects, margin of 6 percent
- Sales growth of roughly 7 percent in the first three months of the year
- Growth between 3 and 5 percent expected for 2014
- Sales to double in Asia Pacific and the Americas by 2020

Stuttgart – The Bosch Group has started the new year with a good increase in sales. In the first quarter, sales grew by roughly 7 percent. After adjusting for exchange-rate effects, the increase was roughly 10 percent. For the current fiscal year, the global provider of technology and services expects its sales to grow 3 to 5 percent. “We continue to move forward with our traditional business and are opening up new fields of business. In the connected world, we are benefiting from our broad technological and industrial expertise,” said Dr. Volkmar Denner, chairman of the Bosch board of management, at the company’s annual press conference. The Bosch Automotive Technology business sector continued its strong business performance of the previous year, growing impressively in the first quarter of 2014. Bosch also aims to further improve result in 2014. Denner, whose responsibilities on the Bosch board of management also include research and development, called for greater political commitment to promoting innovation: “In research and development, Germany and other European countries have to measure up to the world’s leading countries.”

The business year 2013 – improved sales and earnings In fiscal 2013, Bosch increased its sales by 3.1 percent, to 46.1 billion euros (*based on an adjusted previous-year figure of 44.7 billion euros). The disclosed sales figure takes the exit from crystalline photovoltaics into consideration as well as consolidation

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effects resulting from changed accounting policies and acquisitions in the previous year. After adjusting for exchange-rate effects, sales grew 6.3 percent. As a result of negative exchange-rate effects to the tune of some 1.5 billion euros, the strong euro had a very negative impact on the sales figure. Excluding burdens from photovoltaics, Bosch disclosed a 6 percent EBIT margin. This translates into EBIT of 2.8 billion euros. The positive developments in the Automotive Technology business sector made a significant contribution to the improvement in result. Even including the extraordinary burden of 1.3 billion euros resulting from photovoltaics, EBIT margin increased to 3.2 percent. Bosch has discontinued the activities in the area of crystalline photovoltaics. The company has now sold most of its activities in this area. The sale of the remaining activities is planned to be finalized in the first half of 2014.

Doubling sales in Asia and the Americas by 2020 – Asia continues to be Bosch's number one growth region. By 2020, the company aims to double its sales in the region. The company also aims to double its sales in North and South America by the end of the decade. In addition to expanding its manufacturing capacity, Bosch is strengthening its local development activities. In Africa, too, Bosch aims to significantly increase its sales in the years ahead. In Europe, Bosch aims to grow faster than the market despite the region's economic situation, which continues to be weak. As it expands its international presence, Bosch is also developing a growing number of products and services that are tailored to local customer needs.

Headcount increased in 2013 – further workforce expansion planned in 2014
In 2014, Bosch expects headcount requirements to increase mainly in the Asia Pacific growth region. Altogether, some 9,000 university graduates will be hired around the world. In Germany, the company is planning to hire some 800 university graduates. The number of new apprentices in Germany will be same as the previous year, at around 1,400. In 2013, the Bosch Group's workforce grew by about 8,500, to 281,000 (*adjusted previous-year figure: 273,000).

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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 2012, its 10 Hungarian subsidiaries then had a total turnover of HUF 594 billion, and sales of the Bosch Group on the Hungarian market – not counting trade among its own companies – was HUF 133 billion. The Bosch Group in Hungary employed around 8 500 people at the beginning of 2013. 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. According to preliminary figures, its roughly 281,000 associates generated sales of 46,4 billion euros in 2013 (Note: due to a change in the legal rules governing consolidation, the 2013 figures can only be compared to a limited extent with the 2012 figures). Its operations are divided into four business sectors: Automotive Technology, Industrial Technology, Consumer Goods, and Energy and Building Technology. The Bosch Group comprises Robert Bosch GmbH and its more than 360 subsidiaries and regional companies in some 50 countries. If its sales and service partners are included, then Bosch is represented in roughly 150 countries. This worldwide development, manufacturing, and sales network is the foundation for further growth. In 2013, Bosch applied for some 5,000 patents worldwide. The Bosch Group's products and services are designed to fascinate, and to improve the quality of life by providing solutions which are both innovative and beneficial. In this way, the company offers technology worldwide that is "Invented for life."

Additional information can be accessed at www.bosch.hu