

Press release



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New director of communication and government relations at the Bosch Group

- After thirteen years, Ferenc Ficzeré hands over to Teodóra Bodó

Budapest – As of January 2020, Teodóra Bodó is responsible for communication and government relations at the Bosch Group in Hungary and the Adriatic region. She takes the place of Dr Ferenc Ficzeré, who has been in charge of communication in the Group in Hungary since 2007.

Teodóra Bodó has nearly 20 years of management experience. Between 2003 and 2010, she worked as head of communications of the Budapest Stock Exchange. She then continued her career at Provident Pénzügyi Zrt., where she was initially responsible for external communication, and subsequently, as a member of the board she was in charge of both external and internal communications for the company. In 2014, as a board member, she spent nearly a year in Madrid at Provident's parent company, leading public affairs activities. Building on her international experience, she then continued her career at an American medtech company. Medtronic is the global leader in medical technology, services, and solutions. As the regional head of communications she was responsible for the communications in twenty countries of Central and Eastern Europe. She has several decades of experiences in the planning and execution of communication strategies, crisis management, government relations management, and supporting corporate social responsibility and HR branding programmes. Teodóra Bodó is also an elected member of the Supervisory Board at Unicef Hungary.

Speaking about her appointment, the new director of communication and government relations said, "My career so far has mostly proceeded in an international environment, and so it is particularly significant for me that Bosch is a major global corporate group, with more than 410,000 associates. In Hungary, we provide work for nearly 15,000 associates, and the Bosch Group is one of the

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most largest employers in the country. I am very glad to be joining such an outstanding team and getting involved in shaping the technologies and innovations of the future.”

Dr Ferenc Ficzer has been working at the Bosch Group since 2002 and was leading corporate communications since 2007. Under his direction, communication has seen the same kind of growth that made the Bosch Group the largest industrial employer in Hungary. He was responsible for the planning and execution of the unified communication strategy for all Bosch sites in Hungary, and for Hungary being the first country in the world where Bosch took a presence in social media, as well for the idea and execution of the car use research that has now been going on for twelve years. Dr Ficzer has now chosen to return to his medical calling, and is continuing his career as the director of the Bosch Medical Center. The Bosch Medical Center has launched a remarkable new health model that goes beyond occupational health. Operating as a component of the employee loyalty programme, its key aims are to provide employer care, promote health culture and in the long term to make the overall healthcare system better.

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Basic information:

Bosch has been present in Hungary since 1898 with its products. After its re-establishment as a regional trading company in 1991, Bosch has grown into one of Hungary's largest foreign industrial employers with currently nine Hungarian subsidiaries. In fiscal 2018 it had a total turnover of HUF 1,317 billion and consolidated sales of the Bosch Group on the Hungarian market – not counting trade among its own companies – amounted to HUF 251 billion. The Bosch Group in Hungary employs roughly 14,800 associates (as of December 31, 2018). 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. It employs roughly 410,000 associates worldwide (as of December 31, 2018). The company generated sales of 78.5 billion euros in 2018. Its operations are divided into four business sectors: Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology. As a leading IoT company, Bosch offers innovative solutions for smart homes, smart cities, connected mobility, and connected manufacturing. It uses its expertise in sensor technology, software, and services, as well as its own IoT cloud, to offer its customers connected, cross-domain solutions from a single source. The Bosch Group's strategic objective is to deliver innovations 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." The Bosch Group comprises Robert Bosch GmbH and its roughly 460 subsidiary and regional companies in over 60 countries. Including sales and service partners, Bosch's global manufacturing, engineering, and sales network covers nearly every country in the world. The basis for the company's future growth is its innovative strength. At nearly 130 locations across the globe, Bosch employs some 68,700 associates in research and development.

The company was set up in Stuttgart in 1886 by Robert Bosch (1861-1942) as "Workshop for Precision Mechanics and Electrical Engineering." The special ownership structure of Robert Bosch GmbH guarantees the entrepreneurial freedom of the Bosch Group, making it possible for the company to plan over the long term and to undertake significant upfront investments in the safeguarding of its future. Ninety-two percent of the share capital of Robert Bosch GmbH is held by Robert Bosch Stiftung GmbH, a charitable foundation. The majority of voting rights are held by Robert Bosch Industrietreuhand KG, an industrial trust. The entrepreneurial ownership functions are carried out by the trust. The remaining shares are held by the Bosch family and by Robert Bosch GmbH.

Additional information is available online at www.bosch.com, www.iot.bosch.com, www.bosch-press.com, www.twitter.com/BoschPresse