

Press release



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As a woman in the world of innovation - Girls' Day at Bosch

- On the occasion of the Girl's Day event series, Bosch opened the doors of its innovation "witch's kitchen" for the tenth time to girls interested in science and technology, who are about to choose a career, where they could learn about inspiring female success stories.
- As one of Hungary's largest employers, the Bosch Group helps women assert themselves and advance in the company with diverse methods, training programs, and community opportunities.
- 7 Bosch tips for women in the world of innovation

Engineer, software developer, data scientist, researcher - although there is an ever increasing requirement for them on the labour market, few young girls think of going in the direction of technological, technical, or even scientific careers traditionally perceived as masculine.

It cannot be denied that the situation of girls who choose masculine professions is more difficult due to stereotypes alone. Hence why, one of Hungary's largest employers, the Bosch Group, does a lot to support the careers of female employees, as diversity and the talent of women play an inevitable role in the success achieved in the field of innovation.

This is how women are shaping the future of the automotive industry - Girls' Day at Bosch

The national series of Girls' Day events is organized by the Women in Science Association with the aim of making the so-called Promote STEM careers (requiring a degree in science, technology, engineering or mathematics) to girls in upper elementary and middle school. On the occasion of the Girl's Day event series, Bosch opened the doors of its innovation "witch's kitchen" for the tenth time to young ladies interested in science and technology, offering them a tangible experience and a personal insight into the masculine world of research, development and production. In addition, the participants encountered female

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career paths related to automotive developments and could learn about the company's diverse career support program focusing on female talents.

The Bosch Girls' Day programs took place this year at two locations, in one of the most modern office buildings in Hungary, at the Bosch Budapest Innovation Campus, which embodies the workplace of the future, and in Hatvan, the largest global production center of the Bosch Group's Automotive Electronics division.

Women@Bosch: unique talent management and diverse development opportunities

"Diversity is one of the most important values and strengths at Bosch: we believe that diverse ways of thinking, experience, and viewpoints all contribute to the company's success. We pay special attention to the development of all our employees, along both professional and personal motivations. We often find that although our female colleagues have the talent, in many cases they lack the self-confidence to fulfil their careers. That is why it is an important pillar of our diversified corporate culture worldwide and at home to find, develop and support female talents," said Klára Gombos, HR Director of Robert Bosch Kft. on the occasion of Girls' Day.

Bosch has made available its **Female Talent** training program, which is unique among domestic employers, specifically for female talents. This includes, among other things, the use of assertive and situational communication tools, building a self-brand, strengthening visibility within the organization and increasing self-confidence.

Bosch also emphasizes the support of female managers, who can use the **Business Woman Program** training package. "A flexible and family-friendly work culture is essential for the successful careers of women. Therefore, we use a number of tools to help people achieve their personal goals, unique life situations, professional development and work-life balance," added Klára Gombos.

In addition to the supportive corporate culture, targeted training and education, women's communities play an important role on the path to a successful career for women, such as **Women@Bosch**, which operates globally and in Hungary and is based on self-organizing foundations. The members of the community organize lectures, discussions, and exchange of experiences based on emerging needs, within the framework of regular professional and non-professional events and campaigns.

7 Bosch tips for women for a successful career in the world of innovation

On Girls' Day, those interested also received tips from Bosch's female employees on how to build a successful career in professions typically held by men.

1. **Don't worry about stereotypes!** Nowadays, there is no such thing as a male or female profession. As girls, you should also dare to choose a profession, career, and further education according to your interests, even in the field of

technical research and development and innovation.

2. **Choose a workplace carefully!** Find out how important diversity is for the given company, and what programs it helps and supports its employees with.

3. **Want to make an impact on the world!** As women, dare to work in innovative fields where you can have a positive impact on people's lives and the future of the world.

4. **Develop your own self-confidence!** Look for challenging tasks and positions, and develop your self-confidence with the help of targeted trainings.

5. **Choose a mentor!** Women at the beginning of their careers can benefit from an experienced mentor who helps them navigate the maze of career building.

6. **Train yourself!** In almost all professions, but especially in the technical, scientific and technological fields, up-to-date knowledge and the continuous expansion of knowledge and skills are particularly important.

7. **Explore the female communities within the company!** In traditionally masculine professions, it is important to join a supportive women's community where you can confidently talk about your experiences and where you can get useful tips and help to build your careers.

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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 eight subsidiaries. In fiscal 2021 it had total net sales of 1,711 billion forints and consolidated sales to third parties on the Hungarian market of 273 billion forints. The Bosch Group in Hungary employs more than 17,000 associates (as of December 31, 2021). Figures of fiscal 2022 for the Bosch Group in Hungary will be available from May 25, 2023. 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 420,000 associates worldwide (as of December 31, 2022). According to preliminary figures, the company generated sales of 88.4 billion euros in 2022. Its operations are divided into four business sectors: Mobility Solutions, Industrial Technology, Consumer Goods, and Energy and Building Technology. As a leading IoT provider, Bosch offers innovative solutions for smart homes, Industry 4.0, and connected mobility. Bosch is pursuing a vision of mobility that is sustainable, safe, and exciting. 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 facilitate connected living with products and solutions that either contain artificial intelligence (AI) or have been developed or manufactured with its help. 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 440 subsidiary and regional companies in some 60 countries. Including sales and service partners, Bosch's global manufacturing, engineering, and sales network covers nearly every country in the world. With its more than 400 locations worldwide, the Bosch Group has been carbon neutral since the first quarter of 2020. The basis for the company's future growth is its innovative strength. At 128 locations across the globe, Bosch employs some 85,000 associates in research and development, of which more than 44,000 are software engineers.

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