

Press release



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Digital connectivity pioneer

Bosch CEO Denner receives the Leadership Award
Connected World 2016

- Panel honors Denner's contributions to global connectivity
- Award winners are setting the course for a connected future
- Bosch strategy: solutions for a connected life

Stuttgart/Würzburg, Germany – The Bosch CEO Dr. Volkmar Denner has received the Leadership Award Connected World 2016. The award, which is given by Vogel Business Media to companies and managers, honors outstanding commitment and achievements in the field of digital connectivity. Denner received the award in the category "Connectivity." In his laudatory speech, Detlef Braun, a member of the executive board of Messe Frankfurt and one of the judges, emphasized that Denner had recognized the opportunities of connectivity and made this technological trend into a central element of the company's strategy at an early stage. "For many years, Volkmar Denner has been guiding Bosch toward a focus on connectivity, demonstrating that German industry is competitive when it comes to the internet of things," Braun said. Vogel Business Media conferred the Leadership Award Connected World for the first time to mark the publishing company's 125th anniversary. The panel of judges consisted of leading personalities from business, science, and media.

Strategic goal: solutions for a connected life

Bosch's strategic aim is to offer solutions for connected mobility, connected industry, as well as for connected energy systems and buildings. The company is tapping into new, promising markets such as smart homes. At the same time, Bosch is also seizing every opportunity that connectivity presents in traditional markets, such as connected mobility. In the connectivity business, the company focuses on the "3S's": sensors, software, and services. When it comes to developing and introducing services and solutions for the connected world, Bosch's broad business portfolio offers a particular advantage, as does its competence in software and sensors. Thanks to the Bosch IoT Cloud, the

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company also has the connected world's "brain" at its disposal.

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Basic information:

The Bosch Group is a leading global supplier of technology and services. It employs roughly 375,000 associates worldwide (as of December 31, 2015). The company generated sales of 70.6 billion euros in 2015. 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 subsidiaries and regional companies in some 60 countries. Including sales and service partners, Bosch's global manufacturing and sales network covers some 150 countries. The basis for the company's future growth is its innovative strength. Bosch employs 55,800 associates in research and development at 118 locations across the globe. 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 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 up-front 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.hu