



Bosch achieves 50 percent sales growth in Indonesia for 2010

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- ▶ Sales for all Bosch Indonesia business divisions have remained strong in 2011 and are in line with targets
- ▶ Indonesia is one of the key growth markets for Bosch in Southeast Asia
- ▶ Opening of representative office in Surabaya re-affirms commitment and service to customers in East Java
- ▶ Workforce at Bosch Indonesia to increase by more than 60 percent by 2012

Jakarta, Indonesia, 6 October 2011 – In fiscal year 2010, the Bosch Group - a leading global supplier of innovative technologies and services in the areas of automotive and industrial technology, consumer goods and building technology, software and systems solutions - generated sales of USD 62.7 billion (EUR 47.3 billion). This is 24 percent more than in the previous year and represents the highest level of annual sales in the 125 years of the company's history.

In Asia Pacific, Bosch continued to expand its presence and recorded a sales increase of 43 percent to USD 14.6 billion (EUR 11 billion) in 2010. This is 23 percent of the Bosch Group's global sales and marks the highest contribution from the Asia Pacific region to date. The Asia Pacific region's share in the overall sales of the Bosch Group is expected to rise to 30 percent by 2015.

In Southeast Asia, Bosch achieved sales of USD 644.3 million (EUR 486 million) in fiscal 2010, an increase of 34 percent compared to 2009. In Indonesia, PT. Robert Bosch saw a 50 percent increase in sales compared to 2009.

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Martin Hayes, President and Managing Director of Robert Bosch (South East Asia) Pte Ltd, commented on the strong double digit growth in Indonesia: “2010 has been a very fruitful year for the Bosch Group, particularly in the Southeast Asian region. The strong sales performance by Bosch Indonesia for 2010 continued during the first seven months of 2011. Indonesia is one of the key growth markets that Bosch will be focusing on, and we are excited about our expansion plans in the coming years.”

Continued growth in all business divisions in Indonesia for the first seven months of 2011

Boosted by a growing economy, sales developed positively for the Drive & Control division. Growth in orders, along with the successful installation and commission of a sugar mill project, increased sales by more than 50 percent as compared to the same period in 2010. Looking ahead, the Drive & Control division expects orders and sales to continue to increase along with the offer of customized solutions and service to end customers.

The Automotive Aftermarket division saw a sales growth of more than 30 percent. Sales performance until the end of the year is expected to remain positive, due to an expanded product range and a customer acquisition project. The recent roadshows in Jakarta and Surabaya, and the addition of the Bosch Diesel Service Center network in Jakarta, emphasized the division’s expansion plans in optimizing market distribution and increasing brand awareness.

Security Systems division registered a 14 percent sales growth. To build on its success, the division will continue to offer innovative products and tailored solutions for the oil and gas industry, as well as for high-end residential projects.

New business division in Indonesia – Thermotechnology

As part of Bosch’s expansion plans in Indonesia, the Thermotechnology division was established in early 2011 and provides large industrial boiler

systems with capacities up to 38 megawatts. Key customers include the food and pharmaceutical industries.

The results from the newly set-up division has been encouraging. Thermotechnology will continue to build on its current positive performance for its future growth in Indonesia.

Plans to tap into Indonesia's tremendous growth potential

With a good start into fiscal 2011, Bosch remains confident of its growth.

On Bosch's strategy in the country for the coming years, Rudy Karimun, Managing Director of PT. Robert Bosch said, "The strong growth of Bosch in Indonesia in 2010 and 2011 has proven the tremendous market potential of the country. The opening of our second office in Surabaya on 1 October 2011 re-affirms our commitment to the Indonesian market. As the second largest city in Indonesia, Surabaya provides new opportunities for Bosch to be closer to customers to serve them even better."

Mr Karimun added, "In the coming years, we hope to explore new partnerships to expand our market share. We also plan to increase our workforce by more than 60 percent by next year in accordance with the growth of our market presence in other major cities in Indonesia."

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About Bosch in Indonesia

Bosch has been present in Indonesia since 1994, currently represented by PT. Robert Bosch, PT. Bosch Rexroth and its joint venture company, BSH Home Appliances Pte Ltd. Bosch's key business fields in Indonesia comprise Automotive Aftermarket, Automotive Original Equipment, Security Systems, Drive and Control and Thermotechnology. The Southeast Asia headquarters of Bosch is located in Singapore, represented by Robert Bosch (South East Asia) Pte Ltd, a regional subsidiary of the Bosch Group, representing the Group's interests in Southeast Asia.

About the Bosch Group

The Bosch Group is a leading global supplier of technology and services. In the areas of automotive and industrial technology, consumer goods, and building technology, some 285,000 associates generated sales of 47.3 billion euros in fiscal 2010. For 2011, the company forecasts sales of more than 50 billion euros and a headcount of a good 300,000 by the end of the year. The Bosch Group comprises Robert Bosch GmbH and its more than 350 subsidiaries and regional companies in over 60 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. Bosch spent 3.8 billion euros for research and development in 2010, and applied for over 3,800 patents worldwide. With all its products and services, Bosch enhances the quality of life by providing solutions which are both innovative and beneficial.

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