

PRESS INFORMATION

Smart Home: From Toy to Intelligent Solutions with Real Added Value

- Intelligent Living Summit: GROHE, Miele and Viessmann start cross-industry dialogue.
- Focus on the meaningful digitization in living spaces and the digital transformation of companies.
- By 2030, the number of sensors and devices connected to the Internet of Things (IoT) is expected to increase to about 125 billion worldwide.

Düsseldorf, Germany, March 19, 2019. It is about time to combine the digital and physical dimensions of living spaces in a way that creates real added value for the customer. That is one of the results of a top-class round table initiated by GROHE, Miele and Viessmann at the ISH in Frankfurt am Main, Germany. In the course of the "Intelligent Living Summit", GROHE CEO Michael Rauterkus, Miele Executive Director - Marketing and Sales Dr. Axel Kniehl and Viessmann Co-CEO Max Viessmann jointly claimed: Customers no longer regard Smart Home devices as toys but increasingly expect intelligent solutions that offer real added value. The market potential is enormous: By 2030, the number of sensors and devices connected to the Internet of Things (IoT) is expected to increase from 21 billion in 2018 to about 125 billion worldwide. The Intelligent Living Summit was the kick-off to a regular cross-industry discussion on the question of meaningful digitization in living spaces and digital transformation in companies and industries.

"Together we are a great team since we all strive towards a higher goal: to develop new and disruptive solutions for the living spaces for generations to come," said Max Viessmann. "For Viessmann, the reduction of CO₂ emissions is of utmost priority." If you replace your heating system with a modern Viessmann solution, you will improve your household's CO₂ balance by an average of one tonne per year – more than a tenth of Germany's annual per capita emissions. More environmental protection and greater convenience – the family-owned

Viessmann company is succeeding in the transformation from a pure heating technology manufacturer to a provider of integrated solutions in close partnership with traditional crafts.

"The future of 'Intelligent Living' is not only to develop outstanding products, but to create inspiring experiences for the users. Digitization makes an indispensable contribution to this," said Miele Executive Director Axel Kniehl. For example, Miele has launched a Dialog oven that can be connected to recipe databases or a gourmet delivery service. And on ovens from the new Generation 7000, a camera delivers true-colour images in HD quality to a smartphone or tablet. With just one click, users can check on their dish via their screen and readjust the cooking process. "For new products and services, the focus must be on customer benefits, and simple application must be the ultimate goal. The software on all new devices can be completely updated via Remote Service, so that new functions can be added over the entire service life and proven programs can be further optimised."

"At the ISH two years ago, we launched our intelligent water security system GROHE Sense to prevent water damage and have since experienced a steep learning curve regarding the business model", Michael Rauterkus said. "Initially, we were convinced that our new product would be very popular with end-users. Meanwhile, we're working with multiple insurance companies to provide devices to thousands of customers, reducing the high costs of water damage." In the meantime, the GROHE CEO devotes just as much time to GROHE's digital business as he does to traditional business areas, gaining a very personal insight: "Listening is crucial – opening up to other ideas, experiences, opinions."

How important it is to develop a digitization strategy and to think far into the future was presented by Christoph Keese, CEO of Axel Springer hy GmbH, who gave an impressive keynote presentation. "Digitization has completely changed entire industries. Axel Springer, for example, now derives about 80 percent of its profit with its digital business." Those who want to participate in future markets have three options: to found new disruptive business areas or companies that might question their original core business, form partnerships or invest in existing companies. "Be digital and stay optimistic, as the opportunities afforded by digitization are greater than its risks," was the conclusion of Christoph Keese. "But do not rely too much on your own experience, rather identify and find people who are capable of



Pure Freude
an Wasser



fundamentally changing things."

Achim Berg, President of Bitkom and moderator of GROHE, Miele and Viessmann's round table, stated: "In my experience, the digital transformation of a company can only be driven by its CEO. That cannot be delegated to the Digital Officer or to the Chief Financial Officer." According to him, digitization is an exponential development. If you don't adjust your company's pace, you will have serious problems within a few years at the latest. In his opinion, open platforms, such as the Intelligent Living Summit, are an important key to success.

For more information, please visit

www.grohe.com

www.miele.com

www.viessmann.com

Caption 1: GROHE, Miele und Viessmann organise the first Intelligent Living Summit at the 2019 ISH in Frankfurt am Main, Germany, with the following participants (from the left to the right): Christoph Keese, CEO Axel Springer hy GmbH and Keynote Speaker, Achim Berg, President of Bitkom and host of the panel, Michael Rauterkus, CEO GROHE AG, Axel Kniehl, Executive Director - Marketing and Sales at Miele, and Max Viessmann, Co-CEO of Viessmann.

Source: GROHE

Caption 2: Top-class round table during the first Intelligent Living Summit at the ISH 2019 with the following participants (from the left to the right): Christoph Keese, CEO Axel Springer hy GmbH and Keynote Speaker, Max Viessmann, Co-CEO of Viessmann, Axel Kniehl, Executive Director - Marketing and Sales of Miele, Michael Rauterkus, CEO GROHE AG, and Achim Berg, President of Bitkom and moderator.

Source: GROHE

The Miele logo consists of the word "Miele" in a white, serif font, centered within a dark red rectangular background.The Viessmann logo features the word "VIESSMANN" in a bold, orange, sans-serif font. A stylized orange flame or heat symbol is positioned between the "S" and "M".The logo for "Pure Freude an Wasser" features the text in a black, cursive script font. "Pure Freude" is on the top line and "an Wasser" is on the bottom line.The GROHE logo consists of the word "GROHE" in a white, bold, sans-serif font, positioned above three white wavy lines that represent water, all set against a dark blue square background.

About GROHE

GROHE is a leading global brand for complete bathroom solutions and kitchen fittings and has a total of over 6,000 employees, 2,400 of which are based in Germany. GROHE has been part of the LIXIL Group Corporation since 2014. As an international brand, GROHE pursues the brand values of technology, quality, design and sustainability, seeking to offer the "Pure Freude an Wasser". GROHE has been developing new product categories since its inception. This includes the GROHE Blue and Red water systems and the recently-introduced GROHE Sense water security system, which is an innovative component in the growth market of smart home technology. Innovation, design and development are closely aligned with one another and are enshrined in the German site as an integrated process. As a result, GROHE products carry the seal of quality "Made in Germany". In the past ten years alone, more than 300 design and innovation awards as well as several top rankings at the German Sustainability Award have confirmed GROHE's success. GROHE was the first in its industry to win the German government's CSR prize and was also featured in the renowned Fortune® magazine's ranking of Top 50 that are "Changing the World".

About LIXIL

LIXIL makes pioneering water and housing products that solve every day, real-life challenges, making better homes a reality for everyone, everywhere. Drawing on our Japanese heritage, we create world-leading technology and innovate to make high quality products that transform homes. But the LIXIL difference is how we do this; through meaningful design, an entrepreneurial spirit, a dedication to improving accessibility for all and responsible business growth. Our approach comes to life through industry leading brands, including INAX, GROHE, American Standard and TOSTEM. Over 70,000 colleagues operating in more than 150 countries are proud to make products that touch the lives of more than a billion people every day. Learn more at www.lixil.com

About Miele

Miele is the world's leading manufacturer of premium domestic appliances including cooking, baking and steam-cooking appliances, refrigeration products, coffee makers, dishwashers and laundry and floor care products. This line-up is augmented by dishwashers, washer-extractors and tumble dryers for commercial use as well as washer-disinfectors and sterilisers for use in medical and laboratory applications (Professional Business Unit). The Miele company, founded in 1899, has eight production plants in Germany as well as one plant each in Austria, the Czech Republic, China and Romania. These are joined by the two plants belonging to Miele's Italian medical technology subsidiary Steelco. 2017/18 turnover amounted to approx. EUR 4.1 bn, with sales outside Germany accounting for 70%. Miele is represented with its own sales subsidiaries and via importers in almost 100 countries. Throughout the world, the family-run enterprise, now in its fourth generation, employs a workforce of around 20,100, whereof 11,200 are employed in Germany. The company headquarters are located in Gütersloh/Westphalia, Germany.

About Viessmann

Viessmann is continuously changing from a heating technology manufacturer to a solution provider for entire living spaces. The company develops seamless climate solutions that provide people with the optimum room temperature, hot water, electricity and good air quality in equal measure. In its Integrated Solutions Offering, Viessmann seamlessly combines products and systems on the basis of the right energy sources via platforms and digital services. In addition, there is a wide range of value-added services. Wherever technically possible, Viessmann relies on renewable sources. In all other cases, fossil fuels are used as efficiently as possible. Founded in 1917, the family business attaches particular importance to responsible and long-term action. Sustainability is firmly rooted in the company values and is reflected in the company's purpose statement "We create living spaces for generations to come.". Creating living spaces for generations to come is the responsibility of the 12,000 members of a strong Viessmann family worldwide.

PART OF **LIXIL**

The Miele logo consists of the word "Miele" in a white, bold, sans-serif font, centered within a dark red rectangular background.The Viessmann logo features the word "VIESSMANN" in a bold, orange, sans-serif font. The letter "S" is stylized with a vertical line through its center.The Grohe slogan "Pure Freude an Wasser" is written in a black, cursive script font.The Grohe logo features the word "GROHE" in a white, bold, sans-serif font, positioned above three white wavy lines that represent water, all set against a dark blue square background.

MEDIA CONTACTS

GROHE

Feldmühleplatz 15 • 40545 Düsseldorf • Germany • Phone: +49(0)211/9130-3030 • www.grohe.com

Thorsten Sperlich

Chief Communications Officer

E-Mail: media@grohe.com

Miele & Cie. KG

Carl-Miele-Straße 29 • 33332 Gütersloh • Tel.: +49 5241 89-1951 • www.miele.de

Carsten Prudent

Prokurist

Leiter Unternehmenskommunikation

E-Mail: carsten.prudent@miele.com

Viessmann

Viessmannstraße 1 • 35108 Allendorf (Eder) • Telefon: +49 (0) 6452 70-1336 • www.viessmann-newsroom.com

Albrecht v. Truchseß

Head of Corporate Communications

E-Mail: tuha@viessmann.com