

SIEMENS

MARKET

The UAE has served as the regional headquarters of BSH since 1997. Since then, Siemens Home Appliances has opened two more subsidiaries in Morocco and KSA as the region offers tremendous potential. With over 50 strategic alliances with local partners and distributors plus over 4,000 sq m of modern warehouse facility Siemens Home Appliances was able to grow significantly in a challenging market environment.

Research shows that the demand for luxury home appliances and built-in kitchen products in the Middle East is booming thanks to high per capita incomes, increasing brand awareness of the consumer and the astonishing growth of the retail and real estate markets. The increasing number of higher-income expatriates entering the UAE is also driving the premium segment of the market.

A definite trend in the UAE is that built-in kitchen products are gaining in popularity, attracting architects, interior designers and developers as well as homeowners. Siemens are the pioneers of built-in appliances and today Siemens Home Appliances are the leaders in this segment in the market.

In addition to manufacturing the highest-quality home appliances on the market today,



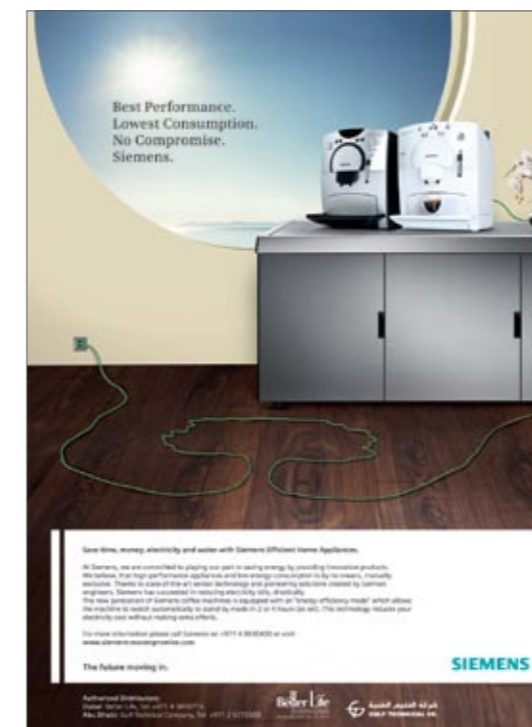
one of Siemens' top priorities is environmental protection. With the Middle East becoming ever more aware on environmental issues and fast adapting to international standards and regulations, the need for green technologies is increasingly on the rise. Siemens' product range, which conforms and exceeds the expected environment standards through technology and innovation, provides consumers with the right green technology at the right time.

ACHIEVEMENTS

Siemens products combine the highest performance with a timeless design. The combination of exemplary and emotionally



appealing design makes Siemens unique. Siemens is unmistakably the leader. And the numerous design awards bestowed on us year after year, by reputed institutions in design competitions across the world are a testimony to this fact.



HISTORY

Founded in 1847, Siemens has been at the forefront of pioneering appliances for the home since 1906 when it produced its first vacuum cleaner. Today, over a proud 150 years later, Siemens continues to be the leading innovator of the home appliance industry. A brand name of world wide renown that remains at the cutting edge of many key technologies. Siemens home appliances stand for quality and dependability, stylish design and reliable functionality. Most importantly, their products meet the needs of their consumers and only use materials that are tried and tested.

PRODUCT

Every SIEMENS appliance is carefully created to the exacting standard that their customers require. There is no compromise, no cutting corners, owning a SIEMENS appliance brings confidence and style to your home life. Siemens' product portfolio spans the entire spectrum of modern home appliances. It encompasses appliances for cooking, dishwashing, washing and drying of laundry, refrigeration and freezing, as well as floor-care products and numerous outstanding consumer products.

One of the clear core competences demonstrated by Siemens is in the area of built-in appliances, a field in which customers have particularly exacting requirements in terms of equipment, quality and durability.

RECENT DEVELOPMENTS

People want stainless steel appliances and they want appealing designs and no one is better than Siemens in offering these. Siemens has managed to have a complete range of stainless steel products with the best designs, ovens, hoods, fridges, washing machines, cookers, and even small appliances

Performance is one of their main developments and topics: Siemens' German engineers are continuously enhancing the energy efficiency of Siemens products without compromising on the performance. Instead, they are continuously enhancing the existing features and creating many new ones – the most recent was in the dishwashing sector – less noise, less water usage, faster programmes and greater capacity.

PROMOTION

The world is going in the direction of environmental awareness. Every day we hear more about our environment and how to save water and electricity.

We are becoming more and more aware and sensitive about this topic. Therefore, with Siemens being an innovator brand, they would like to be the first to position themselves in the end consumers' and project developers' mind as the most efficient home appliance brand.

Siemens have created a general campaign, called "No compromise" which is the first step of this campaign where they introduce the general idea of No Compromise by having a symbol "the green cable wire in the shape of a tree" in all their activities. Moreover they have created per product category information on how their products are energy efficient and they have supported the data by factual data and figures.

Additionally they have supported their general campaign with a promotional campaign. They have



linked Siemens efficient appliances to the water and electricity bills by making a two month promotion supported by a raffle draw where the winner can get reimbursed or receives a gift voucher equal to the value of the water and electricity bills for a certain period of time.

BRAND VALUES

Every moment Siemens spends, every decision they make is made with the consumer in mind. Their innovations in technology are designed to inspire your innovations in cooking. They set benchmarks in home appliances so you can reveal your perfection in culinary skills. Consistent performance and a distinctive sense of style, Siemens appliances fulfil a modern lifestyle.

www.siemens.ae



Things you didn't know about SIEMENS

- Siemens invented the first vacuum cleaner in 1906.
- The first dishwasher came from Siemens in 1964.
- Siemens produced the first pyrolytic self cleaning ovens in 1970.
- In 1994 Siemens reduced water and electricity usage in dishwashing by introducing the top basket washing.
- In 2007 Siemens produced 20 million ovens from it's cooking factory in Germany.
- Siemens is the market leader in home appliances in Germany.

Superbrands