

Press release



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New Bosch campaign uses rap to promote sustainability

The latest commercials of the company's successful #LikeABosch campaign have arrived to Hungary

- The focus of the latest #LikeABosch TV and social media campaign is on sustainability, health and hygiene
- The Hungarian lyrics for the commercials that achieved international success and are coming out now in Hungary were written by Lóci Csorba, the frontman of the band *Lóci játszik*
- Catchy tune and funny characters

Budapest, Hungary - The new household appliance campaign of Bosch is about sustainability, health and hygiene, and is made unforgettable again by humour, funny characters and, of course, the catchy tune. The commercials, now running in Hungary with the Live sustainable #LikeABosch and Live healthy #LikeABosch taglines became popular all over the world for their original and easy-going style. The PR campaign of Bosch launched in 2019 is based on the "Like a Boss" internet phenomenon, which spreads on the internet in the form of viral videos and memes, and boasts hundreds of millions of clicks. These videos feature everyday people who stage bizarre stunts or use impressive skills to solve difficult situations. The "Like a Bosch" campaign replaced a few letters to give a fresh spin on this internet phenomenon.

The key message of the campaign being launched now in Hungary - on TV, in social media and other on-line interfaces, and in the form of radio commercials - is that we can do more for climate protection if we use sustainable products. The commercials present intelligent household appliance solutions and products of the company, such as i-DOS washing machines which feed detergents automatically and save a lot of water, the PerfectDry dishwashers which take care of your hands and electricity bills, too, or the VitaFresh refrigerators which keep

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food fresh for longer.

The lyrics for the international commercials are produced by each country individually, with the involvement of well-known local musicians. Bosch chose Lóci Csorba, the frontman of the *Lóci játszik* band to write the Hungarian lyrics to music, and he has become a worthy voice of the #LikeABosch campaign with his merry character, singing and rapping skills and health- and environment-conscious way of living.

It is not only at the level of the products that the message of sustainability is present at the company, as Bosch included the protection of the planet among its strategic objectives. The company plays a pioneer role in the area of climate protection, as more than 400 of its plants all around the world became carbon neutral in 2020. This makes Bosch the first global industrial company that leaves no carbon-dioxide footprint in the course of producing its own energy.

The extremely successful and popular commercials of Bosch are now available in Hungarian, too, on the largest video sharing site.

The Live healthy #LikeaBosch video is available at the following link:

<https://www.youtube.com/watch?v=6cq5Whiumlw&list=PLFjQpdHmH3q8x-uFrDdstCteBwK6CIPho>;

while the Live sustainable #LikeaBosch is available here:

<https://www.youtube.com/watch?v=cN-Dljyg7v8&list=PLFjQpdHmH3q8x-uFrDdstCteBwK6CIPho&index=2>

Further information on the #LikeABosch campaign can be found on the iot.bosch.com site.

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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 nine subsidiaries. In fiscal 2019 it had a total turnover of HUF 1,465 billion and consolidated sales of the Bosch Group on the Hungarian market – not counting trade among its own companies – amounted to HUF 259 billion. The Bosch Group in Hungary employs more than 15,000 associates (as of December 31, 2019). 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 394,500 associates worldwide (as of December 31, 2020). According to preliminary figures, the company generated sales of 71.6 billion euros in 2020. 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 60 countries. Including sales and service partners, Bosch's global manufacturing, engineering, and sales network covers nearly every country in the world. The basis for the company's future growth is its innovative strength. At 126 locations across the globe, Bosch employs some 73,000 associates in research and development, as well as roughly 30,000 software engineers.

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 upfront investments in the safeguarding of its future. Ninety-four percent of the share capital of Robert Bosch GmbH is held by Robert Bosch Stiftung GmbH, a charitable foundation. The remaining shares are held by the Bosch family, by a corporation owned by the family, and by Robert Bosch GmbH. 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.

Additional information is available online at www.bosch.com, www.iot.bosch.com, www.bosch-press.com, www.twitter.com/BoschPresse