



Bosch Communication Center Opens New Branch in Manila, Philippines

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- ▶ New presence in South-East Asia heralds strategic expansion of Bosch Communication Center network in the Asia-Pacific region
- ▶ Quality services for Asian and English-speaking market

Frankfurt/Main / Manila – On January 5, 2010, Bosch Communication Center opens a new site in Manila in the Philippines. The new branch will allow an international provider of Business Process Outsourcing services to expand its local presence in the Asian market and to extend its range of services on site.

"By adding Chinese, Korean and Japanese to our linguistic expertise, we can offer our customers and their clients a personalized service, which goes hand-in-hand with our philosophy – to have global presence with our Communication Center network while remaining close to the customer," explains Bernd-Otto Schirrmann, Vice President Business Unit Bosch Communication Center. In the Philippines the main benefits are the linguistic diversity at a high level and a very strong infrastructure.

In addition, the new Communication Center offers an expanded range of services for the English-speaking markets of Europe and America. The site in Manila will potentially create up to 200 job opportunities.

Initially, the main task for the Bosch team in Manila will be to oversee an IT helpdesk project for the Asia-Pacific region. This global project has already been implemented in the European and American markets by teams in Berlin, Buenos Aires and Timisoara, Romania. The launch of the fourth team in the Philippines ensures supervision and support are now in place for IT issues worldwide. Support from within the respective region is headed up by an international project management team and has a central point of contact for the customer.

As an international service provider, Bosch Communication Center – a business area of Bosch Security Systems – offers innovative solutions for Business Process Outsourcing. 3,600 associates in nine countries are tasked with actioning and optimizing corporate processes in over 20 languages. Bosch bundles processes across industries and countries in order to unlock competitive advantages for its clients, always working to international quality standards.

Bosch established its market presence in the Philippines over 80 years ago. Robert Bosch Inc. currently has 75 associates and operates the Automotive Aftermarket and Power Tools divisions. Other Bosch business fields in the Philippines include Security Systems, Drive and Control, and Packaging Technology managed by authorized local agents. Today, Robert Bosch Inc. continues to build its vast nationwide network – underscoring its commitment of being a responsible provider of innovative technology to the Philippine market.

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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 280,000 associates generated sales of 45.1 billion euros in fiscal 2008. The Bosch Group comprises Robert Bosch GmbH and its more than 300 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. Each year, Bosch spends more than 3.5 billion euros, or eight percent of its sales revenue, for research and development, and applies for over 3,000 patents worldwide. With all its products and services, Bosch enhances the quality of life by providing solutions which are both innovative and beneficial.

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 can be accessed at www.bosch.com.