

Speech script

IFA 2024: Liebherr press conference

The spoken word prevails.

Speaker:

- Steffen Nagel, Managing Director Sales & Marketing
- Viola Linke, Head of Global Communication & Brand Management
- Johannes Ruf, Head of Global Product Management & eBusiness

Steffen Nagel: Introduction and current business situation

Good morning, ladies and gentlemen, members of the media,

welcome to Liebherr-Hausgeräte at IFA 2024 in Berlin! Together with Viola Linke, responsible for Global Communication and Brand Management, and Johannes Ruf, responsible for Global Product Management & eBusiness, I am delighted to present this year's highlights to you.

100 Years of IFA – 75 years of Liebherr – 70 year of Liebherr-Hausgeräte. This is concentrated innovation. Such a clash of anniversaries is unique. Over the years, Liebherr has developed from a small Upper Swabian company into a globally successful group of companies – still family-run and now in its third generation. The Group has grown healthily, sustainably and organically since it was founded and continues to do so today. We see this success story as an incentive for our actions today and in the future, and are strengthened by a rock-solid Liebherr culture that has grown over these decades: pioneering spirit, innovative strength, long-term orientation and partnerships as well as responsible action are its foundation.

The Liebherr anniversary year was officially launched by our family shareholders with the publication of the business results. The Group once again closed 2023 with record sales of over €14 billion. Compared to the previous year, Liebherr recorded a growth in turnover of €1.45 billion or 11.5%, supported in part by significant increases in turnover in 11 of the 13 product segments.

Our product segment of fridges and freezers contributed to this result with sales of €1.17 billion. This corresponds to an increase of €19 million or 1.6% compared to the previous year. Despite some challenges due to declining demand and global uncertainties, we have stayed on course overall and navigated our business through these turbulent times. With investments of €85 million in research and development, in production facilities and in the sales and service network, we have also laid good foundations for the future in 2023. This is an increase of over 50% compared to the previous year.

We can see how important this is, because we are also facing strong headwinds from the market this year. Geopolitical changes, factors weighing on investment, rising construction costs and inflation are leading to falling consumer confidence. We are seeing pronounced market saturation and an “out-of-home” focus among consumers following the pandemic.

However, our history inspires us to take on challenges in volatile times. We are maintaining our long-term perspective and consistently pursuing our strategy. In concrete terms, this means that we are sticking to our value-added-oriented marketing and developing it further. The focus remains on developing differentiated products with clear added value for our customers. We are and will remain a reliable partner for our customers in the specialist retail sector and provide a stable anchor in times of crisis with our premium brand.

Just as important as our long-term partnership with retailers and a strong customer focus is our traditionally strong pioneering spirit at a time like this. It has been alive in the company since our founding years. In the spirit of company founder Hans Liebherr, we have the courage to tread unknown paths in order to help shape the world of tomorrow and beyond with future-orientated thinking and action.

At the IFA here in Berlin, this pioneering spirit can be experienced directly by our guests: at our booth, we will be demonstrating that as a specialist for refrigeration and freezing in the premium segment, we offer innovative solutions for a wide range of customer needs and repeatedly set standards in the industry. “Keep Pioneering” is therefore our trade fair motto this year. We ourselves rely on pioneering performance today and will continue to do so in the future. At the same time, the motto is an invitation to our guests to join us on a pioneering journey.

Now I would like to be more specific and give you an impressive example. You are already familiar with our groundbreaking BluRoX technology. Because we have broken new ground, we have now reached an important milestone on the path towards a circular economy with this technology. I am delighted to be the first to inform you about this today.

Ladies and gentlemen, for the first time in the industry, a large electrical appliance has made it: the Liebherr FNXa freezer, our first BluRoX full vacuum appliance, is now Cradle to Cradle Certified® in Bronze.

<Video>

Steffen Nagel: Cradle to Cradle

This week, the awarding institute, the “Cradle to Cradle Products Innovation Institute”, published the certification. It serves as proof of the special environmental quality of products that enable a healthy, fair and sustainable future and is based on a globally valid and cross-industry standard. The award is the result of a comprehensive audit process that Liebherr underwent in collaboration with the research and consulting company EPEA. The FNXa was assessed in five categories for the certification: material health, recyclability, clean air & climate protection, water & soil protection and social fairness.

Cradle to Cradle Certified® is a multiple milestone:

- For the industry and the cradle-to-cradle principle, because it is the first large electrical appliance with this certificate. On one hand, it shows that by thinking in new ways, it is possible to create recyclable product concepts in our appliance category.
- For us at Liebherr, because it is an important interim result of intensive development work and high investment. And because it brings the pioneering spirit to life in a special way in our anniversary year.
- And finally, it is a milestone for responsible consumers, because it not only provides them with reliable guidance in their search for products of high environmental quality, but the FNXa also offers them other convincing advantages.

Viola Linke and Johannes Ruf will now introduce you to these and other product highlights. Thank you very much for your attention!

Viola Linke and Johannes Ruf: Products and innovations

Viola Linke:

I would also like to welcome you to Liebherr here in Berlin. You have already seen for yourself: the FNXa is anything but an ordinary freezer. Here you can see the prototype of the first freezer to be fully equipped with BluRoX technology. However, it not only offers a sustainably thought-out product concept. Johannes, can you tell us what else is in it?

Johannes Ruf:

Gladly, and a warm welcome from me too. For the first time, the FNXa combines all the advantages of BluRoX technology in one appliance:

- The highest energy efficiency in class A, because the full vacuum body offers a physically ideal insulating effect.
- A usable volume that is around 30% or 80 litres greater than a freezer with the same exterior dimensions, because the outer walls are significantly thinner. At 60 cm wide, our full-vacuum freezer offers a similar usable capacity to comparable 70 cm wide freezers from competitors; this means that less valuable floor space is required.
- The replaceable technology module in the base makes it easy to repair for as long a service life as possible.
- And we have already heard about recyclable product design. The Cradle to Cradle Certified® label has, so to speak, validated this product concept and confirmed that we are on the right track.

Viola Linke:

The outstanding features are therefore the recyclability, the ease of repair, the additional usable volume and the high energy efficiency.

For a great many consumers, energy consumption remains an important purchasing criterion and is therefore our next keyword. Thanks to ongoing improvements, at the beginning of the year we were able to position a large number of products in energy efficiency classes A, B and C. Since then, we have made considerable progress and will soon be launching several new energy efficiency champions. Johannes, you have some examples for us.

Johannes Ruf:

That's right, I'm now going to introduce some of the best in their class.

I'll start with another freezer in energy efficiency class A, the FNa 6635. In addition to the world's first freezer in energy efficiency class A, we are now adding a model that uses environmentally friendly materials: we use 100 percent recycled steel for the doors and side walls. The insulating foam and the interior panelling contain recycled and organic materials, and the door seals are made of TPE instead of PVC. This thermoplastic elastomer is just as durable, but easier to recycle. We have also reduced the environmental footprint of the packaging by using materials with a particularly high recycled content that are also easy to recycle themselves – without compromising transport safety.

With the FNa 6635, we are exploring where we can increase the proportion of renewable and recycled materials in our long-lasting products today; that is, series suitability, sufficient availability, and compliance with the strict Liebherr quality requirements.

Viola Linke:

A real step forward in terms of resource conservation. But we have even more new additions in energy efficiency class A. So there is now good news in the fully integrated sector too.

Johannes Ruf:

The ICBa 5123 is really good news: it is the world's first fully integrated fridge-freezer in energy efficiency class A. While freestanding combinations have already achieved the 'A', we have now also managed to achieve this for fully integrated combinations in the 178 cm niche. We will also be launching a number of other fully integrated models in energy efficiency class B, including a BioFresh fridge for 178 cm niches. It is also the only front-runner in the market with an annual consumption of just 80 kWh.

Viola Linke:

You've mentioned the freestanding combinations. There is also news on this front.

Johannes Ruf:

Exactly, namely in the 75 cm wide combinations segment. Two Liebherr models in this extra width have also achieved energy efficiency class A. The appliance with the largest BioFresh safe of all time offers the best storage conditions with low energy consumption, making it ideal for resource-conscious families with long shopping lists.

Viola Linke:

Lots of storage space for fresh produce: this leads us to the 'big' highlight of our appearance at this year's IFA. A new launch that we are presenting exclusively to our retail partners here in the separate area of the booth. And, of course, to you first of all, here on stage: the new French Door appliances from the Liebherr brand.

Johannes, we have a particularly elegant model in this product range, which stands for quality down to the smallest detail. Can you describe the new additions in one sentence?

Johannes Ruf:

One word is enough for me: 'extraordinary'.

The French-door combinations show 'extraordinary' quality – as you said, down to the smallest detail. We see the high quality materials, 'best-in-class' energy efficiency with a D rating, even in models with an IceCenter, and 'German engineering' in the best tradition, with production in Europe.

The stylish appliances also feature an 'extraordinary' design. This is the MoodLight. The indirect lighting concept aesthetically showcases the recessed drawer grips and the Water & Ice centre, and can be dimmed to suit your own taste. Of course, you can also use our SmartDevice app. The housing and door are beautifully combined for an elegant look, no matter where you are sitting or what angle you are looking at the appliance from. There is no disruptive centre partition – thanks to our patented FlexDoor system. And to pick up on the trend towards warmer tones in kitchens and living spaces, we will be offering a new stainless steel colour in addition to BlackSteel in the future: TerraSteel. It is simple, yet it sets a special design accent, especially in combination with dark woods.

Last but not least, there is an "extraordinary" amount of space for fresh produce. The range of available freshness technologies extends from EasyFresh and BioFresh to BioFresh Professional with HydroBreeze, our freshness mist. The interior offers maximum flexibility, for example with dividers in the storage compartments, cleverly stowable glass shelves and swivelling containers in the inner door. I would like to emphasise the VarioTempZone: it allows you to vary flexibly between freezing and cooling. And with the Water & Ice centre, customers can get cold water, ice cubes or crushed ice anytime, anywhere. The ideal companion, especially for the warm season.

Viola Linke:

Thank you, Johannes. Size remains an important topic for us as we show you another example of our new products. In this case, we have expanded our portfolio of fully integrated appliances.

Johannes Ruf:

That's right, we are talking about new products for the 194 cm niche in the fully integrated segment; a further expansion of our already extensive product programme. These appliances offer at least 30 litres more cooling volume than the 178 mm niche. They do this by making the best possible use of the space in the tall cupboard above the appliances. Their energy efficiency is 'best-in-class' and they are the only ones on the market with two zero-degree compartments. Made in Germany – like all our fully integrated appliances.

This was also an important criterion for the development of the new generation of undercounter fridges, freezers and wine fridges, which are celebrating their premiere here at the IFA. The under counter appliances will be joined by an 'XL version' that is 4 cm higher than the existing models. This is currently unique on the market and ideal for new kitchens, which already tend to have higher work surfaces as standard. In addition, the new models offer many other advantages, which you can take a look at later during the tour.

Viola Linke: Liebherr at IFA 2024

The tour won't just take you to the highlights mentioned above. It has a lot more to offer. Let me give you a brief overview.

Prominently placed, there is a symbol of our history and a very special eye-catcher: our travelling shop window. In its early years, the Mercedes-Benz van was on the road throughout Germany, regularly travelling to present the latest fridges from Liebherr-Hausgeräte. For the anniversary, we have had the vehicle faithfully reproduced – as a reminder of the roots of today's Liebherr brand values, which extend from the historical section across the entire booth.

That is why the Cradle to Cradle Certified® freezer is deliberately placed directly next to this area. Positioned in the part of our booth where we present solutions for more sustainability. We continue to write history.

And so our IFA motto 'Keep Pioneering' is the common theme running through all the individual areas of our booth, making it clear to visitors what our brand stands for:

- For the responsibility we take on
- For the design accents we set
- For the convenience we offer thanks to connected appliances
- For the demand for quality that we share
- And for the freshness and difference that we taste

Our visitors can interactively experience each of these values at special 'experience islands' and see for themselves the advantages of the corresponding products and solutions.

<Q&A>