



Roland Gerke's video message to Siemens refrigerators customers (Transcript)

Hello. I am Roland Gerke, president and CEO of Siemens Home Appliances in China.

Since end of September, consumers' complaints related to Siemens refrigerator doors not closing properly have attracted attention from Chinese consumers, netizens and media. We, as Siemens Home Appliances, have communicated with the media to explain that only a small number of refrigerators is affected, and that we do not have a quality problem.

After thorough reflection, I feel that we have overlooked one important fact, and that's why I am addressing you today.

If you have a problem with one of our products, you deserve our full attention. If your refrigerator door is not closing properly, the failure rate from your perspective is 100%. And we need to talk to you directly about what we will do to make your problem go away.

I sincerely apologize to all of you who are not satisfied with our door closing performance of our refrigerators. I am sorry that this has caused you trouble, and that it has taken us so long to respond properly. Please accept my apology.

Let me assure you: I, and everyone at Siemens Home Appliances, will not rest until these problems have fully been solved. I have initiated a number of actions that I would like to share with you today.

First, in addition to our customer service hotline, we will set up a weibo account dedicated to help you get service support. This account will be in operation within a week.

Second, we will provide a free on-site inspection to check the status of your refrigerator doors, no matter if the warranty period is expired or not. This on-site service visit will be completely free of charge.

Third, if you are not satisfied with the closing force of the door, we will add a door closer device where it's technically possible. This also will be completely free of charge.

I trust that your problems can be solved quickly with the measures that we are implementing. Please make use of these measures. We want you to be 100% satisfied with your Siemens refrigerator. I will not be content until each and everyone of you is. I promise that I will follow up on this issue closely, and that we will keep you informed on a timely basis.

Thank you.

To watch the video, please visit the following website:

www.siemens-home.cn/refrigeratorhelp

For any questions, please contact:

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