

B S H H O M E A P P L I A N C E S C O R P O R A T I O N

BSH Home Appliances Corporation, 1901 Main Street, Suite 600, Irvine, CA 92614

June 18, 2021

Dear Sales Organization;

As the constraints on our supply continues, I would like to first thank you all for the continued hard work on the front lines. Unfortunately, we continue to see the effects of the current conditions of long lead times, component shortages and delays and ever-increasing costs in material and logistics.

We continue to try to manage the expectations with transparency; like the recently posted frequently asked questions document on our [Bosch](#) and [Thermador](#) websites where you can drive customers for more information.

I additionally ask you all to continue to inform your accounts and their entire organization of the continued delays and challenges on supply. We also realize this does not compensate the sometimes-unclear answer on when a given order will arrive, it does remind them that the fact remains; in some instances, we are seeing extensive delays in the fulfillment of orders. The length of these delays vary from product to product on a daily basis and fulfillment delays for some products have recently been around 4 to 6 months.

One very important addition to the above general overview is that of Thermador UC refrigeration. Please take extra time with your dealers to discuss the extensive delays in filling the backorders in this category. With door units launching in November and drawer models launching in February 2022, it may take a number of additional months after launch to catch up on all backorders. It will be important for dealers to explain the situation to avoid unhappy consumers for themselves or Thermador.

Let us all continue to be up front on this topic, making sure consumers arrive at our dealer showrooms more informed about today's situation, and that your representatives feel less of a burden during these difficult days. Let them please know we appreciate their partnership and patience during these times.

Please do not hesitate reaching out to your respective sales manager or me if you have any questions.

Sincerely,

Christopher Kaeser



Senior Vice President, Sales  
BSH Home Appliances