



Mabe acquires BSH Continental Eletrodomésticos Ltda, Brazilian subsidiary of the German company *BSH Bosch und Siemens Hausgeräte GmbH*.

With this acquisition, Brazil becomes the largest market for Mabe in Latin America

Mexico D.F., July 1st, 2009. Mabe, the multinational leading company in home appliances throughout Latin America, has completed the acquisition of BSH Continental Eletrodomésticos Ltda, the Brazilian subsidiary of the German company BSH Bosch und Siemens Hausgeräte GmbH, that sells and distributes home appliances under the brands Bosch and Continental.

This strategic acquisition will allow Mabe to consolidate its leadership in the Latin American region, where the Brazilian market has the biggest growth potential.

This is a key transaction for Mabe with an investment of approximately US\$35 million. Mabe will fund this operation through an equity injection from its share holders with the participation of its Brazilian partners.

"Brazil is a key market for us and this investment is the right step to capitalize the country's growth potential. Furthermore, this transaction is perfectly aligned with our strategic plan, which we began in 2003. In fact, this acquisition allows us to become the second biggest player in the market. We are very pleased", said Luis Berrondo, Mabe's Chairman and CEO.

Gross sales of the Brazilian electric appliances market represent US\$3,300 million dls. per year, without considering exports.

The combined operations after the transaction will translate in a 25% market share for Mabe, with estimated sales of US\$900 million dls. and 4.2 million units. Furthermore, Brazil becomes the most important market for the Latin American multinational.

The acquisition of BSH Continental Eletrodomésticos Ltda will allow Mabe to strengthen two different market segments (Premium and value), besides consolidating the distribution of its own brands in Brazil: Mabe, General Electric and Dako.

Regarding BSH Continental Eletrodomésticos Ltda, Mabe will keep Continental, one of the most traditional brands in Brazil, and will continue distributing the Bosch appliances, while taking control of both manufacturing units and the distribution center that BSH Continental has in Hortolândia, a city in São Paulo state.



"Our clients and consumers will benefit from this operation. Mabe has now the strongest brand and product portfolio for all kind of needs", mentioned Patricio Mendizábal, Vice-president of Mabe Mercosur.

About Mabe

Mabe is the leading Latin American home appliance company, employing more than 23,000 employees, 15 production plants throughout America and generates more than 70 thousand side jobs.

Its production and commercial structure allow Mabe to cover the needs of electrical appliances of Canadian, North American and Latin American households and has been pioneer in the development of technological solutions for electrical appliances based on the specific needs of each region's consumers.

Mabe's main product lines are ranges, refrigerators, washing machines, dryers and dishwashers. Additionally, through diverse strategic alliances, Mabe designs and commercializes ventilation hoods, microwave ovens, wine cellars and air conditioning equipments. In 2008, Mabe's revenues surpassed US\$3,900 million dls.

Mabe's presence in all America enables the company to have an important geographic and product diversification. Its commercial and manufacture operations are mainly in Canada, Mexico, Central America, Brazil, Argentina, Colombia, Venezuela, Ecuador, Peru and Chile. Besides Mabe exports to more than 70 countries and is the main electric al appliance exporter to the United States, as a result of its strategic alliance with General Electric.

For more information:

Mayela Delgadillo
LLORENTE & CUENCA
Tel. 5257-1084 ext. 117