

PRESS RELEASE

Anniversary year starts with record turnover

Kärcher defies the economic trend

Winnenden, 6 February 2025 – Kärcher ended the 2024 financial year with an increase in turnover of 4.6 per cent or currency-adjusted 7.9 per cent compared to the previous year. The cleaning specialist achieved a new record turnover of 3,446 billion euros. At the same time, the number of employees working in the family-owned company last year rose by 1,000: The entire workforce now includes more than 17,000 employees, who work together in 85 countries and 170 companies. "To experience growth as a traditional manufacturing company in 2024 is unique", says Hartmut Jenner, Chief Executive Officer and Chairman of the Board of Management of Alfred Kärcher SE & Co. KG. "The global economy was challenging, the economy is dominated by crises and the freight rates and prices of raw materials relevant for us are rising constantly. I am proud that we at Kärcher were in top form in this complex situation and were able to acquire numerous customers and conquer new markets."

Kärcher's diverse portfolio in cleaning and care – there are currently over 3,000 products on the market – once again enabled turnover stability in the past year. The trend in the global cleaning market was most recently heading in opposite directions: if demand fell among private customers, then it rose among professional users at the same time and vice versa. "Our business model is definitely what sets us apart. Kärcher is resilient because we distribute our many products in all markets and channels and are closer to our customers than ever before", says Hartmut Jenner. At the end of 2024 Kärcher Futuretech was able to make a considerable contribution to the sales result with one of the biggest orders in the company's history: The Federal Armed Forces (German Bundeswehr) ordered more equipment to the value of almost 24 million euros.

Press Contact

Anouk von Hochmeister
Head of Corporate Communication
Alfred Kärcher SE & Co. KG
Alfred-Kärcher-Str. 28-40
71364 Winnenden

+49 7195 14 2168
anouk.vonhochmeister@karcher.com

The Kärcher logo, consisting of the word "KÄRCHER" in a bold, black, sans-serif font, with a yellow horizontal bar underneath.

PRESS RELEASE

Smart investment: high-tech and location development

In the past year Kärcher took in over 200 million euros in order to secure its position at the top of the cleaning industry and pave the way for future success. Investment activities focussed on future-oriented technologies and artificial intelligence. In 2024 Kärcher made available licences for the Google AI tool Gemini to 13,000 of its employees and provided them with comprehensive training on how to use the tool – the cleaning specialist has taken on a leading role here. In addition to the Google Workspace applications which have already been in use for some time in the company, efficiency is to be increased and thus time gained for demanding and value-adding activities: "To provide support through generative AI to our employees in good time and so broadly was not only the best decision for Kärcher, but can also represent part of the solution for Germany as an industry location", says Hartmut Jenner.

Investment activities over the past year once again focussed on expansion and further development of the company's own sites. In this connection, dedicated sales companies were set up in Bangladesh and Egypt and a competence centre for robotics was built in Singapore. In order to expand the presence further in the growth market of India, Kärcher took over a local development and manufacturing partner for floor cleaning machines there and significantly increased the premises and production. At the start of 2024 Kärcher opened the first production site operated entirely from the cloud at its factory in Vietnam – a first for European companies. Together with the IT consulting firm Zoi, which is part of the Group, Kärcher has already been using cloud technologies for many years in order to digitise, optimise and make processes future-oriented. The construction work for the new headquarters of Kärcher France also began in the past year, the Group's oldest sales company outside Germany. The factory in Quistello, Italy was also made fit for the future with an extension and major investments in its in-house motor manufacturing. In the largest production plant in Bühlertal a new fully automated high-bay warehouse ensures faster logistics processes and a significant saving in CO₂ through the elimination of transport journeys to the external warehouse.

KÄRCHER

PRESS RELEASE

Excellent ratings: sustainability and commitment

In its sustainability strategy, Kärcher undertakes to significantly reduce emissions throughout the entire value-added chain and provide regular and transparent reports on progress. In autumn 2024 the independent Science Based Targets Initiative officially confirmed that the objectives of the family-owned company are helping to limit global warming to 1.5 degrees Celsius. Shortly thereafter Kärcher received the German Sustainability Award yet again and in two categories and was recognised by the jury as a "pioneer and role model in the German economy". At the annual "Kärcher Clean-Up Days" the employees actively promoted a clean environment: In 2024 teams from 32 subsidiaries cleaned 6.5 tonnes of waste from parks, beaches, rivers and forests. In addition to numerous social projects and initiatives, Kärcher also supported disaster relief last year when it was urgently needed: During the floods in Valencia, Spain and in the Rems-Murr district, where the company's headquarters are also located, Kärcher immediately made available over 1,000 urgently needed devices to the value of 200,000 euros in order to repair the flood damage.

The technology and expertise of Kärcher are also in demand during cleaning operations for preserving cultural monuments – for 45 years the company has been making its own contribution to society with free projects. Last year the company's specialists were actively involved in the historic Besançon Citadel, cleaned the Bajra Sandhi Monument, a monument dedicated to the struggles of the Balinese people throughout history, and worked on the evaluation of the appropriate cleaning method for hieroglyphs in an over 2,500-year-old tomb in Egypt. The reverse graffiti projects on two dams also received a great deal of attention: A monumental artwork of butterflies was created in the summer on the Rappbode Dam in the Harz region and at the end of the year a giant image of Godzilla was brought to life on the Iwaya Kawauchi Dam in Japan.

2025: highlights and history

2025 is marked by several anniversaries, making it a very special year in the company's history: First and foremost, Kärcher celebrates its 90-year anniversary. Founded in 1935 by Alfred Kärcher as a workshop for heating technology, the family-owned company with its headquarters in Winnenden has developed into a world-renowned brand for cleaning technology. In particular,

The Kärcher logo, consisting of the word "KÄRCHER" in a bold, black, sans-serif font. The letter "Ä" is stylized with a horizontal bar through it. Below the text is a solid yellow rectangular bar.

PRESS RELEASE

the development of Kärcher's first hot water pressure washer in 1950 was an important milestone along this path – it revolutionised the world of cleaning and has been inextricably linked to the brand as a product category for 75 years. Following Alfred Kärcher's death in 1959, his wife Irene took over the management of the company and drove its internationalisation. In 1974 she focussed the strategic alignment of the company on high-pressure cleaning and established the widely known Kärcher yellow. The world's first mobile pressure washer for home and garden in 1984 marked the company's entry into the retail market for private households.

Kärcher was very successful in the more recent past: In the last 25 years sales have more than quadrupled. The number of employees has tripled in the same period. "The 90-year success story of Kärcher is based on a long tradition of innovation and quality. The company has received over 1,400 awards for its products and sustainability and over 250 awards for its performance as an employer – this proves the validity of our strategy and also motivates us", says Hartmut Jenner, who this year also celebrates 25 years at the helm of the Group. As confirmation of its global market leadership, Kärcher was also recently awarded a GUINNESS WORLD RECORDS™ title for the currently best-selling pressure washer brand.

2025: outlook and new products

Despite many global and macroeconomic challenges, Hartmut Jenner remains optimistic about the new year: "We have created a good base for further growth. If we all focus on the customer, remain concentrated, continue to give it everything we've got and keep our productivity in check, then nothing stands in the way of another successful year."

Kärcher will also bring a breath of fresh air to the cleaning market in 2025 with new products: As an enhancement to the portfolio of autonomous floor cleaning machines, the KIRA B 200 will simplify day-to-day work for professional users in industry and logistics. The scrubber dryer robot built at the headquarters in Winnenden is designed for very large areas with a 200-litre fresh water tank and a battery runtime of four hours. With new dry vacuum cleaners, which are made of 45 per cent recycled materials, this year Kärcher sets high standards in terms of ergonomics and sustainability. The eco!Booster launched last year also benefits the environment: The pressure washer nozzle achieves 50 per

The Kärcher logo, consisting of the word "KÄRCHER" in a bold, black, sans-serif font, with a yellow horizontal bar underneath.

PRESS RELEASE

cent higher performance with the same water volume and energy consumption and will be launched in other markets around the world this year.

Private households can also look forward to exciting new products in 2025: Kärcher meets the growing demand for multifunctional floor cleaners with a brand new 3-in-1 product category, the so-called vacuum cleaner mops. The three models in the FCV range have a vacuum, mop and dry mode and come with a self-cleaning function, two-stage filter system and a replaceable battery for servicing – in the interest of sustainability. With the RCF 7, this year Kärcher presents a new robot vacuum and mop, which cleans and dries its rollers autonomously at a multifunctional station and charges, fills and empties independently. And, last but not least, the eco!Booster will also be a focal point in the end customer segment this year – the popular nozzle will be supplied directly upon purchase of select pressure washers.



Hartmut Jenner, Chief Executive Officer and Chairman of the Board of Management at Alfred Kärcher SE & Co. KG.

PRESS RELEASE



Kärcher expands its portfolio of autonomous floor cleaning machines with the new KIRA B 200 robot scrubber dryer.



The FCV 4 vacuum mop comes from the new 3-in-1 product category.

KÄRCHER

PRESS RELEASE



For the "Kärcher Clean-Up Days" employees from 32 subsidiaries collected 6.5 tonnes of waste.



Godzilla as reverse graffiti artwork on the Iwaya Kawauchi Dam in Japan (TM & © TOHO CO., LTD. Image provided by Kärcher).