Welcome keynote

Siemens Smart Infrastructure International Press Trip 2025

Claudia Guenzi
Head SI Italy & Head SI Buildings Italy

SIEMENS

Our purpose

We create **technology** to transform the everyday, for **everyone.**

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SIEMENS

Businesses and Services of Siemens AG

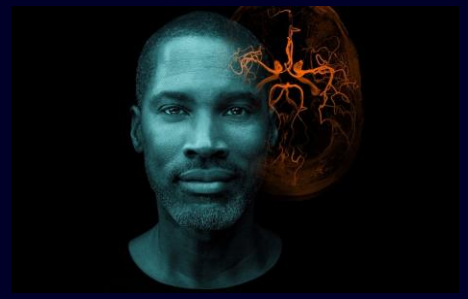
Industrial Business

Digital Industries

Smart Infrastructure

Mobility

Siemens Healthineers[1]



Siemens Advanta

Services

Siemens Financial Services

Siemens Real Estate

Global Business Services

Foundational Technologies

1 Publicly listed subsidiary of Siemens; Siemens' share in Siemens Healthineers is 73%

SIEMENS

Siemens Xcelerator accelerates the digital and sustainability transformation of our customers

The business platform is the way we bring our strategy to life and create exponential growth

Our Purpose

We create technology to transform
the everyday, for everyone.

Our Strategy

Combining the real and the digital worlds

A comprehensive, curated **portfolio** that includes digital and IoT-enabled offerings from Siemens and certified partners

A continuously growing, powerful **ecosystem** of partners

An evolving **marketplace,** enabling education, exchange and transaction with a community of customers, partners and experts

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Scaling sustainability impact

>90%

of Siemens' business enables customers to achieve a positive sustainability impact.[1]

By combining the real and the digital worlds, we support our customers along key impact areas.

Decarbonization & energy efficiency

Resource efficiency & circularity

People centricity & societal impact

1 Calculation based on revenue. <10% is excluded as it relates to products that contain SF6-gas, or stems from business with sectors like oil and gas, coal mining, or coal power generation. We anticipate reducing this number over time. Applies to Siemens without Siemens Healthineers

SIEMENS

126 years of Siemens in Italy
Key milestones

1856

Company founder Werner von Siemens advises on the laying of a submarine telegraph cable between Cagliari and Algiers

1878

Illumination of Piazza del Popolo and Pincio Terrace in Rome using Siemens technology, attended by the king

1899

On 1 January Siemens Italy was founded in Milan.

A number of initial trials of single-phase locomotives are conducted on the Lecco-Colico-Sondrio line in Lombardy

2015

Siemens partners with Enel during Expo in Milan, delivering intelligent grid technology to ensure electricity supply as well as a building management system

2018

Opening of Casa Siemens, the new Siemens Italy headquarters

2023

Launch of digital business platform, Siemens Xcelerator

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Siemens: Our numbers globally and in Italy

Siemens AG

312,000

people[1]

€75.9 bn

in revenue[2]

Siemens in Italy

2,900

people[3]

€2.0 bn

in revenue[3]

1 As of September 30, 2024 | **2** FY 2024
3 FY 2024 (Siemens SpA, Siemens Mobility Srl, Siemens Industry Software Srl and Siemens Healthcare Srl)

SIEMENS

Siemens Italy
Network spanning 20 regions

Headquarters

Milan

6
Global competence centers, including 1 R&D center in Genoa

2
Digital experience centers in Milan and Piacenza

+10
Sites, offices and commercial presence

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Siemens Smart Infrastructure
Key figures

78,500
people[1]

17.3%
profit margin[2]

€21.4 bn
in revenue[2]

CEO: Matthias Rebellius
CFO: Axel Meier

HQ: Zug, Switzerland

1 As of September 30, 2024 | **2** For FY 2024

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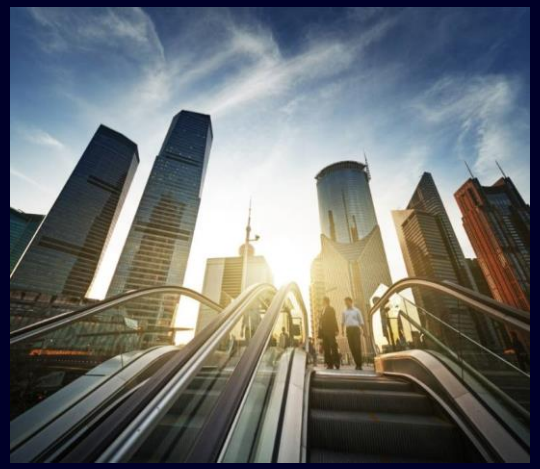
Siemens Smart Infrastructure

By combining
the real and the digital
worlds, **we create technology …**



… to transform **buildings.**

- To increase performance
- To optimize energy and resource efficiency

… to transform **electrification.**

- To increase transparency, control and automation
- To optimize the current electrification infrastructure

… to transform **grids.**

- Driving the clean energy transition and a new era for grid management

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And this is how we do it: Siemens Xcelerator

Building X

Digital building platform

- Improved sustainability
- Increased operational performance
- Higher building value

Electrification X

Integrated IoT suite

- Manage entire energy networks
- Increase uptime
- Improve reliability, asset utilization, energy efficiency, sustainability and cybersecurity

Gridscale X

Modular software

- Scale grid capacity fast
- Handle the complexity of DERs
- Increase grid flexibility

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Siemens Xcelerator in action
Kantonsspital Baden, Switzerland's smartest hospital

App-based navigation system

Increases efficiency and capacity,
reduces waiting time – part of Building X

bluegps synapses

IoT platform
Incl. 7,000 smart sensors

Real-time location services
Incl. 7,000 smart sensors

Desigo CC
Building management system

Desigo
Room automation

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Welcome to Casa Siemens!

Decarbonization & energy efficiency

Resource efficiency & circularity

People centricity & societal impact

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Casa Siemens

>1,700
people

Carbon neutral by
2030

2
smart building certifications (Class A green building LEED Gold and EMAS)

25,000 m²
garden

180,000
bees in 3 hives

>85,000 m²
of the overall area, across 32,000 m² of offices and laboratories

1,386 MWh
Overall generation capacity of PV plants

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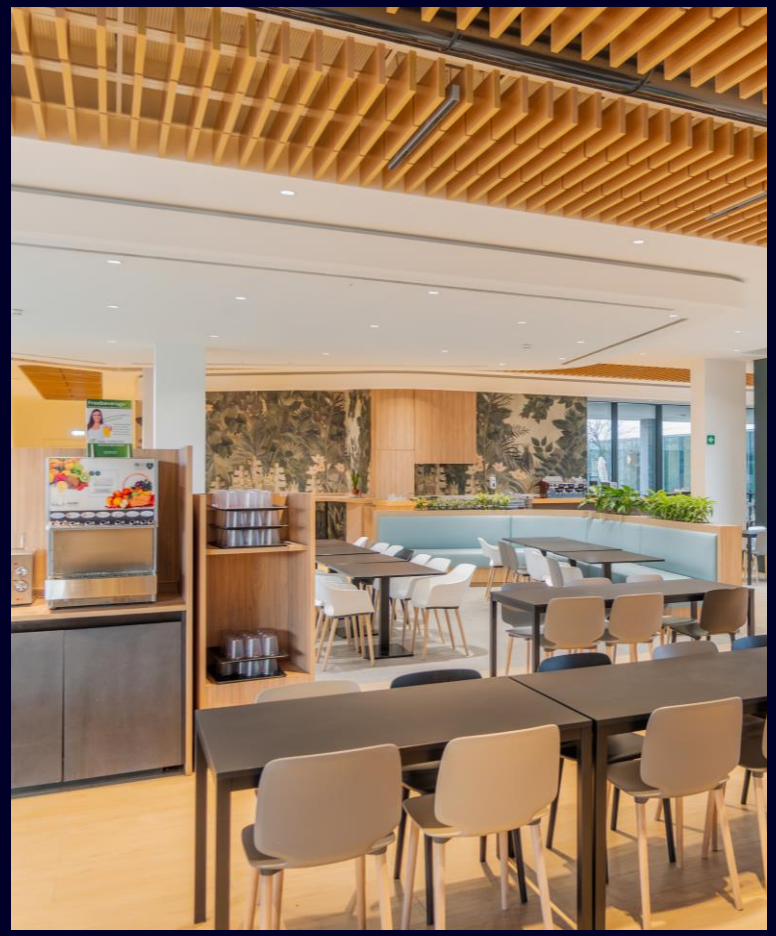
An environment designed for health and well-being



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Casa Siemens
Fully automated and energy efficient

Grids

Competence center
For supervision and control of electrical grids

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Casa Siemens
Fully automated and energy efficient

Electrification

Integration of renewables

Three PV systems generate 920 MWh per year

Energy efficiency

135 kWh/270 kW electrochemical storage system synchronizes energy loads and generation, maximizing self-consumption

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100% electric fleet by 2030

New parking lot including 120 EV charging stations

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Casa Siemens
Fully automated and energy efficient

Buildings

One building management system

Desigo CC integrates HVAC, lighting, electrical,
fire detection (with around 1,500 sensors), and security systems
(nearly 150 intrusion sensors and emergency evacuation)

Room automation

>400 Desigo presence sensors and automated sunshade systems
adjust light based on sunlight position and weather conditions

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Digital building platform

Building X, part of Siemens Xcelerator, supports to digitalize,
manage, and optimize building operations, paving the way
for a sustainable, autonomous, and profitable asset

R&D competence center

Responsible for the development of the building mgmt. system, Desigo CC

SIEMENS

touch

live-demonstration

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Thank you!

Claudia Guenzi
Head Siemens Smart Infrastructure Italy &
Head Siemens Smart Infrastructure Buildings Italy

Scan for
digital press kit

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