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Siemens Wins International Award for Knowledge Management

Osram also honored as Best Open Innovator

Siemens has the best knowledge management in Europe: The Company emerged on top in a field of 41 competitors for this year's "The European Most Admired Knowledge Enterprises (MAKE)" ranking. "An important step to increase Siemens' innovation power and capability is to extend the R&D network across all departmental boundaries and to include external partners into our innovation value chain. Therefore at Siemens, the days of closed doors in the labs are over. Winning the MAKE Award is a great success and proves that Siemens is among the top performers in knowledge creation and management worldwide", says Prof. Hermann Requardt, member of the Managing Board of Siemens AG and responsible for Siemens' central research unit Corporate Technology and for the Siemens Healthcare Sector. This marks the eighth time since 2001 that Siemens has been among the best finalists in this study, which is conducted annually by the UK-based consulting firm Teleos. And Siemens is also among the top 20 companies in the worldwide ranking. The Siemens light-subsi-dary Osram also was honored: On December 2, within the Handelsblatt-conference "Open Innovation" Osram received the 2010 Best Open Innovator Award in the "corporate division" category.

Siemens took first-place honors in four out of eight categories in the 2010 MAKE study: for the development of new products, services or solutions; the best utilization of the company's intellectual capital; the generation of value from the knowledge of customers or interest groups; and turning knowledge into share value. Today researchers and developers at Siemens work in a way that strongly emphasizes cross-unit and cross-border cooperation and include external partners in the open innovation process — in the 2010 fiscal year Siemens spent more than €3.8 billion on research and development worldwide. Still another testimony to the success of this "open innovation" approach is the recognition as the Best Open Innovator of 2010, an honor that an Innovation-expert circle under the leadership of the Zeppelin University Friedrichshafen bestowed within the Handelsblatt-conference "Open Innovation" on the Siemens subsidiary Osram in the "corporate division" category for its overall open innovation concept. Osram created the Internet

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platform “LED – Emotionalize your light,” for example, which in 2009 called for professional designers and hobby tinkerers alike to submit, view, and discuss their lighting ideas online. The best ideas were recognized with prizes.

Siemens AG (Berlin and Munich) is a global powerhouse in electronics and electrical engineering, operating in the industry, energy and healthcare sectors. For over 160 years, Siemens has stood for technological excellence, innovation, quality, reliability and internationality. The company is the world’s largest provider of environmental technologies, generating some €28 billion – more than one-third of its total revenue – from green products and solutions. In fiscal 2010, which ended on September 30, 2010, revenue totaled €76 billion and net income €4.1 billion. At the end of September 2010, Siemens had around 405,000 employees worldwide. Further information is available on the Internet at: www.siemens.com.