



Special
Edition

IDB Mag Dubai Conference

04 – 09th October 2021

kobold thermomix

Welcome

Dear Distributor Partner,

We are back from a successful Conference in Dubai. A lot of memories and wonderful time spent together after such a long time. We have shared and lived unforgettable moments, and we are sure we have grown professionally and as human beings.

“Go Beyond” is the slogan that we brought there and you brought back home. It is important now that we all go beyond and keep growing and succeeding because, as we said many times during the conference, everything is possible!

New challenges will come and we will face them with strength and power. We are just at the beginning of our journey, so now it is time to act in your markets: be inspirational for your people, be passionate in everything you do and always show a big heart.

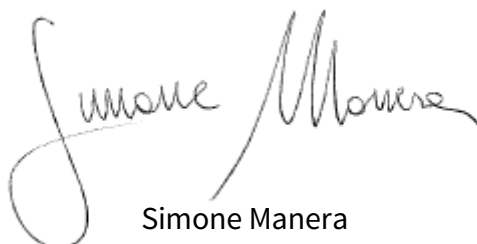
These are the keys to success. They were the keys to our successful conference.

In this year of the 50th Anniversary of Thermomix, the International Distribution Business is important, and you are there to contribute to the success and the story of this brand.

And in Kobold, there is a lot of potential – let’s really go beyond!

Once again, on behalf of the entire IDB team, we thank you very much for the experience in Dubai and we look forward to meeting you soon for other important steps in our growth.

All the best,

A handwritten signature in black ink, appearing to read 'Simone Manera', with a large, stylized initial 'S'.

Simone Manera



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Awards 2019

The pre-Covid period seems so far away. Still, it is important for us to remember and recognize the excellence of some of our distributors during 2019 in both divisions, KS and TM.

We celebrate the size of the business with the award for the highest sales volume in 2019, we recognize the speed of growth with an award for the strongest growth in 2019, and we cherish an indicator that is at the core of our business success and recruitment with the award for most recruits in 2019... and the winners are:

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Sales

1 st place	Aposento Real Ltd.	Portugal
2 nd place	Parnad D.O.O. Slovenia	Slovenia
3 rd place	Lux Asia Indonesia	Indonesia



Year-over-year sales increase

1 st place	Aposento Real Ltd.	Portugal
2 nd place	Eminentia Trading Ltd.	Cyprus
3 rd place	Zaren s.r.o.	Slovakia



Recruitment

1 st place	Aposento Real Ltd.	Portugal
2 nd place	Parnad D.O.O. Slovenia	Slovenia
3 rd place	Parnad D.O.O. Croatia	Croatia



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Sales

1 st place	The Mix Australia Pty Ltd	Australia
2 nd place	True Mix Sdn Bhd	Malaysia
3 rd place	Cnudde N.V.	Benelux



Year-over-year sales increase

1 st place	True Mix Sdn Bhd	Malaysia
2 nd place	H.L.K. Trade SRL	Romania
3 rd place	The Future of Cooking Pte Ltd.	Singapore



Recruitment

1 st place	True Mix Sdn Bhd	Malaysia
2 nd place	The Mix Australia Pty Ltd	Australia
3 rd place	Holding Leader LLP	Kazakhstan



Awards 2020

This was the year the Covid pandemic hit us all and challenged our ability to change, to think outside the box, to persevere and to keep moving forward despite the restrictions, and you did not disappoint! For both divisions, KS and TM, we recognized the following countries and leaders that produced outstanding results in the following categories:

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Sales

1 st place	Aposento Real Ltd.	Portugal
2 nd place	Parnad D.O.O. Slovenia	Slovenia
3 rd place	Parnad D.O.O. Croatia	Croatia



Year-over-year sales increase

1 st place	Busch BV	Netherlands
2 nd place	Eminentia Trading Ltd.	Cyprus
3 rd place	Aposento Real Ltd.	Portugal



Recruitment

1 st place	Aposento Real Ltd.	Portugal
2 nd place	BIEN ETRE Allemand Sarl	Morocco
3 rd place	Cnudde N.V.	Belgium



Year-over-year recruitment

1 st place	BIEN ETRE Allemand Sarl	Morocco
2 nd place	Eminentia Trading Ltd.	Cyprus
3 rd place	Aposento Real Ltd.	Portugal



Average activity

1 st place	Parnad D.O.O. Croatia	Croatia
2 nd place	Parnad D.O.O. Slovenia	Slovenia
3 rd place	Quality Direct Kft.	Hungary
4 th place	Eminentia Trading Ltd.	Cyprus
5 th place	BIEN ETRE Allemand Sarl	Morocco
5 th place	Cnudde N.V.	Belgium



Average productivity

1 st place	Parnad D.O.O. Slovenia	Slovenia
2 nd place	Parnad D.O.O. Croatia	Croatia
3 rd place	Zaren s.r.o	Slovakia
4 th place	Aposento Real Ltd.	Portugal
5 th place	Quality Direct Kft.	Hungary
5 th place	Eminentia Trading Ltd.	Cyprus



Awards 2020



Sales

1 st place	The Mix Australia Pty Ltd	Australia
2 nd place	INVERSIONES Y ASESORIAS FEMA LTDA	Chile
3 rd place	Cnudde N.V.	Benelux



Year-over-year sales increase

1 st place	INVERSIONES Y ASESORIAS FEMA LTDA	Chile
2 nd place	Sylvest & Co Aps	Denmark
3 rd place	Thar SA	Argentina
4 th place	Cnudde N.V.	Benelux
5 th place	H.L.K. Trade SRL	Romania



Recruitment

1 st place	True Mix Sdn Bhd	Malaysia
2 nd place	The Mix Australia Pty Ltd	Australia
3 rd place	INVERSIONES Y ASESORIAS FEMA LTDA	Chile



Thermomix and Kobold

2020
Best
area

The Vorwerk best area for 2020 is the one of Christophe Jean with outstanding results in both Thermomix and Kobold. This area includes the following countries: for KS Croatia, Slovenia, Japan and Australia and for TM Australia, New Zealand and Vietnam



Year-over-year recruitment

1 st place	INVERSIONES Y ASESORIAS FEMA LTDA	Chile
2 nd place	The Mix New Zealand Ltd	New Zealand
3 rd place	Mixto SA	Norway



Average activity

1 st place	BIEN ETRE Allemand Sarl	Morocco
2 nd place	INVERSIONES Y ASESORIAS FEMA LTDA	Chile
3 rd place	Eminentia Trading Ltd.	Cyprus
4 th place	The Mix Australia Pty Ltd	Australia
5 th place	Holding Leader LLP	Kazakhstan



Average productivity

1 st place	Cnudde N.V.	Benelux
2 nd place	Eminentia Trading Ltd.	Cyprus
3 rd place	BIEN ETRE Allemand Sarl	Morocco
3 rd place	COOKING HELLAS I.K.E	Greece
4 th place	The Mix Australia Pty Ltd	Australia
4 th place	INVERSIONES Y ASESORIAS FEMA LTDA	Chile
5 th place	Healthy Options General Trading LLC	UAE



Silver Market 2020

The category of “Silver Market 2020” is an important category because it includes many of the “rising stars” in our distributor partner group. These are the countries that have worked countless hours in preparing the foundation of their company and are now starting to see some “good” results. Congratulations to all of the “Silver Market 2020” winners and may the following years bring you even more success.

Kobold Japan K.K. Japan
Quality Direct Kft. Hungary
COOKING SOLUTION S.A. Guatemala
Zaren s.r.o. Slovakia
SIMPLE COOKING SVERIG Sweden
SMARTURE SAS Colombia
ELDHÚSTÖFRAR EHF Iceland
Parnad D.O.O. Slovenia Slovenia



Gold Market 2020

With the category “Gold Market” we recognized those of you who have shown great sales growth performance in 2020, well above what was initially expected. It was an honor for us to give this award to the following hard-working, dedicated and successful distributors. Thank you and congratulations to:

Busch BV Netherlands
COOKING HELLAS I.K.E. Greece
Sylvest & Co Denmark
MIXTO SA Norway
Eminentia Trading Ltd. Cyprus
BIEN ETRE Allemand Sarl Morocco
The Mix New Zealand Ltd New Zealand
The Future of Cooking Pte Ltd. Singapore



Platinum Market 2020

Outstanding, extraordinary, and remarkable describe markets that, despite Covid and the lockdown, have achieved incredible sales and overall development performances. Those distributors should inspire all of us and should remind us that everything is possible while providing a healthy dose of positivity, a well-structured business organization and strong leadership. The Platinum Markets of 2020 are:

Cnudde N.V. Benelux
True Mix Sdn Bhd Malaysia
Pilusen SA Uruguay
Thar SA Argentina
H.L.K. Trade SRL Romania
The Mix Australia Pty Ltd Australia
Holding Leader LLP Kazakhstan
INVERSIONES Y ASESORIAS FEMA LTDA Chile
Aposento Real Ltd. Portugal



Market of the Year 2020

This is the most important recognition that celebrates the best country in terms of sales performance, SF and branch development, the best year and the highest achievement ever.

This recognition also celebrates the distributor's passion, heart and the hard work that have contributed to the great success in this country.

Chile

was named Country of the Year for 2020.

Who will be next?



Trainings

TL nomination process

During the conference in Dubai we talked about clear roles on every sales level. The advisor focus is on sales, the team leader focus is on recruiting and the branch manager focus is on identifying potential junior team leaders and developing the sales team.

We believe that the dynamic junior team leader (JTL) appointment process can be the main driver for distributor growth. Based on the experience of another affiliate, the IDB team has prepared some recommendations.

01.

The JTL nomination process should be open for all of your advisors who finished the Newcomer Program as a second step on their career ladder (minimum requirements can be in place like sales results, good meeting attendance, positive attitude toward the company, etc.). During the standardized info meeting led by the branch manager or sales management, advisors should learn more and be encouraged to start the JTL nomination process.

02.

An advisor who is interested enters a 2-step process with a limited period of time (3 months for each step) and defined criteria:

Step 1 JTL qualification:

Candidate still has Advisor status

- 8 personal sales + 2 qualified recruitments
- Only if accomplished with success can join step 2



Step 2 JTL qualification:

Candidate becomes JTL, leaves TL's mother and start leading own team

- 8 personal sales + 2 qualified recruitments
- Only if successful he/she is appointed to TL. If missed the targets comes back to TL mother as an Advisor.

03.

Mother TL must be compensated based on future JTL results:

Step 1 JTL qualification:

- Team Sales commission (JTL + his recruits)
- Training bonus on JTL recruits



Step 2 TL qualification:

- Team Sales commission (JTL + split team members)
- One time development bonus at TL qualification



TL Post qualification:

- Team Sales commission (TL + split team members)

04.

Candidate who enters the JTL nomination process should be supported in reaching their goals by taking part in dedicated training modules led by a branch manager or sales management. We have designed 5 training modules ready to share with you.

If you have any questions or need support from our side, please contact your sales manager.

Marketing

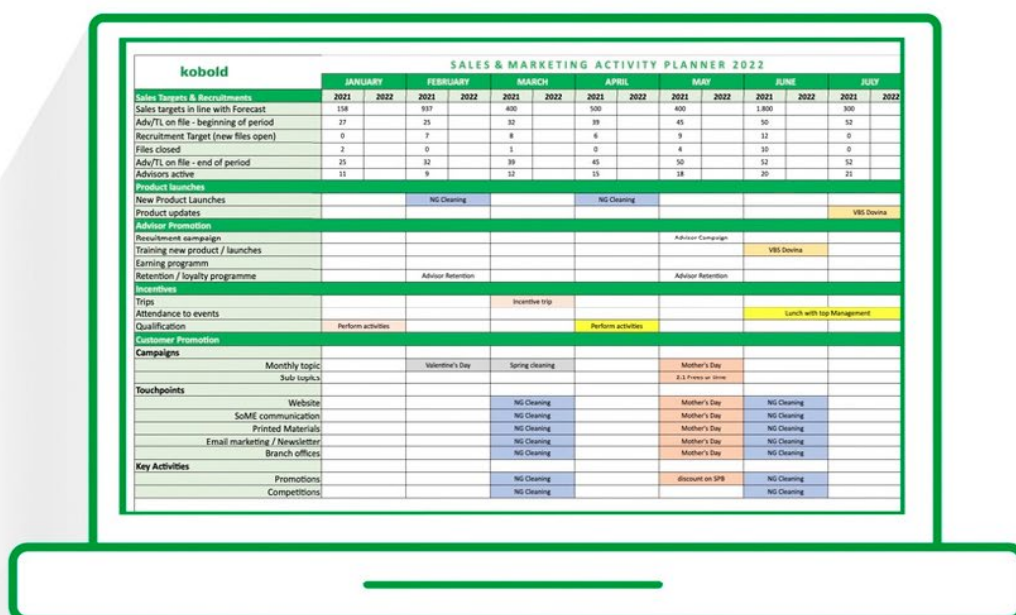
During the Marketing Day in Dubai, we shared many topics. Here we would like to bring the focus onto three of them who can support your business development:

Activity Planner

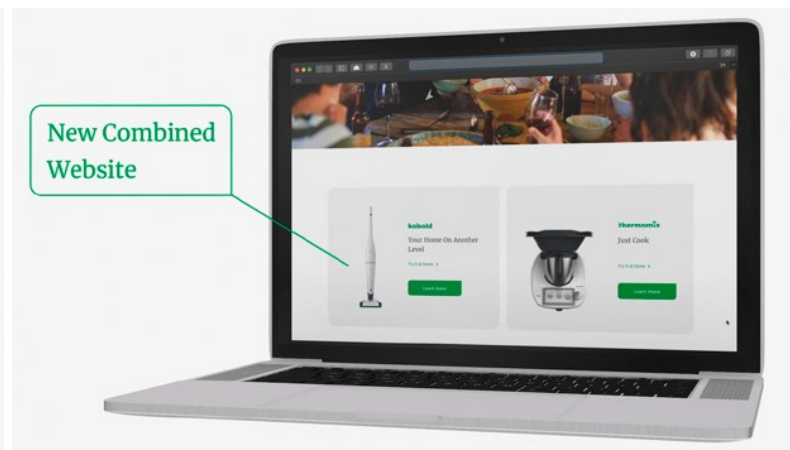
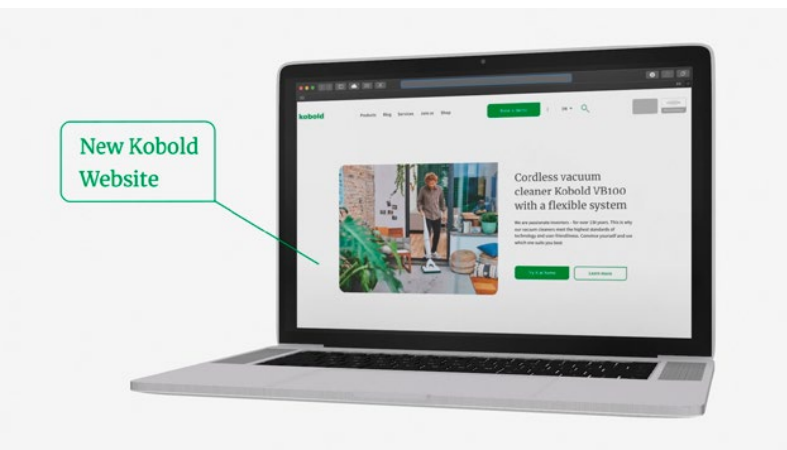
You are the pilot of your business, hence you really need to plan your flight. Planning ahead reduces the number of last-minute decisions you need to make, and also improves your focus and decision-making process. To this extent, we wanted to provide you with our new Activity Planner tool. The tool is easy and complete, and allows you to track your sales and

recruitment, and plan your marketing and sales activities in a simple way. The 2022 file has been shared with you recently.

Please take a look at it and familiarize yourself, and in case you have questions, do not hesitate to ask your sales manager or the marketing team. We would be happy to help you.



kobold		SALES & MARKETING ACTIVITY PLANNER 2022													
		JANUARY		FEBRUARY		MARCH		APRIL		MAY		JUNE		JULY	
Sales Targets & Recruitments		2021	2022	2021	2022	2021	2022	2021	2022	2021	2022	2021	2022	2021	2022
Sales targets in line with Forecast		158		197		400		500		400		1,800		300	
Adv/TL on file - beginning of period		27		25		32		39		45		50		52	
Recruitment Target (new files open)		0		7		8		6		9		12		8	
Files closed		2		0		1		0		4		10		0	
Adv/TL on file - end of period		25		32		39		45		50		52		52	
Advisors active		11		9		12		15		18		20		21	
Product launches															
New Product Launches				NG Cleaning				NG Cleaning						VBS Devis	
Product updates															
Advisor Promotion															
Recruitment campaign										Advisor Campaign					
Training new product / launches												VBS Devis			
Earning program															
Retention / loyalty programme				Advisor Retention						Advisor Retention					
Incentives															
Trips						Incentive trip									
Attendance to events														Lunch with top Management	
Qualification		Perform activities						Perform activities							
Customer information															
Campaigns															
Monthly topic				Valentine's Day		Spring cleaning				Mother's Day					
Sub-topics										2,3 Prices on Jans					
Touchpoints															
Website						NG Cleaning				Mother's Day		NG Cleaning			
SoME communication						NG Cleaning				Mother's Day		NG Cleaning			
Printed Materials						NG Cleaning				Mother's Day		NG Cleaning			
Email marketing / Newsletter						NG Cleaning				Mother's Day		NG Cleaning			
Branch offices						NG Cleaning				Mother's Day		NG Cleaning			
Key Activities															
Promotions						NG Cleaning				Discount on SPB		NG Cleaning			
Competitions						NG Cleaning						NG Cleaning			



Website

We're delighted to announce the launch of our new websites: the Kobold website and the Combined (Thermomix and Kobold) website. The two websites are new, easy to navigate, flexible and customizable to meet your needs. They are consistent with the Vorwerk corporate identity to convey the message that we are one brand across the world. It is representative of who we are, our products, and opens a space to approach advisors. Take a look at it and if you are interested in launching one of the two, please don't hesitate to contact your sales manager or the marketing team. We will support you all along the localization and roll out phases.



VBS Launch

Since their introduction, vacuum cleaners have evolved to be smaller and more portable, with the goal of making cleaning easier. Cordless technology has supported this evolution of the cleaning process in line with what different surveys are stating: people are cleaning more often for shorter periods of time. Cordless technology has been available for years in other household devices like headphones, telephones and lawn mowers. At Vorwerk, we believe that cordless cleaning is the future. Embrace this new technology, learn all you can and let's move together in this evolutionary journey.

Marketing campaigns recognition

For the first time we have decided to reward the best marketing campaigns. Congratulations to Cyprus for Kobold and Denmark for Thermomix, who shared their best practices and received recognition. We hope you were inspired by their marketing campaigns. We are looking forward to seeing more great campaigns next year and setting a sharing culture.





Team building

A lot of fun, a lot of commitment and engagement for our
two team-building activities. You were great!

Thermomix The Masterchef Challenge



The winning Team “Falcon” with:
Omar, Hannes, Miranda, Camilla, Peter and Anna



The Voice Challenge



And special thanks for the great support
and the outstanding preparation to our
hosts, Anthie and Marios

Incentive

A beautiful 2.5 days journey to Abu Dhabi together with some of you.

The trip brought us to the inside of the F1 racing track and to the Go Cart at the Yas Marina circuit, where we let the cars roaring. It continued with the visit to the Louvre of Abu Dhabi, and to the magnificent residential palace. It ended up with the visit to the breathtaking Sheikh Zayed Grand Mosque, followed up with a well deserved traditional lunch in Al Bastakiya in the city.





We are looking forward to seeing all of you very soon. Though it is too early to announce our next IDB Conference, we can only anticipate that the skyline of our next venue will be as magnificent as the one in Dubai ;-)

to be continued ...



VORWERK