



IDB Mag

Q4 2021

Published in January 2022

kobold **thermomix**

Welcome

Dear Distributor Partner,

It is my great pleasure to kick off a new successful and growthful year.

When I look at what is happening in the world today, not only from a personal but also a professional perspective, I feel blessed to belong to and have the opportunity to lead the International Distributor Business, and with my colleagues, to work together with all of you.

2021 was the best example of what great leadership can do, especially in times when it was needed, times where our decisions can affect thousands of people.

We are so proud of all of you and the wonderful standards and values you demonstrated during this pandemic crisis, especially for what was done in 2021.

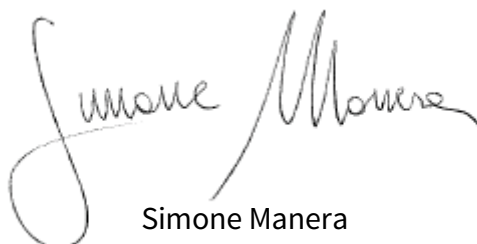
From our side, in 2021 we have started to rebuild the fundamentals of our direct sales pillars.

And in 2022 we will continue working on them to make the future brighter and brighter, and to continue our growth.

We look at 2022 with many expectations, and we will surely get through all of the challenges we may face.

We are really looking forward to meeting you very soon in the Area Conference we are organizing for March.

All our best for a great 2022!

A handwritten signature in black ink, reading "Simone Manera". The signature is fluid and cursive, with a large initial 'S'.

Simone Manera



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Best performers

Q4 2021

kobold



Sales

1. Australia **15,153**
2. Portugal **11,920**
3. Slovenia + Croatia **5,064**



% of sales

1. Romania **258%**
2. Cyprus **133%**
3. Norway **104%**



Recruitments

1. Slovenia + Croatia **145**
2. Portugal **79**
3. Russia **23**



Net Recruitments

1. Portugal **43**
2. Russia **15**
3. Morocco **14**

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Sales

1.  Australia **17,081**
2.  Malaysia **7,283**
3.  Benelux **6,741**
4.  Chile **4,540**
5.  Singapore **3,774**



% of sales

1.  Singapore **238%**
2.  Malaysia **207%**
3.  New Zealand **75%**
4.  Vietnam **74%**
5.  Greece **68%**



Recruitments

1.  Malaysia **1,477**
2.  Singapore **350**
3.  Australia **335**
4.  Argentina **187**
5.  Kazakhstan **171**



Net Recruitments

1.  Singapore **156**
2.  Indonesia **80**
3.  Brazil **36**
4.  Romania **29**
5.  Benelux **26**





News from Vorwerk

**Born & Raised**

Val-de-Travers, Switzerland

**M.A. Accounting & Finance**

HWZ University Zurich

**Hobbies**

I enjoy wine in all its kind,
Gastronomy, Hiking, playing piano

Hello, I'm Lucrezia Späth

My Life

In a quick timeline

2009

Graduated with B.A.
from EHL

Lausanne, Switzerland

2014–2019

Finance Business Partner
at Randstad

Zürich, Switzerland

2009–2013

Various experiences
in Consulting, Finance,
Payrolling

in diverse companies

Zürich, Switzerland

2020–2021

International Controlling &
Business Development
at Vorwerk

Wollerau, Switzerland & Internationally

2014

Graduated with M.A.
from HWZ University

Zürich, Switzerland

Fun Facts

About me

I speak several languages

*Italian (native), French (bilingual),
English (fluent), German (fluent),
Spanish (very basic)*

I come from a family of

*5 children and have learned very
early to fight for my rights ;-).*

I am a huge fan of

*sharing meaningful moments with
my loved ones, like a nice meal
with wine or an afternoon walk.
However, I can also get very active
when my ice hockey team plays.*

When I was a child,

*I wanted to become a gardener as
I love the nature. Now, since my
talents with garden are limited, I
enjoy the nature as a hiker.*

**Born & Raised**

In Bucharest, Romania

**Lawyer**

University of Heidelberg, Germany

**Mindset**

I am positive and straightforward!

Hello, I'm Roxana Chişleag Losada

My Life

In a quick timeline

Until 1999

**Lived in Romania,
experienced communism,
a revolution,
finished German school**

1999–2005

Law Degree
at University of Heidelberg
Heidelberg, Germany

2001/2002

Erasmus year
at University of Bologna
Bologna, Italy

2003–2005

Degree in Comparative Law
at University of Strasbourg
Strasbourg, France

2008

Lawyer, Rechtsanwalt
at Rechtsanwaltskammer
Stuttgart
Land Baden Württemberg

2008–2011

Legal Counsel
at Ameos Group
Zürich, Switzerland

2012–2021

Corporate Legal Counsel
at Zepter Group
Wollerau, Switzerland

Fun Facts

About me

I speak several languages

*Romanian, German (native),
English (proficient),
Spanish, Italian (fluent),
French (fairly fluent with a little
exercise)*

I am a single child but...

*... I married an Argentinian with
5 siblings. When the complete
family meets up we are 25 + per-
sons. We have 2 lovely daughters
and due to the cultural mixture we
speak at least 3 languages at the
dinner table!*

I am a huge fan of...

... Comics! and Opera!



Marketing Kobold VBS launch review

Cleaning more often but in less time

2021 was a year of transition for many of us, including the change from cable to cordless technology. How many of you have cleaned at home with the Kobold VBS? From my own experience, our product is truly impressive and goes beyond a simple vacuum cleaner, excelling in convenience and flexibility. When you take a closer look, you realize that what you have here is a complete system, capable of cleaning hard floors, carpets, sofas, beds, cars, ceilings... you name it.

Cleaning your house will help keep you and your family healthy and prevent the spread of germs. It doesn't matter if it's winter or summer, cleaning is an important activity year round, which has become even more relevant due to the pandemic. During the last few years, COVID-19 accelerated the normalization of digital technologies at home, with smart home appliances being increasingly accepted and perceived as supportive. The popularity of apps, voice control and the networking of household appliances have grown and will

shape the future when developing new cleaning products. Dear IDB colleagues, the industry is working on these concepts, and we are not far away from that reality. Let's accept it: change is part of the cleaning business.

Cordless technology has changed the way people clean at home. The battery focuses on the ability to get the job done more quickly rather than prolonging it. People's entire behavior is changing; they are cleaning more often but in less time! There is more: its light weight makes it easier to handle and convenient to store, and if family members have allergies or asthma, or if you're concerned about the indoor air quality, a vacuum with a dust bag is generally the better choice.

Dear IDB colleagues, there are people outside looking for high quality cleaning solutions and willing to pay for them. Cordless is both the present and the future of cleaning, and the new VBS system gives us just the opportunity to meet those customers, offering them convenience, flexibility and much more than a simple vacuum cleaning device.

Marketing Thermomix

Let's cook together event

On November 27, 2021, our Thermomix® community came together to set a Guinness World Record! Together with our advisors, customers and employees, **we set the record for “The most videos of people cooking uploaded to Facebook in one hour.”** This event brought together our passionate international community for the first time in a live show, welcoming over 12,000 people to the Facebook group. On November 27, together with you and along with our hosts – Michael Tziallas and Sido Hofman, our cross-market and cross-functional team and community – **we set this record** and celebrated along with:



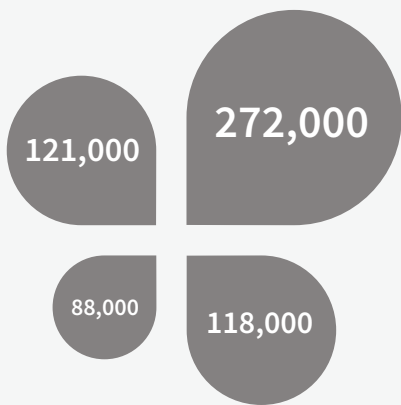
This would have never happened without your commitment and your passion for Thermomix®. And a special thanks goes to Malaysia, one of the top 6 countries that contributed the most to this Facebook group. Congratulations!



Cookidoo: Created Recipes

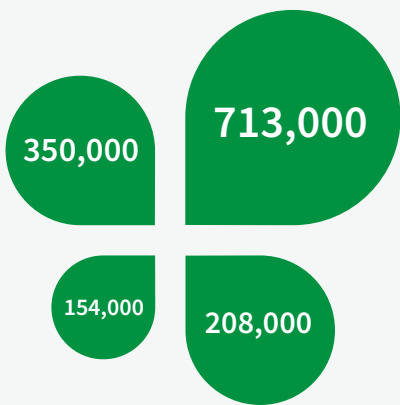
One of our most anticipated features on Cookidoo is finally live: **Created Recipes**. There has been a tremendous amount of effort and teamwork behind the scenes, and we would like to thank everyone who contributed to making this wonderful achievement possible. Created Recipes (CR) officially launched on the 16th of November for the majority of markets, and on the 29th of November for Australia. Since that launch, we have seen the following response from our customers.

Customers using Created Recipes:



- Approx. **272,000 customers** have used the feature since launch
- Around **121,000** users have **created** at least 1 recipe
- **118,000** have **imported** at least 1 recipe from other **sources**
- **88,000** have **imported** at least 1 recipe from **Cookidoo**

Use of Created Recipes:



- Approx. **713,000 events** have happened since launch
- **350,000** recipes have been **imported** from other **sources**
- Approx. **208,000** recipes have been **created**
- **154,000** recipes have been **imported** from **Cookidoo**





Training

Junior Team Leader (JTL) nomination process – now in the implementation phase

In Dubai, we shared with you some recommendations for what the successful JTL nomination process can look like. The two-step approach should have defined recruitment and sales goals for potential JTLs. As support from the company, candidates should participate in five training modules to prepare them for their future role. We have shared with you the full training program, but we would also like to invite you to join 5 train-the-trainer sessions. The goals of these virtual meetings are for you to get familiar with each training from the JTL perspective.

We will ask you to participate in the training and behave as if you were a potential TL candidate. We hope you can also use this time with us and other distributor partners to exchange your first experiences in the implementation of the JTL nomination process and give us your feedback on training modules. Sessions are planned for January and February 2022.

The implementation of JTL nomination process can answer any questions you may have about how to recruit and retain more advisors. We are eagerly awaiting your first impressions. Please do not hesitate to contact us if you have any questions.





News from the markets



Portrait Brooke Long

*Executive Manager – Community Engagement
Australia & NZ*



Tell us about your journey within The Mix?

I held off buying a Thermomix for years because I was concerned I wouldn't use it regularly enough to justify the investment. When I finally did take the plunge, I realized what a mistake that hesitation was – I was cooking more than ever and having a lot more fun doing it. I had taken a career break from banking & finance law to raise my boys (who were then 7 and 4). I loved how much easier the Thermomix made feeding my family and decided to become a Thermomix consultant to share that knowledge with my friends. Over the next 8 years, I was fortunate to progress through all of our field leadership roles – first building a successful team, then branch, area, state and region. My passion has always been fueled by helping others create positive change in their lives, so I was thrilled to be given the opportunity to

lead the Field (now Community) Engagement team 2 years ago. Our work supports consultants and leaders in operating successful business and building the broader engagement of the Thermomix community, so it's the perfect fit for me. My journey has been supported by incredible mentors and the guidance of Grace and Bianca. I feel so blessed to work with people I consider friends and family, leading a fabulous team doing work I'm so passionate about.

What is the action/result you are the most proud of?

There are so many! One of the things I love about our business is that we are constantly identifying ways to improve, so nothings stands still for very long. I've been involved in some amazing projects and events – countless learning and leadership workshops, the evolution

“You might have to step outside of your comfort zone to learn and grow”

of our cooking experience and customer journey, two model launches, three major system overhauls, including the recent launch of The Mix Academy, the introduction of a points-based consultant incentive program and the transition to online sales. The work I'm most proud of is the foundation for it all – it's constantly representing the field perspective, helping to ensure that the way we grow continues to support consultants' results and have their businesses create meaningful change in their lives. When I talk with consultants who tell me what a difference the business has made for them on a personal level, that's what fulfills me and makes me proud! On a personal note, I am proud of the example I've set for my two boys who are now 18 and 15. I hope I have taught them that there's value in changing your path and taking a risk to pursue work that lights you up and makes a difference to others.

What advice will you give to someone joining the business today?

This business has the potential to change your life. Along the way it will get bumpy, so don't lose sight of your vision and what drives you. You might have to step outside of your comfort zone to learn and grow, but you can't go wrong if you follow the wheel of success, focus on delivering a great customer journey and build the Thermomix community around you.



Portrait Samantha Needle

Executive Manager Sales – Australia & NZ



Tell us about your journey within The Mix?

As an avid home cook, the moment I saw how quick and easy it was to cook a risotto, I completed my order form on the spot – much to the pleasure of my consultant who had yet to complete the demo. I fell in love with the Thermomix and believed it should be/would be on the kitchen counter of every household one day. Several months later, I took a leap of faith – I had finally found a role to utilize the many skills I'd developed over a 17-year corporate career, a role that offered me the flexibility to prioritize my children (4 and 2 at the time), while working with a product that I was truly passionate about. It was very clear to me that it offered a career path and I was inspired to grasp that opportunity with both hands. Over the next decade I worked in every field leadership position available – something that gave

me great insight and relevance as I moved into more senior roles in the business. Almost 10 years to the day since I first donned my apron, I was offered the Executive Manager – Sales role across AU/NZ. That felt like the culmination of what I can only describe as the most incredible business experience of my life, and it's not over yet. While it was the amazing product that first drew me in, from the moment I joined the business it has been the people who have kept me here and will continue to do so.

What is the action/result you are the most proud of?

There are so many things to be proud of over the journey – countless memorable moments. I have been committed to championing the best interests of our field team while navigating the ever-changing landscape as our business

“The possibilities within our business are endless”

continues to evolve. Throughout this evolution I have had the opportunity to ride the wave of success while facing numerous challenges. The personal development has been profound and is something I am extremely grateful for. However, ultimately I believe leadership is a privilege and your legacy is how you serve and develop others to be the best that they can be. I have been fortunate enough to receive that support from so many within Thermomix and I am proud of helping many others develop and flourish in the pursuit of their goals. This has also assisted me in role modeling for my children (now 15 and 13) what it means to be able to achieve anything their hearts desire with a combination of drive, passion, persistence, consistency and resilience.

What advice will you give to someone joining the business today?

The possibilities within our business are endless if you are prepared to do the work, open to learning and committed to your goals. You will learn more about yourself and others than you ever imagined before, so be sure to throw everything at it, as the journey that awaits is incredible and truly life changing.

Lead generation Belgium

N. V. Cnudde Benelux always focuses on growing the sales force (more than 800 advisors) and never misses an opportunity to make new contacts and collect leads. This year Benelux participated in the popular Horeca Expo in Gent, where professionals and foodies gathered and where Thermomix has been present for many years. Due to COVID, the number of visitors was reduced by half: 35,000 instead of 65,000.

Some selected advisors animated the two stands and received more than 125 orders for Thermomix. The Thermomix Friend was also shown, but the main focus was on the Thermomix.

The VB System from Kobold was also introduced for the first time: 7 systems were sold and more than 55 demos requested.

An information desk was placed in the middle of the booth where the Kobold head of sales and a Thermomix branch manager were present to talk about recruitment.



Horeca Expo stand



Chris Simoens, Thermomix advisor

Record month Guatemala & Brazil

Guatemala

The Dream Team from Guatemala celebrated a record month of November with their team leaders, with 122 units sold far exceeding the 100 unit/month barrier. Bravo to a fantastic team!



Brazil

November was a record month for Brazil with 338 units sold. For Black Friday, Luis Fernando offered very attractive payment installments for 12 and 24 months, which together with the sous vide kit provided the sales force with great enthusiasm and activity. Also in the same month, great communication for the special online cooking class brought together over 200 people.



Sales force celebration Paraguay & Colombia



Paraguay

The Annual Gala took place on the roof of the Sheraton Hotel in Asuncion. It was a surprise to the team, an unexpected magic moment that made them feel important and proud to be part of Thermomix Paraguay. The best advisors were invited to celebrate the event and be recognized... All the stars were aligned that night, there was good energy, and all were happy to meet again with their beloved colleagues.



Colombia

On December 10th, Colombia held their annual gala “The Night of the Stars” in Bogota where the most successful advisors of 2021 were invited. They celebrated, they reconnected, they rewarded the Best Advisors of the Year with fun and enthusiastic recognition.

Campaign Malta

The Black Friday November campaign was launched on the social media platform. Knowing that prospects are willing to spend more during this month, Malta decided to make an irresistibly hot offer and incentivize potential buyers. The offer (best offered to clients): buy a TM6 and get a €150 voucher to buy extra accessories.

Malta decided to extend the offer to all sales closed by the end of the month to avoid customer frustration.

The campaign ran on Facebook (paid ad) and generated 45 sales, nearly twice the sales in September. We believe that approximately 40% of the sales were impacted by the offer.

The campaign was so successful that the vouchers were sold out in 10 days!



thermomix
50 years

NOVEMBER'S SUPER OFFER
BUY TM6 receive €150 voucher*
*to be used on accessories available at Thermomix Malta Eshop.
This promotion is limited to the first 20 orders.

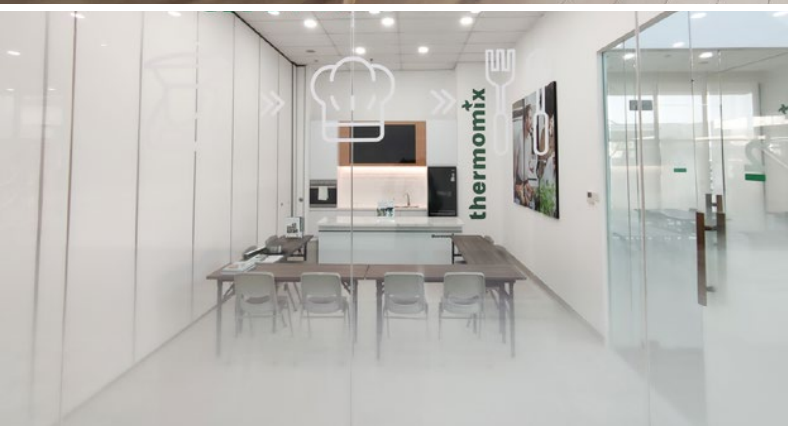
New openings Cyprus & Indonesia

Cyprus

Eminentia Cyprus is known for their success with Thermomix. In 2021 they took steps toward similar success with Kobold. For example, in Q4 of 2021 they refurbished their showrooms to reflect their continued commitment to Thermomix and their increased commitment to Kobold.

There is a bright future for both brands in Cyprus in 2022 and beyond!





Indonesia

Thermomix is a vessel for community and builds camaraderie with a wholesome purpose. As such, Thermomix Indonesia embodied these core values during their soft opening of the Thermomix Experience Center in November, 2021. To commemorate their milestone, advisors happily gathered at the newly established center for bonding activities.

A “Thermomix Dance” was definitely the highlight of the program. The Indonesian media was also given a tour around the center, while taking part in various hands-on activities.

To cap off the 3-day event, Thermomix Indonesia hosted a special open house to cater to VIP guests, who were able to admire the Thermomix in all of the cooking studios. Members of the Embassy of the Federal Republic of Germany in Jakarta were present to witness the assimilation of Thermomix into the Indonesian culinary and lifestyle scene.

Thermomix Indonesia is also proud to have one of the first local chefs who has experienced the capabilities and impressiveness of the Thermomix on their team.

Area Conference

Following our annual conference in Dubai, we felt it was important to discuss with you the usage of the tools and concepts we've been introducing and inspire each other with some initial best practices. The meeting will be concluded with a workshop to tackle some use cases together.

For the first time, the area conference we are organizing will take place in four locations:

First meeting:

Madrid

Date to be confirmed



Week

to be confirmed

Second meeting:

Athens (15–17th March)

Location will be at the

Divani Apollon Palace & Thalasso



Week

11

Together Growth

Third meeting:

Copenhagen (21–23th March)

Location will be at the

Radisson Collection Royal Hotel

Fourth meeting:

Frankfurt

Date to be confirmed



Week

12



Week

to be confirmed



VORWERK