



IDB Mag

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kobold thermomix



Recreating Success Together

A Welcome from Simone

Dear Distributor Partners,

The Renaissance was a cultural era during which ideas of classical antiquity were revived. This initiated great, positive change – not only in the arts, but also in society as a whole. With this issue of IDB Mag, I would like to invite you all on a journey towards the renewal of our own, time-proven success. In this second quarter, we celebrate another important achievement in IDB Thermomix® history. IDB Thermomix® is now the second-largest entity at Vorwerk International (after Germany only), and in the month of June we achieved another all-time record: with more than 31 thousand units ordered by you all. What a great and never-ending success story.

BRAVO to all of you!

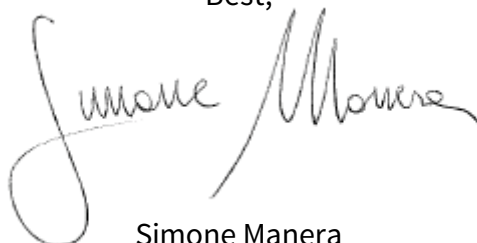
After this great news from Thermomix®, it is quite sad to see that Q2 was very disappointing for our Kobold Division in terms of performance – especially after seeing so much growth in Q1. But let's give a positive twist to this development: In the month of June, we had the great opportunity to introduce the new VK7 to all of you in beautiful, magical Florence. For us, this has been the beginning of a new chapter in our history, and we are sure the launch event has given you new energy and fresh ideas for the local launch in your own countries.

Kobold is one of the pillars of our company, and Vorwerk has heavily invested in the best cleaning system in the world. We need to remain focused and work together in order to find a way to unlock the success for this division, for us, and for our Kobold people. Following the VK7 launch, Folletto Italia has already been having an outstanding performance. This is a good indicator that IDB can replicate the same success in its countries!

I am sure that, when we meet in Rio de Janeiro for our Annual Conference, we will be stronger, results will be better, and we will have recreated with Kobold the same success that Thermomix® has already seen – and we are going to celebrate it, ALL TOGETHER!

I look forward to meeting you all in person.

Best,

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

Simone Manera



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Product Launch

The New Kobold VK7

Renaissance 7.0 Florence, Italy

On June 7, in front of the picturesque scenery of the city of Florence, a new chapter began for the international Kobold Distributors, when the IDB Team introduced the new VK7 to the General Managers of 15 Kobold countries across the world: Australia, Belgium, Bulgaria, Croatia, Cyprus, Denmark, Hungary, Greece, Morocco, Netherlands, Norway, Portugal, Romania, Slovakia and Slovenia.

The capital city of Italy's Tuscany region, known also as "the cradle of the Renaissance", had been specifically chosen as the location in order to resonate with "Renaissance 7.0" – a strategic concept developed to represent the moment for Kobold as a brand. Following that spirit, the event had two main goals: first, to introduce the new VK7, and second, to inspire Kobold Distributors to possibly replicate a similar launch locally.





A breathtaking start

Because direct sales is all about people, and people are all about emotions, the event had to be kicked off appropriately: with an Italian tenor performing “Nessun Dorma”, the famous powerful aria from the final act of Giacomo Puccini’s opera “Turandot”. This was another powerful connection between the location and the Renaissance 7.0 concept.



The product reveal was no less emotional and spectacular

Supported by classical dancers performing in front of a wonderful, Renaissance-era marble, beautifully shot black-and-white photography of the product was projected onto the screen, accompanied by a recital of the VK7’s key attributes. At the final beat of the accompanying song, one of the dancers broke the marble – thus unveiling the beauty of the VK7.



The emotional reveal was followed by a more detailed product presentation highlighting the numerous benefits and features of the new, modular cordless cleaning system. The presentation followed the story of the Renaissance 7.0 concept, and it was done interactively, so the audience was able to try out the attachments together.



Our Distributors are our strength.

That's why we dedicated an emotional video to them that tracks the history of Kobold – and the commitment and hard work of our people. Curious to see it?



watch the video



Next, ...

Jorge Lasheras, General Manager of Vorwerk Italy, and brilliant Italian Branch Manager Mirko Bertoncini were invited to share their experience so far with the launch of the VK7 – including their first sales results. Their speeches turned into inspirational conversations with active participation by our Distributors.

We would like to give special acknowledgement to the entire team involved in making this project possible – the ones seen in the photos as well as the ones that did a great job behind the scenes. The day was generally received as the best Kobold product launch ever at IDB, and we are sure that you are all committed to preparing a great local introduction of the VK7 to kick off the sales of our new cleaning system.

Thank you, everyone!

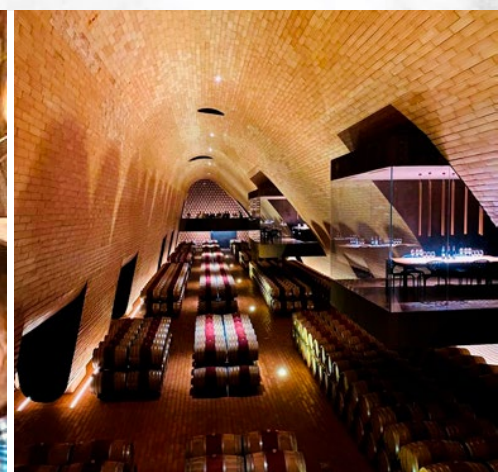


Click and enjoy

... this video about the launch event in Florence. You are going to love it!



[watch the video](#)



Cantina Antinori, dinner and a visit in the underground cellars for an immerse experience in the winemaking.

It's All About the Value A Product Test by the Team

It's not about the price of a product, but about its value. And the best way to understand that value is of course: testing it yourself. For that reason, the IDB team performed an interactive VK7 product test. Seven groups of people, distributed across seven rooms – from the kitchen to the living room, and from the children's bedroom to the studio – were invited to test the VK7 system.





As was expected, the product test quickly turned into an extremely engaging experience – with positive feedback by all the Distributors, who ended up not only convinced about the performance of the VK7 cleaning system, but also of the success the VK7 will no doubt become.



A Deep Dive Into the VK7 System More Convenient and Powerful Than Ever



The new Kobold VK7 cordless cleaning system represents for our company a real milestone in the development of a complete, modular and innovative solution for cleaning home environments. It adapts to everyone's needs and is able to perfectly combine style, modularity, and customization.

Kobold VK7 has been designed around two key concepts: convenience and high performance. Thanks to its lightweight, it is easy to handle, truly reaches every corner, and during breaks it

can be parked and it can stand alone, switching off automatically thanks to its Start & Stop function. It is not only a powerful and quiet device, it is also extremely smart – thanks to the Kobold App that communicates with the system. Every detail, both aesthetic and functional, has been scrupulously designed to meet the expectations and needs of our sales force and customers.



VK7 & EB7

Automatic Electric Floor Brush to provide unsurpassed cleaning performance on both hard floors and carpets.



VK7 & SP7

2-in1 Wet and Dry Cleaning Attachment, the time-saver for cleaning hard floors; able to vacuum and mop simultaneously.



VK7 & HD7

Hard Floor Brush designed for spaces with awkward, hard-to-reach corners.

VK7 System Benefits

1. Maximum Power

Best in class cordless cleaning performance

2. Easy to use

Light, handy, compact

3. Silence

Lowest noise level in category

4. Modularity

A complete, versatile and customizable cleaning system

5. Sustainability

Durable product, made with recyclable materials

6. Battery

Exchangeable battery with intelligent display

7. Intelligence

The device provides optimal usage while the app offers customization, keeping the user updated

8. Design

A distinctive and elegant style, resulting from Vorwerk's know-how

9. Tradition and Innovation

Kobold preserves its cleaning heritage while evolving and embracing change to fulfill consumer needs

10. Deep hygiene results

Effective, long-lasting, allergen-free



VK7 & PB7

Electric Upholstery Brush with integrated hose, developed for high performance cleaning of sofas, armchairs, car seats and other fabric surfaces.



VK7 & MP7 / MR7

The ultimate cleaning effectiveness that goes far beyond the competition for thorough mattress cleaning and freshening.



VK7 & Above the Floor

Easily interchangeable, designed to cover every conceivable cleaning need in and around the home.



On a Personal Note

The Launch Day from the Perspective of Guillermo Gómez

Product Marketing Manager IDB



“It needs to be emotional”, that was the main goal agreed between Simone, Raffaella and myself for the Kobold VK7 launch. There was no time to lose, and we immediately started working on it after our National Conference in Dubai. It took us in total eight months from the beginning to the end; to that magical event held on June 7, together with many of you in Florence. I’m writing this article one week after our launch in Italy, and the emotions are still blossoming. Me and my team are extremely happy with the success of the event held in Florence and your positive comments. Today, I would like to share with you my seven learnings during this intense and gratifying journey.

1. What I did when Simone and Raffaella gave me the task

*I understood and accepted that I was the person accountable for this project within the IDB team. **Understanding** my role helped me to realize the number of tasks ahead of me and – by **accepting** this project – it was clear that I would need to prioritize its execution among other tasks. This mindset helped me go through the challenging situations that I would face.*

2. How I got started

*You need ideas, a plan and a bit of craziness. I reminded myself of similar situations in the past that I could use as a reference for how to build this new project called “VK7 Launch”. Since success without **organization** is unknown to me, I started by creating a project sheet, similar to our **Activity Planner** – that sheet became the “bible” of our project.*

3. Starting a BIG people project

*I can't emphasize enough how important is to have the right people around you. In my case, it was clear that we required internal as well as external support to meet the high expectations. Internally, we had an excellent team that was supporting with all the background work. For external support, we worked with an agency that assisted us with logistics and production. Fortunately, they understood the project right away, and thanks to their professionalism, **team spirit** and continuous **communication**, we managed to achieve great results.*

*Launching a new product also brings with it the need for knowledge transfer and **education**. In this aspect, we held a series of*

onboarding sessions with our team attending the event, growing both their product knowledge and their confidence.

*Let me be clear: part of the success of this event was the **great team atmosphere** created together with internal and external stakeholders; everybody was behind VK7 launch.*

To illustrate this, I would like to give you one sentence:

**“Talent wins games,
but teamwork and intelligence
win championships.”**

4. How I decided to interact with and learn from the product

*You need two things: **interest** to learn and a **test sample** to practice at home. Fortunately, I had both. The product is so innovative and well-made that it raises a natural desire to try it out, and to learn from it. I knew that questions about the product would come to me at some point, so I decided to keep testing it – again, and again, and again. For me, the magic happened after testing the EB7, HD7, SP7, PB7 and the rest of the attachments: By putting in hours and hours on it, I managed to truly **understand the system**. It struck me: This was not just a simple vacuum cleaner! It was about versatility, convenience and power. And, because I really liked what I saw, the magic continued from there.*



5. How I decided on a structure for the presentation

Honestly, this was a bit of a tricky part – because we are selling a system, not just a single product. There was a moment during the preparation when I found myself confronted with a very high amount of information to share. I knew these were too many details for 90 minutes; too much information to cover while at the same time keeping the attention and interest of my audience.

*It was not easy. I solved my dilemma by speaking to Raffaella and Simone, and we agreed that I should structure the presentation based on what I felt was **my story** after testing VK7:*

1. What you see (hardware) and
2. What you don't see (VK7 secrets).

6. How to come up with ideas for great storytelling

It was clear to me that only by reading from PowerPoint slides or testing the product on stage I would not achieve what I wanted. A good presentation needs emotions and short anecdotes. Hence, during the preparation process, I decided to get different insights from people at Vorwerk International involved in the VK7 project. Then, I reached out to colleagues from Design, Product, Ordering, Management, Test Users – everybody who could share with me their unique experience from working in this venture. Luckily, everyone was keen to cooperate. In the end, I managed to have a multitude of different perspectives that complemented and enriched my own.

7. What I learned from Vorwerk Italy – the first market launching VK7

In one sentence: We don't sell the product, we sell the demo. The VK7 is truly a direct sales product with a “wow” effect, hence what you need to do is to focus your resources on supporting the advisors and the demo. Once this step is achieved, the sale will happen “easier”, as the product now speaks for itself.



My advice for a great presentation:

1. Test the product.
2. Find your personal story with VK7 and practice it, and
3. Tell the story with all your passion.

Final thoughts

From what I have shared before, I think it is obvious that working on this project was a very intense experience. It felt like a marathon: I enjoyed it, but I also went beyond my limits.

The whole preparation process for the VK7 launch was a complete flow of energy and emotions that changed across the hilly path: “adrenaline” at the beginning of the project, “doubt” and “anger” when results were not there, “acceptance” when there was a delay, “strength” and “focus” to get things done, “fatigue” after long working weeks, and finally pure “adrenaline” again in Florence.

Yes, this marathon was long, but also enjoyable, to the point that in critical moments, inside our team we managed the art of exchanging stress for laughs. We were able to do that, because we like what we do, and because we believe in the product and in the future that it will bring to all of us.

On a personal note, I was born in a country where you need to work very hard to achieve your goals – nobody will give you anything for free; but when you work hard and give your best, results usually find you. The resilience and motivation to achieve what we did in Florence comes from the inner motivation of working with countries like yours; entrepreneurs, people also working to give their best effort to grow a business, to build a team, to achieve a dream. Giving my best was a

personal decision, but also a signal of showing that we are the IDB Kobold team: you, me, and many other colleagues. It is a reminder that with **hard work**, **focus** and **dedication** we can achieve great results.

I hope that by sharing my experience gathered during the last months I was able to provide you with some good ideas and useful practices. Furthermore, I hope I managed to inspire you regarding how intense and grateful such a journey can be. Allow me to conclude with a quote I found when writing this article, which I believe sums things up perfectly:

“Dream big, work hard,
stay focused,
and surround yourself with
good people.”

*I wish you all good luck in your own
VK7 launch preparations!*

Best,
Guillermo Gómez



Best Performers

Q2 2022

kobold



Sales

1. Portugal **6,813**
2. Australia **2,773**
3. Slovenia + Croatia **2,733**



% of sales

1. Sweden **950%**
2. Belux **149%**
3. Cyprus **70%**



Recruitments

1. Slovenia + Croatia **50**
2. Portugal **45**
3. Norway **21**



Team Leader Nomination

1. Morocco **9**
2. Indonesia **2**
2. Slovenia **2**

thermomix



Sales

1.  Australia **8,497**
2.  Malaysia **5,639**
3.  Benelux **4,052**



% of sales

1.  Greece **118%**
2.  Peru **113%**
3.  Argentina **51%**



Recruitments

1.  Malaysia **896**
2.  Argentina **582**
3.  Australia **265**



Team Leader Nomination

1.  Chile **15**
2.  Kazakhstan **10**
3.  Morocco **9**





News from Vorwerk



Putting Principles into Practice Strategy 2025 Follow-Up

Vorwerk's strategic positioning for 2025 sets the foundation for Strategy 2025. It gives a detailed outlook as to where we want to be in 2025.

Today, we would like to revisit Strategy 2025 and show you how we at Vorwerk constantly work to make it live and breathe – and to help us all put it into practice. From the last issue of IDB Mag, you will remember our three superhero charac-

ters, each of whom stands for one of the core principles of Strategy 2025: enthusiastic people, direct sales, and superior products. But there is more to Strategy 2025. In addition to the core principles represented by our heroes, we have identified three important questions for 2025: Where we want to be, what we want to achieve, and how to achieve it.



To make the strategic positioning clear and more tangible, five key questions on how we want to be positioned in the year 2025 have been answered:

1. What drives us in 2025?

Vorwerk is a family business that has been owned and run by the same family for generations. And it will remain a family business. Traditional family values that we all recognize from our own families are what Vorwerk is run on today: integrity and loyalty. This is what inspires our energetic and unique community of advisors, customers and employees. It creates a sense of belonging in all of us.

2. How do we position ourselves in 2025?

Our Vorwerk umbrella direct selling brand is built on strong products and services that increase the quality of life in people's homes. We love to support families in cooking and cleaning and take pride in their home. Outstanding quality is how we like to do business – personally, directly. This is where you and your advisors make all the difference. Strong personal relationships built by you, the advisors, constantly make new markets and new customer segments grow.

3. How do we grow until 2025?

We focus on outstanding products and connected services. This is why we like to work with, and sometimes acquire, companies that share our values and fit our goals. Our smart innovations and our digital services are loved and appreciated by our customers – and they are passionately explained by you and your advisors.

4. How do we organize ourselves in 2025?

Change is what drives us ahead. We constantly review and adapt. We look at our strategic goals and make sure that we are on the right path. We want everyone who works with us to be proud and to feel part of the community. Clear and constant communication is important – to all of us. Collaboration across the company and its community of advisors, employees and customers is what makes Vorwerk strong and unique as a whole.

5. How do we work together?

Purpose, autonomy and trust: this is what our business is built on and what our community thrives on. With this in mind, we encourage you as our business partners to feedback and advise us of what our customers need, where we might improve and what you and your customers are loving. You can rely on us to appreciate your involvement. From the owner family, through employees, business partners, sales force, loyal customers and new customers – we are all part of the same community with the same values.

We are confident that, if taken to heart, these five questions will provide valuable guidance on our common road towards putting Strategy 2025 into practice. But there is more to come:

As a next step, we are going to introduce you to our Goals 2025 (as Vorwerk Group) as well as to our IDB 2025 Goals.

Thank you – and stay tuned!

Marketing Thermomix

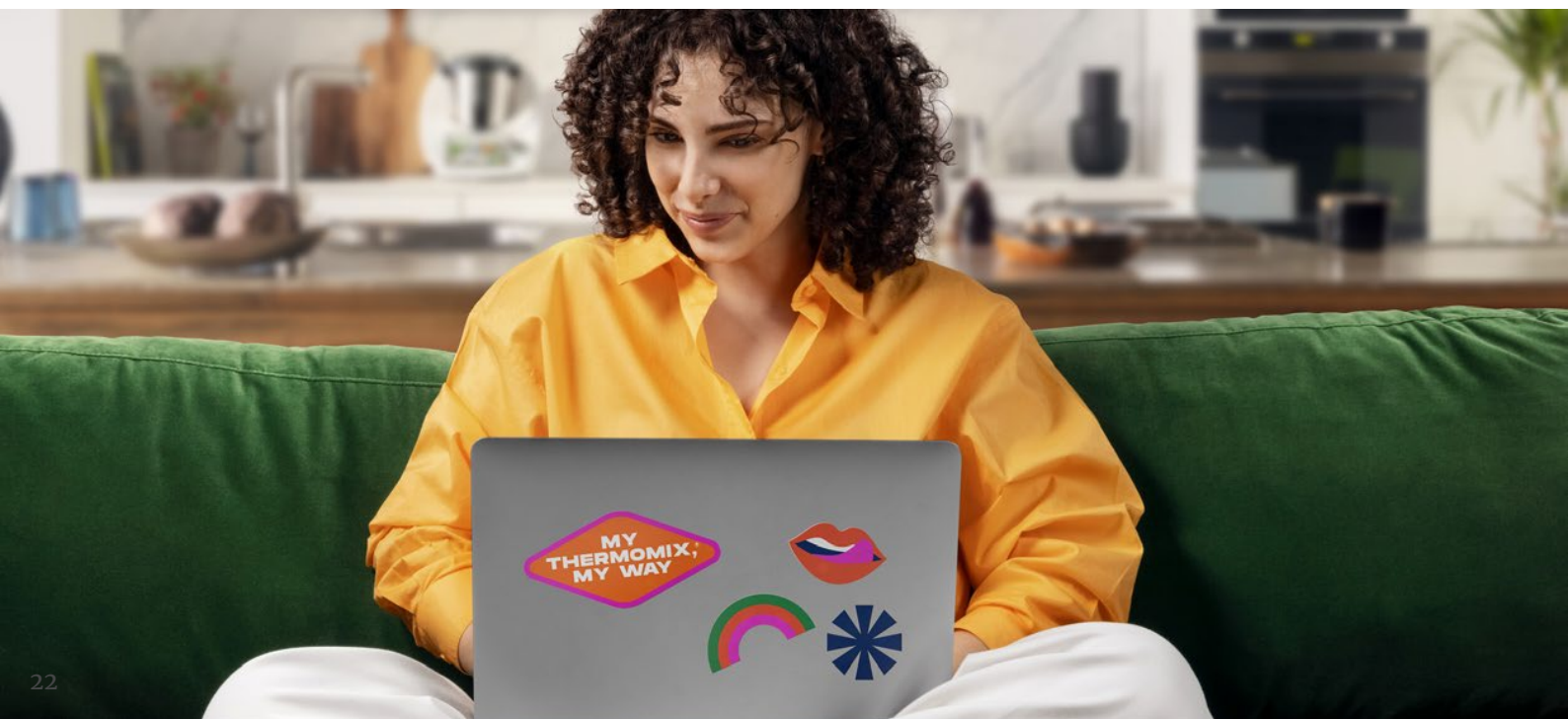
Cookidoo: Created Recipes & Price Increase Campaign Recap

Welcome to Cookidoo 3.0!

“My Thermomix, My Way” – with the announcement of the launch of Created Recipes on Cookidoo in October 2021, Vorwerk also marked the evolution of Cookidoo from 2.0 to 3.0.

This evolution, together with the introduction of the platform’s new Created Recipes feature, addressed one of the biggest expectations customers have towards technology in general, specifically towards household appliances: personalization. With 3.0 Cookidoo has shifted its focus from device-centric to recipe-centric – including the precious family recipes, thus saying goodbye to notes and flying sheets of paper.

Cookidoo 3.0 conveniently allows for the personalization of content from multiple sources: Paying member can easily import and adapt existing recipes and add their own recipe creations. The resulting added value to the Cookidoo membership is reflected also in an according increase of the annual subscription fee for new and existing customers who would like to take advantage of the multiple benefits the upgraded recipe platform offers: The membership fee for the digital soul of Thermomix rose from 36 euros to now 48 euros per year – including all current and upcoming features, as well as ongoing continuous improvements and upgrades.



Even though this increase translates into an additional amount of only one euro per month, it was important for the team of Cookidoo to communicate the upcoming changes transparently, and early in advance. Over a period of six months, a communication campaign walked Cookidoo teams and customers across the globe through the different conditions and options for existing customers (including those who may prefer to stay with 2.0), to demonstrate: Cookidoo now hosts everything you love about cooking, indeed!

Cookidoo 3.0 advantages at a glance:

Cookidoo 3.0 vs. Cookidoo 2.0

Paying Members

Cookidoo 3.0 (48 €)

→ All current features

→ All coming features

- *Import recipes*
- *Create your own recipes*
- *Adapt Cookidoo recipes*
- *Usage of modes for Created Recipes*
- *Intelligent recipe scaling*
- *All future features such as personal notes beyond Created Recipes, digital cookbook/magazine view, smart cooking/kitchen features and more*

→ Updates and upgrades

→ Ongoing continuous improvements

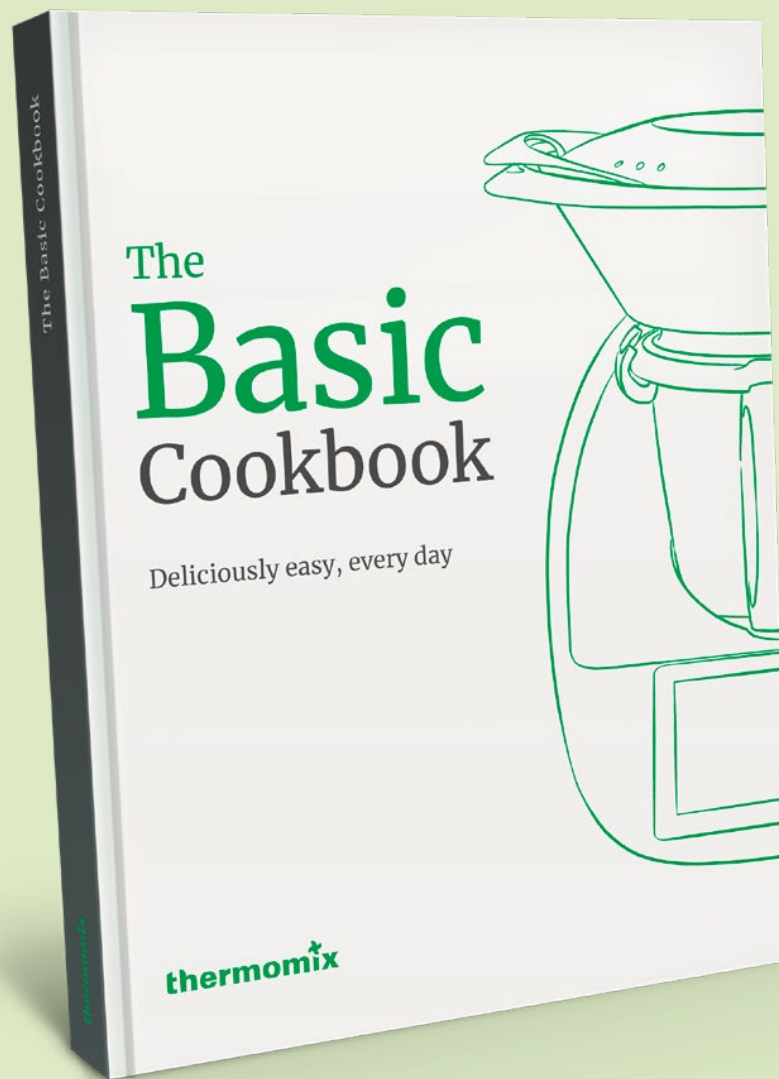
Cookidoo 2.0 (36 €)

→ All features prior to Cookidoo 3.0

→ Bug fixes and security updates

→ Continuous improvements “under the hood”





Cookbooks: TM6 Basic Cookbook 2022

A New Book in your TM6 Box

It is the perfect starting point for every customer on their Thermomix® journey – chock-full of information, hints and tips and of course mouth-watering recipes: The Basic Cookbook, which every Thermomix® TM6 appliance comes with. Three years after its initial launch, the Basic Cookbook has now received a thorough update – a makeover that not only features a new design, but also loads of added content.

New accessories such as the Blade Cover & Peeler will also have their place in the book. The new Basic Cookbook highlights the new functionalities that have been added to the Thermomix® TM6 over the years: With now 15 modes and more than 20 functions, there is a wide range of additional benefits to be taken advantage of – benefits that will now also be reflected in the updated cookbook. While the additional editorial content and curated Master Classes will help kitchen novices to get the most out of their TM6, more experienced cooks will be able to use Thermomix® to bring their own recipes to perfection.

One of the most important innovations of the TM6 will also be reflected in the revised Basic Cookbook: its connectivity and the immediate access to Cookidoo® and its many benefits. With more than 80,000 recipes in 20 languages waiting to be discovered, there is a lot to explore in the world of Cookidoo® – and the new Basic Cookbook will show customers how to search, organize, plan and cook their meals directly on their Thermomix® touchscreen.

Another change, and arguably the most apparent one, is going to be the new layout: Aligned with the official Vorwerk Corporate Identity and Design, the updated Basic Cookbook will present itself in a modern, up-to-date look featuring the familiar Vorwerk typography, color scheme and design elements. The first copies of the new Basic Cookbook are expected to be included in the fall print run of this year. Thanks to a dedicated team of graphic designers and reviewers coordinated by IDB the English master template is currently in its final stages.

Once the master version is ready, we will tackle the 17 IDB language variants in waves, anticipating the first series to be ready by the end of this year.

With this update of the Basic Cookbook, we emphasize the state-of-the-art technology, innovation and intuitiveness of Thermomix® to our future customers. We are sure they will love this new companion book as much as their TM6!



Training: Introducing the Training Manager Role

Growth Through Knowledge

The sales success lies on your sales force. And in order to create and maintain a top-notch sales team, you need to train them regularly, be it on product key features, on established processes or on how to get into engaging conversations with potential customers in the first place.

The new role of Training Manager is meant to tackle exactly that need: by providing a structured, standardized learning path for your sales force. In close collaboration, with your

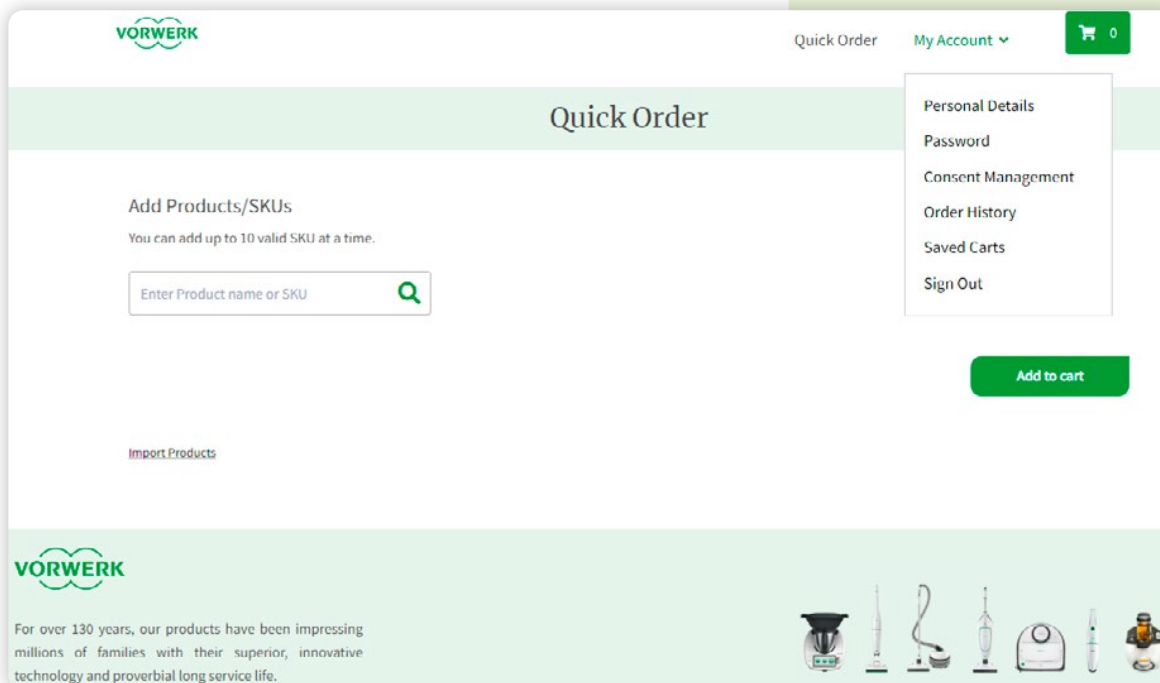
branch managers, team leaders and advisors, the training manager is able to collect all your best practices for being successful in sales and recruiting. That way the training manager will make sure that all of your newcomer training and junior team leaders training are prepared, and constantly reviewed and improved upon according to the specific needs of your team. Finally, the training manager can support in conducting engagement meetings that make your team grow together and assemble behind your common goals.

So, ... what are the skills to look for in a potential training manager?

- *a person with prior experience as an advisor or team leader*
- *someone who knows direct sales culture and has proven sales experience*
- *experience in building training programs for sales team and in conducting and leading training sessions*
- *someone who is open-minded and eager to learn, and to discover your world of direct sales*

Rule of thumb

Once you have 30 or more team leaders, they may still be able to manage on their own – but a structured, standardized approach is now needed in order to assure quality of training as well as the reaching of sales targets – high time to start the recruitment process for a training manager!



Find out more now!

[visit shop](#)

Operations: The New B2B Shop

Training Recap & Getting Started

With the new B2B shop up and running, we would like to give you a little more information about how to get the best out of it. While we are confident that after our B2B shop trainings you already feel perfectly, we would still like to give you a quick recap of what to expect from the new B2B shop.

How to start using the B2B shop:

You should have received two e-mails on July 4: The first e-mail was sent directly by Vorwerk and contained your individual username. The second e-mail was an automatically

generated request for you to set up a new password. In order to start using the B2B, simply follow the link in the second e-mail – it will lead you directly to the shop. As a first step, please make sure to choose your own, safe password – this is important to make sure no one else will place orders in your name.

User manual and support:

Should any questions arise during the use of the B2B shop: the user manual you already received via email should have you covered. If you need further support, don't hesitate to contact Svenja Hennig, Operational Manager IDB.

Key features of the B2B shop:

- Safe access
- User-friendly operation
- Order history
- Save cards function
- Possibility to export your ordered parts to an Excel file

L'ANTICO CENTRO DELLA CITTÀ
DA SECOLARE SQUALLORE
A VITA NUOVA RESTITUITO

MDCCCXCV





News from the Markets

Anthony's First Trip Malta, Morocco, Dubai

Anthony Cannon has a story to tell. As the newest regional sales manager to join Vorwerk IDB this year, he has been keen to meet and work “mano a mano” with all his markets from day one.

Travelling to each market within the first three months of starting with the company gave Anthony the opportunity to get some unique insights, which we found well worth sharing. His business reviews will give you an idea not only about how each of the markets is special – but also regarding the direction towards which we need to go as Vorwerk IDB and partners in the coming months in order to strive for success and even better results in the future.

Malta: A new market with strong potential

His first trip took Anthony to Malta, a delightful, small market with new distributor partners that had only just started in March 2021. Everything still seems in its early stages of growth, but Anthony sees the market for its true potential. Anthony will be working hard with the Maltese team to create a more professional and dynamic team of advisors and team leaders, as the business goes forward. A show room will be set up before the new year.

Well done, and good luck, team Malta!

Morocco: The challenge of African markets

Up next was Morocco. What an interesting market – and culture! African markets are sometime challenging, due to economic, political or social issues. Those factors are often less stable than in Europe, thus making business harder in general. On top of that, African banks regularly don't grant loans for items that can be taken out of the country (with the exception of cars and housing). All of this can make selling our products with ease a challenge. In Morocco however, our products have been around for more than 20 years, and Anthony found that everyone knows our



Malta



Morocco



Morocco



UAE

name very well. He visited a showroom that features both Thermomix® and Kobold in two dedicated areas, which he describes as very appealing, professional – and welcoming to both advisors and customers, new and old. Anthony witnessed a solid sales force doing demos that capture the Moroccan people's interest – and their curiosity about joining Vorwerk as an advisor or team leader. That's high praise – well done, team Morocco! Anthony shared with us that their focus now is to continue growing the sales force each month, with the Moroccan team leaders going strong.

Morocco: Thermomix Friend® business

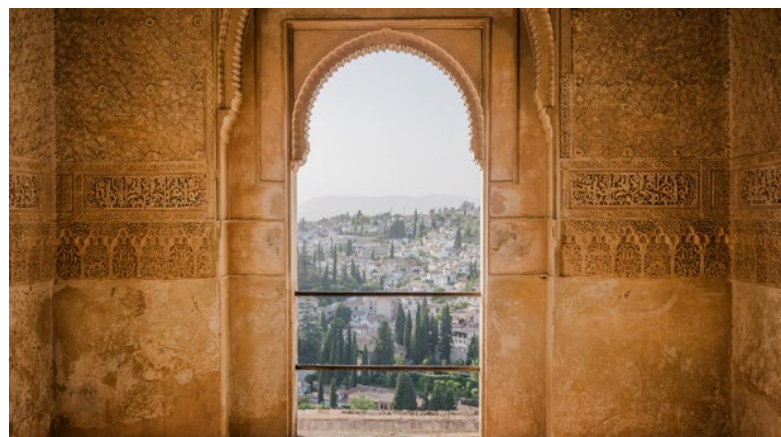
As mentioned before, Africa has its dissimilarities in comparison to the European markets. In Morocco, the culture of food and family get-togethers is huge. A lot of time and dedication on the part of Moroccan housewives and mothers is high up on the list of priorities in the country. So, as they dedicate a lot of their time to their families and cuisine, it's only normal that they want to save as much time as possible. For this reason, our distributor partners in Morocco have made it a big thing to do all demos for TM6 with the Thermomix Friend®. In fact, it is only sold as a bundle offer – not separately. That's what has worked best, and that's what they show in all their demos, with both cooking systems working hand in hand. That way, from the first moment, our advisors and customers get to see both TM6 and Thermomix Friend® – working together as a team and preparing each dish twice as fast. This has helped not only with boosting sales, but also with raising awareness for both products on the market.

Well thought out, Bouchra and Manfred!

Dubai: Elegance and solid sales

If Africa is different and wild, so is Dubai, with so many different nationalities and beautiful people. For his last trip, Anthony was welcomed by our local IDB partners in the United Arab Emirates, Anthie and Marios, who invited him to join a Team Leaders Breakfast, during which he was able to meet their strong local team. Anthony got a chance to connect with the whole team, share with them his own prior experience with the market, and learn from the local team. He was especially impressed with the team's sales fundamentals, and how sharp and organized they appeared to be. The showroom looked very elegant and well aligned with what Anthony had hoped to see. During the time of his visit, a demo was run with a huge turnout of advisors and new customers – more than 26 people. Consequently, the focus on the UAE market has been to do as many demos as possible each week – and to bring everybody back to their beautiful showroom after the pandemic. Our partners feel this is key to boost awareness and sales of our advisors. Thus, growing their business with solid sales principles.

Well done, team UAE!



watch the video

Thermomix Friend®
business, Morocco

Success Through Excellent Leadership Indonesia

In summer 2021, Indonesia was officially opened for the Thermomix TM6. The task of launching the TM6 was handed to Ita Limowa – and what she has achieved as a distributor in the short time since the initial launch is nothing short of extraordinary.

Within the first 6 months of receiving the first products from Vorwerk, Ita sold 926 TMs, and she managed to grow her sales force to 207 advisors by December 2021 – a success that has continued since: By the end of May 2022, Ita and her team had reached 1153 TMs sold, and the sales force had grown to a total of 309 advisors and 10 team leaders.

Their ambitious next goal:

To have 18 team leaders by the end of 2022 and to reach 3388 TMs sold. Therefore, the team's next goal will be to elevate this market among the top 10 Thermomix distributors by the end

of 2024, and there is little doubt that, if they continue to build up a strong base, the team will be able to reach this goal.

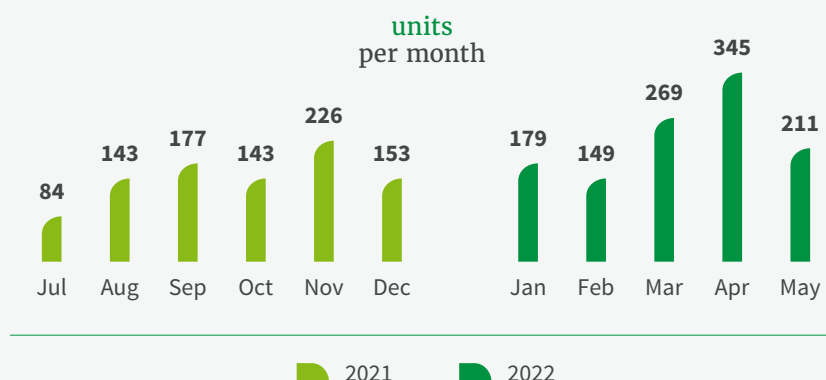
All those impressive numbers show not only the huge potential of Indonesia as a market, but they also reflect the personal merit of Ita's hard work – from which we think several key learnings can be taken away for everybody to be inspired by.



watch the video



Monthly Sales



Key learnings from Ita

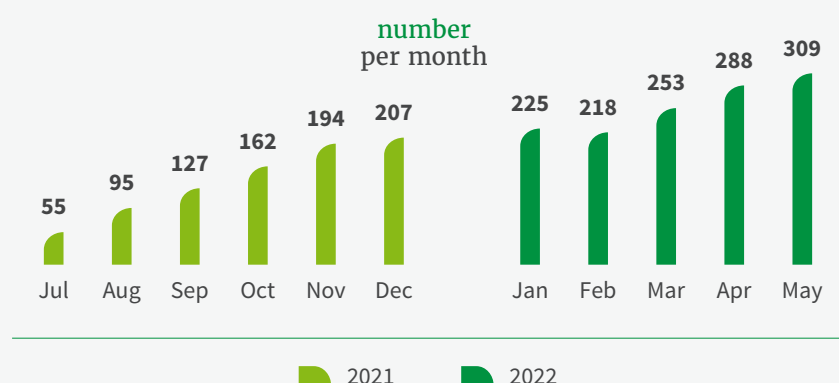
1. **Motivate your team.** Both Ita's personality and her long experience as a team leader with JC Lim have helped her connect to her sales force with ease – to motivate them, but also to push them and lead by example.
2. **Always plan ahead.** Right from the beginning, Ita has invested in building a strong team to fill the roles necessary to carry such fast growth – including 4 members in recipe development and several other positions in marketing, customer care and logistics.
3. **Trust your instincts.** Ita's bold investment during the ongoing pandemic into a beautiful branch office outside Jakarta with more than 400 square meters of space consisting of 3 big cooking studios and several meeting rooms has certainly paid off.
4. **Be generous.** Ita's generosity to her team in terms of monetary incentives (among the highest commissions) but also events to celebrate the success have made sure that her team sticks together and can focus on their common goal.



A huge thank you to Ita and her team!

... who, by the way, just opened another branch office in Bali. Stay tuned for more success stories from Indonesia, everyone!

Growth Advisors Sales Force





Francisco Barbado getting the Annual National Gala started

Annual National Gala Portugal

On June 4, 2022, Aposento Real held their annual national gala at a beautiful venue in the center of Lisbon. Around 200 advisors had qualified to participate in the event under the theme of “Kabaret Kobold”. Surpassing the admission threshold of 26 units sold in a four-month period, some of the best advisors and team leaders even qualified for two or three entries – allowing them to bring their family or friends for an evening filled with emotion, fine food, and top-notch entertainment. Meanwhile, participating team leader Gilberto

gave a different insight into the importance of a national gala event: “The best thing for me is to learn from the best. This happens at the gala, but also on the way to the gala.” Indeed, while a lot of motivation can be drawn from seeing friends and colleagues being recognized for their successes, there’s a lot to be learned also from side conversations with people from all around the country – each of them with their own stories on how they are finding success, and how they deal with challenges along the way.



Esperança Barbado (Finance director of Aposento Real) at the National Gala with Ana Sofia Bardado looking on



Maria Joao Mendes, “The Referral Machine”

The Referral Machine Portugal

One of the biggest challenges advisors in Portugal have been facing is a low activity rate due to economic concerns on part of many customers. In order to still achieve their goals, many advisors have been working even harder to receive referrals, and to create more solid relationships with their customers.

Arguably one of the most creative when it comes to promoting her business is Maria Joao Mendes (pictured on the left in the image above), whom those close to her affectionately call “the referral machine”. What may sound like a rather unusual nickname, indeed holds the key to Maria Joao’s secret behind her ability to maintain a large base of customers (whom she prefers to see as partners).

Receiving referrals is Maria Joao’s first priority. In order to achieve that, she relies on her ever-growing network of people who have already purchased part of Kobold’s home cleaning system, and who provide Maria Joao with referrals in exchange for a chance to win the rest of the home cleaning system. The credo she follows is simple: “I even tell my potential customers/partners not to buy the full Kobold set, because they can win some parts by partnering with me to find new happy customers.”

And her business strategy seems to work well. One of Maria Joao’s best customers/partners alone has provided her with a total of 16 new customers. Commenting on this exceptional partner, Maria Joao says: “This partner works at a retirement community, and she talks with all of her colleagues about how much she loves Kobold.”

Eminentia Award Ceremony Cyprus

On May 14, the team in Cyprus held their award ceremony for the years 2020 and 2021. It was the second time an award ceremony for both Thermomix® and Kobold was held, with a total number of 120 people participating this time around – among them advisors, team leaders, and Eminentia office staff.

As a venue, film production studio had been chosen, and the theme of the event was that of a morning live show: With the help of a group of actors and a live band the team celebrated their achievements. It was a unique, upbeat experience – a well-deserved recognition of the success, and the hard work, of the whole salesforce. The always much-anticipated award ceremony again gave a feeling of belonging to the existing salesforce and to newcomers alike. Custom-made awards were given to the top sellers, as well as a piece of jewellery especially chosen for each individual.





One of the laureates, Top Seller Marina Pantelidou, took the time to share with us her perspective on success in sales:

IDB Mag: Congratulations, Marina! What does this reward mean to you, and how do you feel every time you receive an award?

Marina: Feeling recognized for your good work is an important part of a fulfilling career. Every year has its own difficulties, and every time I receive an award, I feel grateful for being a part of this team, satisfied and proud. The income we as advisors receive is of course significant because this means that our efforts are well compensated. But, in the end, numbers are not as important as the fact that our efforts are being recognized.

IDB Mag: As the most successful Thermomix® advisor, can you share with us the secret of your success – maybe also for new advisors, who are just starting out?

Marina: Concrete knowledge of the product, good planning and hard work are key factors in order to get excellent results. The secret is to love the product, to be professional, to stay in contact with the customers – and to provide great after-sales support. And always remember that you are part of a team – and we are all working towards the same objective: a Thermomix® in every home.



First Launch: The New, Combined Website Cyprus

A huge milestone has been achieved in Cyprus with the launch of new, combined website of Kobold and Thermomix®.

After a lot of hard work spent on planning, design development, internal calls and coordination, the website went live in early July – this makes Cyprus the first IDB market to launch the new, combined website.

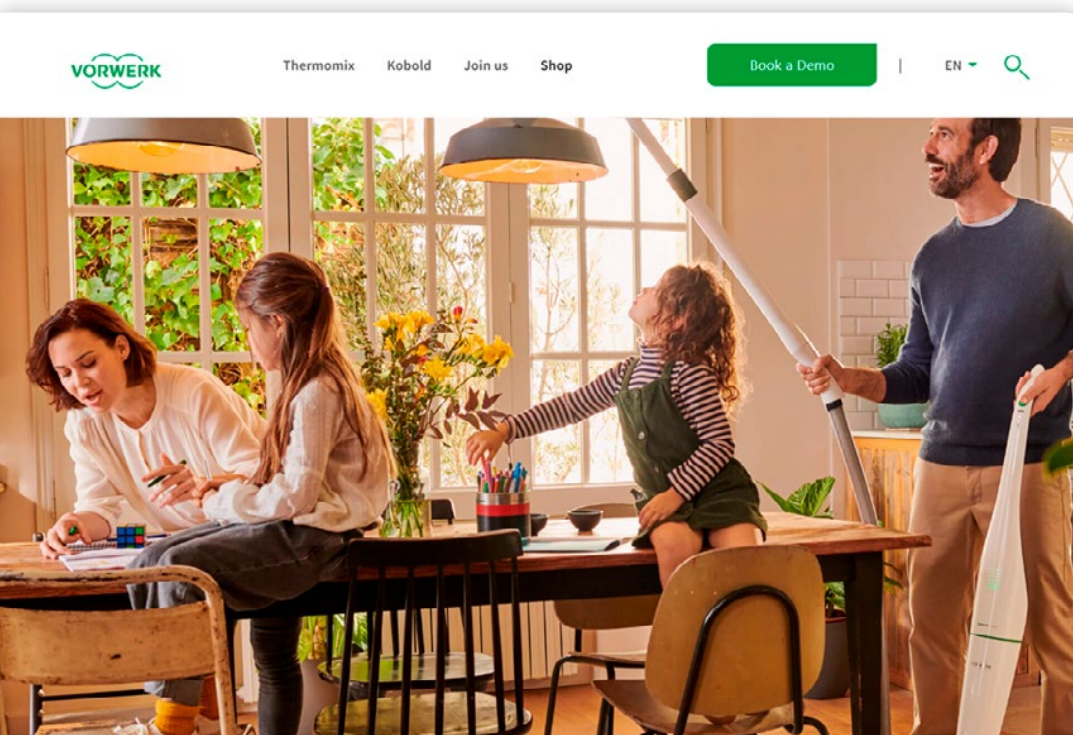
Local customers can now enjoy an optimal user experience in both English and Greek languages at: www.cyprus.vorwerk.com
The fresh, personalized, and consistent pages of the new website also offer plenty

of new features and information for customers and advisors to explore – such as “Book a Demo” and “Store Locator”, among others. Cyprus’ represents the pilot project for the concept for the distributors website that was presented to you in Dubai last October. The realization took place in two phases: content localization and URL activation. First, all content from the separate Kobold and Thermomix® websites of Eminentia was adapted and migrated. Next, all links had to be mapped and optimized for the combined URL.

A very special recognition for ...

Markella Hadjiosif, Miranda Georgiou and Ioanna Pitta from Eminentia Trading Limited, for their dedication and exceptional input over the course of this project.

“ευχαριστώ πολύ!”



Get Your New Website!

Would you like for your market to be the next to launch the new website? Get in touch with us, and we will make it happen together!

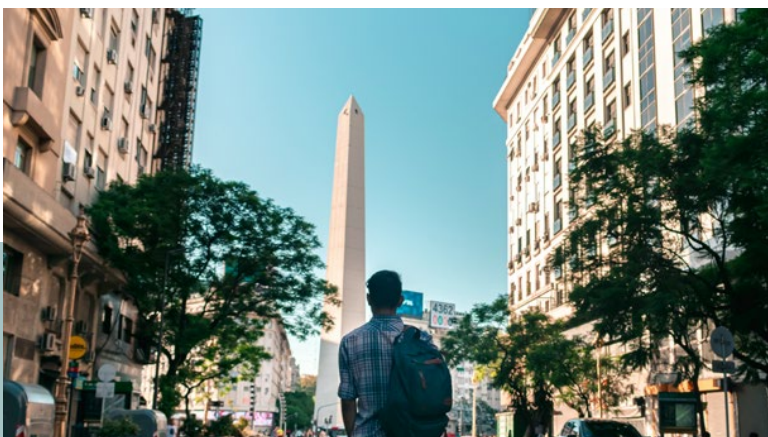
The New, Biggest Flagship Branch of the Americas Argentina

Thar.SA received the first TM6 units in June 2017 – and ever since it has been beating **record after record**: In March 2018, after just 11 months of activity, the team had already reached their first **1000 units sold**. A second branch was opened in October 2018, just 17 months after the first. Today, Thar.SA has 50 employees and aims at selling over 8000 units in 2022 – and it's looking good: June was a record-breaking month for the team already, with 822 units sold. All these impressive milestones are largely due to the charismatic and ambitious leadership of Beatriz, who has been growing the business by investing in her team, by anticipating necessary resources, by innovating when needed, and by transforming challenges into opportunities in a country known for its complexities doing business. Understating everyone's potential, bringing out the best in each of them, and making everyone feel part of a bigger project, that's how Beatriz' investment in people can best be summarized. Meanwhile she herself remains disciplined, focused, and modest – despite the success.

This June, the team celebrated the opening of a new 600 square meters flagship branch – the biggest in the Americas and among **the biggest in the Vorwerk world**.

The “Thermomix Experience Center” is located in the north of Buenos Aires in the strategic area of Vicente Lopez, right between the city and prestigious residential areas. A grand opening event for the new flagship branch took place in the evening on June 14, following a press conference earlier that day. A total of 130 people (with 80 of them being advisors who had to qualify in order to participate) were invited for the exclusive event sprinkled with music, great food, drinks, and plenty of surprises.

Congratulations, team Argentina – and thank you, Beatriz!



Click and explore!



watch the video



Tatiana and Clara Gomez Maya

A New Branch Office in the Prestigious Multiplaza Panama

Opening a branch office in one of your country's most important and prestigious commercial centers – that sounds like a dream that a lot of you will probably be able to relate to. Since their arrival in Panama in 2015, Clara and Tatiana shared that dream – and they managed to turn it into reality last year with the opening of their branch office in Panama's famous Multiplaza. A beautiful flagship branch where advisors and team leaders can meet, customers can attend cooking classes at (and have a location of reference to send their friends to), Clara and Tatiana's space is also a location for on-site technical support and warranty service – a significant advantage in Panama. The commercial center attracts **over 30,000 visitors per day** – amounting to almost one million

visitors each month. Multiplaza is strategically located and has **60,000 square meters** with **280 stores** featuring top global brands as well as cinemas and restaurants with international cuisine, where gastronomy from all over the world is represented. The branch office itself has 150 square meters, the space is inviting, warm and luxurious, it has high-tech screens, glowing lights – and a “wow”-like entrance crystal carpet with butterflies that attracts the eyes of young and old. On the inside, different areas and corners are available to demonstrate the TM6. While the branch opened in December 2021 already, an official opening took place on May 10, 2022 – with the press attending a fantastic event with food and champagne, organized by Clara, Tatiana and their team.



Thermomix Friend® Launch & Recruitment Denmark

Introducing direct sales model to the Danish market has not been an easy task, but the team is taking up the challenge with motivation: With the Thermomix Friend® launch just around the corner, one of the main goals for the team in Denmark is currently recruitment.

With their minds strongly focused on the goal, the team has come up with creative way to involve their friends and acquaintances in the recruiting efforts: A Bring Your Best Friend event, hosted in three different locations in Denmark on Saturday, September 10, 2022.

The idea is for the advisors to be given a chance to share with their friends the world of Thermomix®, what the business entails, and

why they are passionate about it – all in an atmosphere that allows for the appreciation of the job as a Thermomix® advisor.

As a special incentive, the ten best-selling advisors will each get to bring their best friend to a magical day with dinner in Copenhagen. On top of that, everyone hosting a demo, will receive a discount voucher for the Thermomix Friend®. In order to create awareness for their campaign, the Danish team have created a toolbox with templates for social media posts and e-mails that advisors can personalize and share with their network. We are wishing them a lot of success!

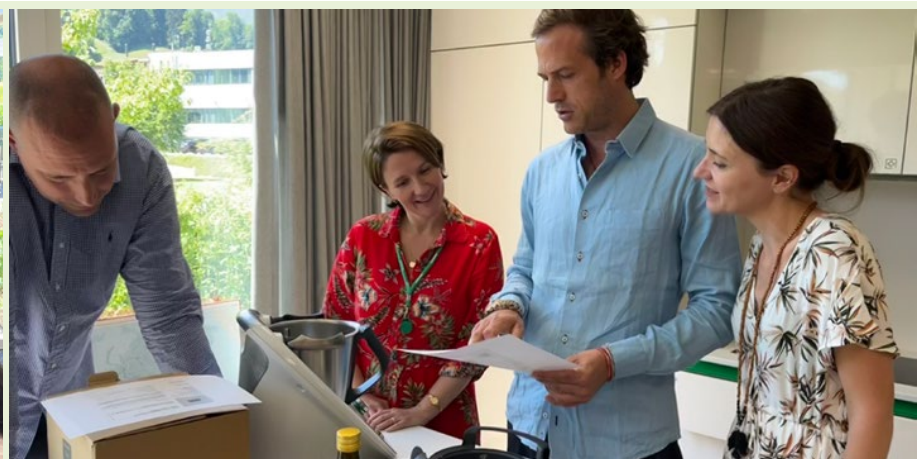


Annual Conference 2022

Countdown to Rio

September 26 is fast approaching, and we are getting started with the preparations for our annual conference in Rio de Janeiro – for which we will have some great surprises in stock for you. You know already how much Vorwerk is a synonym of technology, innovation, and life at home. Now, once again, Vorwerk keeps its promise and goes yet another step ahead for creating magic in cooking.

During our annual conference, we will show you what Thermomix® has been up to, and we hope to once again share memorable moments during some great cooking session. As a little sneak preview for you, here are some exclusive first impressions from the team here in our IDB office this June.







VORWERK