



IDB Mag

Q4 2022

Published in January 2023

kobold **thermomix**

A Welcome from Simone

Dear Distributor Partner,

2022 has been a very challenging year. Despite the very good start in both Divisions, we have not been able to close the year the same way.

A lot of challenges, a lot of external issues have contributed into making the last part of the year very tough.

We all have learnt a lot and we have to use these learnings to build up a great 2023.

Let's turn the page and start concretely thinking about this year.

When we look at what is happening in the world today, not only from a personal but also from a professional perspective, we feel blessed to work with the managers you are.

You are great leaders that, especially in times when it was and will be needed, have made the right decisions.

You have standards and values that will support you through this year.

Developing fundamentals of direct sale pillars is the only key to success and continuing recruiting and increasing Sale Force size can help you to grow your business.

In 2023 we will continue working on them to make the future brighter again and to restart growing like in the past.

We look at 2023 with many expectations, and we will surely get through all of the challenges we may face.

All our best for a great 2023!

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

Simone Manera

Best Performers

Q4 2022

kobold



Sales

1.  Portugal **11,626**
2.  Slovenia **3,540**
3.  Netherlands **2,047**



% of sales

1.  Romania **185.6%**
2.  Slovakia **37.9%**
3.  Morocco **24.6%**



Recruitments

1.  Portugal **74**
2.  Slovenia **56**
3.  Morocco **21**



Team Leader Nomination

1.  Morocco **18**
2.  Slovenia **3**

thermomix



Sales

1.  Australia **10,697**
2.  Belgium **4,911**
3.  Kazakhstan **4,488**



% of sales

1.  Romania **79,1%**
2.  Kazakhstan **75,7%**
3.  Norway **68,2%**



Recruitments

1.  Malaysia **1,162**
2.  Kazakhstan **303**
3.  Australia **301**



Team Leader Nomination

1.  Morocco **18**
2.  Malaysia **8**
3.  Indonesia **4**





News from Vorwerk


[watch the video](#)

Hello, I'm David Pesic

My Life In a quick timeline

Director of Kobold agency, Vorwerk France

Management of a group of 90 employees in the Grand Est area.

Recruitment and training of Team leaders.

At the origin of the creation and development of the current agency.

Deputy Store Manager, DARTY

Management of the operating account and schedules.

Development of the commercial strategy.

Recruitment and training of salespeople.

Service Division Manager, DARTY

Support teams in a new business versatility.

Promote communication between the sales force and the back office.

Streamline the customer journey.

Securing financial and material flows.



Born & Raised

Auxerre, France



Professional Musician State Diploma

Music Academy International, NANCY



Hobbies

I'm playing different instrument like guitar, piano, bass...

Fun Facts

About me

I played in 2005...

in the first part of the U2 concert at the Stade de France.

I love to make...

some videos with my cat and put it on my TIKTOK.

My dad came to France...

in 1974, with my mom and two suitcases to play football in the first French league.

A white, ring-shaped life preserver is the central focus, hanging from a thick, light-brown rope. The rope is knotted at the top and loops around the life preserver. The words "WELCOME" and "ABOARD" are printed in a bold, black, sans-serif font on the upper and lower halves of the ring, respectively. The life preserver is set against a background of vertical bamboo poles, which are closely spaced and have a natural, weathered appearance. The lighting is bright, casting soft shadows and highlighting the textures of the rope and bamboo. A small portion of a green leaf is visible on the far left edge.

WELCOME

ABOARD

New TM6 Opening Markets Asia, Baltics

We are very proud to welcome three new countries into our Thermomix family this year.

Thailand

The first is **Thailand**, where we decided to re-enter the country by partnering with a leading agent in the direct-selling industry. With more than 10 years of experience in the food service industry, VJ Group specialises in planning, designing, supplying and installing bespoke commercial food service equipment across Thailand.

Kitchen World is such an example: a brand that distributes a wide range of food service products and equipment, including the internationally-renowned Kitchen Aid, as well as various local brands. **Mike Hong** is at the head of the organisation, and, for more than a year now, has been preparing the business and marketing plan to successfully launch Thermomix® in Thailand.

On our side, we accompanied Mike and his team in defining the commission scheme and in preparing its business launch with various trainings scheduled over a period of months (related to product, marketing, customer and repair). Mike and Vanda are currently focusing on recruiting new Advisors and leading their first demos.

Discover more about **Kitchen World**:

<https://www.kitchenworldthailand.com/th/home>



Estonia and Lithuania

We have also recently expanded to the Baltics, more specifically to **Estonia** and **Lithuania**. For this new region we have partnered with **Rickman**, a distributor established in 1997 with solid business experience.

Rickman is the exclusive distributor across the Baltics and Belarus for the premium Swiss brand Jura, as well as the market-leading brand Blendtec (made in the USA). Their goal is to deliver the brand's full potential, taking it to a market-leading position (as they did with Jura). Rickman has successful existing collaborations with major electronic retail chains, specialised dealers and professional solution resellers in the region.

We strongly believe that, together with **Jolanta Kazlauskaite (CEO)** and her dedicated team, we will succeed in positioning our multifunctional, premium kitchen device as a main player in its category in the Baltics region. The official launch to customers will happen in March 2023, when our brand new Branch Office officially opens. Kati Tarum and Giedre Dargiene aimed to recruit their first Advisors by the end of 2022, and to have them lead their first demos.

To support Rickman in positioning Thermomix as a leader in its category in the Baltics region, we built websites for Estonia and Lithuania.

The websites are consistent with the new URL and design concept of the Kobold and combined websites. Future Advisors and customers from the two Baltic States will also be the first ones to enjoy the completely revamped and refreshed content for the beloved Thermomix.

Explore the new websites by following the links below!



Estonia:

<https://estonia.vorwerk-thermomix.com/en/>

Lithuania:

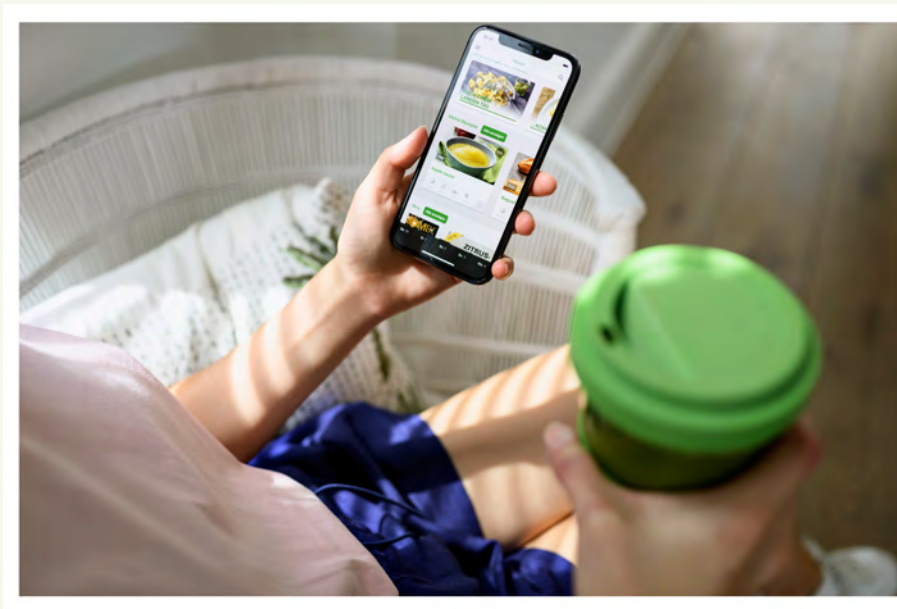
<https://lithuania.vorwerk-thermomix.com/en/>

The Wait Is Over

Cookidoo® Mobile App Is Here for All IDB Markets!

On 1 November 2022, the **Cookidoo® mobile application** became available to customers across all IDB markets. Within the first month alone, it was downloaded more than **100,000* times** from the iOS and Android app stores. The new touchpoint for IDB markets complements and improves the user experience of cooking enthusiasts on Cookidoo®, the biggest and most unique culinary platform in the world.

Consistent experience with the website, in terms of functionalities and content, is just one of the benefits of the **Cookidoo® app**. With its help, users are now able to search for what they want to cook, plan their weekly menu, buy ingredients from the Shopping List and cook their favourite meals. All recipes, editorials, thematic pages, recommendations and culinary inspiration are conveniently accessible from your smartphone.



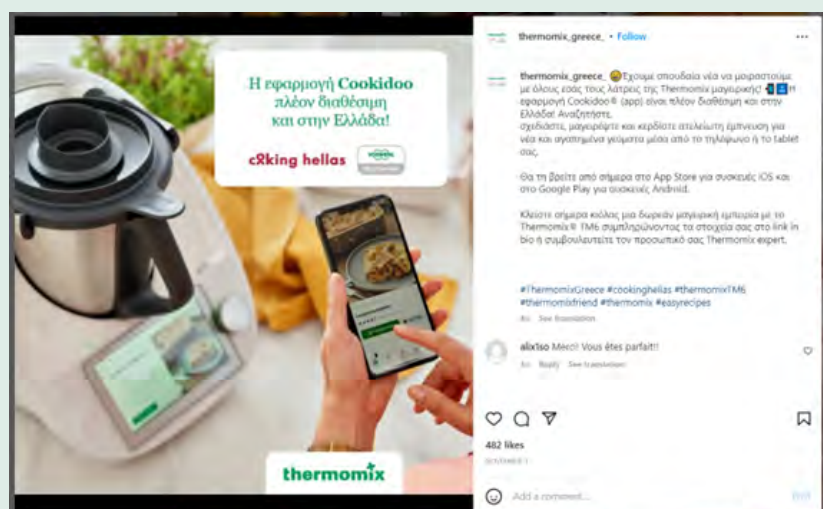
Key facts about the Cookidoo® app:

- ✓ 100,000* downloads by IDB customers in November!
- ✓ Offers great user experience and personalisation
- ✓ Available on iOS and Android app stores

*based on number of downloads by users who gave tracking consent

Additionally, the app loads faster than the website and offers the use of native functionalities of the mobile device. Moreover, the Cookidoo® app allows multiple options for personalisation (settings, push notifications, etc.). And the biggest news for fans of the **Cookidoo® Shopping List**? As of January 2023, the feature will be available offline! Without a doubt, the long wished-for Cookidoo® app is a game changer for current Cookidoo® subscribers. It's also the perfect way to convince others to join the platform or upgrade from 2.0 to 3.0!

News about the upcoming Cookidoo® app launch generated high engagement on social media.



Cookidoo® Scaled Recipes

New feature Offers Even More Personalisation

25 October marked the launch of a new Cookidoo® feature for 3.0 subscribers: **Scaled Recipes**.

The feature, complete with a playful slogan ‘**My table, my way**’, allows Cookidoo® customers to scale recipes up and down depending on the number of portions. This offers even more personalisation to fit their individual taste and needs.



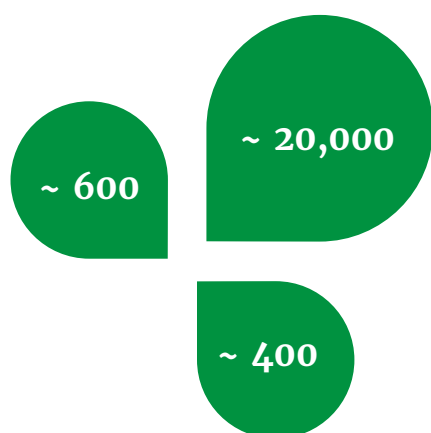
How do Scaled Recipes work?

There are three options for Cookidoo® subscribers:

- *Pick a recipe which has already been pre-scaled* for bigger or smaller portions – part of the tested serving sizes (TSS) recipes. These come with a success guarantee and Guided Cooking.
- *Pick a recipe and scale it* by choosing one of the scale options given. The automatically scaled recipe then ends up in the user's personal Created Recipes list for further editing or personalisation, but does not come with a success guarantee or Guided Cooking.
- *Create a recipe* with the amount of ingredients preferred. These recipes come without a success guarantee or Guided Cooking.

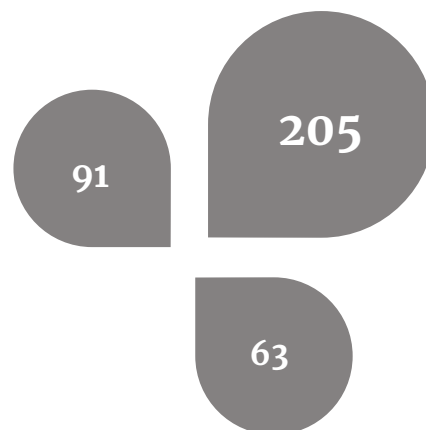
So, how do Cookidoo® subscribers across IDB markets like **Scaled Recipes**? Data shows that within IDB, recipes are being scaled both up and down.

Here are some interesting facts and figures:



- **~20,000 cook counts a day.** The average use of main TSS recipes is in the following categories: Basics, Main Dishes and Pasta & Rice Dishes.
- **~400 cook counts a day.** The average use of recipe variants without a success guarantee is in the following categories: Basics, Sauces and Breakfast.
- **More than 600 TSS recipes** across 86 collections used.

- The **top 3 markets** with the **highest number of TSS recipes** in their local language are Australia (205), Indonesia (91) and Belgium (63).



- The **top 3 TSS recipes** with the **highest cook counts** all come from Australia:
Boiled rice cooked 72,824 times
Pizza dough cooked 39,648 times
Porridge cooked 32,239 times

- The **top 5 IDB markets** with **scaled TSS recipes** in terms of cook counts are:
AU: Boiled rice cooked 72,824 times
RO: Limonadă (Lemonade) prepared 7,186 times
BE: Aardappelpuree (Mashed Potatoes) cooked 4,675 times
CY: Κέικ Γεωγραφία (Marble Cake) cooked 2,667 times
MY: 西兰花炒红萝卜 (Sauteed Carrots With Broccoli) cooked 1,930 times



**TSS (Tested Serving Sizes)*

Five Pills for Your Kobold Business Health

Kobold is excellence, innovative products, a unique sales system; it is also a team of highly skilled, experienced professionals, economic independence.

Kobold also stands for cleaning know-how, long-lasting products, premium quality... Kobold is a lot, and requires space to explain it. This is why, sometimes it is good to have a different perspective of the same reality, "a picture", because "a picture is worth a thousand words".

This is exactly what we wanted to reach through the new **VK7 Product Demonstration Videos**: a different perspective! Have you seen them already? We hope you did!

Let us tell you more about the video: it was a very hot day in Florence when we recorded it, there were eight people in the location and multiple cameras.

We can assure you that there was a lot of dirt in the flat and that the dust results from the demo technique are real; the actress and entire filming crew were surprised every time the demo technique was used by our guest, **Mirko Bertoncini** (Capo Distretto in Italy).





VK7 Product Demonstration

[watch the video](#)

Watching Mirko's product demonstration was, personally, a great opportunity to learn how they (Italy) sell our Kobold products. I saw product knowledge, passion and somebody playing a different role: not necessarily a sales man rather a consultant.

He had his own story, had practiced it, mastered and believed every word he said. He spotted a cleaning problem and with arguments, offered a cleaning solution: on hard floors, carpets, mattresses, sofas, ceiling, everywhere: problem-solution, problem-solution.

For IDB and our distributors, the final result offers five videos carefully elaborated, and with the right balance between: structure, quality and design.

Each video covers a concrete aspect of our **VK7 cordless cleaning system**. Additionally, it positions the role of the sales force as the home hygiene advisor that, thanks of his deep cleaning knowledge, guides and supports customers to the best solution for their home environment.

Thanks to the team at IDB that participated in this project, also to the agency who did a great job. This is one of the most demanding but also powerful asset we have created, as it suggest you, dear distributors, one way to sell our products. We hope that it brings you with new ideas, and hope you enjoy it watching as much as we did producing it.





News from the markets

Kobold VK7 Launch Portugal

On November 19th, 2022 in Lisbon, Aposento Real held a glamorous Gala Event to launch the new VK7! Around 300 people attended and it generated lots of excitement around the new **VK7 Home Cleaning System**.

The theme of the night was “**Kobold Moves**” and hence the evening started with a cocktail hour involving seven stations representing each previous version of the VK7. Each station included an actor from that time period doing “moves” which correspond with that time period.

There were also a few stations where the participants could do their own Kobold moves in virtual reality games or in a 360 Degree Selfie camera which was similar to something you would see at the red carpet events for the Oscars.



IDB CHANNEL



VK7 Launch Event in
Portugal

[watch the video](#)



The launch event started with an inspiring speech by **Francisco Barbado**. Dancing and entertainment led up to the culmination event where the VK7 was officially introduced by way of a dramatic drum show.

Francisco Barbado then introduced the important marketing materials, which were provided by the IDB Marketing Team. The event ended with the announcement of their international trip which will be in.... Colombia. Qualification for this trip is to sell 120 Kobold units within the next four months.

The VK7 was officially introduced to the Portuguese customers on Tuesday, November 22nd along with a simultaneous launch of their **new VK7 website**. The atmosphere was electric and all of the consultants for Aposento Real were super excited to get started on selling the VK7 Home Cleaning System.

Thermofest Australia

The purpose of ThermoFest is to motivate our Field Team of Advisors, Team Leaders and Business Development Managers to drive sales and recruitment with an attractive travel incentive and team-building event.

The objective of ThermoFest is twofold. The first goal is to **drive additional sales and recruitment** throughout the qualification period. The second is to **educate, inspire and motivate** our attendees while providing an incredible shared experience. This event is also an opportunity to recognise our top achievers.

This year, we travelled to **Uluru in the heart of Australia**. Our attendees learned all about our sacred Indigenous culture and cuisine while dining underneath the stars as part of the famous **Sounds of Silence experience**.



They were also treated to an exclusive first look at the new **Thermomix Cutter** in action and on stage with Grace and Bianca. There were audible 'wows' from the crowd as they were inspired by the incredible versatility of this game-changing accessory.



That's just a taste of what they enjoyed at ThermoFest '22!

Our attendees left feeling inspired and motivated to convert what they learned into continued growth for their businesses. It was a truly unforgettable experience that will reinvigorate their drive for success.

Team Leader Conference South America

Latin American Distributors decided to take initiative and organise the first **LATAM Conference** for their Team Leaders and Branch Managers.

Representatives of Chile, Peru, Argentina, Uruguay, Colombia, Brazil, Panama and Paraguay worked hard to prepare an amazing event for their Sales Force. The motto of the conference was: '**Unidos. Un paso adelante**' ('Together. A Step Forward').

The leadership conference took place in Peru, and Team Leaders and Branch Managers were required to meet sales and recruitment criteria in order to participate. In total, they gathered **62 qualifiers**. The purpose of the event was to learn, recognise achievements and have fun together. The event lasted four days and was full of activities and excitement.





Beatriz Macaya and Macarena Urruticoechea presented the ‘**ROAR concept**’ from the perspective of Branch Managers and Team Leaders. Recognition played an important role in the presentation. The most emotional moment was when Simone Manera, together with Distributors, called to the stage the best Team Leader and the best Branch Manager from all the Latin American countries.

During the event, there was time to visit the Branch Office and Lima city while getting to know one another over lavish dinners. Participants left the event not only with small gifts in their suitcases, but also filled with positivity and motivation to reach their goals in the coming year!

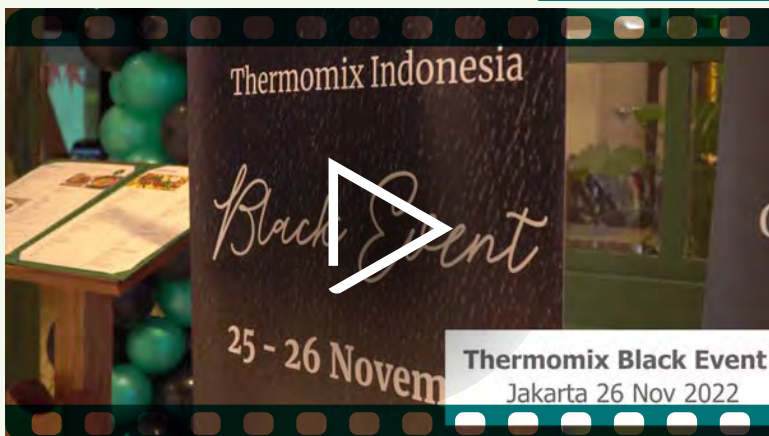
Recruitment Black Event Indonesia

We are all aware that recruitment is the **key driver of our business**. For this reason, when we found out that Italy and France were both leading successful recruitment events, we quickly decided to share this idea with you and encourage its implementation.

A few days later, we had a call with the European Thermomix Distributors to present the concept of the Recruitment Black Event. Why Black? The idea was sparked in November during the Black Friday period. The intention was to invite customers who had recently bought their Thermomix (within the last few months) to a special event held at the Branch Office.

The goal of the meeting was to give our customers an opportunity to visit the Branch Office and meet the Branch Manager, as well as the Team Leader and Advisor. Customers could learn about the role of our Advisors, ask questions directly, and discover new Black Recipes while taking part in a lottery and hopefully winning some awards.

IDB CHANNEL



Black Event
Thermomix Indonesia

watch the video



The ultimate goal was to recruit Thermomix customers who were already familiar with the appliance and who could easily book a demo with their friends and family.

November was a **record recruitment month**, with a grand total of **1,550 new Advisors** joining the company! The top recruiter was Ita from Indonesia. She organised three events in three different Branch Offices. In total, 155 guests joined the event, and 100 decided to join the team as Advisors!

TM6 Under The Spotlight South Africa

On Friday, 18 November, Noxolo Mullenje (National Sales Manager) and Nicky Barber (Brand Manager) appeared live on the popular South African morning show, Espresso, from their studio in Cape Town. The duo promoted the TM6 to **boost sales and recruitment** ahead of Black Friday and the festive season.

The 8-minute segment saw Noxolo and Nicky discuss what the Thermomix is and explain its **key features and selling points**. The pair also raised the advantages of becoming an Advisor and gave advice on the onboarding process. They also helped well-known South African TV personality and presenter, Katlego Maboe, to make a Berry Foam using the Guided Cooking function on Cookidoo.





Expresso Show
SABC 3

watch the video



Noxolo and Nicky also promoted the **Black Friday deal**.

The segment was also followed by a TM6 giveaway announcement, which positively boosted our social media following over the next few weeks and garnered over 25 leads for both sales and recruitment.

There will be follow-up segments on the show featuring the TM6 again in December and January.

New Thermomix Branch Office Paraguay

It is with great joy that we share with you the opening of our brand new branch in Asunción, Paraguay.

We have moved from our previous location to a **new and improved space** at the Patio Garay strip mall. Situated on Avenida España, the new location is arguably one of the top three streets in Asunción. Our store sits at the front of the building, directly facing the pedestrian sidewalk and street for optimal foot traffic.

The location is an impressive 180 m2 of open space and is now the **new home to all of our operations**. We have two demo kitchens, a technical department, storage space and our administrative office all in one location.



Thermomix
Paraguay

watch the video

Our official opening took place on 15th December and was a great event. The guests were mainly members of our workforce, and our advisors and TLs were particularly thrilled with the new branch. Most of our guests were surprised by such a drastic change. It gave us all a renewed sense of confidence and motivation.

We sincerely believe that this change of location will propel us forward as a team and company. So far, the change has been met with much enthusiasm and positivity, and we've only been here for three weeks!

THANKS SO MUCH TO THE THERMOMIX FAMILY!



December 15th, 2022





VORWERK