



IDB MAG

Q1 2023

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kobold

thermomix

Arrivederci from Simone

I still can't believe that I am no longer in charge of IDB, and collaborating with all of you. During my time at IDB, we've been through many challenges but also many successes that bring with them great memories.

I will never forget the time spent together during business reviews, meetings and conferences. And I will remember all of you for my next chapter in life. Each one of you has contributed into my personal development as a manager and as individual. Despite the pandemic years without meeting each other, we have grown a lot, becoming an increasing business within Vorwerk International.

I want to thank all of you for this wonderful time and for all the achievements that would not have been possible without YOU!

And a special thanks to my team in Switzerland that has helped IDB to become what it is today. They have supported me and my ideas, and together with you as one team: we have built our success.

I wish you all the best, and great success from my heart.

This is not a farewell, but only an ARRIVEDERCI!

A handwritten signature in black ink, reading "Simone Manera". The signature is fluid and cursive, with the first name "Simone" written in a larger, more prominent script than the last name "Manera".

Simone Manera





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Best Performers Q1 2023

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Sales

1.  Portugal **5,380**
2.  Netherlands **2,957**
3.  Slovenia **1,862**



% of Sales

1.  Romania **209.9%**
2.  Slovakia **119.1%**
3.  Netherlands **40.7%**



Recruitments

1.  Portugal **52**
2.  Slovenia **30**
3.  Morocco **26**



Team Leader Nomination

1.  Morocco **2**
2.  Slovenia **2**

thermomix



Sales

1.  Australia **8,910**
2.  Belgium **3,918**
3.  Kazakhstan **2,975**



% of Sales

1.  Peru **148.0%**
2.  Guatemala **69.7%**
3.  Hungary **46.3%**



Recruitments

1.  Romania **478**
2.  Argentina **352**
3.  Chile **259**



Team Leader Nomination

1.  Morocco **2**
2.  South Africa **2**
3.  Uruguay **1**





News from Vorwerk


[watch the video](#)

Hello, I'm Vivienne Yoong

My Life

In a quick timeline

Regional/International Business Transformation & Development

Direct Sales at Tupperware Brands & BE International
Malaysia, Singapore, Japan, Hong Kong & Brunei

Corporate Travel Management FIT,
MICE & Luxury Cruises Malaysia &
Singapore

Business Development

Direct Sales at Nutrimetics, Oriflame & Shaklee
Malaysia & Singapore

Project Administrator

National Telecommunication Project at Tomen
Corporation/Telekom Malaysia
Malaysia

Born & Raised
 Kuala Lumpur, Malaysia

STEM Science
 TAR College, Malaysia

Hobbies
 Coffeeholic, Workaholic, Zumbaholic

Fun Facts

About me

I speak several languages

Mandarin, Malay, English, Cantonese,
Hokkien, Hakka, Japanese.

I am a very proud mother

of two wonderful children Yuki and
Hiroki.

I come from a family of three

My younger brother and I were raised
by my widowed mother in an
impoverished environment and we
needed to learn how to meet life's
challenges and thrive at very early
age.

I am a huge fan of

the meaningful moments shared
with friends, family and colleagues.
Life is better together, so let's drink
coffee or perhaps Zumba with each
other. But be warned, I get very
charged up when the music comes
on.

A still life composition on a dark, textured wooden surface. In the center, a small, rectangular, cream-colored card with a thin gold border lies flat. The card features the handwritten text "Say Yes To new adventures" in a black, cursive script. To the left of the card, a small, dried, light-colored flower branch with tiny blossoms rests on the surface. To the right, a small, clear glass candle holder with a fluted rim contains a white candle. In the background, a taller, clear glass tumbler sits on a white rectangular placemat. Another dried flower branch is visible in the lower right foreground, partially out of focus.

Say Yes
To new
adventures

The Evolution of the Vorwerk Identity

At the beginning of March, we introduced you to the new concept for **Vorwerk's Corporate Identity and Corporate Design**.

This updated branding aims to support our business strategy for 2025 and our ambitions for growth. We want to promote and develop our proposition brands **Thermomix** and **Kobold** to enhance their reputation and increase their equity. We also want to highlight the relevance of the **Vorwerk brand** within the company and strengthen and build on our collaboration.

Lastly, we need to allow our markets the ease and freedom to be able to express their individuality and communicate their needs in a way that works for them at a local level.

During our onboarding meeting in March, we shared with you the new corporate brand identity and covered some details on how it will be defined. The new branding elements include the logo, colours, imagery, typography, layout principles and design elements that will be used.

For the
real **fun!**

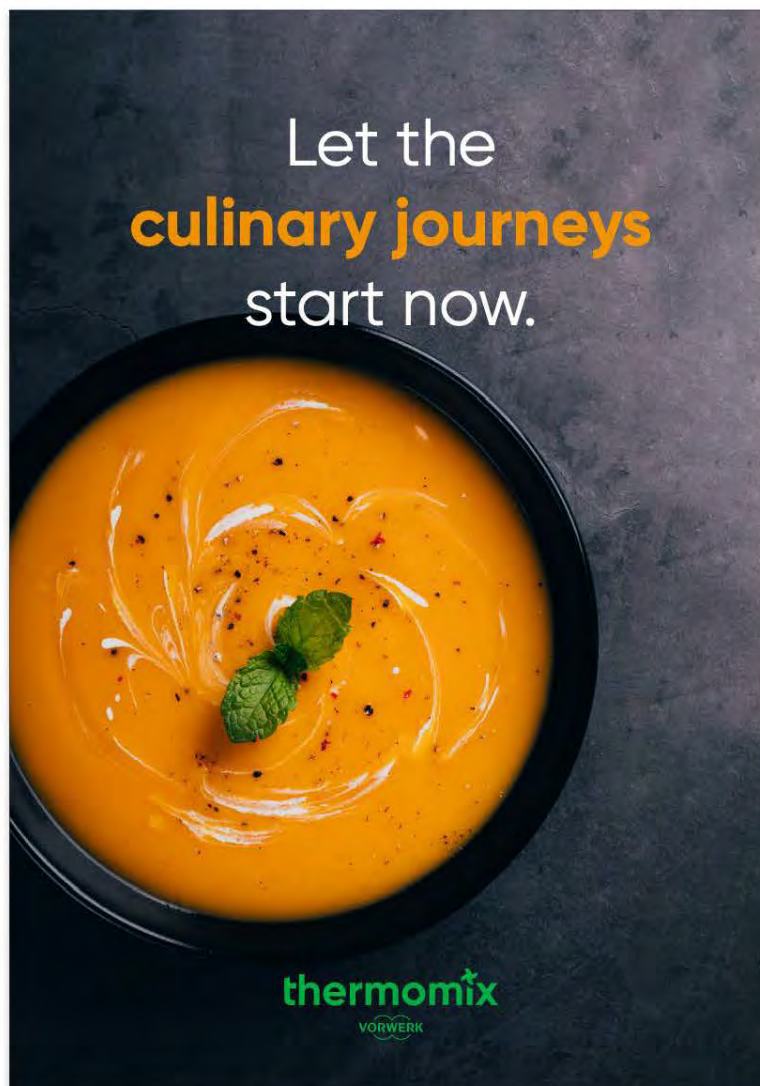
kobold
VORWERK



To help you become masters of the **new Vorwerk CICD**, we are organising some training sessions that will take place during **May 2023**, delivered by our colleagues at VI Corporate Communications.

After you have attended your training session, you will be fully equipped to use the new branding. However, this is going to be a soft launch, which means that the current and new CICD will coexist throughout 2023 and 2024, giving everyone time to adapt to the new guidelines.

We will keep you updated on the branding timeline and let you know of the cut-off points for using the old branding and the introduction of the new CICD at its various touchpoints.

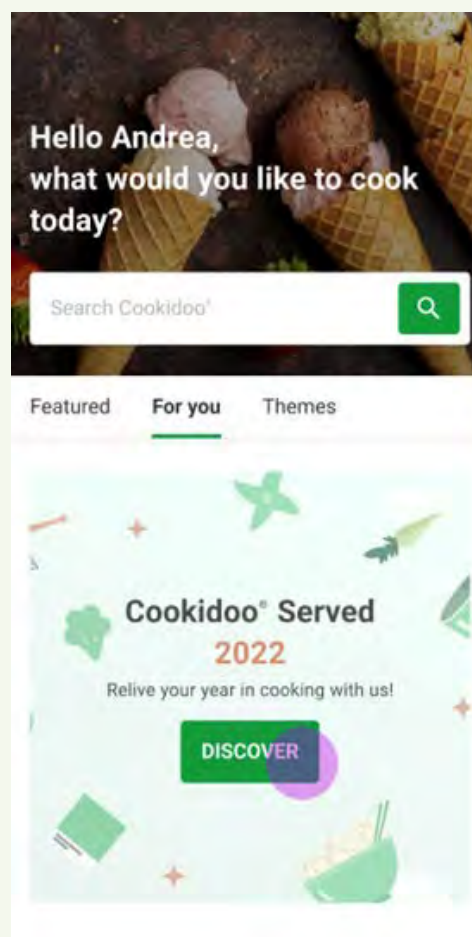


Official
Distributor

How Was your Personalised Cookidoo® Served Experience?

Last December, for the first time, Cookidoo® users from IDB markets had access to **Served**, a special year-end, mobile-only feature that reviews your personal cooking behaviour over the past year. Between 23rd December 2022 and 19th January 2023, over 1 million customers globally took the Happy Path down memory lane to discover fun, personalised cooking facts about their use of Thermomix® and Cookidoo®. Many customers updated their data consent settings so that they could take part in the Served experience.

The **second edition of Served** came with two novelties. The first one showed personalised, swipe-through animations that helped customers view their cooking statistics in a colourful, dynamic way. Some fun facts shown to each user included their busiest cooking month, the number of Guided Cooking recipes prepared, the number of different ingredients used, the most-used fresh produce and the different cuisines they had explored. Of all these features, the card most shared was the Summary card that featured the highlights of 2022.



Served also introduced a new feature where a collection of recipes could be shared and saved. This could be used to generate a personal collection, including the top ten most-cooked recipes from 2022. In total, 175,000 collections were saved by Cookidoo® users from across the world, with over **50,000** of these coming from IDB markets.

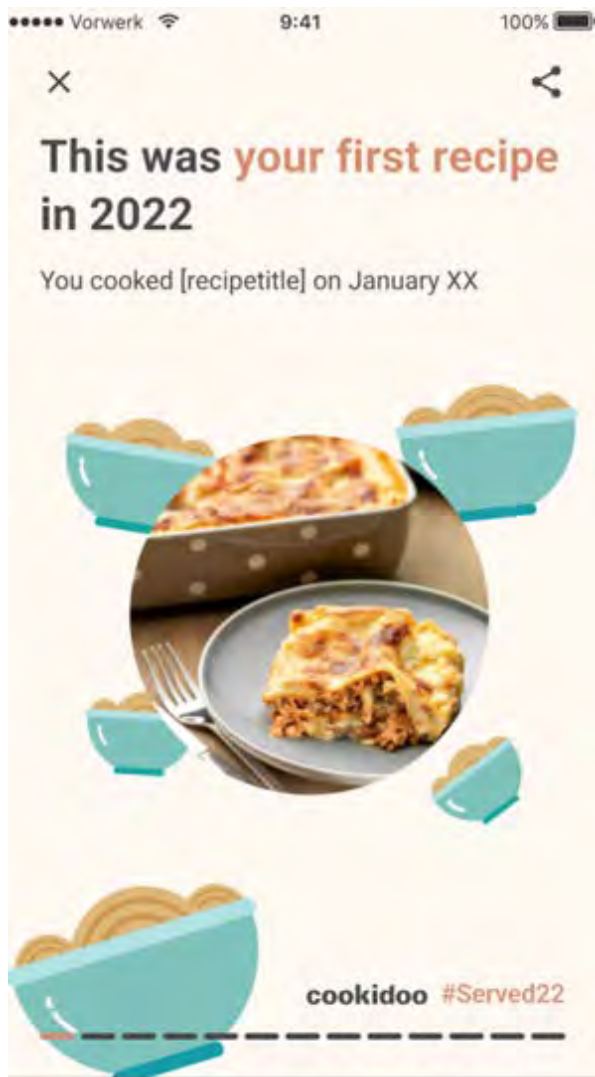


The Served banner reached over 3.8 million customers globally

More than 1.2 million customers clicked on the banner*

More than 1 million customers were part of the Served experience

*Data captured by Google Firebase, only tracking customers with app tracking consent



Would you like to gift this personal experience and engage as many of your advisors and customers with Served 2023?

To be eligible for the Happy Path experience, they need to meet three criteria:

- Be an active, paying Cookidoo® member or be within their 6-month trial period
- Have a connected device (TM6 or TM5 with a connected Cook-Key)
- Provide device usage and app tracking consent for the collection of personal statistics that users can browse through

Q1 Cookidoo Updates

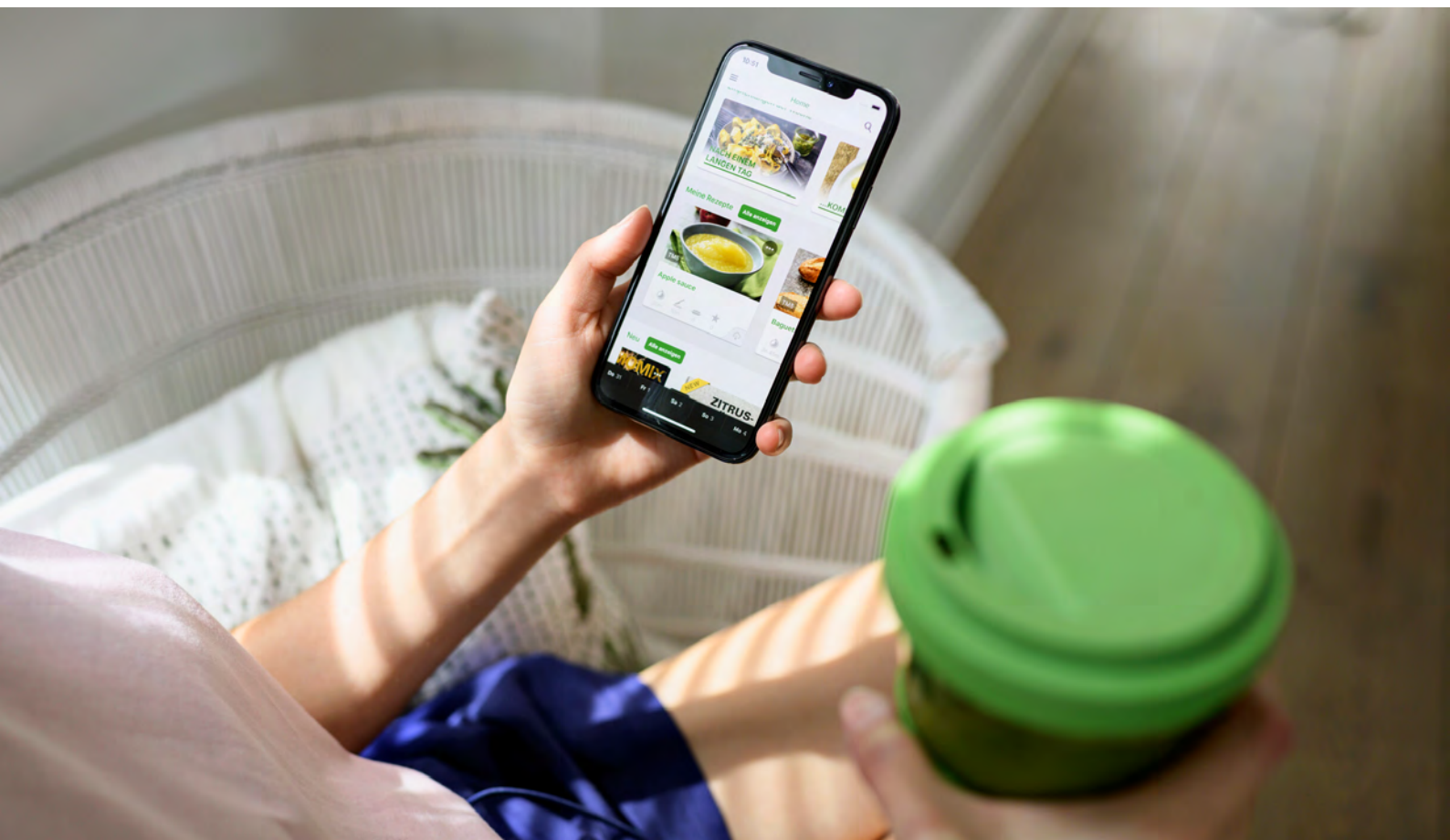
Offline Shopping List and Accessory & Search Improvements

The start of 2023 was marked by some significant Cookidoo® updates.

The first one enabled our new markets, Estonia, Lithuania and Thailand, to become part of the **Cookidoo® mobile app** family. Welcome to all of you! We hope you're enjoying the full experience of everything that our recipe platform has to offer.

Another update was the introduction of improved search logic for recipes using Thermomix® accessories, making searching more intuitive for current and new users. Accessories are now shown with the latest one appearing first, searches for the Blade Cover and the Peeler have been separated, and accessories are listed as either necessary (TMF and the Blade Cover) or useful (Peeler, Cutter).

Finally, at the end of March, **the offline shopping list** was enabled for the IDB markets. This long-awaited feature update offers more convenience to Cookidoo® users.



TM Cutter

First Feedback from Germany

The latest Thermomix® accessory "TM Cutter" has been recently launched by the affiliates. We thought asking Germany to share with us their strategy and communication approach to bring the "Gemüse Styler" on their market.

Germany launched the TM Cutter for advisors and customers on January 2nd.

Each branch office was decorated in the same look & feel thanks to a decoration package provided by the main office under the launch motto **"Styling is(s)t alles"** (a German pun between Styling is everything and Styling eats everything).

At the same time, the TM Cutter was used as a hostess gift for 7 weeks, until February 19th.

The mechanism being:

- Organise one party plan with minim 3 guests, and you can get the TM Cutter for 49€ (value price: 99€).





Product awareness was also raised to customers with newsletters, invitations to attend cooking classes, and recipe cards containing a QR code to discover the latest Thermomix® accessory and some recipes.

A dedicated landing page was also developed, including how-to videos and recipe videos showcasing the TM Cutter benefits. For the launch, Germany prepared already 35 recipes integrated in Cookidoo with a thematic page and two collections: one for TM5 and one for TM6 users. The recipe threshold is to be increased over time.

The first results to date are:

- More than 65% of all advisors are equipped with the Cutter.
- During the promotion period the Cutter was the most taken hostess gift with >70%.
- Only in the promotion period Germany reached 65% of the normal yearly amount of the most popular hostess gift (12M Cookidoo Subscription).

Hopefully some insights that you can certainly leverage once the TM Cutter will be available in your market.





News from the Markets

Kobold VK7 Launch

Progress. Passion. People.

We are extremely proud of the fantastic VK7 product launches that the majority of our Kobold distributors held in the first quarter.

Portugal kicked off the first of these in late 2022, quickly followed by launches in Hungary, Slovakia, Cyprus, Slovenia, Croatia and Romania.

Brilliant team effort...you all rocked it!

Thank you for listening to us, for asking questions, for sharing your knowledge. These achievements mean so much to us: they are the fruits of our dedication and hard work.

It is important that we celebrate them, that we feel the motivation and pride, and continue to strive for future success.

IF YOU CAN
DREAM IT,
YOU CAN
DO IT.

Hungary, 7th January 2023

It's a Kind of Magic

An illuminated red heart with the Kobold logo. Introducing the sales force to a new product. A Brazilian dance show for an excited and happy crowd. A song about Kobold in Hungarian. Recognition and awards for the top advisors. All in all, a fitting celebration of the Quality Direct anniversary at a magical venue.



IDB CHANNEL



VK7 Launch Event in
Hungary

watch the video



Slovakia, 14th January 2023

Freedom and Reimagination

This event took place at the Grand Hotel Viglaš and was enjoyed by the sales teams, advisors and existing clients.

Cyprus, 21st January 2023

It's a Kind of Magic

A small, elite team that can take on any challenge. This event was held at the Ayia Napa Marina where, along with their advisors, Eminentia celebrated the launch of the new VK7 system. There was a magical atmosphere, with music, dancers and, of course, our fantastic people.



IDB CHANNEL



VK7 Launch Event in
Cyprus

[watch the video](#)

Slovenia and Croatia

26th January 2023

The annual meeting took place with the sales force, employees and business associates. With plenty of news on the agenda, awards were handed out to the top salespeople and advisors, and the all-new cordless cleaning system was introduced in both countries.

This event was close to perfection.



IDB CHANNEL



VK7 Launch Event in
Slovenia & Croatia

watch the video



Romania, 27th January 2023

The Rebirth of a King

A committed team, working hard to build something big. This day was all about passion, teamwork and growth. Hosted at an elegant venue and accompanied by music and dance, this event gave the team the chance to actively participate in VK7 product tests.

All Time Record

Last February, we introduced a new initiative: **beat the best month ever since you've started your business**, along the concept of "3 is a magic number".



A bold challenge to help pushing your sell-out and consequently cleaning your stock. Together with your sales manager, you defined an action plan to reward progressively your advisors, as well as your Branch Managers and Team Leaders, based on the achievement of targets in the month of March.

We are very happy to see that 20 countries have accepted the challenge, but even more proud that 4 countries hit this record!

Thank you for sharing with all of us your experience, and...

Congratulations to PJ and his team in Malta, to Beatriz and her team in Uruguay, to Anthie and Marios and their team in UAE, and Bettina and her team in Hungary.

We asked each of you to share your best practice, as it can surely inspire others for upcoming promotions.



Malta

When asked to break our own record and achieve your all-time sales record in March 2023 (highest sales record month since the start of the business + 1 unit) we knew we were going to have a long way ahead of us to make it happen. However, we embraced the challenge and decided to prove our determination in our small but emerging market. We could not miss the chance of being recognized and being among the best markets in the Thermomix World.

With an average of 30 sales per month, our target was 70 units (best month ever after being 2 years without stock and with a waiting list of 80 over potential customers).



Because greatness can only be achieved with bravery and risks, we put the below **plan in action**:

- Best offer ever to new customers (before the price increase).
- Best Trade in offer ever (Trade in TM5 and TM31 pay €1100 + extra Mixing Bowl).
- Special incentive to advisors who break their Personal sales record (customized Thermomix Polo-shirt with their name).
- TM cutter earning program to advisors (2+2+2 sales in Jan/Feb/March).
- TM cutter earning program for existing (from Feb till May). Refer 2 sales = free Cutter.
- Ensure customers loyalty (3 cooking classes + 1st Thermomix Restaurant Experience).
- Grow within HORECA: Presence (with a stand) at Malta's Chef Biggest Culinary competition.
- Team Building activity + dinner - if team break their own monthly sales record.
- Special incentive to TL, if their teams break their total number of sales.
- Trying to extend TM6 community to Gozo (2nd Maltese biggest island).
- Launched the "TM4U" in February: Earn TM6 program with 4 sales(to boost March sales, as well as recruitment).

At the end of March, the record has been broken with 112 sales, and we're aiming a few more dozens of sales. We also had an all-time, record activity level of 90%.

Uruguay

We prepared a lot in advance to plan this All-Time record activity. We finally announced the launch officially with an event hold in our 4 Branch Offices in Argentina and Uruguay.

Each launching day was called the **Thermomix Passion Day**, during which team building activities were organized in the morning.

This was followed by recognitions for 2022, by the All-Time record announcement and by cooking sessions using the TM Cutter!



In order to boost our advisors, we defined the following incentives:

For advisors:

- At least 1 sale: Free TM Cutter to recruit clients
- 2 sales: Free TM Cutter
- 10 to 15 sales: 400 USD additional Bonus for advisors or a trip
- More than 15 sales: 800 USD additional bonus

For Team Leaders:

- Team breaking record: between 200 and 2000 USD bonus

For Customers:

- TM6 purchase with free Blade Cover & Wave Peeler as a gift

The All-Time record was kept silent until the last launch event on March 4th. Only afterwards, the advisors communicated about this initiative combined with the exclusive TM Cutter to earn by joining the Thermomix community. This was the first time a promotion was communicated with this approach, and we are very happy about the results.

On the following Monday meeting, all the advisors who didn't participated to the Thermomix Passion Day were invited for a cooking session with the TM Cutter to fall in love with the product and have them on board to break the record!

UAE

With Ramadan starting on March 22nd, the All-Time record was certainly not going to be easy. The month of March was already looking to be challenging to achieve normal performance.



During Ramadan Muslims observe a strict daily fast from dawn until sunset, which makes quite difficult to organize demonstrations. Nonetheless, we embraced the challenge and announced to the team that we should break our own record of 249 sales! And to do so, we implemented the following strategy:

Attractive offers:

- We designed two offers for customers, the most favorite one being the free extra bowl.

Clear targets for Advisors:

- 3 Sales: earn your Thermomix Cutter.
- 3+3 Sales: Earn your Thermomix Cutter and get an invitation for a special dinner.
- Break your own record for a special recognition and extra bonus.

- **App Flowit**

This sales management app is used by our advisors for all of their Thermomix related activities. In March Flowit launched its newest 'Gamification' feature that was key in motivating and encouraging advisors to reach their targets, by celebrating their success through push notifications and leaderboards.

- **Special Cooking Class for advisors**

The first week of March, before Ramadan starts, we introduced the TM Cutter with a challenge: to use it in several dishes in record time. That was great fun, whilst requiring a lot of organization and teamwork. The advisors were all impressed by the TM Cutter and were really motivated to earn it since the message was clear: the Cutter can only be earned, and not bought.

- **Cooking Class in Branch Office**

Finally, we organized a cooking class in our branch office so called "Get ready for Ramadan" for our customers and prospects. We presented lots of recipes emphasizing the usefulness of a second mixing bowl. We used the same theme for online cooking shows, two more workshops in our branch office and daily stories across our social media platforms.

- **Digital marketing campaign**

Using Google, Facebook, and Instagram we presented 'the best offer ever' and followed up with phone calls and emails to all the leads we received.



Highlights

- Preparation is key.
- The launch event is a motivational factor.
- Tracking sales helps to adjust and improve activities in a fast path.
- Sharing sales with advisors boosts them to go the extra mile.
- Customer promo can be adjusted according to weekly achievement.

- **Direct mail campaigns**

We followed up with all the leads in our database with the offers. We also sent emails to people who attended a demo during the month but didn't proceed to purchase, with the message: *"Last opportunity to take advantage of the best offer ever"*.

As a result of our multifaceted action plan, we ended the month with 262 sales. This is a 56% increase in sales by our advisors and 8% increase in activity from the previous month.



Hungary

We incentivized our advisors with the Vacuum Sealer the entire month of March.



We also put a lot of efforts to offer strong customer promotions: the first week with Couple Cooking Club invitation free of charge. The following three weeks with Kobold VG100.

Finally, the last week we offered the vacuum Sealer as customer promotion. This was key to our success to show constant flexibility in adapting our promotions over the weeks to break our record!



VORWERK