



IDB MAG

Q2 2023

Published in July 2023



Nice to Meet You, I'm Robert

Ladies and gentlemen,

as a passionate customer of Vorwerk, I have personally experienced the quality and value that our products bring to people's lives. Today, I am honored to be part of this strong brand.

With a decade of experience in the direct sales industry, I have witnessed firsthand the power and potential of it.

Together, we have an incredible opportunity to drive the Vorwerk Distribution Business forward and create a sustainable portfolio of countries.

In our pursuit of success, we must prioritize growth, for the dangers of stagnation are ever-present.

Growth is born from dedicated fieldwork, where we ignite the enthusiasm of our customers, actively recruit new talent, and empower the development of strong team leaders.

Change is an inevitable part of life. While it may not always be welcomed by everyone, it presents us with new opportunities for growth and innovation.

In the face of change, it is up to us to embrace it, adapt, and focus on the aspects within our control.

I sincerely hope that you will join me and my team on this remarkable journey. Together, we can work hand in hand to write our chapter in the Vorwerk Distribution Business story and achieve our collective goals. Let us embrace collaboration, support one another, and celebrate our successes along the way.

Thank you for your trust and for giving us the chance to work together. Here's to an exciting and fulfilling adventure ahead!

Sincerely yours,



Robert Hartung



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Best Performers Q2 2023



Sales



% of Growth vs PY



Recruitments



Team Leader Nomination

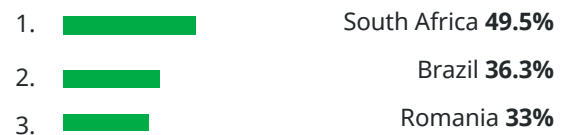




Sales



% of Growth vs PY



Recruitments



Team Leader Nomination







News from Vorwerk

Hello, I'm Robert Hartung

Born & Raised

Berlin & Dortmund, Germany

Diplom-Kaufmann

University of Dortmund

Hobbies

If you like tennis, let's try it!
Skiing, be my guest



Fun Facts

About me

My Life

In a quick timeline

Chief Sales Officer at Acardo Group

Dortmund, Germany - 2018

Executive Education at INSEAD

Singapore - 2014

Global Sales & Corp. Development at LR

Ahlen, Germany - 2008

Management Consultant

Düsseldorf, Germany - 2005

I speak several languages

English (pretty fluent),
German (native), Russian (I
can read and I understand
when someone talks bad
about me), French (enough to
survive in Paris but definitely
need practice)

I come from a family of 6

My wife Laura, my daughter
Mathilda, my sons Franz &
Ferdinand and our dog Elli

I am a huge fan of Thermomix and Kobold, no kidding

We have both brands at home
for several years now



Kobold

VK7 Received Three Awards in 2023



reddot winner 2023
best of the best

The cordless vacuum cleaner was the winner of the **'Red Dot: best of the best'** award. This award is for ground-breaking design and is the competition's highest honour. Only the best products in a category can be awarded this recognition.

The German Innovation Awards honour innovative achievements that break new ground with their added value. These can be products as well as services, and may come from very different industries, but the focus is always on the **user experience**: projects that **improve our lives** and **contribute to a better future**.



We are very proud to announce that the VK7 has been declared **a winner by the German consumer institute Stiftung Warentest!** Although the test's logo only applies to German-speaking countries (DE, AT, CH), this might be relevant information for you to communicate locally.

**You can talk about these awards in your
internal/external communications:
let them spark emotion and passion for our
products!**

Thermomix

VIP Club

In the whirlwind of change this year, we are ever more aware of the importance of belonging, commitment and recognition. With this in mind, we have come up with the idea of creating our first-ever VIP Club, the main objective of which is to recognise your efforts in developing your business in line with your targets (as defined with your sales managers).



By achieving your targets for specific activities that are running during the year, you will be entered into our VIP Club 2023.

Now, you may be wondering how it will benefit you! As with any club, this one will bring you privileges and rewards. You will be entitled to exclusive experiences, VIP treasures and special treatment during trips, as well as trophies and special mentions in our magazine.

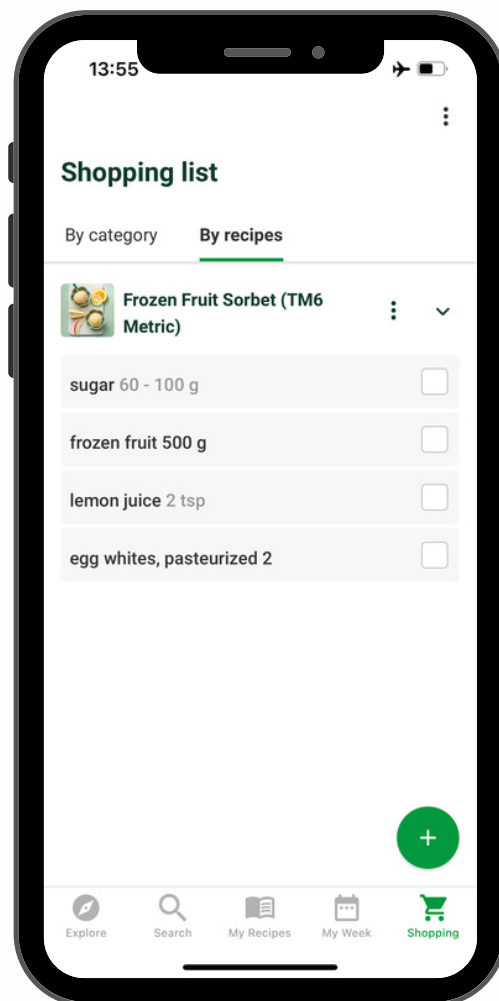
IDB have created two activities this year, mainly implemented by our Thermomix distributors: the **All-Time Record** and **Formula '23**. Our winners get to benefit from the VIP Club 2023. Next year, we will be onboarding our Kobold distributors, who will be participating in activities and joining the VIP Club 2024.

Cookidoo®

Offline Shopping List Goes Live!

The Cookidoo® Offline Shopping List was released at the end of May. Up until then, Cookidoo customers were unable to use the shopping list to tick off items in the app without an internet connection.

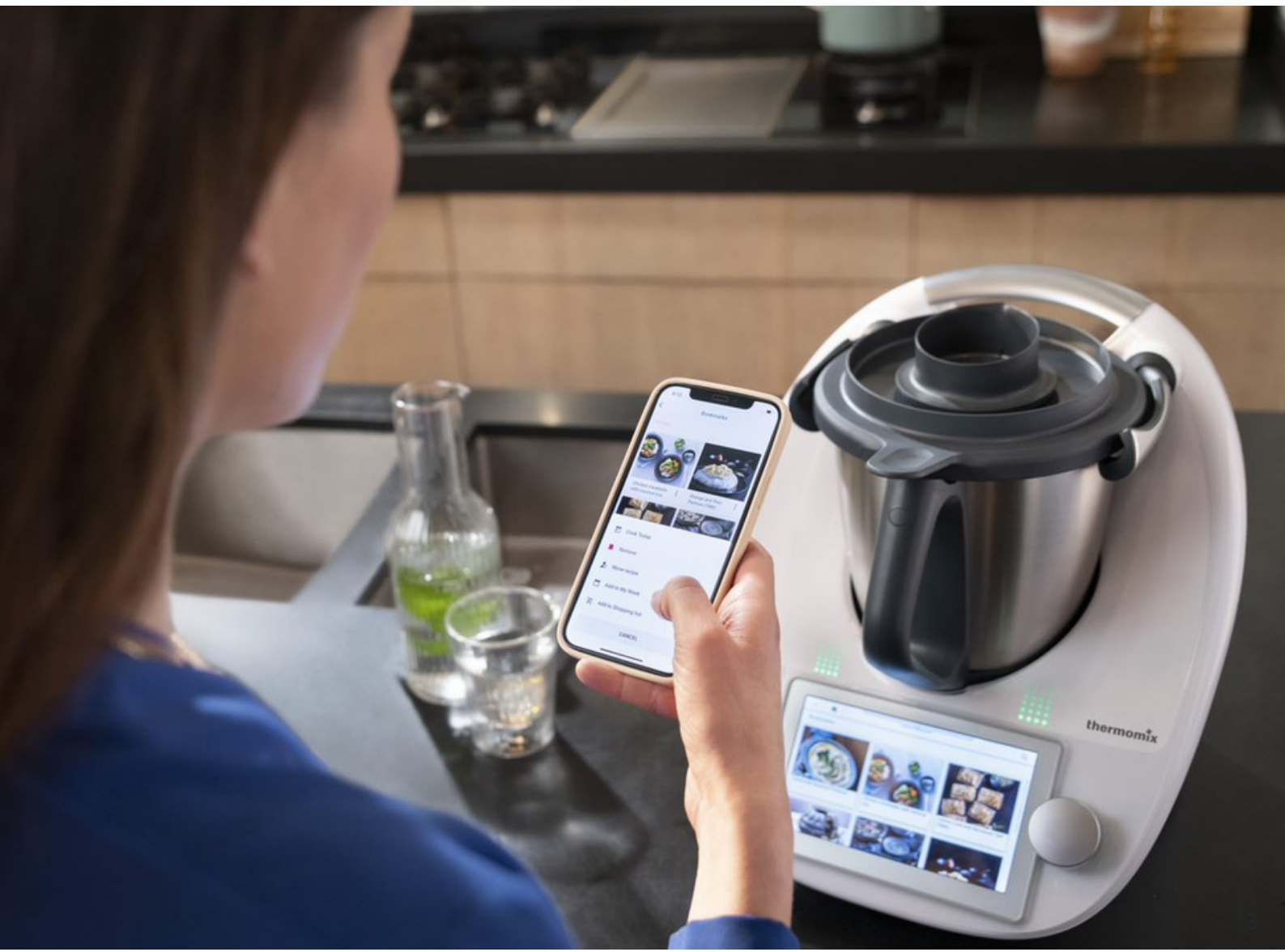
With upgraded functionality, the shopping list now allows cooking enthusiasts to access the ingredients they need for recipes they are planning, even when their internet connection is interrupted or when there is no internet connection at all. All changes are synced when the connection is re-established.



Business Success Guarantee with Cookidoo®

Endless inspiration for tasty food prepared quickly and easily for as many as you are at home today, following your own or your mom's recipe for Bolognese sauce – these are just some of the reasons we love to cook with Cookidoo®. Over 4 million subscribers around the world are convinced in the benefits of our recipe platform which makes Thermomix® more than a kitchen robot.

From this edition of the IDB Mag on, you'll find insights from the most successful Cookidoo® distributors among the IDB network sharing the answer to the question: **Why is Cookidoo® important for the business?**



"Cookidoo® is the digital
soul of Thermomix® - a
unique recipe platform
which no other
competitor offers,"

Ramona Wehlig, VP
Culinary Digital at
Vorwerk International





"We believe that every customer deserves the magic of a **Cookidoo® subscription to maximise how they use their Thermomix®**. No matter what Thermomix® model they own, Cookidoo® can help customers save time through meal planning and guided cooking options, save money through shopping lists, plus maximise their health and creativity with inspiration to continually expand their recipe repertoire. The more customers we have getting the most out of their Thermomix®, the more raving fans and positive stories we create!",

Brooke Long, Director Sales & Engagement, The Mix Australia



"Cookidoo® plays a crucial role in Romania as it **significantly contributes to the growth of Thermomix® sales**. To increase our sales, we rely on obtaining as many recommendations as possible. The key to motivating recommendations lies in increasing customer usage of Thermomix®, and Cookidoo® is the essential tool for achieving this. Our organization's investment in the Cookidoo® platform has proven instrumental in the success of our business,"

Zsolt Hollinek, General Manager H.L.K. TRADE SRL





News from the **Markets**

Recipe Spotlight

This time, the spotlight shines on a booklet titled **Weaning A to Z** (Η αλφαβήτα του απογαλακτισμού) from Cypriot distributor Eminentia – is it a personal aspiration or a necessity for the Cypriot market?

The first 500 copies of Weaning A to Z were published in July 2021, following Vorwerk's official template layout. Its aim was to simplify the different stages of introducing complementary foods to infants, according to reliable and up-to-date healthcare and nutrition resources.



Nastazia Solomonidou is a clinical and public health nutritionist and dietician – and importantly, she is also the recipe developer at Eminentia. Nastazia wanted to combine her professional knowledge of nutrition and weaning with the practicalities of using Thermomix® and saw an existing gap in the market as the perfect opportunity. Nastazia became a new mother herself as she was writing the book, and she wanted to share her own experience with other Thermomix® customers and new mothers so that they could cook for their infants the Thermomix® way; in other words, effortless, quick, tasty and healthy food.



The booklet contains 15 recipes, and each recipe corresponds to one of the four stages of weaning: 4–6 months, 6–9 months, 9–12 months and 12 months plus. The recipes were published on Cookidoo® along with the booklet's release.

A sample menu is included as well as a feeding chart for each stage. There are simple steps to follow, with weaning guidelines and different serving tips and ideas. Most importantly, the recipes have authentic local flavours and themes that will always win the appreciation of Cypriot mothers.



Weaning A to Z was offered as an incentive gift to advisors before it was made available to customers. The booklet has been well received by all: it created a buzz on social media, and sales took off. Today, advisors can use the booklet to offer new mothers (either existing or potential customers) local recipes and information on the topic of weaning...every niche is an opportunity for growth!

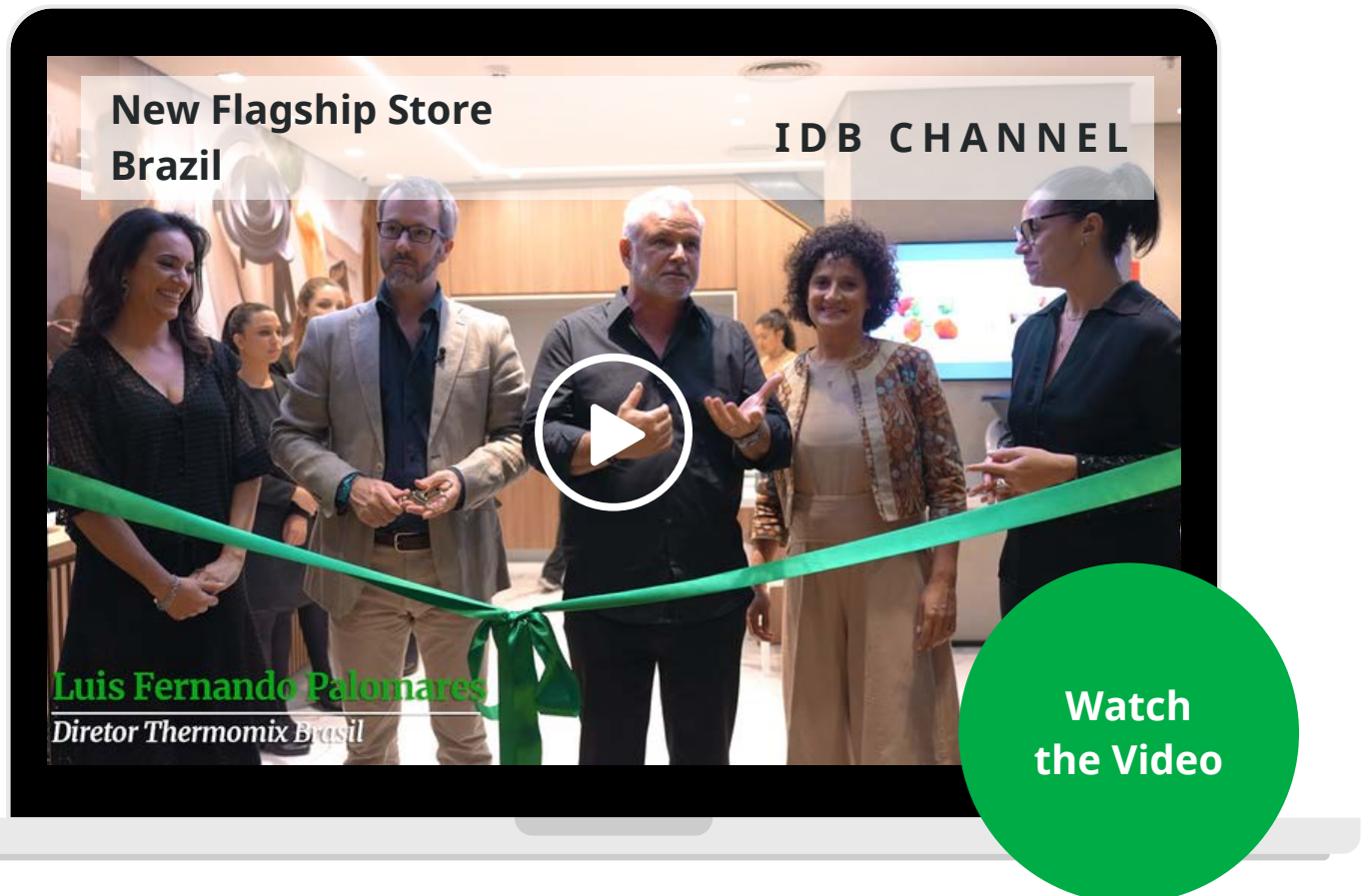
Kobold VK7 Launch Morocco

2nd June 2023

Casablanca saw the launch of the new Kobold VK7 by Moroccan distributor, Bien Être Allemand. It was an enthusiastic event, filled with music, dancing and food, and more than 360 guests from different parts of the country were invited, creating the perfect atmosphere to motivate the sales force. Our friends in Morocco are already hearing from customers that the new VK7 is freeing up more time for them and their families. Congratulations!



New Flagship Store Brazil



We are very proud to open our second showroom/office in São Paulo at a premium shopping venue called D&D in the heart of the city. This unique location is close to the Home & Design Shopping Centre, where more than 9,000 architects and interior design professionals work.

The location gives our salesforce in Brazil a unique opportunity to target potential customers in the middle-to-upper income bracket, who make up 15–20% of the local population, thanks to its amazing showroom. We have a new branch manager here as well as two salespeople, and of course, when we plan events here, we invite our advisors and team leaders to use this location too.

The launch took place on Saturday, 24th April 2023, an exciting day where Thermomix was introduced to the sales force, journalists, SoM professionals and many other special guests. In all, over 120 people attended the grand opening.

In a separate event on 17th May, we invited three well-known local chefs to cater for over 130 local architects and designers, an occasion held specifically for them. Each chef cooked three recipes from Cookidoo using the 'created recipe' feature, with dishes tailored to the architect and designer guests' tastes.

Chef Erick Jacquin – now a local celebrity, thanks to the Master Chef broadcast in Brazil – was also invited. Chef Jacquin is a big fan of Thermomix.

The event was held by the esteemed TV presenter, Cátia Fonseca da Band, who literally brightened up the day with her glamour and presence. Our regional sales manager also actively participated by delivering an engaging speech on the Thermomix brand, also welcoming the community to join this strong new business opportunity. Shortly after, we were delighted to welcome two new recruits...and even some new sales personnel by the end of the evening, although that was not the plan at all!



Natural Tech Fair Brazil



This is one of the biggest fairs of the year that took place on 14th – 17th June. We have taken part six times in the past few years, but because of Covid, many of these trade fairs had been all but shut down. Now that we are back, we can see a huge opportunity to grow our brand awareness amongst the Brazilian community and, of course, recruit and sell more products, too. We sold a fantastic 40 units of our TM6 model at the fair alone, and on top of that, we got well over 100 hot leads to follow both for sales deals and recruitment.



140-year Anniversary

Vorwerk is 140 years old! That means 140 years of passion and innovation that we are building on. Today Vorwerk is the top direct sales company across Europe and the world-leading direct seller of high-quality household appliances. In 2021, the group generated sales totalling 3.4 billion euros, setting a new company record.

We are just as happy that you, our dear Distributor Partners, can join us to celebrate our joint success. This success would not be possible without all our team leaders and advisors around the world.

Let's take a look at Romania, Hungary, and Brazil who celebrated our anniversary with a bang.

**140 Years Vorwerk
Romania**

IDB CHANNEL

Romania

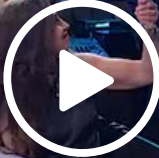
**Watch
the Video**

Hungary



**140 Years Vorwerk
Brazil**

IDB CHANNEL



Brazil

**Watch
the Video**

In Brazil, a party event was organised where more than 60 advisors and team leaders were received...all very excited and motivated, to have the opportunity to earn the Black Sparkling Edition. The highlight of the event was the announcement of the big incentive offered throughout the whole of LATAM for team leaders who reach their objectives – the 'Punta de Leste' trip. The launch was impactful, and it was followed by pre-sales to customers.



Formula '23 by IDB

The Formula' 23 is the first-ever Thermomix® competition within IDB in the month of June. For 5 weeks, your markets had to reach their sales target set individually with the IDB sales team.

But we wanted to spice up the competition and create a challenging but fun ambiance by pairing the markets into a head-to-head competition. The competition was only made possible by your participation, and you made it. All of you, 29 markets, embraced the race and competed hard against the other. And what a delightful surprise to see some of you driving so fast: almost 50% reached and some surpassed highly their sales target.

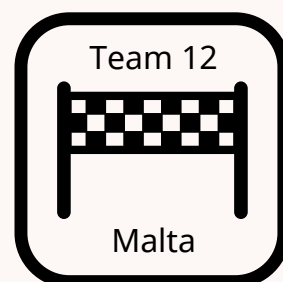
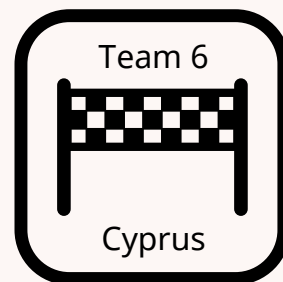
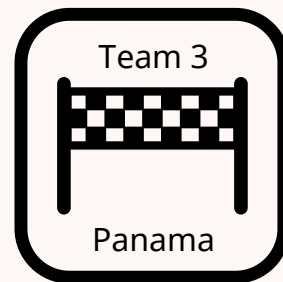
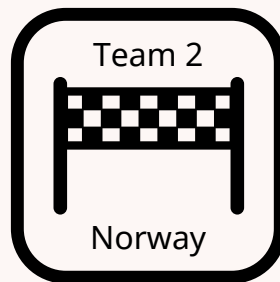


BIG CONGRATULATIONS TO:

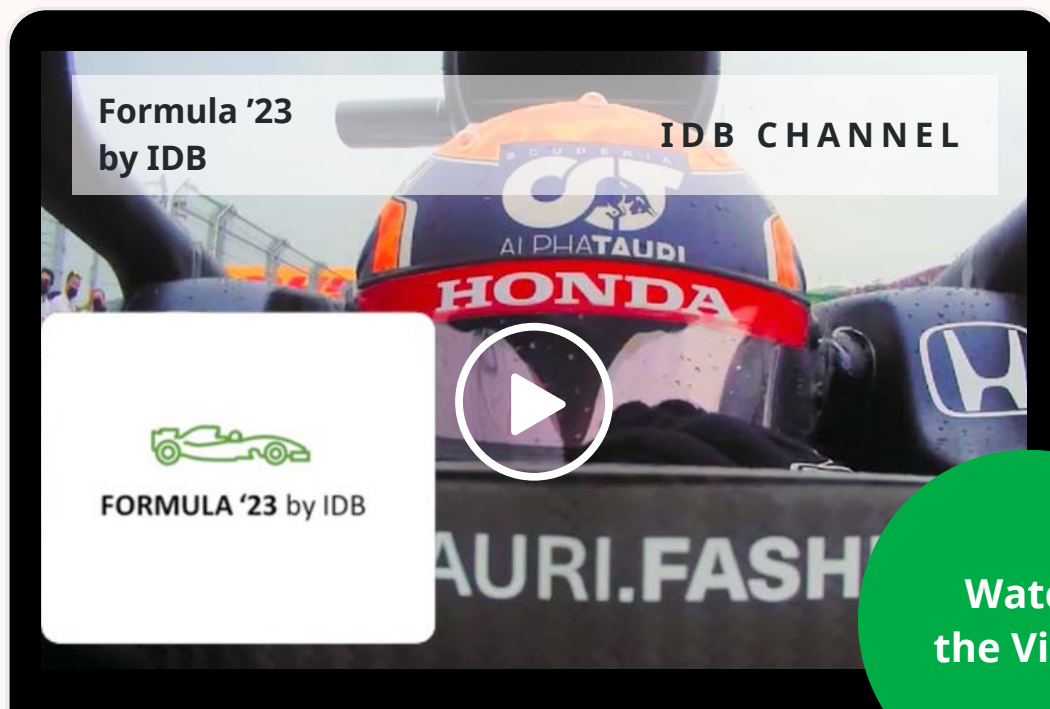
Beatriz  Argentina	Luis Fernando  Brazil	Ioanna  Cyprus	Kati & Jolanta  Estonia	Gaby & Paulina  Guatemala
JC Lim & Jenny  Malaysia	PJ & Joao  Malta	Grace & Grant  New Zealand	Zolt  Romania	
JC Lim  Singapore	Nicolas  South Africa	Mike  Thailand	Marios & Anthie  UAE	

We are very pleased to offer the winners countries two tickets each to attend in person the upcoming Grand Prix in 2024. Get ready to get your senses animated by the roaring gas from the racing cars!

How does the scoring look like in the head-to-head competition? You were 12 teams, and there is only 1 winner. Congratulations to:



As per rule, your respective opponent will surprise you with a local gift in the next two months.



Watch
the Video





Guatemala





Romania





VORWERK