



IDB MAG

Q3 2023

Published in Nov 2023



Welcome Letter from Robert

Dear Partners,

I would like to extend a warm welcome and express my sincere gratitude for the trust you have placed in us. These initial months at Vorwerk have been fantastic, and the experiences gained have left me more optimistic than ever before.

The discussions in both Düsseldorf and Punta del Este but also during calls and other meetings since June were truly remarkable.

I am eagerly looking forward to collaborating with you to shape plans for the future. My team and I are fully committed to working diligently to drive our business forward. We have a multitude of ideas and approaches that will undoubtedly contribute to our success. However, what's most important to us is doing it together with you.

Three key areas will be at the forefront of our discussions:

1. People
2. Activation, incentives, and recognition
3. Communication and training

We will engage in conversations with you on all of these aspects and collectively define the strategies to leverage these opportunities.

Let us take it to the tipping point!

Wishing you all a successful year-end business season.

P.S. Now is the time to start crafting the activation plan for 2024. To achieve different results, it's essential to do things differently. Please don't hesitate to reach out if you need assistance. Rest assured, we will also be reaching out to you.



Robert Hartung



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Best Performers Q3 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 Shirley Lacerda

Born & Raised

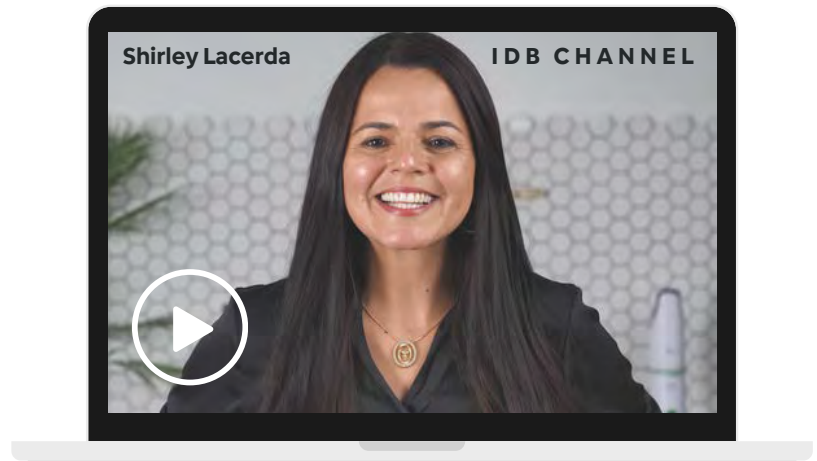
Salvador, Bahia - Brazil

Accounting Bachelor

Catholic University of Salvador

Self-motivated...

Tomorrow is another day.
In the end everything will be alright.



My Life

In a quick timeline

IDB Finance Director

at Vorwerk International

Wollerau, Switzerland: from 1 Sep 2023

Senior Controller

at Vorwerk International

Wollerau, Switzerland: 2020 - 2023

Accountant & Controller

at Vorwerk Portugal

Lisbon, Portugal: 2010-2020

Accountant

at Solução Fiscal Office

Lisbon, Portugal: 2008-2010

Accountant

at Group Paranapanema

Dias D'Avila - Bahia, Brazil: 1999-2008

Fun Facts

About me

I have two nationality...

Brazilian and Portuguese

I speak

Portuguese (native)

English (fluent)

German (Pre-intermediate)

Understand pretty well Spanish

My Family

Bruno is my husband, together we have 2 little boys, Guilherme 12 years and Gabriel 11 years, and 2 dogs Gema and Mathias.

Hello, I'm

Dominik Meisen

Born & Raised

Viersen & Remscheid, Germany

Master of Science

FOM Essen, Germany

Current Hobbies

Hiking, Motor Bike, Table Top Games



My Life

In a quick timeline

IDB Operations Manager at Vorwerk International

Wollerau, Switzerland - 2023

Supply and Demand Specialist at Vorwerk International

Wollerau, Switzerland - 2022

Project Controlling at Vorwerk Engineering

2019

Production Scheduler at Vorwerk Engineering

2017

Bachelor of Arts in International Management

2015

Fun Facts

About me

I am highly interested in Behavioral Economics

What motivates humans? What drives us? How do we take decisions? And how good or bad are these decisions? If you are interested in this I suggest reading "Thinking Fast and Slow" by Daniel Kahnemann or just play some Poker

I love dancing

My favourites are Cha Cha Cha and Rumba

I like competition and sports

And regularly watch F1, MotoGP and UFC as well as E-Sports such as Valorant

Kobold VG100+ Facelift

A 3-in-1 Device: the perfect solution to clean windows and most flat surfaces at home

Year 2022. A research agency in Germany was asked to run an online survey about Cleaning. One of the questions was "which household cleaning task is the least fun?" well, 46% of respondents answered, "window cleaning", followed by "fridge cleaning". No surprise!

Cleaning windows require proper tools, and exterior windows are often difficult to reach. But people want clean windows and surfaces, otherwise less light will be able to come to the space and the home will appear dark and dirty. So, probably having the proper tools matter.

3-in-1



At IDB we are happy to present the Kobold VG100+. The traditional VG100 received a major update in terms of design and usability, offering additional surface cleaning possibilities at home.

What is new? The Descaling Agent is the new detergent that cleans surfaces such as tiles and shower walls to remove limescale while leaving a fresh fragrance.

It is solvent-free, so no vapours are produced in the room. It works with the new Softfibre Cleaning Cloth, specially designed to be used on delicate surfaces like kitchen cabinets, glossy cupboards or acrylic panels.



Benefits:

- Easy, streak-free cleaning.
- Compact, lightweight and user-friendly.
- Window and surface cleaning, all in one.
- Saves time: three in one. Because the proper tools matter!

The upgraded VG100+ offers high performance results with so little time and effort. Just 5ml of detergent and 80ml of water are needed to clean approximately 20m². The VG100+ offers three working steps in one device: first it moistens, then it cleans and finally dries the surface, all in one go and only one machine.

Thermomix

Regional Meetings in Germany & Uruguay

In September and October 2023, we held two Regional Meetings for Thermomix®: on 13th and 14th September in Düsseldorf, Germany, with the European and UAE Distributors and on 17th and 18th October in Uruguay with the LATAM Distributors.

The main objective was to come together, aligned on our vision, unified in our collaboration, and determined to grow further.

You heard it from our new SVP Robert Hartung "IDB is your committed partner, dedicated to enhance your business endeavours".

With this in mind, we have organized two days during which we had the opportunity to share an exciting cooking experience using the new Thermomix® accessory: Sensor®. Robert shared also his vision on how to work together under the prism of listening, understanding and developing together. Words that everyone can relate to.

Robert expressed a strong desire to achieve this collaboration that ties into being focused, working analytical, welcoming advisory, accepting challenges and being inspiring. In relation to this, he shared with all of you the "Tipping Point" book by Malcom Gladwell that explores the factors that cause ideas, trends and behaviours to spread like wildfire, transforming society. Hopefully a great source of inspiration for you as leaders.





Marketing:

You were all onboarded early this year with the new Thermomix® Sensor and each of you have received a sample to try out. However, we wanted to have a common cooking session to showcase better the product usability and its benefits:

- Reduced attention, stress and effort.
- High precision for success guarantee
- Better results
- Better time management
- Multifunctionality

Together we cooked and tasted savoury and sweet recipes from Almond crusted salmon with tagliatelle, through to Jerk chicken with mashed potato, Sun-dried tomato bread to Classical banana bread. From our exchange during and after the cooking session, we can certainly confirm that we extend Thermomix® success guarantee and the Guided Cooking experience outside the Thermomix® TM6.

Since the Sensor® is part of TM6 ecosystem, it should be shown during the standard product demo, and what is a better idea than to showcase it with a bread dough?

The Sensor® is being launched from April 2024 in your markets, so let's work together to prepare the go-to market!





The second key topic in the hands of Marketing was dedicated to Cookidoo®, the digital soul of Thermomix®. With this session we not only gave you an overview of the exclusive ecosystem and its impact for the business as the unique selling proposition of our cooking multi-talent device, but we also started a long-term dialogue about sustainable business growth possible only with Cookidoo®.

The discussion around the challenges and opportunities we currently face was a natural continuation of the informal chats with many of you during the two dynamic and activity-packed days. Your interest and readiness to put more focus on Cookidoo® in your markets will surely support the success of the Cookidoo® Growth Strategy we presented.

Besides the multiple marketing actions planned to positively impact the results of your markets, we also need your support to ensure its ultimate success as a major pillar of the strategy. And this starts with your commitment to continuously publish recipes in local language and properly train your salesforce.

As with any partnership, ours is also one where we need each other to succeed, where we are stronger together.

Sales:

The year 2022 was a challenging year, which taught us to be more focused, disciplined and more inspiring.



The Sales Team presented the sales results in comparison to the previous year and also current sales force size figures were shared. The reality is showing us that we should stop dreaming and be proactive, trying new things and keep the proper company's rhythm. If we want to win Q4 2023 and 2024, like in a tug of war, we need to keep the rhythm: recruitment, recruitment, sales; recruitment, recruitment, sales.... But how to do it?

Plan properly and stick to the plan for the whole year as Shirley pointed out. When targets are set, the next step is to provide supportive tools to our Sales Force.



This means by using Activity planner, and identifying Advisor and customer campaigns in all different touchpoints.

The last step is to involve the whole sales force and build a target-oriented company through the activities.

The IDB Team was also happy to present in advance the Sales and Marketing Road Map for 2024 to contribute and support you in your local sales and recruitment activities.

Meeting the best Team Leaders in Uruguay

The IDB team in Uruguay had the privilege to stay one day longer to meet the best Team Leaders and Branch Managers from Latin America.

What a pleasure to see their commitments! They were keen in listening to Robert's vision, refreshing their Cookidoo knowledge and learning more about its potential to boost Thermomix sales, digging into the effective tools to achieve sustainable growth.

Special thanks to all the Latam markets who connected us with their best salesforce: a lot of good vibes and energy that we bring back to the entire IDB team.

This reunion was an excellent platform to congratulate your commitment and efforts during this demanding year 2022.





Düsseldorf



Uruguay

Let's have a look at the best markets in 2022 in 3 categories:



Top 3 in the category "EU Sell-out % vs Previous Year":



Top 3 in the category "Recruitment absolute growth vs Previous Year"



Top 3 in the category "Team Leader on file absolute growth vs Previous Year"



Congratulations to all of you for your hard work and your ongoing commitment.

This year a new leadership award was created to recognise attitude and aptitude in thinking out of the box.

And the award goes to: Romania!

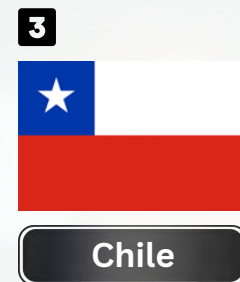




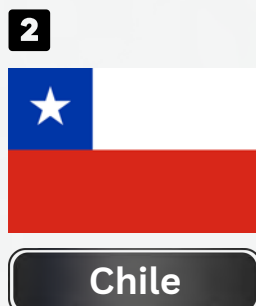
Top 3 in the category "LATAM Sell-out % vs Previous Year":



Top 3 in the category "Recruitment absolute growth vs Previous Year"



Top 3 in the category "Team Leader on file absolute growth vs Previous Year"





And the new leadership award goes to: Argentina!



VIP CLUB

2023



This year for the first time, we have created a VIP Club. In those turbulent time we are living in, RECOGNITION is an important part.

With so much change and uncertainty affecting workplaces globally, it can be easy to forget that PEOPLE are at the centre of any organisation's success.

Strategic PEOPLE recognition is critical for cultivating an environment where both PEOPLE and the business thrive, for ultimately reach SUCCESS.

Congratulations to: Ioanna from Cyprus, Kati from Estonia, to Zoltan, Andrea and Bettina from Hungary, PJ and Joao from Malta, Zsolt and Alina from Romania, Deon from South Africa, Anthie and Marios from UAE, Luis Fernando from Brazil, Beatriz from Argentina, Santiago from Uruguay, and Gabriela and Paulina from Guatemala for having achieved and surpassed your sales targets for the two initiatives this year: All Time Record and Formula 23.

Keep thriving!



Business Success Guarantee with Cookidoo

Endless inspiration for tasty food prepared quickly and easily for your family today, following your own or your mum'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 of the benefits of our recipe platform which makes Thermomix® more than a kitchen robot.



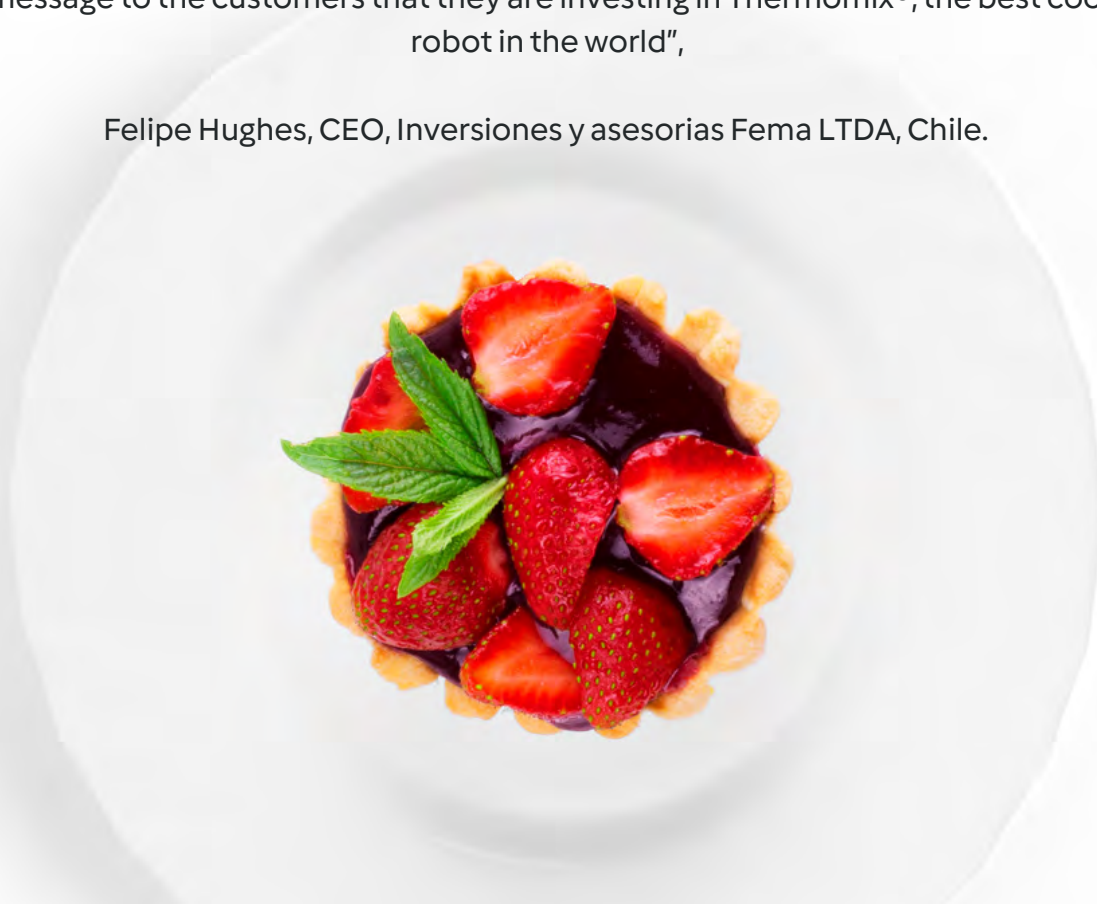
Why is Cookidoo® important for the business? Follow our section to see what the most successful Cookidoo® markets among the IDB network and key Cookidoo® experts have to say on the topic.

"Our recipes are the heartbeat of Thermomix®! Only through Cookidoo® recipes with Guided Cooking can the full potential of TM6 be unlocked. Relevant recipes in local language offering the best culinary experience are a key asset for a successful and sustainable Thermomix® business: more recipes in local language make Cookidoo® more attractive and more customers will be encouraged to subscribe and renew",

Bastiaan Visser, Recipe Coordinator, International Distribution Business.

"Cookidoo® takes our customers to a new dimension in home cooking. From the comfort of their home and at any time, it helps them feel like eating in the best restaurants in the world. Cookidoo® plays a key role for our business – it allows our sales force to reinforce the message to the customers that they are investing in Thermomix®, the best cooking robot in the world",

Felipe Hughes, CEO, Inversiones y asesorias Fema LTDA, Chile.



"TM6 is not just a premium innovative kitchen appliance like the previous Thermomix models. It is a whole new concept in which Cookidoo® plays a major part – the exclusive recipe platform differentiates TM6 from the competition. This is why we put a lot of effort in training first our advisors and consequently our customers to realise the advantages of Cookidoo® and use it as much as possible. Cookidoo® not only helps customers save time and money. The digital recipe platform is a way to reach the younger digitally savvy generation, people with special dietary needs and those who want to create their own recipes. On top of that, our TM6 customers love that all popular Cypriot recipes are on the platform and can be easily prepared with the step-by-step Guided Cooking. When you buy a Thermomix, you make an investment and if you do not use Cookidoo® you miss out on the return of your investment",

Ioanna Pita, Managing Director, Eminentia Trading Ltd, Cyprus.





News from the Markets

Recipe Spotlight

Argentina

Argentina launches local recipes on
cookidoo.international



Answering the question "What is for dinner?" has never been so easy for Thermomix® owners in the land of tango, asado and fútbol: since early October, twelve exciting collections with 130 local recipes developed by Tharsa's Recipe Team – our distributor in Argentina – are waiting to be discovered and enjoyed!

Over the past ten months, RDPF specialist Gabriela Gonzales has meticulously prepared the collections and recipes for their launch with the support of IDB. The recipes have been selected from previously published and Thermomix® approved cookbooks such as "Cocina Argentina", "Repostería" or "Cocina Keto", and then been reviewed, updated, digitalised and completed with Guided Cooking.

Once finalised, the recipes have then been combined to collections of 10 to 15 recipes each. With cover images added and the final quality checks completed, they were ready for release. The official launch date was 2nd October during the Monday Meeting, where the Salesforce enthusiastically welcomed the exciting news.

Now customers can find on Cookidoo® their favourite local recipes and beloved Argentinian classics such as a hearty Locro, the ever so popular Salsa Chimichurri, crunchy Alfajores or a decadent Tarta de Dulce de Leche – simply by selecting the country filter "Argentina".

The cherry on top: no need to flip through the pages of a cookbook anymore – Thermomix® with Guided Cooking shows exactly what to do, step by step. Even advanced dishes are made easy with Guided Cooking and the most inexperienced cooks will be preparing authentic local dishes they never would have imagined possible in their own kitchens!

We congratulate General Manager Beatriz Macaya and her team on achieving this important milestone and we look forward to many more delicious collections to come.

Demo Campaign Australia

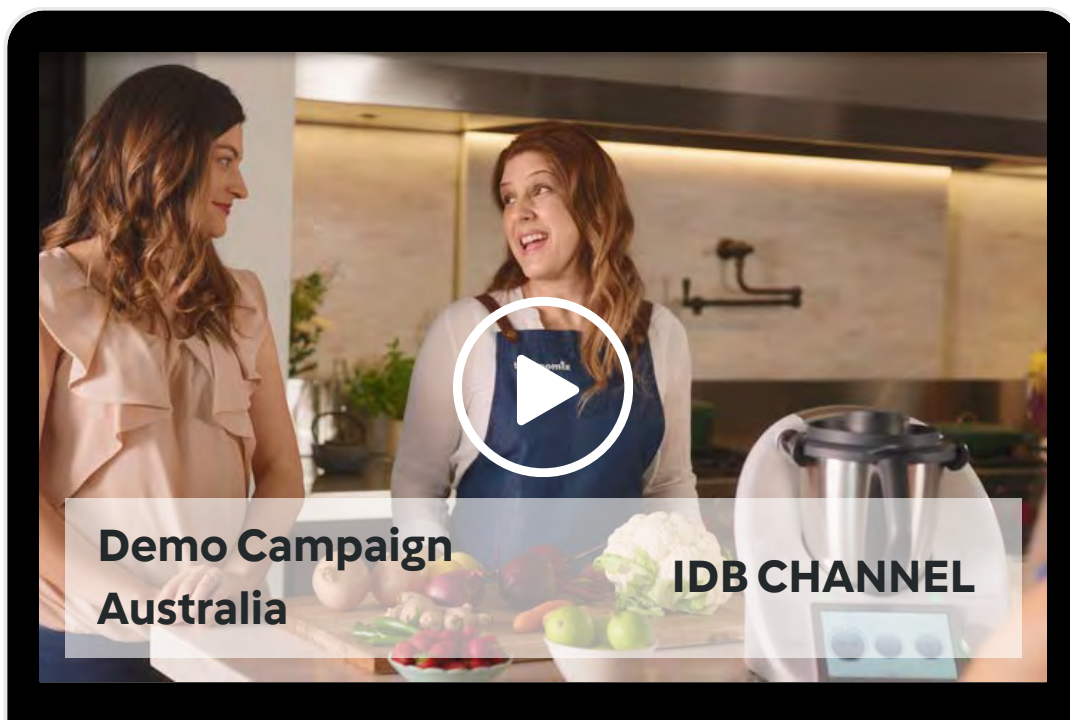
We would like to share with you one interesting campaign that Thermomix Australian Team launched recently. The campaign is called **Test Drive a Thermomix**. The main goal of the campaign is to hire Advisors as the main stars of the Thermomix demo. The other goal is to explain to the prospects who have never experienced the Thermomix demo before, what this is all about and what they can expect.

The language of "Test Drive a Thermomix" is a really familiar comfortable language, understandable by everybody, just like what you do with a car before you purchase it.

It is an example how we should communicate with prospects and customers who are not part of the direct sales world and might not understand the words there are basic for us (for example: demonstration, booking the demo, host, recruitment).

The videos are published on our website, YouTube and social media and in collaboration with Influencers. Advisors can promote those videos and also use them as a supportive material during their demo booking process.

Please join us and get inspired by Australian **Test Drive a Thermomix** campaign.



Test drive a Thermomix today



With friendly and helpful advice, your dedicated personal Consultant has the insight to help you make the most of your Thermomix®.

Whether you're a new customer, or have had your Thermomix® for years, hosting a demo with your Consultant is the best way to learn more about Cookidoo®, accessories, cooking modes, recipe conversion, and so much more.

Ready to be inspired? Get in touch with your Consultant to book a Demo today.

Don't have a Consultant? Visit thermomix.com.au/demo

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