



IDB MAG

Q4 2023

Published in Feb 2024

Welcome Letter from Robert

Dear IDB Partners,

I trust you all had a delightful holiday season. Wishing each of you a prosperous and healthy 2024. As we embark on this new year, let's reflect on what we aim to change.

Doing the same will yield the same results, and merely tweaking isn't often enough. I maintain that we possess outstanding products. The key often lies in the consistent execution of our sales strategy.

In my extensive experience, three habits are pivotal in direct sales:

1. Sell
2. Recruit
3. Build Leaders

While there are nuances in between, focusing on these three pillars during times of change prompts us to ask: Does my action contribute to these themes?

Let's showcase our offerings—clear and compelling communication is often all it takes. Do you recall why one should become a team leader? Can we articulate this attractively? Is our Salesforce aware of our expectations? Success also hinges on the right focus and consistency. Time is finite—24 hours a day—requiring us to prioritize effectively and consistently.

I believe we have exciting initiatives for the start of 2024, and together, we'll strive for shared success.

Together, we are stronger!



Robert Hartung



Index

Welcome Letter from Robert	<u>2</u>
Best Performers Q4 2023	<u>4</u>
News from Vorwerk	<u>7</u>
New Employees	<u>8</u>
IDB Success Summit 2024	<u>12</u>
Sustainability Achievements	<u>14</u>
Sensor® Best Practice from Germany	<u>16</u>
Bem-vindo ao Cookidoo®!	<u>18</u>
Cookidoo® Served	<u>20</u>
Improved Cookidoo® Conversion	<u>22</u>
Kobold German Design Award	<u>23</u>
News from Markets	<u>25</u>
Post-visit Interview in Wollerau	<u>26</u>
Factory Tour as Incentive	<u>29</u>
Second Bowl Promotion	<u>30</u>
Vorwerk's Strategic Move	<u>35</u>

Best Performers Q4 2023



Sales

1. Portugal: **7,748**
2. Slovenia: **3,047**
3. Romania: **1,176**



% of Growth vs PY

1. Romania: **29.1%**
2. Belgium: **9.3%**
3. Slovakia: **8.4%**



Recruitments

1. Portugal: **46**
2. Slovenia: **32**
3. Romania: **18**



TL Nomination

Romania & Slovakia: **1**



Sales

1. Australia: **8,251**
2. Belgium: **5,996**
3. Kazakhstan: **4,247**



% of Growth vs PY

1. Malta: **215.6%**
2. Uruguay: **82.6%**
3. Brazil: **23.1%**



Recruitments

1. Kazakhstan: **268**
2. Romania: **261**
3. Australia: **248**



TL Nomination

1. Kazakhstan: **13**
2. Greece South: **4**
3. New Zealand: **4**





News from Vorwerk

A close-up photograph of several large, vibrant green leaves. The leaves have prominent veins and are covered with small, clear water droplets, suggesting they have been recently watered or are in a humid environment. The lighting is bright, highlighting the texture and color of the foliage.

New Employees

Hello, I'm Stefan Link

Born & Raised

Ahlen, Germany

B.A. International Studies in Management

Bielefeld University of Applied Sciences

Cracow University of Economics



My Life

In a quick timeline

Sales Development Manager IDB at Vorwerk International

Wollerau, Switzerland: from Nov 2023

Business Development / Campaign Management

at Acardo Group AG

Dortmund, Germany: 2020 - 2023

Business Development at TicketPAY

Hamm, Germany: 2019 - 2020

Business Development at LR Health & Beauty

Ahlen, Germany: 2015 - 2019

Graduated with B.A. from HSBi

Bielefeld, Germany: 2015

Certified Bank Clerk

at Sparkasse MSLO

Münster, Germany: 2010

Fun Facts

About me

- I love to travel. My top 3 destinations so far: Azores, Iceland, Norway
- 2 x Ironman Triathlon Finisher

Voluntary service for a home for children in Hockley, TX (USA)

During my voluntary service for Boys and Girls Country in Texas one of my responsibilities was to organize the fair Spring Festival on campus.

I am a huge fan of Kings of Leon

This band was already at the peak of their career. Nevertheless, the songs to me are exceptional. Therefore I try to see the band as often as I can until they don't perform live on stage anymore.

Entrance Management for EDM Festival

During my time at TicketPAY I was in charge to manage the entrance at the EDM festival Parookaville for 300k visitors.

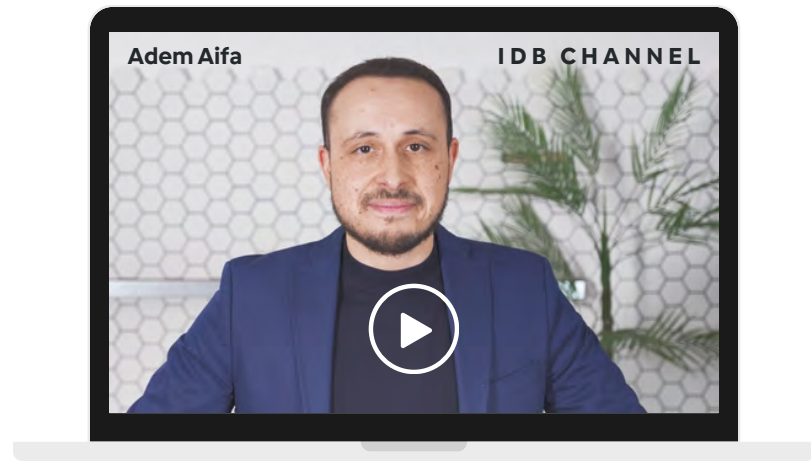
Hello, I'm Adem Aifa

Born & Raised

Lyon, France

Master of Sales & Business Management

ECEMA Lyon



My Life

In a quick timeline

Regional Sales Manager EMEA, IDB at Vorwerk International

Wollerau, Switzerland: from Nov 2023

Regional Manager Middle-East at Juice Plus

Dubai, UAE: 2018 - 2023

Sales Manager France at Tiens

Lyon, France: 2017 - 2018

Business Manager France at Amway

Lyon, France: 2013 - 2017

Sales Manager France at Euralam pharma

Lyon, France: 2009 - 2013

Fun Facts

About me

- Big fan of sports (football, MMA...) and cinema.
- I am French with North African roots.
- I am married and having 2 beautiful daughters of 2 and 5 years old.
- True passionate about direct selling since I started my professional career 15 years ago.
- I love to learn and discover new cultures, which match perfectly with my job.
- Fun fact: I played with my favorite footballer, Zinedine Zidane during a charity game.

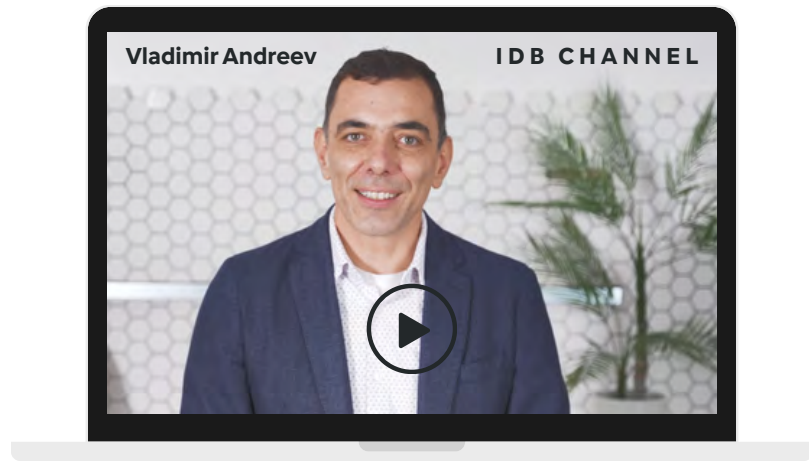
Hello, I'm Vladimir Andreev

Born & Raised

Sofia, Bulgaria

MBA

HULT IBS



My Life

In a quick timeline

Sales Controller IDB

at Vorwerk International

Wollerau, Switzerland: from Nov 2023

Global Marketing Controller

at La Prairie Group

Zurich, Switzerland: 2020

International Sales Manager and Sales Controller

at Incos Ltd.

London, UK: 2016

Started MBA Studies

at HULT IBS

London, UK: 2012

International Regional Sales Manager

at AROMA PLC

Sofia, Bulgaria: 2005

Started Bachelor Studies in Finance

at UNWE

Sofia, Bulgaria: 2003

Fun Facts

About me

I speak three languages

Bulgarian (native), English (fluent), German (intermediate) I thought I understand German until I came to Switzerland.

I achieved full body transformation

In 8 weeks I lost 28kg using only a couple of apps. Haven't gained a single kilo in 4 months. Compare the photo with my current face. Open to share my experience. Next challenge – quit smoking.

I am a fan of F1

The only sport I watch alone.

I have lived in 4 countries

Bulgaria, United Kingdom, China and Switzerland.

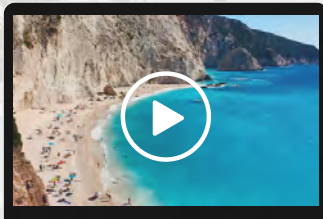
Vorwerk IDB Success Summit 2024

Exciting News

Introducing the Global "Vorwerk IDB Success Summit 2024" for Thermomix® distributors! Exceptional Team Leaders and Branch Managers across participating countries have the chance to embark on an unforgettable journey to the heart of European culture: Greece!

Winners will indulge in the luxury of a reserved 5-star resort exclusively for Vorwerk, where they'll connect with international Vorwerk management and revel in success alongside like-minded peers.

The Vorwerk IDB Success Summit is strategically designed to focus on recruitment, enhance the allure of Team Leaders, and activate Branch Managers. As we collectively drive towards making the Summit a resounding success, envision this event becoming an annual highlight on our calendars.





The Power of Recruitment:

- **Team Strength and Diversity:** In direct selling, recruitment crafts a diverse, skilled team, elevating overall performance and adaptability.
- **Market Expansion:** A critical driver of growth, recruitment broadens our market reach, unlocking new demographics and maximizing sales potential.
- **Sustainable Success:** Effective recruitment establishes a continuous cycle of motivated individuals, forming a resilient and self-sustaining business model.

The Role of Team Leader:

- **Key to Growth:** Team Leaders play a pivotal role in propelling team growth through effective duplication, coaching, and mentorship, fostering a scalable and successful direct selling organization.
- **Motivational Driver:** In the realm of direct selling, Team Leaders serve as the motivational force behind sales teams, ensuring sustained enthusiasm that directly translates into increased productivity and success.

Join us in making the Vorwerk IDB Success Summit 2024 a defining moment in our journey towards excellence!

Sustainability Achievements

Protecting the climate means protecting people! At Vorwerk, we use electricity from renewable energy sources, continuously reduce our own CO₂ emissions, avoid waste, and recycle. By protecting our environment, we are safeguarding our home.

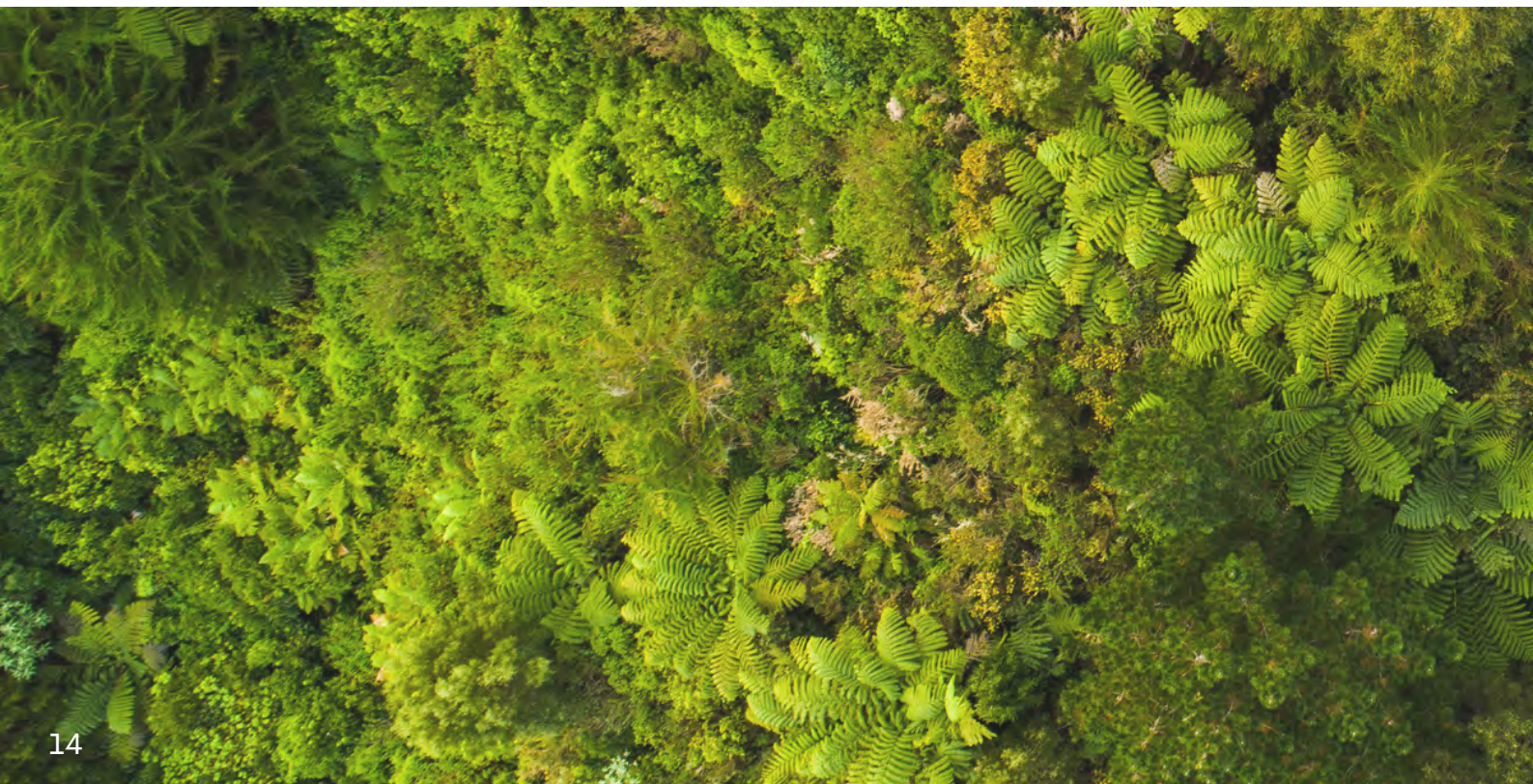
Since 2016, we have been climate-neutral, reducing our own CO₂ emissions by 55%. We offset the remaining, currently unavoidable emissions by investing in climate protection projects certified with the internationally recognized Gold Standard. Our aim is to continue reducing our CO₂ emissions on an ongoing basis. By 2025, we want to increase the reduction percentage to two-thirds compared to the base year 2016. We are also working towards reducing emissions in our value chain by 20% by 2030 (base year 2021).

Green Energy

Switching to renewable energies is one of the most important levers in realizing our climate protection goals.

At our three production sites, we purchase 100% green electricity with guarantees of origin. At all other Vorwerk locations, we are continuously expanding our use of green electricity. We also demand the same from our most important suppliers and business partners.

We are investing in our own photovoltaic systems at our locations worldwide. In 2022, we generated a total of around 386,180 kWh of electricity with them. The future of mobility is electric.



Vorwerk has therefore revised the company car policy and has already electrified around 60% of the Vorwerk company car fleet in Germany (excluding field service). We plan to gradually convert our company cars to electric mobility worldwide and establish alternative and sustainable mobility concepts. Vorwerk is continuing to expand the charging infrastructure at its own locations and among its employees for cars and bicycles.

Climate-Conscious Management

New energy-saving machines were purchased in the plastic injection molding plant in 2021, which reduce electricity consumption and cut CO₂ emissions by 350 tonnes per year.

In the new production halls in Wuppertal-Laaken, we use the waste heat from the machines for heating, thus reducing gas consumption. We avoid waste and recycle materials throughout our production process. While metals often have a high recycled content, plastic is often produced from scratch.

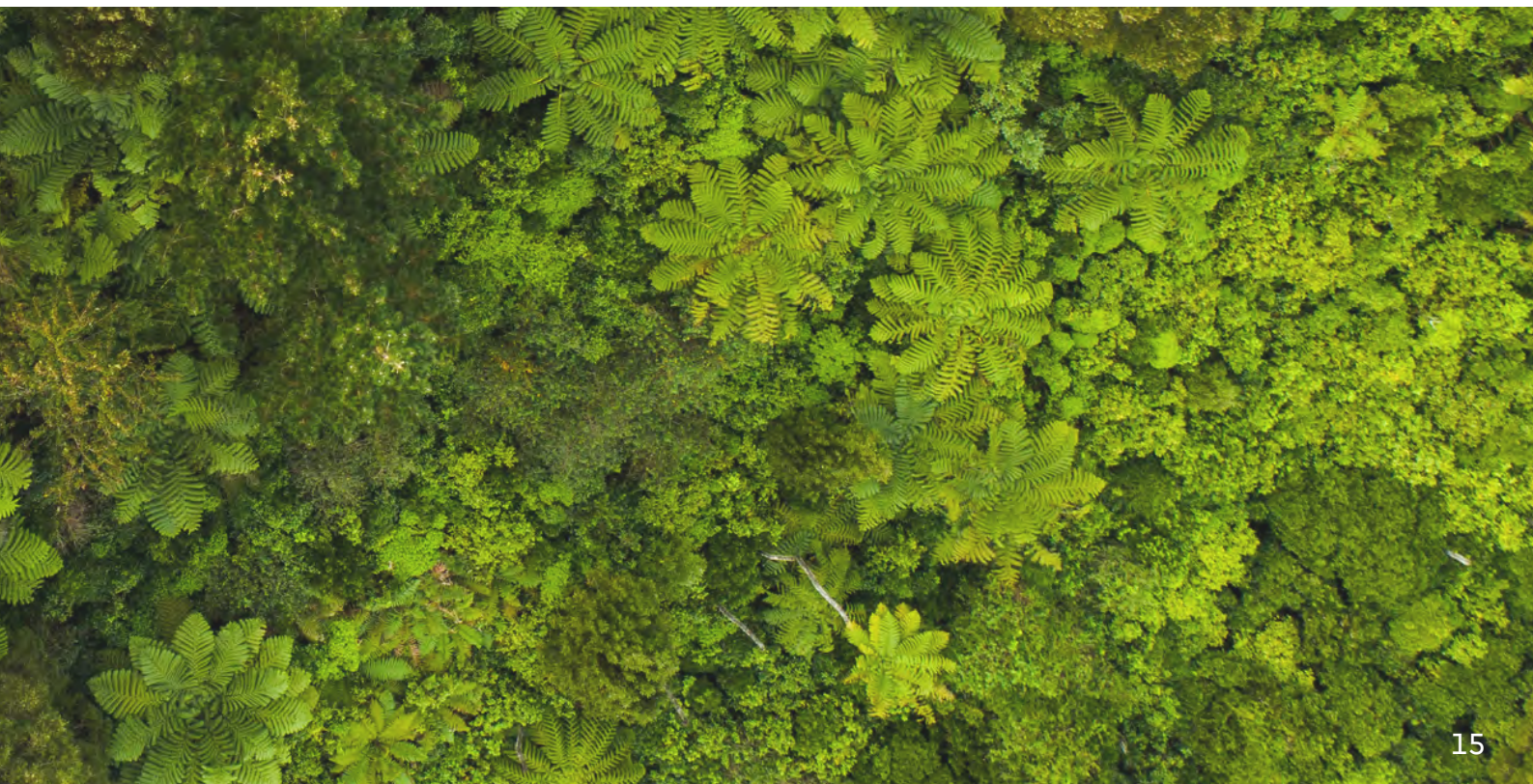
We want to change this by collecting production waste in new plastic mills since 2020, shredding it, and feeding it back into the injection molding machines. In this way, we are increasing material efficiency.

We are currently testing the use of recycled plastic in a pilot project with the VK200 handheld Hoover and are also promoting new circular business models through the Circular Valley® project.

Our efforts are recognized through environmental and energy management systems certified to ISO 14001 (environment) and ISO 50001 (energy) at all production sites in Germany, France, and China.

Most importantly, our employees are passionately involved in our sustainability management, where many of them contribute ideas to make their day-to-day work more sustainable.

We are all very proud of our continuous efforts towards a sustainable environment, investing in our climate, our homes, and our lives!



Thermomix®

Sensor® Best Practice from Germany



Best
practice
from
Germany

We're stoked to share the buzz about our latest release, the Sensor®! It's been an exciting journey, and we want to give you the lowdown on how our colleagues in Germany paved the way for success.

A Comprehensive Approach: Training the Thermomix® Way

Our German counterparts have set a remarkable example with their thorough approach to introducing the Sensor®. The process began in September with a focused training program for Branch Managers, ensuring that they not only understood the intricacies of the new accessory but also had hands-on experience to bolster their confidence.

Following this, a dynamic sales event was organized for Team Leaders on September 29th, providing them with a comprehensive understanding of the Sensor®. This session was designed as a "train-the-trainer," equipping Team Leaders with the knowledge needed to effectively onboard and support our valued advisors.



Advisor Onboarding: Transforming Knowledge into Action

The next month was dedicated to onboarding their dedicated advisors. Armed with the knowledge imparted by Team Leaders, advisors were given a 4-week window to immerse themselves in the features and benefits of the Sensor®. This period not only ensured a smooth transition but also allowed our advisors to become true ambassadors for this groundbreaking product.

Hostess Gift Strategy: A Win-Win Proposition

The Sensor® isn't just a cool gadget; it's a sweet Hostess Gift. Customers were encouraged to throw at-home demos to provide an excellent opportunity for potential customers to experience the Thermomix® magic firsthand.

As an added incentive, hostesses can acquire the Sensor® for an exclusive price of 99€ when a guest purchases the TM6 during the demo. This strategy not only boosts sales but also fosters a sense of community and excitement around our Thermomix® brand.

The Road Ahead: Sharing Success Stories

As we roll out the Sensor® globally, let's tip our hats to our German colleagues. Their approach was grounded, and effective, which hopefully will be a source inspiration on how we can make a real impact in our customers' kitchens!



Bem-vindo ao Cookidoo®!

A special Christmas present was delivered to Thermomix® customers in Brazil mid-December: for the first time, Cookidoo.international is also available completely in Portuguese! Besides traditional Brazilian recipes, Cookidoo® subscribers will now find a selection of thematic pages and articles in Portuguese right at their fingertips, enhancing their Thermomix® experience.

In a joint effort between IDB, Vorwerk International and TMH do Brasil, we laid the groundwork for a comprehensive customer journey across the Thermomix® ecosystem, whether on TM6, computer, tablet or smartphone.

Brazilian Thermomix® customers can now see for themselves that Cookidoo® is more than just a recipe platform: bursting with tips and tricks, helpful functions and features, cooking techniques and latest trends it is a fun, informative and time-saving source of inspiration. Not sure how scaled recipes work? Read all about it on Cookidoo®. Want to learn the secrets of home-cooked jams and preserves? Check the article on Cookidoo®. With more content added every month and over 85000 recipes in +20 languages, a Cookidoo® subscription will pay off in no time!





O que é a proteína?



imensas receitas para ajudar nesta questão!

A proteína é um macronutriente; um nutriente que nos fornece energia. Criada pelos "elementos constitutivos" chamados aminoácidos, a proteína é essencial para as funções do organismo, incluindo o crescimento, o desenvolvimento do cérebro e ossos saudáveis. Fatores como a idade, peso, níveis de atividade e gravidez podem afetar a quantidade de proteína que o corpo necessita. A proteína também é o macronutriente mais saciante para o deixar satisfeito e saciado, proporcionando um peso corporal saudável. A boa notícia é que pode ser fácil ingerir a quantidade necessária de proteína se incluir alimentos com elevado teor de proteína na sua alimentação, e nós temos

Receitas com elevado teor de proteína



Costeletas de borrego e puré de ervilhas e espinafres



Frango Tex-Mex e salada de quinoa



Salada de cevada com frango e beterraba



Salada de rosbife com molho de malaguetas e coentros





What did you get Served this year?

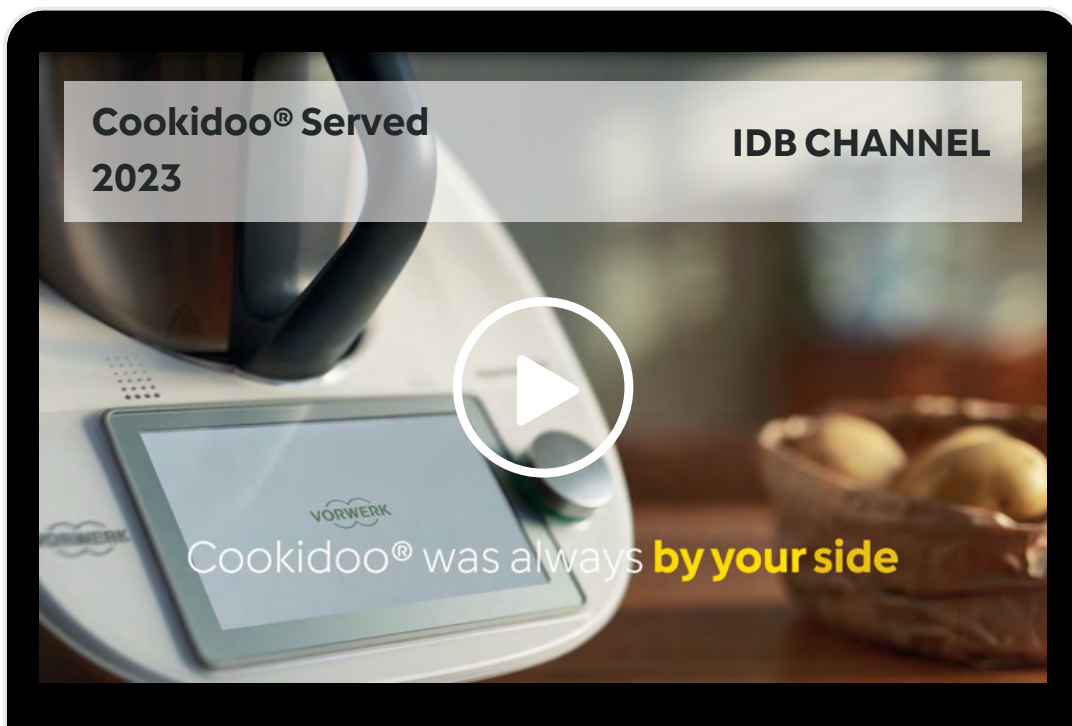
In 2023, throughout a year of evolving trends, you asked yourself "What shall I cook today?" and Cookidoo® was always by your side. Between 14 December and 8 January over 1 million customers globally enjoyed a look back on their cooking with Served, the special end-of-the-year Cookidoo® mobile feature presenting fun personalised facts about the usage of Thermomix® and its recipe platform.

Last year, every 12 seconds someone in the world started a step-by-step Cookidoo® recipe. Together we effortlessly crafted more than 369 million homemade dishes – that's the US & Canada population combined! We used over 5000 different ingredients in our recipes and we lived our busiest Cookidoo® month in October.

Thank you for sharing another year of **wow** moments with us!

- Additional opt-ins to TM Usage Box increased by 84%
- In 2023, every 12 seconds, someone in the world started a step-by-step Cookidoo® recipe
- Opt-ins for newsletter and platform usage tracking consents **more than doubled**





TIPS

Want to gift the personalised experience of Served in 2024?

Plan the necessary communication towards the salesforce and customers to ensure they are eligible for the Happy Path experience. They should meet 3 criteria:

- Be an active paying Cookidoo® subscriber or within their 6-month free trial
- Have a connected device (TM6 or TM5 with a connected Cook-Key)
- Provide device usage, marketing and app tracking consent

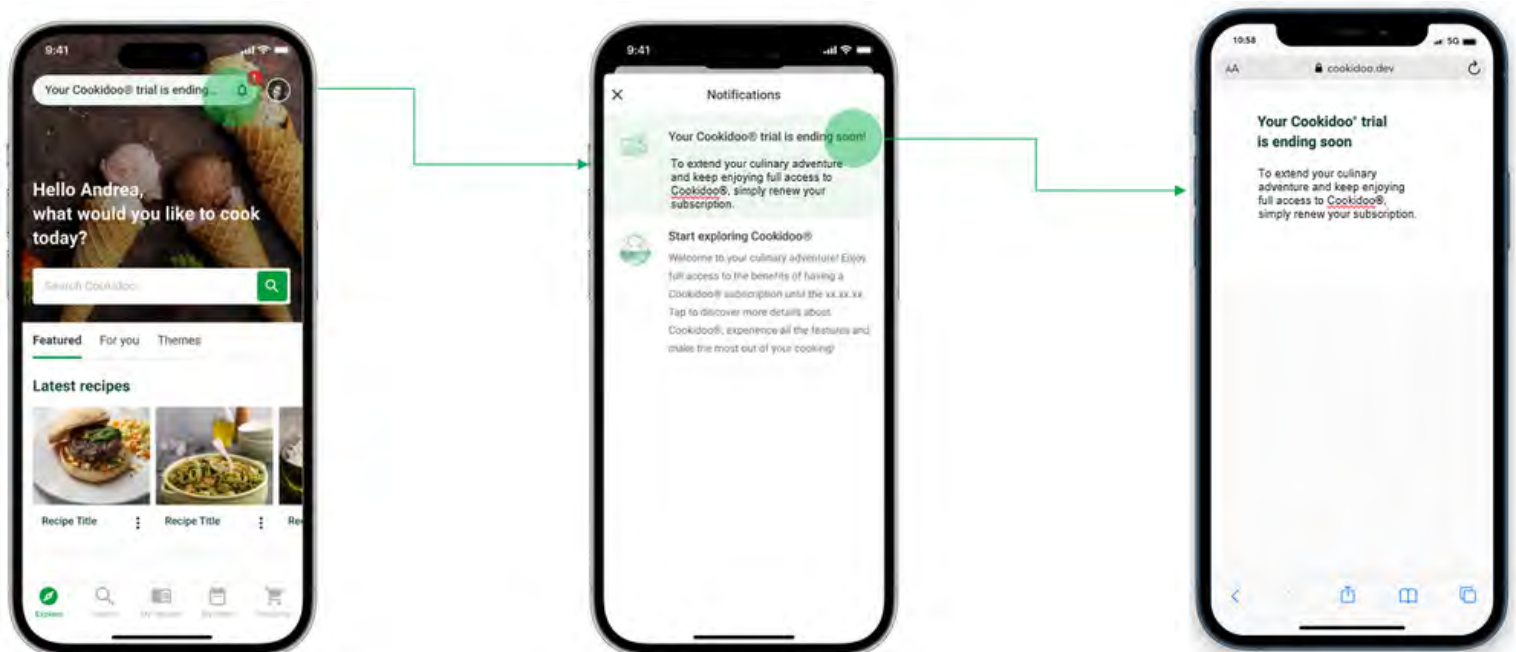
Q4 Cookidoo® Updates

Improved Cookidoo® Conversion

In 2023 Cookidoo® took centre stage for Vorwerk. Within the second half of the year, multidisciplinary teams actively worked on different initiatives to boost the percentage of people subscribing after the expiration of the free trial period. Among these initiatives was the improved conversion communication across different touchpoints. The latest iOS and Android release for the Cookidoo® app brought not just technical improvements, but also novelties for the Conversion Boost Feature (ICC 1.2).

What is the Conversion Boost Feature about?

"I did not know my trial expired" is among the top reasons stated by users for not subscribing for Thermomix®'s recipe platform. A Notification Center is now enabled in the mobile app to improve conversion communication. With this change a bell next to the profile picture appears notifying customers where they stand in their registration and trial journey, so they are better informed and supported in the decision to subscribe or not.



Kobold

German Design Award

And the winner goes to....Kobold VK7 System!!



Yes! At IDB we are very happy to share the great news: the **VK7 Modular Cleaning System** received the **2024 Design Winner Award** in the category of Excellent Product Design Household. The new Kobold cleaning system consisting of VK7 and VR7 is the perfect cleaning duo, offering innovative devices and accessories, completely battery-operated and ahead of its time in terms of innovation and design.

This is the second time our Kobold® VK7 is awarded; in 2023 the VK7 won the **German Innovation Award**.

The German Design and Innovation Awards honors innovative achievements that break new ground through their added value. These may be products as well as services and they 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 will share in a separate email the logo and guidelines. This award logo can be used to promote Kobold VK7 in your communication material (digital and printed) without restrictions.







News from the Markets

Post-visit Interview

Reflecting on Your Wollerau Experience

In the ever-evolving landscape of global commerce, staying ahead of the curve is paramount for any business. Robert and the Sales Managers have gathered at a distributor's venue to review the 2024 sales strategy collaboratively.

This review not only acknowledges past accomplishments but also paves the way for a dynamic and responsive sales strategy that will navigate the respective complexities of the markets and ensure sustained growth in the coming year.

In November 2023, we were delighted to welcome Camilla from Denmark, Luis Fernando from Brazil, and Nadja & Gregor from Slovenia for intensive sessions in our office in Wollerau.

We are genuinely excited to glean your insights from the meeting, and beyond that, we're keen to know the action points you plan to implement upon your return to your home country.



**1. How exactly did this meeting in Switzerland meet your expectations?
What were your expectations and how satisfied you are with
answers/positions/discussion/follow-up?**

Camilla:

"The meeting surpassed my expectations in many aspects. Engaging and collaborative discussions covered key points thoroughly, leading to insightful talks on new strategies. The anticipated insights into company culture and team dynamics were met, creating a welcoming atmosphere at the office. The genuine interest of everyone in Denmark's business landscape made me feel exceptionally welcome. Meeting team members in person, like Bastiaan and Virginie, was a pleasure and enhanced future collaboration."

Luis Fernando:

"Stepping into your new building for the first time after being away from Switzerland since its inception was truly a delightful experience. The sight of Vorwerk's New Modern Offices left me thoroughly impressed. The 3-day workshop with the entire IDB Team was highly productive. Despite focusing mainly on tasks with my Sales Manager and Robert, we made a conscious effort to explore other departments. This allowed us to engage in meaningful discussions about current and future for Brazil Thermomix®."

Nadja & Gregor:

"We are actively working on increasing sales force recruitment to guarantee sustainable and organic growth of the Business."



2. What did you like most about visiting us in Wollerau?

Luis Fernando:

"It was heartening to hear from my Sales Manager that this new approach of involving us in Vorwerk visits will be a recurring practice. I completely support this initiative and look forward to participating in future engagements. Count me in!"

Nadja & Gregor:

"We were delighted that our arguments were also heard, and we sensed a mutual desire for progress in the business relationship between Parnad and Vorwerk. We left the meeting exceptionally satisfied, primarily due to the different approach."

Camilla:

"The meeting left me highly motivated with numerous ideas and fantastic energy. I was thrilled by the openness to think creatively and collaboratively find solutions. The acknowledgment of market differences and the willingness to understand our specific needs in Denmark were particularly remarkable. The discussions and brainstorming exceeded my expectations, ensuring a significant contribution to our 2024 objectives and plans."

3. Can you share the 2-3 levers identified during the meeting, that you will implement in 2024?

Nadja & Gregor:

"We are actively working on increasing sales force recruitment to guarantee sustainable and organic growth of the Business."

Camilla:

"In our recent business meeting, we prioritized recruitment as a critical factor for our 2024 business growth. We specifically discussed the implementation of hiring a small, dynamic sales team with clear objectives – a group defined by its youthful energy and innovation. This new team is expected to bring a fresh and positive vibe, contributing significantly to our recruitment and sales success."

Additionally, we engaged in an open and creative brainstorming session about increasing awareness, recognizing it as another key driver for success in the coming year. We are now actively working on implementing the ideas generated during the discussion."

Luis Fernando:

"Anthony, Robert, and I are currently conducting a comprehensive review of our business across all levels. Our primary focus is on initiating crucial changes in Sales Commissions, Bonus schemes, and the TL program. I concur that enhancing the TLs Program is paramount. We aim to make it more robust and appealing to both the public and our existing Sales Force. The goal is to inspire individuals to consider this aspect of the business as a pathway to becoming our future TLs. Last but certainly not least, our upcoming initiative is aptly named CRAZY 2024. Under this banner, we are set to unveil unprecedented deals across all levels, strategically boosting not only the size of our sales force but also our overall sales figures."



"We appreciate your positive mindset during your visit, and your feedback is genuinely invaluable to us, and for that, we extend our heartfelt thanks."

- IDB Team -

Exclusive Factory Tours

As an Incentive for Salesforce

As part of our commitment to collaboration, and recognition, we are excited to introduce the opportunity for our Distributors to organize exclusive factory tours for their Salesforce.

Since the debut of the innovative Visitor Centre at Elektrowerke in Wuppertal in September 2022, we've opened our factory doors to thousands of Vorwerk's and selected external visitor groups. This immersive two-hour tour allows participants to better understand the Vorwerk world, fostering a deeper connection with our brand.

Now, we give you the opportunity to extend this prestigious experience to your top Team Leaders, transforming it into a powerful incentive and motivational tool.

Last October, we extended this invitation to those attending the German Area conference, and the feedback confirmed that the experience was not only exciting but also enriching.

Recognition and Motivation: This incentive becomes a powerful motivator for the Team leaders, encouraging them to go above and beyond in their roles.

Deeper Company and Product

Understanding: Team leaders benefit from a comprehensive understanding to provide informed advice to clients, reinforcing their expertise and credibility in the eyes of those they serve. Ready to organize your next incentive trip to Wuppertal? Connect with Saskia Schröck, saskia.schroeck@vorwerk.de, the guest manager of the Visitor Centre, who will guide you through the seamless organization process.

As a bonus, consider combining this experience with an overnight stay at the exquisite Villa Mittelsten Scheid, the family home, owning Vorwerk.

Elevate your team's success with an unforgettable journey into the heart of Vorwerk excellence!



Thermomix® Second Bowl Promotion

A booster for your sales

In the closing quarter of 2023, Vorwerk IDB proudly introduced the game-changing "Thermomix® Second Bowl Promotion" – a sales booster designed to claim the title of the "Best Bowl Promotion of the Year."

Why the buzz? The advantages of owning two bowls for Thermomix® users are crystal clear: a seamless cooking flow without interruptions. It not only saves precious time but also offers unparalleled convenience. As one satisfied user put it, "Once you've got an extra bowl for your Thermomix®, you'll wonder how you ever managed with just one!"

Numerous countries have already seized the opportunity to roll out the second bowl promotion, while others are set to kick off in January or soon in the first quarter of 2024. Here, we're excited to share feedback from some of these dynamic markets:



Guatemala & Panama – Empowering Distributors Amidst Challenges

The conclusion of 2023 presented great challenges for our dedicated distributors in Guatemala and Panama, exacerbated by various political complexities that impacted business operations. However, a strategic move proved to be a powerful catalyst in overcoming adversity.

During tough times, our distributors in Guatemala and Panama received a boost from our second bowl promotion. Customers purchasing a Thermomix® were given a free second bowl,

offering a valuable incentive and helping maintain sales in challenging conditions.

Despite challenges, Guatemala and Panama demonstrated resilience and adaptability. The second bowl promotion not only boosted sales but also highlighted our commitment to supporting distributors during tough times. These initiatives reinforce our dedication to empowering teams and building lasting partnerships.





Romania's Multifaceted Thermomix® Promotions

In a strategic move, Romania harnessed the power of the second bowl promotion and introduced three distinct campaigns tailored to various purposes.

1. "Thermomix® for You" (For New Customers):

From October 4th, 2023, to January 16th, 2024, a tempting offer awaited new customers – a 50% discount on the purchase of a Thermomix®, coupled with the opportunity to acquire a second bowl at a fraction of the cost.

2. "We Are Singing at 2 Mixing Bowls" (For Existing Customers):

During October 2023, existing customers were treated to an exclusive opportunity. Hosting a minimum of one demo in October paved the way for them to receive a complimentary second bowl. Additionally, achieving two sales or recruitments within the months of October and November unlocked this fantastic reward.

3. "Mixing Bowl for the Team" (Internal Promotion):

Crafted for Team Leaders and Sales Advisors, this internal promotion sparked teamwork and spirited engagement. Participants had the chance to earn a complimentary second bowl by accumulating at least 6 points within a dynamic 6-week period, running from November 1st to December 15th, 2023.

4 Points: Sales and/or recruitments (1 recruitment = 2 points; 1 sale = 1 point)

2 Points: Attending 3 Monday Meetings during the campaign + Sharing the Thermomix® Team Spirit through 3 impactful social media posts.

These diverse promotions showcase Romania's commitment to catering to the unique needs of both new and existing customers, fostering a collaborative spirit within its dedicated teams.

Chile's Second Bowl Promotion to Offset Price Increase

Between December 11th and 24th, Chile executed the enchanting "Navidad Mágica con Thermomix®" (Christmas Magic with Thermomix®) promotion. Notably, this period coincided with a price adjustment for the Thermomix® in early December. In a strategic move to alleviate the impact of this price increase, customers were delighted to receive a complimentary second bowl with their Thermomix® purchase.

This promotion not only softened the effects of the price adjustment but also added an extra layer of joy for customers during the festive season.

Chile's commitment to customer satisfaction and adaptability shines through, turning challenges into opportunities for both celebration and value.



Navidad **mágica con Thermomix**
Thermomix® blanca o negra + Vaso completo de regalo **¡Tú eliges!**

Promoción válida desde el 11/12/23 al 24/12/23 o hasta agotar stock.
Valor Thermomix \$1.497.000, valor referencia vaso completo \$235.000

Forma de pago	Valor mensual	Cuotas
CMR Falabella	\$41.584 cuota mensual	36 cuotas
Sonziónder	\$62.375 cuota mensual	24 cuotas
Todos los bancos	\$83.167 cuota mensual	hasta 18 cuotas

El mejor robot de cocina del mundo, se paga solo.

thermomix
VENTAS

Hungary's Record-Breaking Month in 2023

November 2023 marked an unprecedented milestone for Hungary, establishing itself as the best month ever.

The driving force behind this exceptional achievement? The month-long spectacular success of the second bowl promotion.

Customers were thrilled to receive an additional bowl for free with their Thermomix® purchase, elevating their culinary experiences.

The strategic timing of this promotion significantly impacted sales, with some anticipated December sales seamlessly transitioning to November.

Customers seized this advantageous offer in preparation for the upcoming festive season, ensuring that their kitchens were well-equipped for a memorable Christmas celebration. Hungary's outstanding performance in November 2023 is a testament to the impactful synergy between promotions and customer demand.



Vorwerk's Strategic Move

Mini-Size Branches to conquer White Space

Vorwerk is unveiling a groundbreaking strategy to conquer untapped markets—mini-size branches, or Studios, spanning around 80 square meters. This innovative approach not only reflects Vorwerk's commitment to adaptability but also showcases a prudent approach to investment in areas where establishing large showrooms may not be feasible.

Vision Behind the Strategy

Vorwerk's Studio concept stems from a keen observation of white spaces, where the brand aims to establish a tangible presence. The compact design emphasizes efficiency and flexibility, providing team leaders with the tools to curate product offerings based on local preferences. This approach is in line with the objective of connecting with the communities.

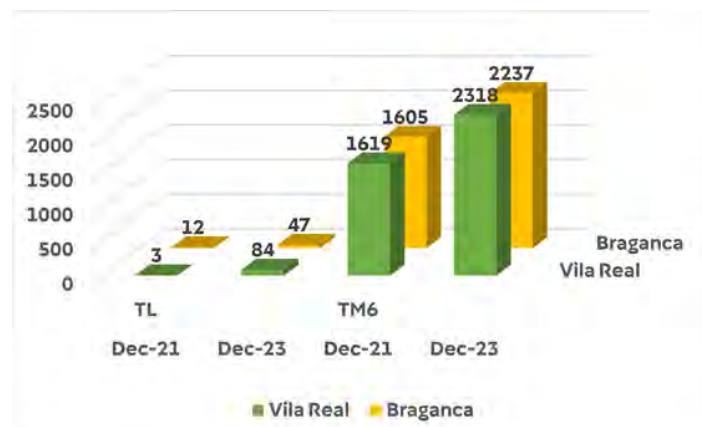
Cost-Effective Expansion

Opening mini-size branches mitigates financial risks associated with traditional expansion methods. This streamlined approach allows Vorwerk to test markets in diverse locations. If successful, these Studios can pave the way for scalable and sustainable growth.

Conclusion

The strategy allows the brand to maximize reach while minimizing financial risks, ensuring Vorwerk remains synonymous with growth and flexibility in a dynamic market.

Portugal has introduced the concept of the mini-size branch in the towns of Vila Real, and Braganca, in the north of the country, with a total of respectively 79,188 and 54,837 inhabitants. The Team Leader recruitment and consequently the TM6 sales are spectacular, in both towns.





VORWERK