

A soft-focus background featuring a still life with Easter decorations. On the left, a white ceramic cup sits on a saucer. In the center, a small blue ceramic rabbit figurine with a white fuzzy collar stands on a white plate. To the right, a white ceramic vase holds a bouquet of pink and yellow tulips. In the upper left, a decorated Easter egg hangs from a string, and another egg is visible in the background.

IDB MAG

Q1 2024

Published in April 2024

VORWERK

Dear Team, let's build **momentum**!

I hope this message finds you all revved up as we charge into the second quarter!

The first quarter witnessed some of us excelling in recruit numbers, while others are still establishing themselves in that domain.

I want to take a moment to strip away the noise and get down to what really matters: our **main objectives** right now are twofold – **ramping up our recruit numbers** and **nurturing fresh talent** to become tomorrow's leaders.

Let's cut out the distractions and **focus** on these **key goals**.

Anyway, let's not sugarcoat it – **building momentum** requires work. But let me tell you, it's worth every ounce of effort. Together, we'll pave the way for success and make strides that we can all be proud of.

Regardless, if you're feeling overwhelmed or need some guidance along the way, remember that **we're here to support you**. Whether it's brainstorming ideas, offering resources, or providing mentorship, we've got your back every step of the way.

I've been blown away by the innovative plans and initial execution steps I've seen to expand our reach. Take, for example, the **inspiring work** happening in **Manila** and **Bangkok**. The branch concepts being developed there are truly one-of-a-kind, showcasing the creativity and dedication of our brand-new distributors.

Exciting news – our competition for the **Greece summit** is officially **underway**! I can practically taste the adventure already. Can't wait to hang out with our top advisors in such an incredible setting. It's bound to be an experience we'll never forget!

Here's to a second quarter filled with **drive, determination, and plenty of wins!**



Robert Hartung



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Q1 Highlights in numbers



Brazil

- Recruitments **+206%** vs PY
- Units sold **+40%** vs PY



Kazakhstan

- Recruitments **+45%** vs PY
- Units sold **+21%** vs PY



Indonesia

- Recruitments **+530%** vs PY
- Units sold **+63%** vs PY



Philippines

120 recruits

In second quarter of operations



Q1 Highlights in numbers



Slovenia

- Recruitments **+57%** vs PY
- Units sold **+18%** vs PY



Romania

- Recruitments **+28%** vs PY
- Units sold **+31%** vs PY



Happy 40th
anniversary

Johnny has been making Norway **greener** for 40 years

Earlier this month Trimakk has celebrated both the company's ,
as well as Johnny H. Bjerkli's **40th anniversary**.

Who better than Johnny to tell us this amazing Vorwerk Story?



The 1980's : The Trybo's era :

When Nord-Trønder Johnny Husbyaune sold his first Vorwerk in April 1984 as part of what was intended for a summer job at Trybo-Norsy, no one could have imagined what a commitment this would turn out to be. Shortly after having moved as South sales manager his department accounted for as much as 52% of the total turnover of Trybo AS.

In January 1986, he also hired Myriam Halden as his business partner but who also turned out to be his life partner. They got married, and took the surname Bjerkli after the maiden name of Johnny's mother.

After a few years of success and growth, Trybo AS experienced major changes. The founder had passed away in 1985, the company was sold to an external owner.

He tried to convert the salesforce to sell other products but underestimated their loyalty towards Vorwerk products. This strategy change led Johnny H. Bjerkli and several other salespeople to quit their jobs and the company was declared bankrupt on August 14, 1991.



Johnny H. Bjerkli and Erling Larsgård on stand during the Trybo era in the 1980s.

1990 : THE entrepreneurial period

When Vorwerk's then export director Robert Humbel saw that Norwegian orders came to a complete halt because of the new ownership structure in Trybo AS, he contacted Egil Nordby, the former CEO of Trybo AS. Being 60 at the time, he did not see himself in a new start-up. However, he made sure to put Vorwerk in contact with the sales managers he believed could bring the business back to life.



Box stacking during the great entrepreneurial period of the 1990s.

Arne Madsen, Tore Engen and Johnny H. Bjerkli whose fascination for Vorwerk was still alive, quit their current job to make the Norwegian market great again. By creating a cost-effective, flat structure keeping fixed costs and liabilities to an absolute minimum, sales grew and remained at a high level throughout the decade.

The Millenium, a challenging turnpoint:

After having gone through a rough patch and suffered a solid setback during the two-three year long pandemic, and a few organizational changes; Trimakk nevertheless showed great signs in 2023 and 2024 that it is about to mobilize for another growth period.

Johnny's tenacity shaping the future

Johnny H. Bjerkli has been the primary organizational builder since 1988, and has always prioritized a lean administration, low fixed costs and a robust equity structure that has made Trimakk a particularly tenacious player in direct sales.

Johnny is the one who has influenced Kobold for Norway the most, and after surviving hundreds of salesmen and always found a way to re invent the business, he deserves all possible credit for the effort, dedication and foresight he has contributed as he too begins his fifth decade of green blood in his veins.



News from Vorwerk



Workshop IDB team highlighting **Strategy 2024**

On January 30th and 31st, the International Distribution Business team gathered for an immersive **two-day workshop**, meticulously designed to unveil the roadmap for Strategy 2024. In an atmosphere charged with collaboration and goodwill, the team dove headfirst into the future, sculpting a vision that will shape the course of international development.



IDB's teams – Sales, Marketing, Operations, and Controlling – rocked the stage, shared their **strategic initiatives**, each contributing to the overall growth and success of the International Distribution Business!

Global Minds Converge: Spanning diverse backgrounds and expertise, our dynamic team converged to identify key initiatives for 2024 that align with the evolving landscape of global development. The workshop served as a melting pot of ideas, fostering a mix of ideas and perspectives to formulate a strategy that resonates globally.



Growth

Existing markets
New markets
New products
Marketing support

Substance

Healthy relationships
Robust processes
Strong team

Culture

Attitude
Behavior
Ownership

Collaborative Brainstorming:

Teams analyzed together challenges, proposed solutions, and envisioned a future where the IDB drives positive change. Collective intelligence was harnessed for actionable strategies.

Mission and Values Redefined:

Revisiting the core mission and values, the workshop provided a platform for the team to redefine the essence of the IDB.

"Together, we inspire growth, embrace change, and make a difference".

As the workshop ended, the IDB team emerged empowered and energized, armed with a clear vision and strategic initiatives that will shape the organization's trajectory for 2024.

The IDB's Strategy 2024 is not just a plan—it's a commitment to building a brighter future. Stay tuned as the IDB team brings this vision to life.

Together, we shape the future!



Thermomix®





Exclusive Easter merchandise for Advisors

Exciting news for our dedicated sales force! For the first time ever, the IDB proudly presents exclusive merchandising items, available for the Easter period to excite our sales support.

These unique items are not available for the customers, but only for our exceptional sales force. They should be a small token of your appreciation for the hard work and dedication your sales champions bring to the table.

We hope they enjoyed it!



New

Cookidoo® Created Recipes now you can **share them!**

Thanks to Created Recipes feature, one can create, import or modify their created recipes, save them all in one place and cook with their Thermomix®. With the new sharing function, the Cookidoo® experience has been taken to the next level. Importing recipes has never been easier, and cherry on the cake, you can now share them with customers, family and friends.

Sharing your creations – an opportunity for **advisors to shine:**



Be recognised

Advisors and customers who create and personalise their favorite recipes can now get recognition for their work.



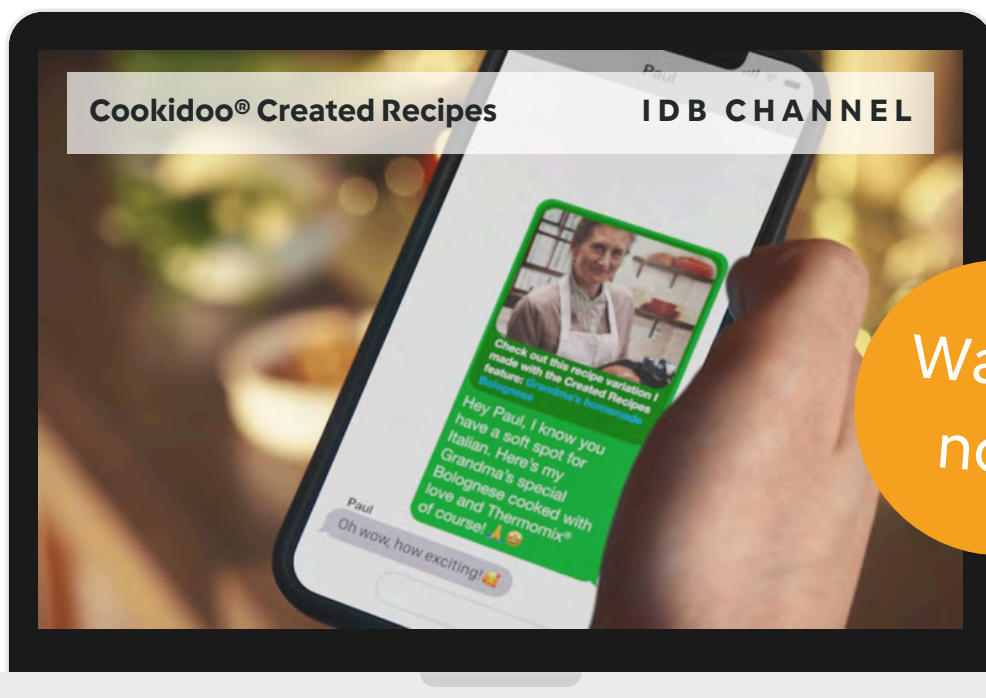
Be more connected

Sharing created recipes is a great and friendly way for Advisors to reconnect with their customers in just a click.



Create a special bond

By sharing created recipes, Advisors can also create a special bond with their customers beyond the passion of cooking with Thermomix®.



How is the **improved importer** helping you?

Save time & effort

No more manual editing needed for Created Recipes after importing from recipe community sites. Enjoy the convenience of automatic Thermomix® settings and ingredient tagging.



Move to cooking faster

After importing with automatic Thermomix® settings and ingredients recognition, immediately move to assisted Created Recipes cooking and enjoy your creations sooner.

My Thermomix®, my way.

And now, **yours too.**

Coming
soon!

Who better than Cookidoo® knows your **cooking preferences?**

Something new is coming to Cookidoo® International in May – the For You stripe with personalised recipe recommendations. With it, we're offering our Cookidoo® users more ideas, while also aiming to inspire them to use Cookidoo® and Thermomix® more.

The personalized recipe suggestions for each user are based on what they search, cook, click on and rate. To be able to track this, one has to give Cookidoo® personalisation and device usage tracking consent in their Data Usage account settings.

FeaturedFor You

Trending now



Soupe de nouilles aux boulettes de viande et...



Nuggets vegan et sauce aux herbes



Falafels aux lentilles et chou-fleur



Miso carbonara udon

Fresh from the oven



Quiche au blé complet, champignons et herbes



Petits cookies vegan au chocolat



Gâteau sans gluten citron et coco



Tarte au potiron, feta et oignons caramélisés



Not everyone likes bananas!

Update your Cookidoo® and Thermomix® settings to find recipes selected just for you. From daily cooking recommendations to recipes that suit your cooking style... let's get personal. Start cooking what's right for you.

LEARN MORE

Just give
consent to
enjoy it.

New Cookbook

Australia/New Zealand

Diabetes is one of the biggest health concerns around the world, and it's on the rise. Our Australian Distributor made it their mission to reach out to the approx. 2 mio. people across Australia and New Zealand who are touched by diabetes with a brand-new Thermomix® cookbook: Cooking for Diabetes. In addition to over 70 recipes the book contains expert info, extra features such as meal plans, health and lifestyle tips and a guide on how to balance meals.

Kami Ramini, Group Manager Communications and Publications, explains how this extraordinary project came to life.

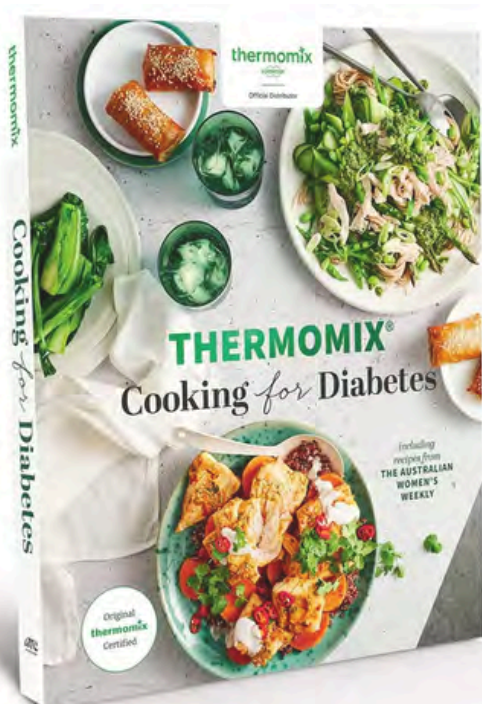


Where did the idea of creating a cookbook about Diabetes come from?

Kami: "In Australia, one person every 5 minutes develops diabetes and the numbers keep growing. At the same time, type 2 diabetes can be helped and even prevented by making informed food choices. Creating a Thermomix® cookbook that helps to make choices that support a holistic approach to managing diabetes was our way of helping make an impact."

Your book is a collaboration with the Australian Women's Weekly – what were the benefits of this collaboration?

"Australian Women's Weekly is one of the longest standing and best known women's magazines in Australia. The publisher, ARE Media, is also the publisher on our previous cookbooks. AWW and ARE Media have also published several diabetes-specific cookbooks."



From where did you draw the inspiration for the recipes?

"The recipes in the most part are based on popular diabetes-friendly recipes from the AWW repertoire. We converted them to Thermomix®, made any necessary changes (in line with the nutritional guidelines for diabetic eating) and also added in our own. The recipe selection came from research done in our community and also SEO research. One of the big requests from the community was a diabetic-friendly banana bread, as this is the most searched recipe for diabetes on Google in Australia. The intention for the recipes was that they be choices you would make regardless of health choices – that they be delicious and healthy. Not just healthy."

Whom did you work with on the introduction part of the book?

"We worked with an accredited diabetes

specialist nutritionist. We then reviewed her content with Bianca Mazur, CEO of Thermomix® in Australia and New Zealand and registered dietitian and also myself, qualified in integrative nutrition. All the recipes adhere to national recommendations for diabetic living. We also have a partnership with Diabetes Australia for the promotion of the book to their network."

What was the response from your salesforce and customers?

"The response has been excellent! Our salesforce are really excited and the recipes included in the pre-release collection on Cookidoo® are already proving very popular."

Discover a selection of these healthy and delicious recipes in the [sneak peek](#) collection on Cookidoo® International.



Kobold





Spring is here, so is the **second battery** campaign!

First time
ever!

What better month than April to launch this new campaign?

Spring cleaning is definitely a perfect timing to launch this second Battery campaign, to create excitement, boost your business, and make your sales bloom.

This campaign targeting new customers, also ideal to upgrade old customers to the VK7 model. Thanks to the second battery, your customers will experience an even seamless cleaning experience, saving time for themselves to spend more time for their loved ones.

At IDB, we created digital promotional materials to support Social Media, Website, and WhatsApp. Additionally, a leaflet for advisors was crafted to explain the campaign in a simple way.

We are eager to see the results and thrilled to try new things, confident in gathering new learnings with our Kobold distributors.



Save your time **with Kobold VK7**

This month we're giving a second VK7 battery for free, making your life easier. If you are a new client, this is the best time to get a Kobold VK7. And if you already have one... get some extra attachments! Contact us for more information.



Save
150€

Smile &
Shine

Kobold VK7 received the **Design Award**



Our Kobold VK7 cleaning system has won the iF Design Award 2024 this year. The VK7 system impressed the 132-member, independent, international jury of experts and emerged victorious among 11,000 competitors. The jury evaluated various categories including idea, form, function, differentiation, and impact.

The iF Design brand is globally renowned for providing outstanding design services, and the award ranks among the most prestigious design prizes worldwide. You can find the VK7 system on the website of the iF Design Award. [iF Design Award](https://www.ifdesignaward.com).

Other recent VK7 awards include:
German Design Award 2024

- Innovation Design Award 2023
- Reddot winner 2023, best of best
- Test Sieger Stiftung Warentest 2023





News from Markets



Highlights of **markets meeting**

IDB team in Switzerland



How exactly did this meeting in Switzerland meet your expectations?

Tatiana from Panama

Anthony and I coordinated this visit to kick off 2024 by reviewing Panama's Business at the Vorwerk offices in Wollerau. While Anthony has always been a very warm and communicative Sales Manager, even online, we both recognized the significant disparity between face-to-face interactions and virtual exchanges, noting how one-on-one meetings facilitate better communication for identifying improvements and detecting errors.

During this visit, our focus is on implementing interesting changes in the commission scheme aimed at fostering the growth of new Team Leaders and enhancing the retention of Junior Team leaders.

Additionally, we are thoroughly examining the entire Newcomer Journey up to Team Leader level. We are envisioning teams and incorporation management in a more appealing manner to inspire a more professional and targeted approach to recruitment management.

Lastly, we have conducted a comprehensive review of the activity planner for 2024.



Zoltan from Hungary

After 22 years, I received an invitation to return to Wollerau. Naturally, I was filled with curiosity about the new IDB office building. Stepping inside, it was a pleasure to finally meet the IDB team members face-to-face. Even though it was only for a brief moment, I cherished the opportunity to see where they work and get a glimpse into their professional environment.

Beatriz from Argentina

There was no specific agenda and it turned out to be fantastic as it allowed us to engage in open discussions on topics we were eager to work on, which coincidentally aligned with the interests of both our Chilean counterparts and Anthony and Robert. Sharing details about our commission scheme, exchanging new ideas and perspectives on training, expanding into remote regions, and managing incentives proved to be incredibly enriching. We even had the opportunity to gain first hand insights from an area manager in Portugal about their experience with a new branch model.

I thoroughly enjoyed this opportunity; I'm a strong advocate for collaboration and brainstorming with others. I firmly believe that we can always learn from different people and markets, irrespective of their culture, size, or current circumstances. Every experience has the potential to spark new ideas, and I view our main challenge today as continuously experimenting, adapting to change, and innovating.

Given the rapid changes in the market, evolving trends, technological advancements, and shifting motivations, I consider creativity and agility to be paramount values. Thus, I deeply appreciate anything that inspires us to think differently and adapt.



Nicolas from South Africa

Our annual LIVE business review in Wollerau on Valentine's Day was a success. Thanks to preparing an agenda for the day together with our Regional Manager Adem, our team from South Africa was able to support us in the preparation of this day, resulting in an efficient handling of the key topics.

I did appreciate very much that with Robert, Dominik and Raffaela we had experts from most departments to take part in the meeting based on the agenda topics. Operational changes were well explained and key strategic decisions could be made together.

What did you like most about visiting us in Wollerau?

Zoltan from Hungary

During my stay, I had the opportunity to spend some time getting to know Adem, who proved to be incredibly helpful and accommodating. His assistance greatly enhanced my experience during the visit. Additionally, I had the privilege of attending a presentation delivered by Raffaela and Guillermo, which left a lasting impression on me. Their insights and ideas were truly inspiring, and I found myself motivated and energized by their words.



Nicolas from South Africa

It is always a great personal pleasure for me to cross the "Seedamm" and see the snowy Alps in the background, when driving to the VI headoffices in Wollerau in my far away, dear home country.

Adem's warm welcome in our first personal encounter and moving around the different departments at IDB was certainly a winner – always better to put a face to the people that we work with mainly via email on a daily basis.

Other than that, it was great to see that the IDB team has gone through a very positive transformation and that the team spirit is all around very positive again. We are set up for a successful 2024 together!



Beatriz from Argentina

I really enjoyed meeting everyone in person and having the chance to see the offices. Now, during our virtual meetings, having that familiarity with the space brings us closer together 😊. And of course, the delicious food and the stunning views added to the experience!

From a professional standpoint, I found it incredibly valuable to delve deeply into various topics. Unlike larger conferences (which are also necessary and enjoyable!), this setting allowed us the time to analyze each market's specific situation. Similarly, when you visit us, it's often challenging to find ample time for brainstorming amidst events, trainings, and meetings. Therefore, I believe this opportunity to work in smaller, focused groups with open discussions was fantastic!

Thank you for initiating this wonderful opportunity, and I eagerly anticipate more experiences like this one in the future!

Tatiana from Panama

I really enjoyed immersing myself in the positive work environment, feeling the warmth of the people, indulging in delightful coffee and food in great company, reconnecting with familiar faces, and marvelling at the stunning new offices. And, of course, the highlight of it all was collaborating with Anthony; we were completely focused and productive!



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

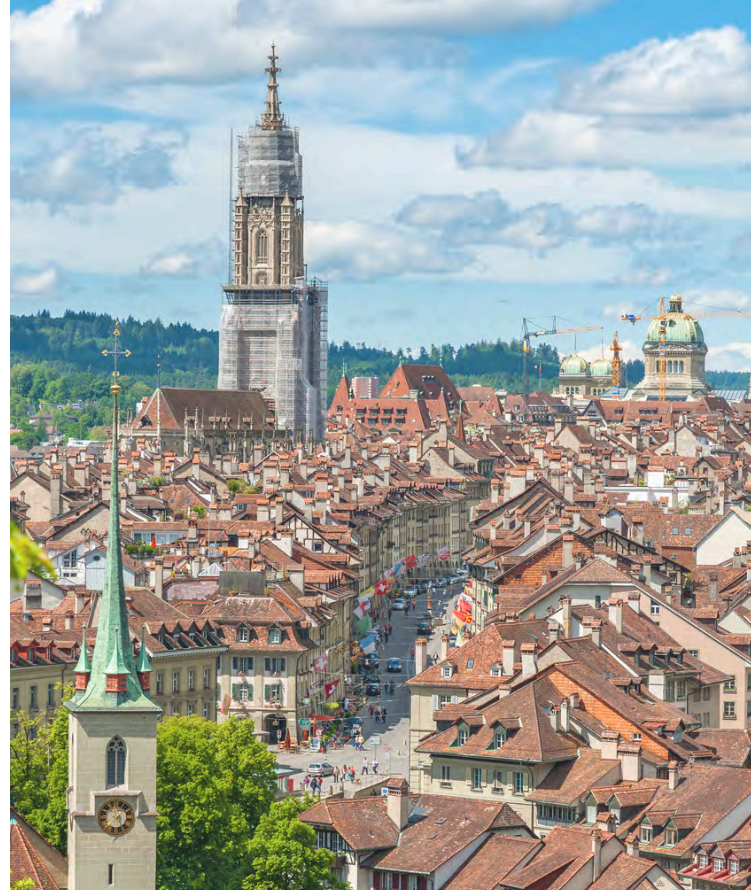
Zoltan from Hungary

I was thoroughly impressed with the innovative marketing strategies outlined for 2024. The comprehensive approach and forward-thinking tactics presented have left me confident that we can leverage them to achieve not only short-term success but also foster steady and sustainable growth in the long run.

These strategies have the potential to resonate strongly with our target audience and propel us towards our organizational goals with conviction and purpose.

Tatiana from Panama

1. *Adjusted the Team Leader Development Bonus to award a super commission to both the primary and Junior Team Leaders upon achieving objectives.*
2. *Encourage team growth without forced division, promoting cohesion and collective progress.*
3. *Introduced a professional recruitment program in a visually engaging flipchart-style brochure for increased tangibility and reproducibility.*
4. *Launched a new loyalty program for Team Leaders and advisors to strengthen team engagement.*



Nicolas from South Africa

We will focus on 3 main aspects:

1. *Enhancing recruitment through multi-channel activities and campaigns.*
2. *Implementing targeted incentives to elevate average orders to the next level.*
3. *Developing a strategy to recruit and train new Team Leaders*

Beatriz from Argentina

1. *Establishing my own training team 😊, as it's clear that VI won't replace this role, and it holds significant importance for me. I'm already taking steps in this direction.*
2. *Implemented a revised commission scheme - New bonuses are already in place, and we're currently testing them.*
3. *Emphasizing monetary rewards and benefits more prominently. This is a collaborative effort with the training team, focusing on recruitment and advancing Junior Team Leaders.*
4. *Exploring the Advisors and Team Leader Category. While I'm excited about this idea, I haven't executed it yet.*



Kazakhstan's Elite

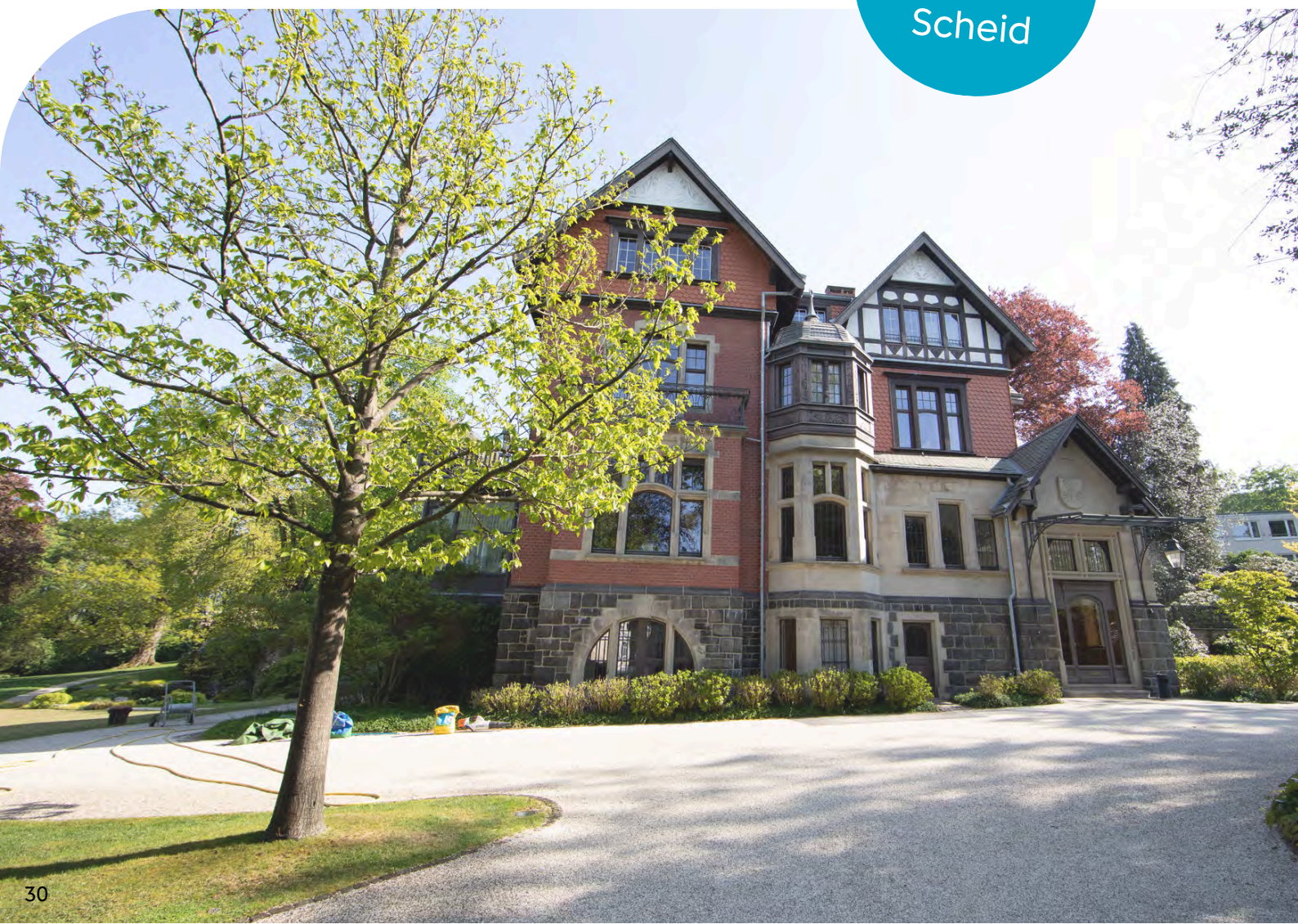
Annual Conference in Wuppertal

11th – 16th February 2024 @ Wuppertal, Germany

February is often known for being a month dedicated to and all about love. But this February was not only about valentines and sweethearts for the Kazakhstan' team, instead it was a month of celebration, recognition and fostering trust working together toward greater achievement for the Top Team Leaders and Branch Managers in Kazakhstan.

Kazakhstan has always been very much focusing on building sales leader pipeline and investing heavily in training and activities, campaign promotions are designed to help sales leader to achieve rank up & promote out, attractive advisor loyalty program is well designed to keep ordinary advisors stay active throughout the year to improve retention.

Villa
Mittelsten
Scheid





It was a privilege to have joined our Kazakhstan Distributor Elena and her management team to welcome the top achievers from Kazakhstan at Villa Mittelsten Scheid (Vorwerk Academy) in Wuppertal, Germany.

Kazakhstan is the first Distributor to visit and have conference at our Vorwerk Academy.

This was an Incentive conference for the Elite club (so called DINO) of top Team Leaders from Kazakhstan who are active as a team leader for more than 3 years and had achieved minimum team sales of 300 TM6, personal sales of 50 TM6 and promote out at least 1 Junior Team Leader in 2023. The highlights of this conference are Motivation and Strategy Planning Workshop, Factory Tour and excursions to Cologne and Dusseldorf with special Valentine dinner and shows.

Incentive trip is a mind changer for anyone in direct selling industry, who chose a path of personal development and growth, and it is proven that incentive trip is one of the effective tools that made our business great, when the possibility to travel was a privilege of few.

Bringing top Team Leaders and Branch Managers together once a year is a powerful brand-building experience, providing an invaluable opportunity for the management team to understand their top sales force's motivations, and put the basis for next career steps and plan the future in an exciting environment.

This is the way to build the dream and use the power of Trips in Direct Selling! Bravo to Kazakhstan!

Visit to Asia



Manila, Philippines March

Success is often attributed to the strategies we choose and the decisions we make. But it's really about understanding our core business drivers - those who guide us forward. These dedicated individuals watch and wait for us to meet their needs and expectations, shaping our future together. They are the ones propelling our business forward.

It is always an amazing and impressive experience with our newest Distributor in Philippines who are mindful, purposeful and always put the people at the heart of the business. A strong partnership between the couple Brandon and Jenny, projecting strong 'lead by example' leadership style, having a strong sense of responsibility towards employees and sales force.

They pay attention to every detail, develop a strong relationship and engagement internally and externally with staff and sales force, they are very involved, approachable and responsive.

Staffs are very alert and aware of their duty and responsibility, offering very attentive service to the customers and advisors with strong sense of ownership, taking initiative to make things happen as a team.

We experienced a very energetic vibes with happy faces and laughter everywhere.



Philippines is highly focused on building solid sales force fundamental and strong leadership pipeline. Doing the 'Basics' right with remarkable consistency, they are conducting weekly meetings actively not just the Monday Advisor Meeting but cooking experience and business opportunity 2-4 times per week, Advisor training twice a month and JTL training once every quarter. All programs and activities are aligned to opportunity first mindset and culture to drive rank up with recruitment and sales.

Philippines started operation since September 2023, within 5 months they have entered 2nd phase of advisor journey which is Team Leader success roadmap. Year to date Philippines had built a team of sales force with 5 JTL and 200 advisors.

A big congratulations to Brandon and Jenny! A fantastic start up in creating and building successful people.





Bangkok, Thailand March

Meeting with Mike and Vanda, the new distributor for Thailand market was an eye opening, giving a different perspective about the potential this market could bring.

They are young entrepreneur couple, modest but experienced and reputable with fantastic network in kitchenware and culinary industry.

They commenced the setup of Thermomix® Experience center mid-2023 in prime location, located in the central of Bangkok with impressive attention to detail in demo showrooms, hand-on training and customer service area.

The true essence of Thai food culture lies in the bond between the Thais' passion for food and their strongly developed sense of social society and this was strongly demonstrated by the Thailand's team and their advisors.

The Thailand's sales team and JTL demonstrated extraordinary passions and stories about Thai cuisine, they excitedly embrace and acknowledge the fantastic experience TM6 brought to their business and life. They have deep product knowledge and skills in sharing and hosting demos. They take pride in sharing and offering authentic Thai cuisine culinary adventure with Thermomix® TM6.





With a strong belief in revolutionizing culinary experiences and the passion in making difference in people's life, Thailand is working heavily on creating brand presence and boosting brand awareness through trade shows, TV shows, and collaboration with cordon bleu chefs, cooking and baking school etc. they are also working on adopting the omnichannel strategy to accommodate the younger sales force. They are confident that with the growing number of consumers interested will have a positive impact in building more advisors and future team leaders.

As Robert shared in his LinkedIn's post, this visit to Thailand reinforced our belief in the power of passion and dedication, it's not just about selling, it's about believing in it wholeheartedly and sharing that belief with others.

The most powerful weapon on earth is the human soul on fire. A big thumb up to Thailand, we are excitedly looking forward to venturing into another phase of success journey together.



Visit to Brazil



Turning plans into reality: a milestone achieved.

In the autumn of 2023, our collaboration with Luis Fernando Palomares, our distributor in Brazil, began, culminating in an intensive 360-degree planning session in Wollerau, Switzerland. The objective was to craft a robust four-pillar growth plan for the dynamic landscape of Brazil, particularly in our Thermomix business in partnership with our Brazilian counterparts.



In February, Robert Hartung, Shirley Lacerda, and Anthony Cannon embarked on a transformative business trip to Sao Paulo. This journey allowed them to witness firsthand the substantial progress made in the initiatives that had been meticulously planned over the last three months.





The synergy between our team and our Brazilian partner has been truly remarkable. Below a sneak peek into the main achievements:

- New Commission Pay Plan launched in February.
- Strong focus on the Earning Opportunities for the Brazilian people and not so much focus on cooking & recipes as such
- Recruitment planned to more than double & triple in 2024 – with appealing new ways of attracting newcomers (not only via Social Media)
- New & re-energized Team Leader program with Special Bonus schemes
- New communication strategy & brand new "storyline booklet"
- New Kiosks (Stands) – white Space strategy launch with not one new location but 3 new locations since November and many more to come in 2024.
- New Sales force being hired, and corporate strategy being implemented too.

- Brazilian Portuguese language on Cookidoo® launched in December 2024.
- A new Mega Demonstration Program in the biggest and best shopping mall in Sao Paulo, cooking with Master Chefs and over 120 people cooking all at once on bi-monthly base – creating Brand Awareness and market penetration.
- New International Incentives launched with huge acceptance and excitement from the Sales Force... and much, much more to come!

"Parabéns! Congratulations, Luis Fernando, for successfully implementing numerous robust plans in such a short period.

This guarantees the success of Brazil not just in 2025 or 2026 but already in 2024, as we anticipate the **Crazy Brazil** logo going nationwide in the next few months.

We wish you continued success for Brazil and your hometown, Sao Paulo.

Visit to Morocco & UAE



Casablanca, Morocco January

Our recent visit to Morocco together with Robert marked an important moment in our collaboration with our long-time distributors Bouchra and Manfred, emphasizing not just the strength of our partnership but also our shared vision for the future.

Beginning at the Casablanca headquarters, we were warmly welcomed by a dedicated team, setting the stage for a series of productive discussions and strategic sessions.

Participation in their Team Leader event further highlighted the importance of leadership and teamwork in achieving our collective goals.

A significant time of our visit was dedicated to creating the 2024 sales strategy alongside our distributor's team. Through collaborative efforts, we crafted a roadmap focused on boosting sales, enhancing customer experiences, and embracing market trends.

Additionally, a visit to the site of the future Marrakesh branch underlined our growth ambitions and the exciting opportunities that lie ahead in expanding our physical presence in Morocco.

This visit was not just about strengthening our business ties but also about building a foundation for sustained mutual success, as we look forward to a year of significant achievements and deeper connections.



Dubai, UAE February

I was delighted meeting for the first time in person with our dedicated distributors Anthie and Marios in the United Arab Emirates. A market and country very special to me, where I lived for more than 5 years.

Meeting with their dedicated staff was an enlightening experience, highlighting the talent and commitment to the Thermomix® business. Their energy and insight into local markets provided valuable perspectives, enriching our ongoing collaboration.

A standout moment was participating in the training for new recruits. Witnessing firsthand their comprehensive onboarding process, I observed the blending of skill development with an in-depth understanding of market dynamics, preparing them to excel in a competitive landscape.

Our strategic collaboration continued as we delved into the 2024 Marketing and Sales activities planner. Analyzing upcoming initiatives, we explored synergies and opportunities to elevate our joint market approach, aiming for innovative solutions and sustained growth through recruitment strategies.

I was also highly impressed with their custom-developed CRM tool, a testament to their commitment to embracing technology for enhanced sales force effectiveness and streamlined local operations. This tool represented not just an operational asset but a strategic lever to deepen market penetration.

This visit not only solidified our partnership but also set the stage for a year of ambitious collaborations and shared successes.

Visit to North Europe



Nordic Meeting January

Nordic Meeting 2024: Hej – Tere – Sveiki – Hei – Hallå

In January, the Nordic Meeting 2024 convened, gathering our distributors from Denmark, Norway, and Sweden (Estonia and Lithuania couldn't join this time) to foster collaboration and share insights within our business network. This marked the second gathering of Nordic countries aimed at mutual learning and growth.

Hosted in Oslo, Norway, the meeting faced challenges typical of Nordic winters, with a blizzard and temperatures plummeting to -15°C. However, as change and challenges are familiar aspects of our daily lives, the blizzard couldn't prevent us from having a successful meeting.

The meeting was positively characterized since all participants delved into discussions on organizational structures, work practices, ongoing activities, and business development, underscoring the spirit of resilience that defines our community.

Central to our discussions were two common challenges: low brand awareness and negative perceptions surrounding Direct Sales. These hurdles demand collective effort to reshape perceptions and bolster our business's success.



An essential agenda item was revisiting the core principles of Direct Sales and ROAR (Retain – Onboard – Activate – Retain), emphasizing the significance of recruitment and cultivating Team Leaders.

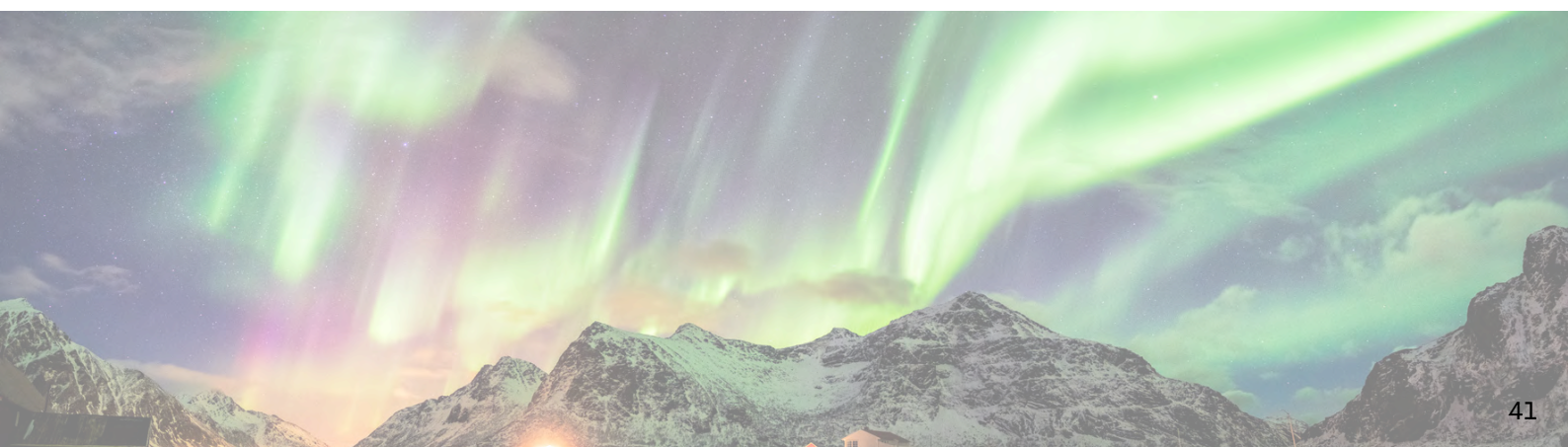
The meeting concluded on a positive note, with plans to reconvene in the future.

While Estonia and Lithuania were unable to attend this time, their participation is eagerly anticipated next time.

Thank you, Eva, for being such a great host!

On a lighter note, have you ever wondered how to say "Hey" in Denmark, Estonia, Lithuania, Norway, or Sweden? The answer lies in the headline of this article 😊

Before the Nordic Meeting, I seized the opportunity to visit Camilla in Denmark and Eva in Norway, engaging in insightful discussions about our business operations. In both encounters, we meticulously examined our commission schemes and work practices, seeking avenues for improvement and innovation.

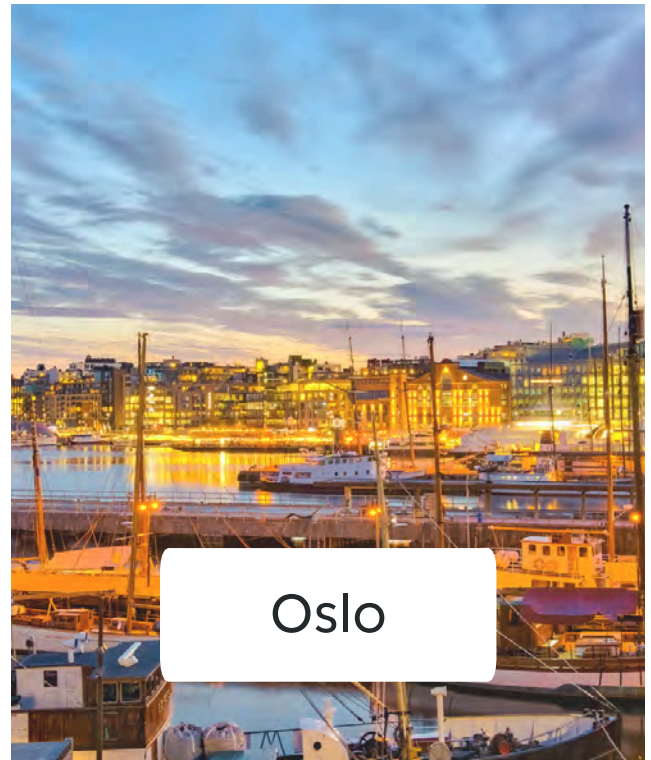




Denmark

Denmark: Facebook Live Event (Behind the scenes)

Every Wednesday at 3 PM, the Danish team hosts a captivating Facebook Live session, showcasing the culinary delights of Thermomix®. With an average of 50 live viewers per session and over 2,000 views on recorded sessions, this initiative has effectively reached a broad audience. The professionalism and warmth exhibited during these sessions are commendable, reflecting the team's passion.



Oslo

Norway: Gourmet Cooking Class

Gourmet cooking holds significant appeal in Norway, with competitions and events celebrating culinary excellence. Leveraging her network of professional chefs, Eva orchestrated a memorable Gourmet Cooking Class in Oslo. Held at the Mixto showroom, participants indulged in three exquisite dishes crafted with Thermomix®, courtesy of a future Michelin star contender. This immersive experience not only showcased the versatility of Thermomix® but also empowered attendees to recreate gourmet meals at home.





Vorwerk IDB **Success Summit** 2024

Competition is well underway!

Excitement is in the air as we dive into the Qualification phase for the upcoming "Vorwerk IDB Success Summit 2024"! This is your chance to jumpstart your success journey and make 2024 truly remarkable.

Our Thermomix® distributors are fully embracing this **amazing opportunity**, gearing up for a fantastic start to the year. The feedback so far has been overwhelmingly positive, showing how motivated our entire Sales Force is to do the best to get one of the rare seats.

We encourage you to spread the word about this opportunity far and wide. Imagine yourself enjoying the beauty of Greece, surrounded by fellow achievers, and soaking up the rewards of your hard work.

For the lucky winners, a luxurious stay awaits at a **top-notch 5-star resort** reserved exclusively for Vorwerk.

There, you will connect with Vorwerk management and share in the joy of success with your peers.

Stay tuned for more details, including travel dates, to help you plan your journey smoothly. Information will soon be shared by your Sales Manager.

As the competition heats up, we are rooting for all participating countries to come out on top.

Remember the spirit of this competition, summed up in the Greek word "meraki." Let your passion and creativity shine through in everything you do, reflecting your true essence.

Let's embark on this journey together towards success with enthusiasm and determination. Your moment of triumph awaits at the Vorwerk IDB Success Summit 2024.



VORWERK