



Press Release

Vorwerk SE & Co. KG
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Vorwerk SE & Co. KG: Facts and Figures

Name	Vorwerk SE & Co. KG
Registered office	Mühlenweg 17 - 37, 42270 Wuppertal
Brief company portrait	<p>Vorwerk is the number one direct sales company in Europe and the world-leading direct seller of high-quality household appliances. Founded in Wuppertal, Germany, in 1883, today Vorwerk is an international family enterprise. Its core business is the production and sale of superior household products (Thermomix® kitchen appliance, Kobold cleaning systems). Vorwerk always seeks direct contact with its customers and achieves this primarily through its advisors, who are at the center of the company's sales activities and serve as a central point of contact for the customer. The Vorwerk family also includes the akf group. Vorwerk generates consolidated sales of 3.2 billion euros (2022) and operates in more than 60 countries.</p>
Vorwerk Group Management	<p>Dr. Thomas Stoffmehl, Speaker of the Executive Board Hauke Paasch, Member of the Executive Board Dr. Thomas Rodemann, Member of the Executive Board</p>



EMPLOYEES AND SALES ADVISORS IN 2022

EMPLOYEES 9,394

**SALES ADVISORS
OF
THERMOMIX
& KOBOLD
(annual average)** 94,554

**SALES IN 2022,
VORWERK GROUP** 3.2 billion euros

SALES IN 2022 BY DIVISION

THERMOMIX 1.7 billion euros

KOBOLD 803 million euros

AKF 497 million euros (turnover)
BANKING GROUP 1.18 billion euros (new business)

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