



## Press Release

### Vorwerk Benelux

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## Over 1,700 orders for the new Thermomix TM7 within six weeks

Sales force grows by 33% in just nine months, to 800 advisors

Vilvoorde, Antwerp, Utrecht, Amstelveen, Windhof (Luxembourg) – 8 April 2025 – Vorwerk, the number one direct sales company in Europe and the world's leading direct seller of premium household appliances, has announced strong initial results following the launch of their own subsidiary for Benelux in July 2024. Until the end of March 2025, Vorwerk Benelux has sold more than 19.000 Thermomix kitchen appliances, including around 1,700 orders for the Thermomix® TM7 since the pre-announcement of the TM7 in February 2025. Deliveries to customers are scheduled to begin progressively over the course of April.

Alexander Wiedemann, Finance Director and General Manager a.i. of Vorwerk Benelux: *'The reception for the Thermomix® TM7 in Benelux has exceeded all our expectations. To receive over 1.700 orders in just six weeks, shows a lot of enthusiasm for our latest product innovation. With the TM7 now being available, we expect sales momentum to accelerate significantly. Our foundation is strong and our community of employees, advisors and customers is growing continuously, the potential ahead is substantial.'*

#### **The results after 9 months or 3 quarters**

Vorwerk took over the direct sales operations of its former distributor in mid-June 2024 and founded a new subsidiary: Vorwerk Benelux BV. This new and young organisation has recorded a remarkable market entry. Since officially beginning operations in July 2024, to the end of March 2025, it has achieved impressive figures:



- A 33% increase in the direct sales force in the field within the framework of the direct sales model – people who sell Thermomix on a self-employed basis –from around 600 people to around 800.
- More than 19000 Thermomix appliances were sold, mainly the TM6, but a growing share for TM7 with over 1.700 pre-orders.
- A sales revenue of around 10 million euros in the two quarters from July to December, followed by more than 7 million euros in the first quarter in 2025.
- The number of internal employees at Vorwerk Benelux more than doubled from 9 to 24, with 10 additional positions currently open.
- Over 62.000 Cookidoo® subscriptions across Benelux, along with 6.000+ free trials of Vorwerks' digital recipe platform.

Dr Stoffmehl, Speaker of the Executive Board of the Vorwerk Group: *'The Benelux region is strategically vital for us. While we lead direct sales across many countries in Europe, we previously didn't have a direct presence in this market The results after three quarters exceed our expectations and have confirmed the great potential of this market. We are very proud of the progress we have made so far and deeply grateful for the passion and commitment of the entire Thermomix community in the Benelux. This strong foundation inspires our continued ambition — we are highly satisfied with where we stand today and remain fully committed to becoming the leading direct sales company in the Benelux as well.'*

**By the end of 2025, the sales force in the field is expected to double to around 1200 people, plus 34 internal employees**

Further growth in 2025 is expected to be even stronger.

- Forecasted revenue for the full year 2025 is over €30 million.
- The expected sales for 2025 is more than 16.000 Thermomix® TM7, in addition to more than 7.500 TM6 units.
- The sales force of Vorwerk Benelux is expected to double to approximately 1.200 people by the end of 2025, compared to 600 as of June 2024.
- Vorwerk Benelux expects the number of employees to grow to 34 by the end of 2025.

## **ABOUT VORWERK**

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 EUR 3.2 billion (2023) and operates in 61 countries.

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