VORWERK

Press statement

Media Release by the Australian Competition and Consumer Commission (ACCC) on 29th May 2025

Wuppertal, 29th May 2025 - In February 2025, the Australian Competition and Consumer Commission (ACC) informed our local subsidiary in Australia that certain phrases used on the Australian website in connection with the National Disability Insurance Scheme (NDIS) did not meet regulatory requirements.

The statements in question had been present on Vorwerk Australia's website in this form for some time and were promptly revised and removed following the ACCC's notification. The ACCC's concerns focused solely on the phrasing on the Australian website about how certain products may be used by NDIS participants in line with their individual NDIS plans.

Today's publication by the ACCC and the associated payment of AUD 79,200 marks the conclusion of a cooperative process aimed at ensuring full compliance with the regulations governing NDIS-related communication on Vorwerk Australia's website.

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® ecosystem with Cookidoo® recipe platform, 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 more than 60 countries.

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MEDIA CONTACT

impact Agentur für Kommunikation GmbH
Stefan Watzinger
Tel.: +49 (0) 69 955264-23
E-Mail: s.watzinger@impact.ag

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