



Press Information Vorwerk Group

Vorwerk SE & Co. KG

Raental 38

42289 Wuppertal

Phone +49 (0) 202 - 564 1247

www.vorwerk-group.com

RTL Donation Marathon: Vorwerk Donates EUR 500,000

The Vorwerk community joins forces to support children in need

Wuppertal, 20 November 2025 – As part of the 30th RTL Donation Marathon, Vorwerk presented a total donation of half a million euros to the “RTL – Wir helfen Kindern” foundation. Dr Thomas Stoffmehl, Speaker of the Executive Board of Vorwerk Group, handed over the symbolic cheque live on television. Among other initiatives, the donation supports “Gemeinsam stark”, a programme that gives families of children with disabilities opportunities to spend leisure time together while promoting inclusion and providing relief. The project is run by the Sports360 Foundation under the patronage of Germany’s national football coach Julian Nagelsmann and his partner Lena Wurzenberger.

“This is far more than a corporate donation. It is the result of the collective commitment of our entire Vorwerk community, and that makes me proud,” said Dr Thomas Stoffmehl during the live broadcast. “Many people have made something significant possible through numerous small contributions. This project gives families who achieve incredible things everyday time together, joy and much-needed support.”

With this support, Vorwerk is sending a clear signal for solidarity and a strong sense of community. The donation came from several sources. The German sales organisation ran various campaigns and donated five euros to the “RTL – Wir helfen Kindern” foundation for every online order of Thermomix® and Kobold accessories placed during the campaign period. Numerous individual donations were also made by customers and advisors. Finally, the Vorwerk Group rounded up the total. Once again, this demonstrates the strength of the Vorwerk community and what is possible when many people work together for children in need.

“I would also like to congratulate the RTL Foundation on its 30th anniversary. For three decades, it has shown consistent and lasting commitment to children in need, and we at Vorwerk are proud to have supported this journey for several years,” Stoffmehl concludes. “My special thanks go to Wolfram Kons, whose personal commitment and unmistakable energy inspire people and shape our close



collaboration. With the support of our community and partners like him, we can create a lasting positive impact together, today and in the future."

ABOUT VORWERK

Vorwerk is Europe's number one direct sales company and the global leader in the direct sales of premium household appliances. The internationally operating family-owned company was founded in Wuppertal, Germany, in 1883. Vorwerk's core business is the production and distribution of premium household products (Thermomix® kitchen appliance, Kobold cleaning systems). Vorwerk always seeks direct contact with its customers. Advisors are at the heart of the company's activities and serve as the primary point of contact for customers. The Vorwerk family also includes the akf-Group. Vorwerk generated Group sales of EUR 3.2 billion in 2024 and is active in more than 60 countries worldwide.

MEDIA CONTACT

Vorwerk SE & Co. KG
Michael Weber
Vice President Corporate Communications
Tel. +49 202 564 1247
E-Mail Presse@vorwerk.com

Publication free of charge – copy requested.