Press Information

VORWERK SE & CO. KG
Rauental 38
42289 Wuppertal
Germany
Phone: +49 202 564 1247
www.vorwerk-group.com

RTL-Spendenmarathon 2026: Vorwerk donates 500,000 euros

Vorwerk community supports a healthy approach to digital media

Wuppertal, 20 November 2026 – Vorwerk has donated half a million euros to the "RTL – Wir helfen Kindern" foundation as part of the 31st RTL-Spendenmarathon. Dr Thomas Stoffmehl, CEO Vorwerk Group, presented the symbolic cheque live on RTL on Thursday evening. Alongside other charitable projects, this year's donation also supports a project with Villa Schöpflin gGmbH that aims to help children and their families use digital media mindfully. Making meaningful use of digital opportunities while preserving the value of personal interaction is also an important topic within the Vorwerk Community, which played a major role in supporting the fundraising effort. Television presenter Jan Köppen is the celebrity patron of the RTL project.

"At Vorwerk, people and personal interaction are at the heart of what we do. We use digital services and artificial intelligence when they help people in their everyday lives – for example, to plan meals and discover recipes with our Thermomix®. But our focus remains on what brings people together: shared experiences such as cooking, eating and talking to one another. And those are moments when the smartphone can be put aside," says Dr Thomas Stoffmehl.

Through its advisors, Vorwerk is close to the everyday lives of many families. Many within the Vorwerk Community of advisors, customers and employees are also concerned with the question of how to use digital services meaningfully while leaving room for personal interaction.

Villa Schöpflin's prevention work, which Vorwerk supports with part of the donation, shows how mindful media use and personal interaction can go hand in hand. It combines knowledge about digital media with dialogue within families and activities beyond the digital world. The aim is to empower young people to take control of their media use and achieve a balanced mix of leisure activities. Through its support, Vorwerk aims to help provide families with guidance and practical ideas.

The donation is the result of the collective commitment of the German Vorwerk Community. From 19 October to 15 November 2026, Vorwerk donated five euros to the "RTL – Wir helfen Kindern" foundation for every qualifying accessory order placed in the Thermomix® or Kobold online shop.

Customers, advisors and employees of Vorwerk and akf-Bank could also make their own donations via a donation link on the campaign website. The Vorwerk Group topped up the funds raised with a corporate donation, bringing the total to 500,000 euros.

"This donation shows what our community can achieve together. My heartfelt thanks go to our customers, advisors, employees and shareholders, who supported this initiative and made it possible through their contributions," says Dr Thomas Stoffmehl. "As a longstanding partner of the RTL foundation, we are delighted to contribute to its work. A heartfelt thank you to the team of the 'RTL – Wir helfen Kindern' foundation for their dedication to children and families."

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. What has always set Vorwerk apart is its closeness to people, its commitment to exceptional quality, and its conviction that good products only reveal their true strength when they are experienced. Vorwerk's core business is the production and distribution of high-quality household products centred around the Thermomix® and Kobold ecosystems, which combine innovative products with personal advice and a strong community. Vorwerk always seeks direct contact with its customers. Its advisors are at the heart of these activities and serve as central points of contact. Responsible thinking and social engagement are firmly embedded in the company's self-image – from durable and repairable products to support for social, cultural and educational projects. The Vorwerk family also includes the akf-Group, which, as a financing partner for family-owned and owner-managed mid-sized businesses in Germany, develops tailor-made solutions for its customers based on deep industry expertise. Vorwerk generates consolidated sales of EUR 3.6 billion (2025) and operates in around 60 countries.

MEDIA CONTACT

Vorwerk SE & Co. KG
Michael Weber
VP Corporate Communications
Phone: +49 202 564 1247
E-mail: Presse@vorwerk.com

Publication free of charge – Specimen copy requested