



DēLonghi Group

Corporate Presentation 2022

*Worldwide,
everyday, by your side*

*A desirable object, an emotion,
an authentic experience*

To be lived, to be shared





An international Group with brands that made the history of small domestic appliances.

The De'Longhi Group is a world's leading players in small domestic appliances associated with the world of coffee, kitchen, air conditioning, and home care.

€ 3,221.6 mln
Revenues in 2021

10.000+ employees
Worldwide

Over 120
Market presence

€ 65 mln
Investments in R&D in 2021

5 iconic brands

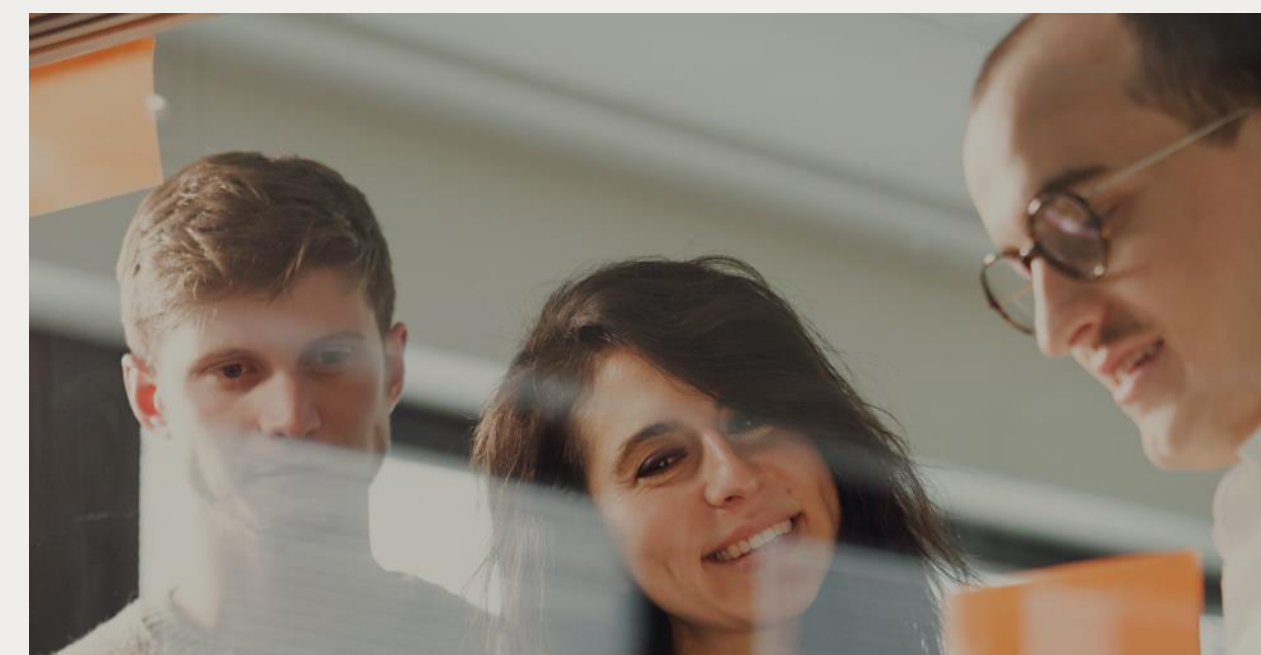
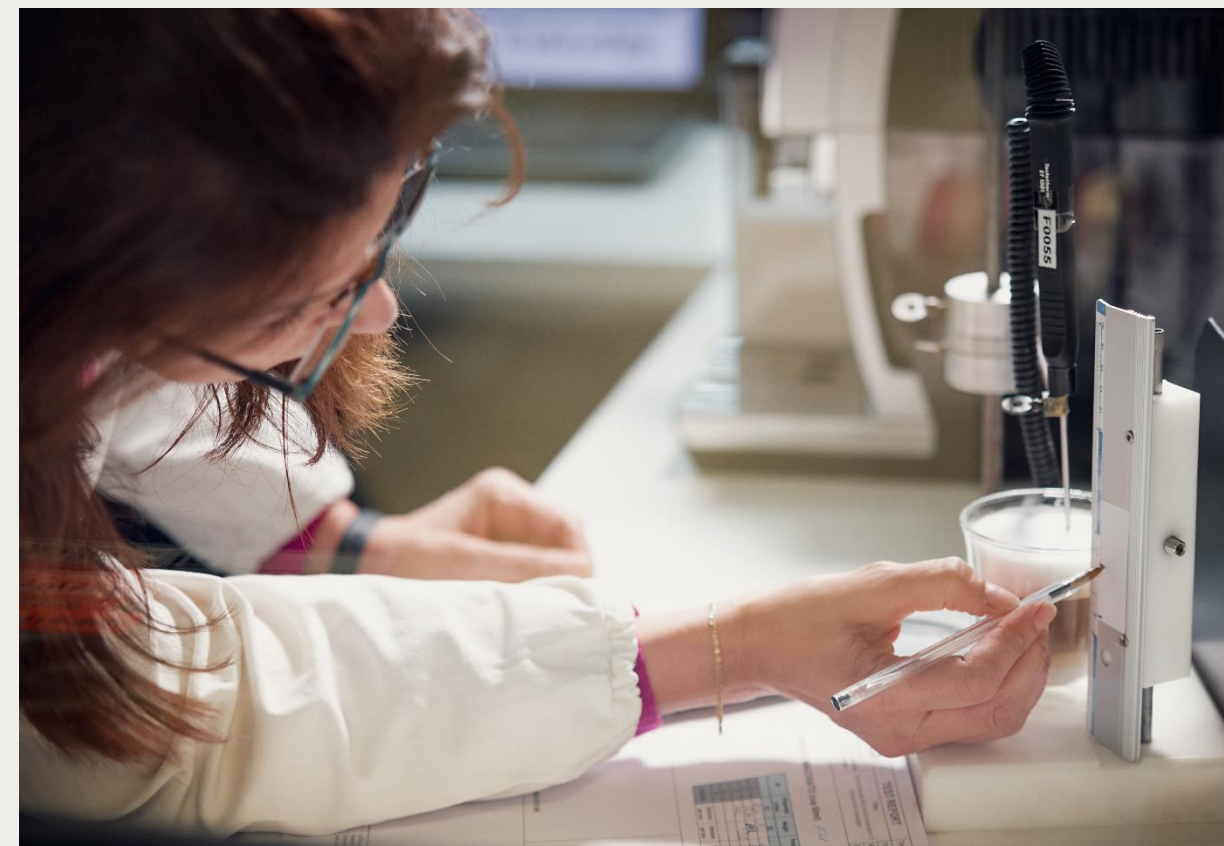
Who we are

For almost **50 years**, we have been thinking and creating products with unique designs for our consumers that find their way into the homes of millions of people.

Every day around the world, our **over 10,000 people** give their best, studying innovative solutions and creating products to let our consumers enjoy special experiences and authentic moments.

We believe in shaping the world with our hands.

We are the Everyday Makers

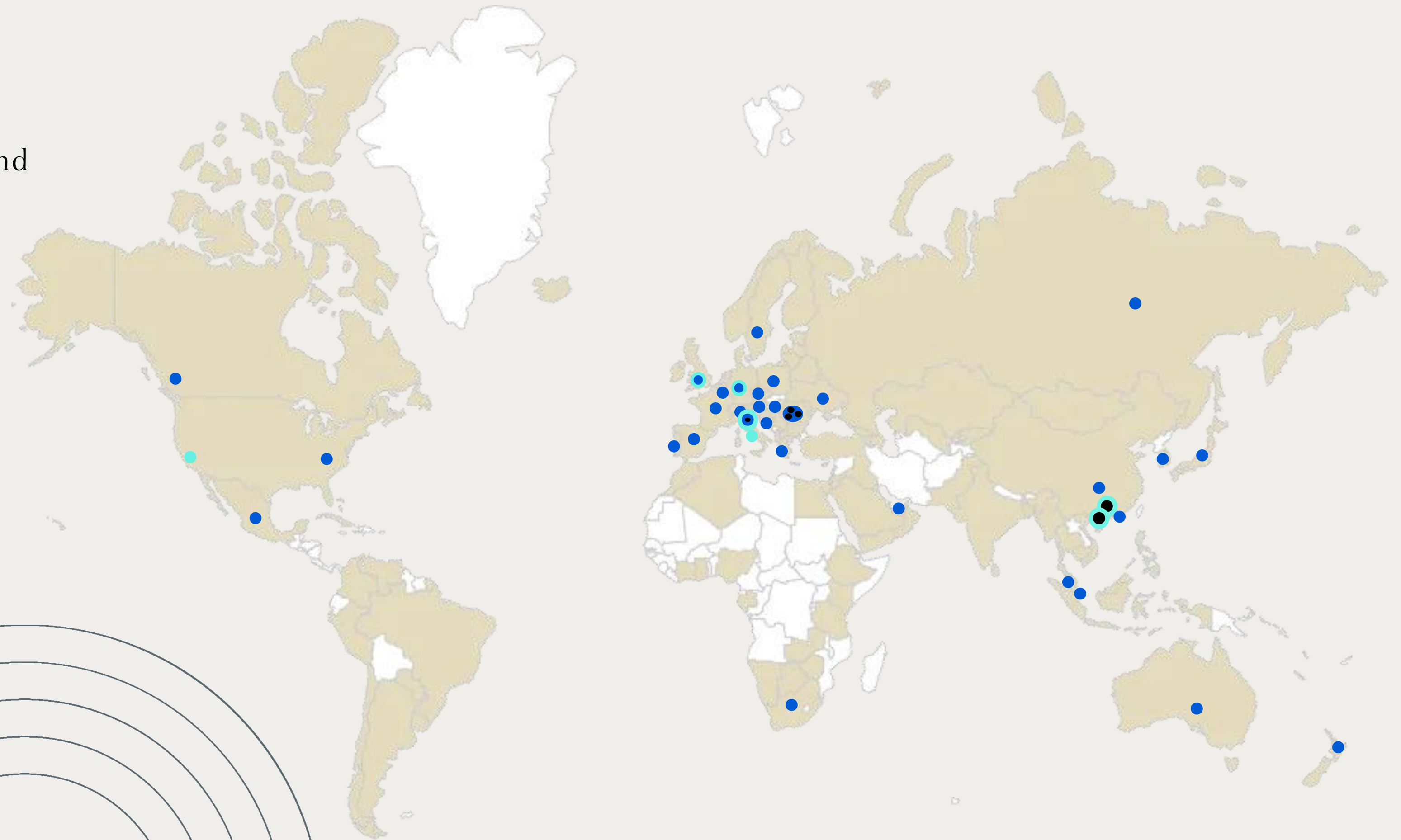
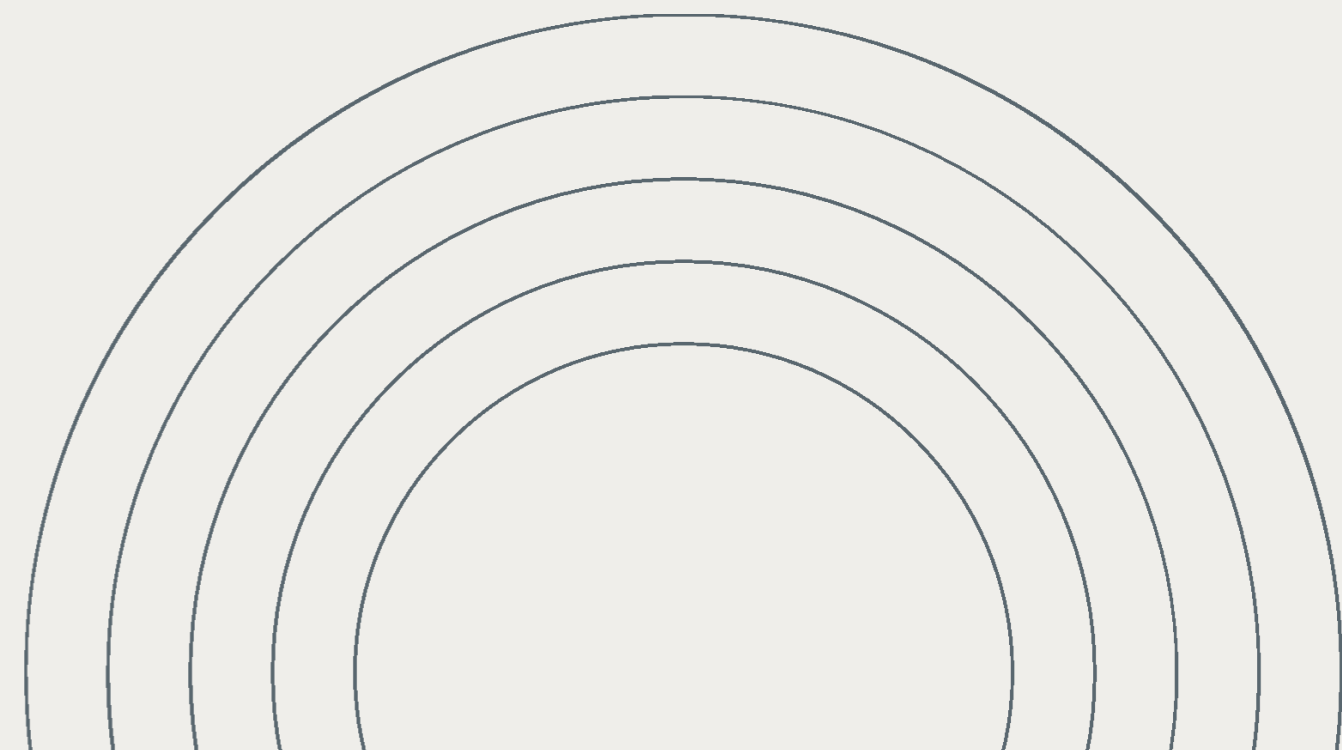


Worldwide presence

The Group, whose headquarters are located in Treviso (Italy), is present in **over 120 markets** worldwide, also through **7 technical centers** and approximately **30 commercial subsidiaries**.

Our manufacturing footprint counts on **6 manufacturing plants** located in Italy (1), Romania (3) and China (2), as well as a plant in Joint Venture in China.

- Manufacturing plants
- Technical centers
- Commercial Subsidiaries



History



1974
The beginning



1975-80
Product diversification



1984-87
Boosting brand communication



1985
1st foreign company



1986
Pinguino
is the iconic product



2005
New industrial platform
in Asia



2004
Partnership with
Nespresso



2001
Public listing



2001
Kenwood acquisition



2007
Start of world coffee
leadership



2012
Braun joins the Group



2017
Eversys acquisition



2020
NutriBullet acquisition

Our portfolio

Five brands to improve everyday life



MISSION

Global market leader in coffee, comfort and selected kitchen categories

The most loved & admired brand in food preparation

Leading premium brand in high volume «everyday home essential»

Leading personal blender in accessible nutrition

Multispecialist offering smart daily solution with attractive colored Italian design

KEY CATEGORIES

- Coffee
- Comfort
- Breakfast

- Baking
- Food processing
- Other kitchen appliances

- Hand blenders
- Ironing
- Other kitchen appliances

- Personal blenders
- Juicers
- New kitchen products

- Home
- Kitchen appliances
- Fun

KEY MARKETS

- EMEA
- North America
- China/Asia

- EMEA
- Australia & New Zealand
- Other selected markets

- EMEA
- North America
- China/Asia

- North America
- Australia & UK
- New markets

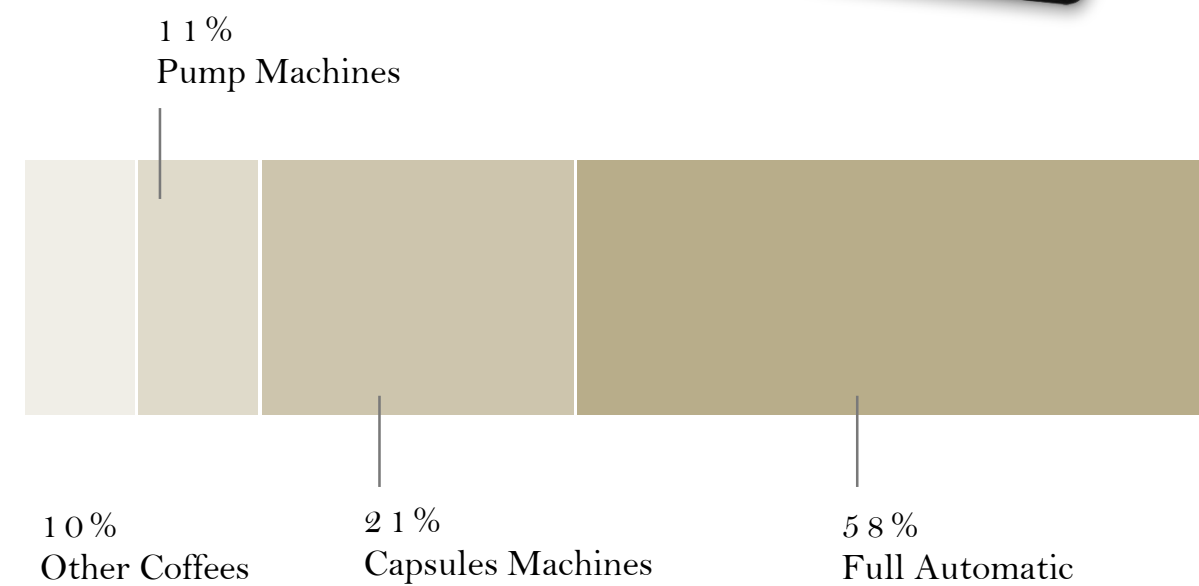
- EMEA
- China/Asia
- Other selected markets

Business by products

The Group's brands enjoy a clear global leadership in its core product segments.

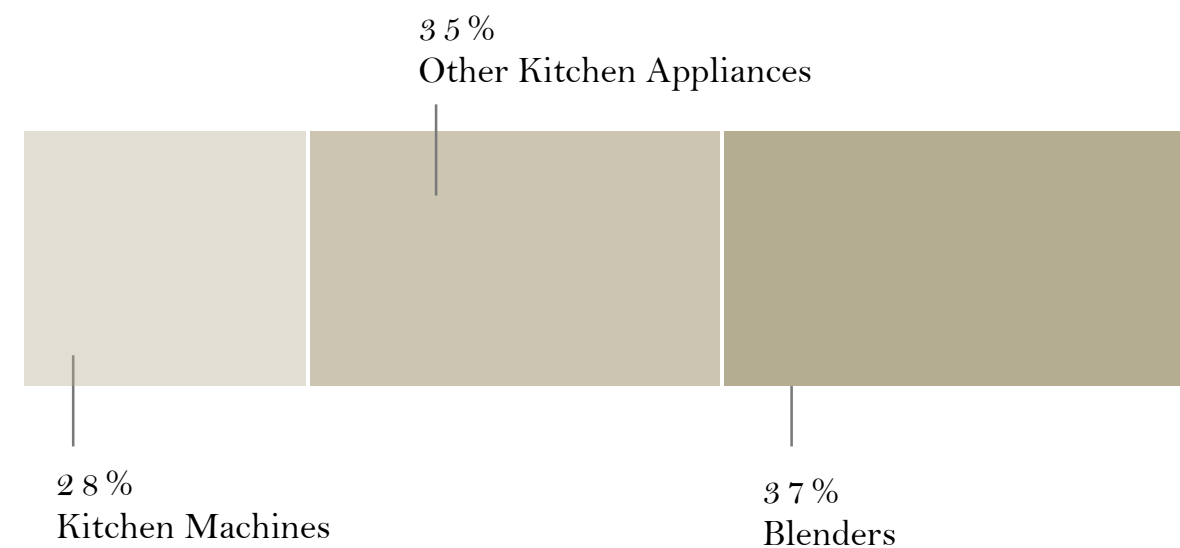
COFFEE MAKERS

52% OF TOTAL SALES



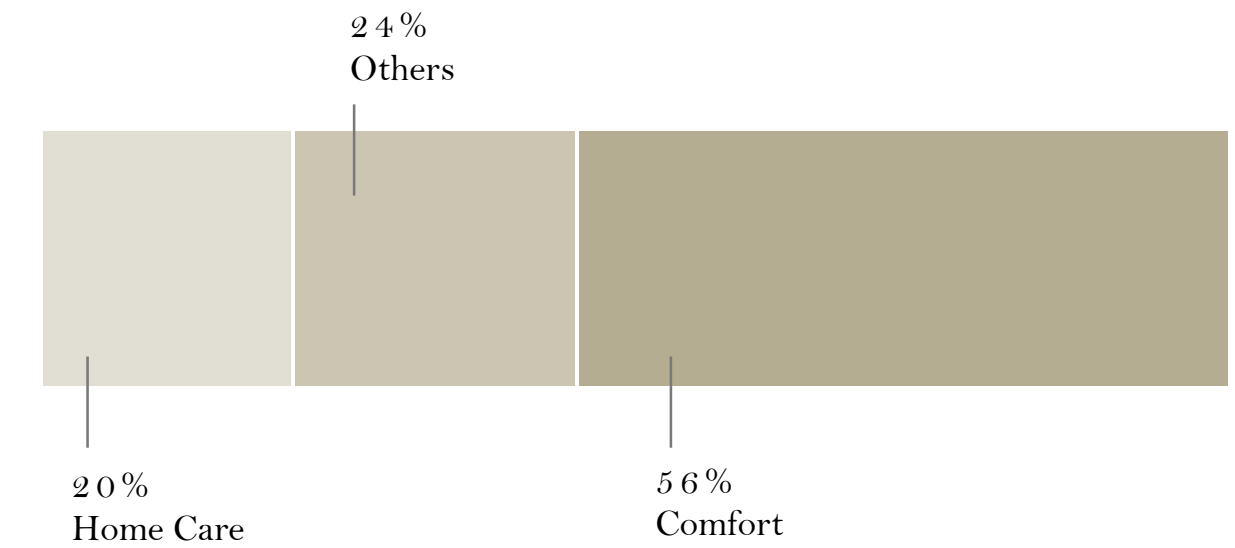
FOOD PREPARATION

33% OF TOTAL SALES



HOMECARE & COMFORT

15% OF TOTAL SALES



Products Excellence

DēLonghi



reddot winner 2022



reddot winner 2022



reddot winner 2022

KENWOOD



reddot winner 2021
best of the best



reddot winner 2022



reddot winner 2022

BRAUN



reddot winner 2022
kitchen appliances design



reddot winner 2022
kitchen appliances design



reddot winner 2022

Our values

The Group's values reflect who we are, our character, and our way of being and working. They are ideals that guide the Group's operations through the day-to-day work of its people and their projects.

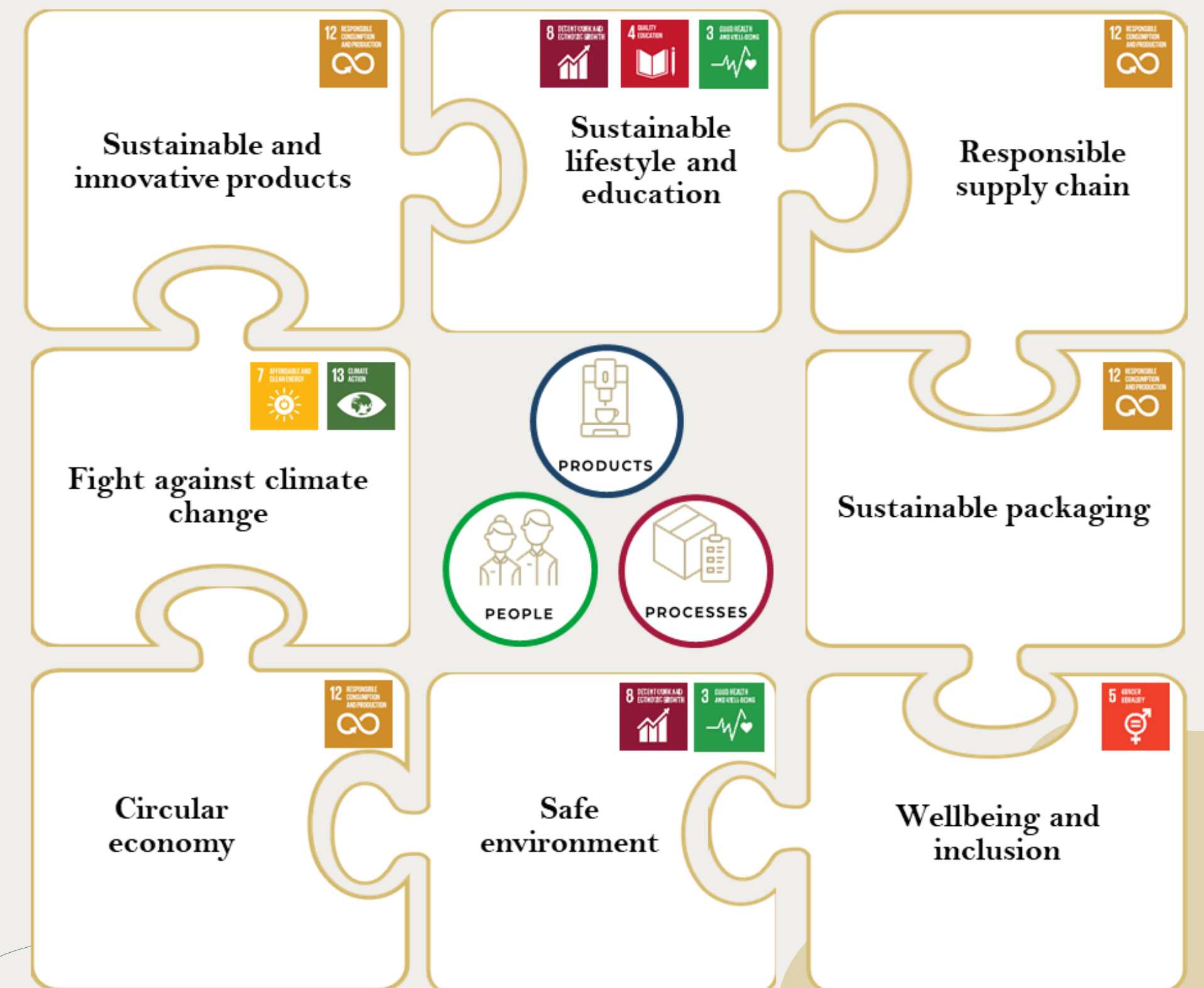




Sustainability

De'Longhi Group is ready to make the difference by contributing to the global efforts to ensure a sustainable future.

switch  on
a responsible day



Keep in touch

Contacts



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in

De' Longhi Group



A young child with short brown hair, wearing a grey t-shirt and dark shorts, is sitting on the shoulders of an adult. The child's arms are outstretched to the sides. The adult is wearing a grey t-shirt. The background is a soft-focus outdoor setting with green trees and a building in the distance. The lighting is warm, suggesting late afternoon or early morning. The text "DēLonghi Group" is overlaid in the center of the image.

DēLonghi Group