VORWERK DIGITAL
EMBRACE THE DIGITAL HOME

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VORWERK

Three Types of Presentations

Why?
Digital is happening

What?
Everything will be digital

How?
Execution is the key

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Why?

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How?

VORWERK

VORWERK.DIGITAL
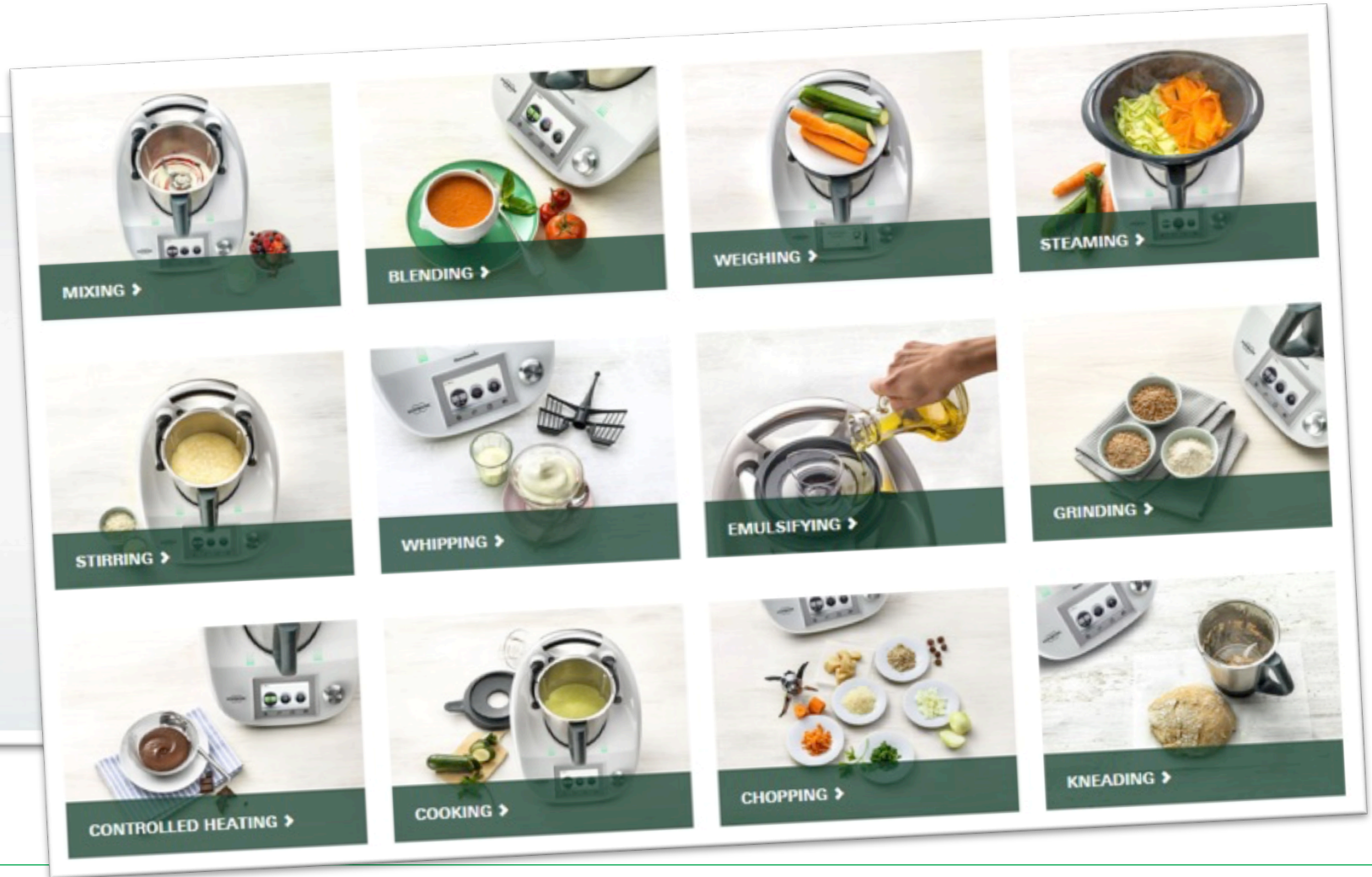
Before we start...

Thermomix TM5

MIXING >

BLENDING >

WEIGHING >

STEAMING >

STIRRING >

WHIPPING >

EMULSIFYING >

GRINDING >

CONTROLLED HEATING >

COOKING >

CHOPPING >

KNEADING >

Direct Selling

Personal <u>demonstration</u> in your home, organized by someone you <u>trust</u>, to <u>experience</u> the product with all your senses.
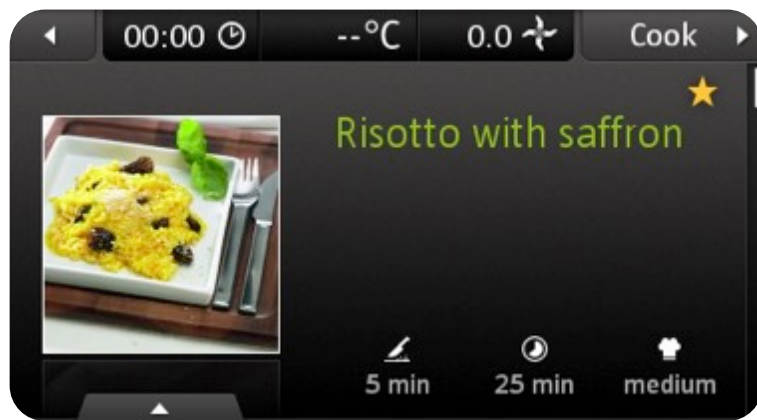
Digital Product

Guided Cooking

Cookidoo Platform

Global Business

Global Platform

15 of Vorwerk's Digital Platform Goals

- Self-Contained / End-to-End / Cross-Functional
- You Build It – You Own It
- Pace Layering for Time-to-Market
- Cloud First: XaaS (Constant Rebuild / Refresh)
- Continuous Everything / Toggle vs. Branch
- Self-Service for / by the People
- Micro-SLA's & Team Thresholds
- Code = Automation (e.g. Infras. as Code)
- Understand Quality from the Users Eyes
- Crowd Feedback (Blue/Green, Canaries)
- Agile: Emergent Architecture
- Start Left (Shift Left)
- Always Foreward (Fix Foreward vs. Roll-Back)
- Container-Centric Compliance Pipeline
- Fueled by Data & AI / No More HiPPO's

Some Results from Our Teams

100 Mio. € Digital Business

1.5 Mio. IoT Devices

3.0 Mio. Users

<u>TODAY</u>

Fast Growing Digital Subscription Business

Integrated Content Strategy

(Stories & 3rd Parties)

Digital Leader Award

Digital Champion Award

German Marketing Award

Focus on Continuous Everything, e.g.:

Continuous Evolution

Continuous Re-Planning

Continuous Delivery & Deployment

Agile & Emergent:

Business Models

Investment Decisions

Contracting

Right Attitude:

Great people want to work with other great people on great things.

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