



KENWOOD BRAUN

DE'LONGHI awarded by Germany's BEST BRANDS AWARD

The prestigious award is a confirmation of the Italian excellence of the De'Longhi Group in the World

Treviso, February 11th 2013. German consumers have been called to determine which companies in Germany are being most successful.

The De'Longhi brand, the only one representing an Italian company, ranked second among the "fastest growing companies" ("Beste Wachstumsmarke") of the BEST BRANDS AWARD prize. The award was created by a number of institutions, among which the German Institute for market research "GfK", the German business weekly *Wirtschaftwoche*, as well as by Serviceplan and IQ Media Marketing.

The BEST BRANDS AWARD is particularly prestigious as it is based on a representative survey involving thousands of German consumers, realized by GfK. It is the consumers themselves who generate the list of brands, based on two criteria: the success of a brand in terms of sales and the popularity of the brand in the subjective perception of the consumer.

This prestigious achievement rewards De'Longhi's continued commitment to innovation, research and development as well as to deliver solutions that improve the quality of life, promoting sustainable lifestyles.