



De'Longhi Group

Corporate presentation 2025



*Worldwide,
everyday, by your side*

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

To be lived, to be shared





The De' Longhi Group is a **global leader** in the **coffee** machine industry, with a strong presence in both domestic and professional. Furthermore, the Group is among the main global players in the household appliance sector dedicated to the world of **nutrition**, **air conditioning** and **home care**

€ 3,5 Bln

Revenues in 2024

10.000+ employees

Worldwide, on average in 2024

Over 120

Countries of distribution

More than € 300 mln

Investments in R&D over the last 5 years

7 iconic brands

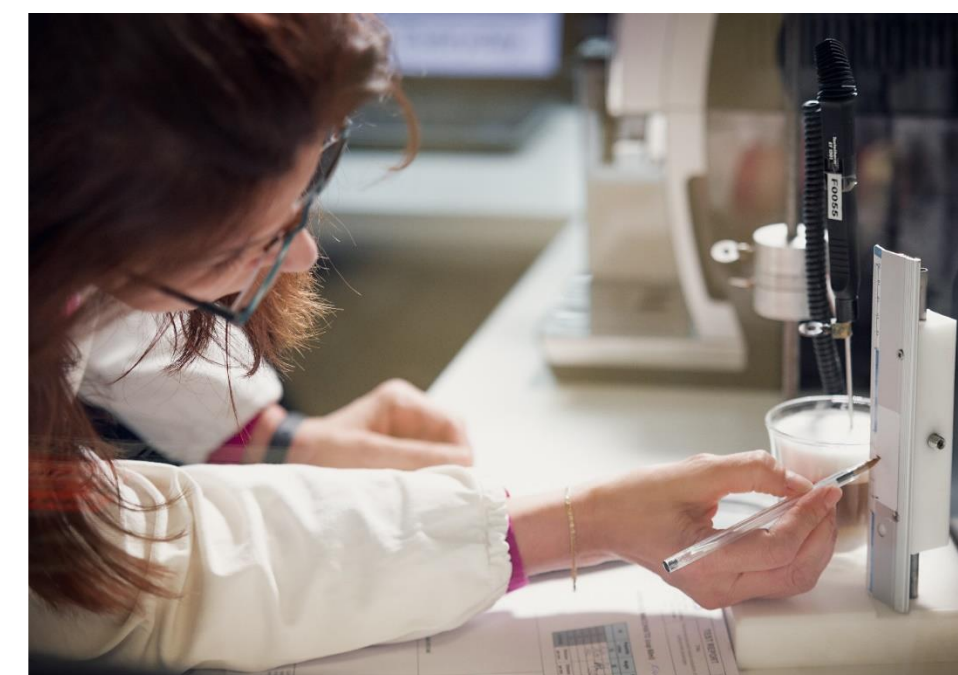
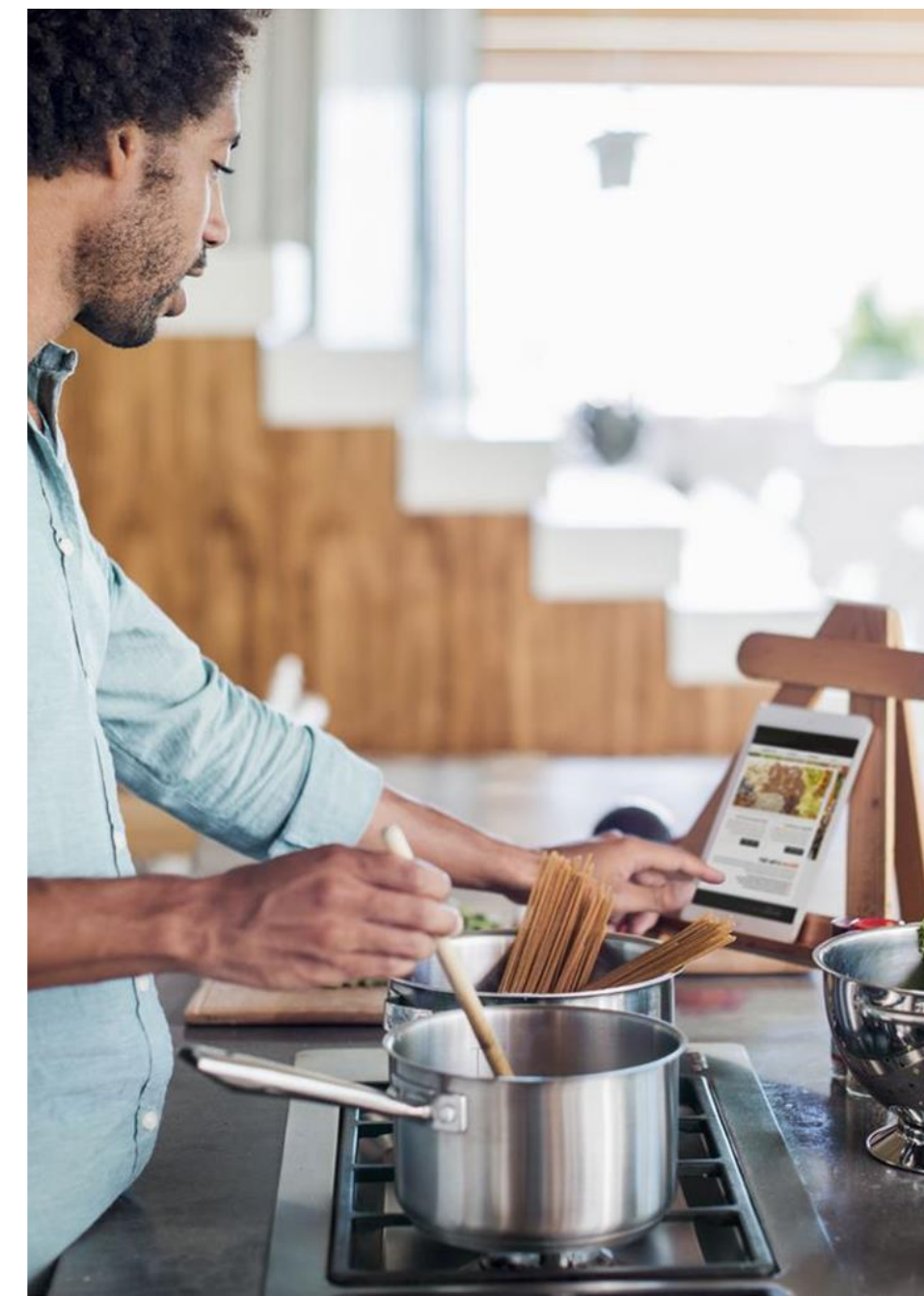
Who we are

For more than **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, **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.

DēLonghi Group



50 years of history

The beginning



The first product created by De' Longhi is an oil-filled radiator

Product diversification: the range expands, from radiators through electric fan heaters to catalytic stoves



The global launch



The De' Longhi brand is launched globally through major sponsorships

The Group launches **Pinguino**, the iconic product supported by a TV campaign

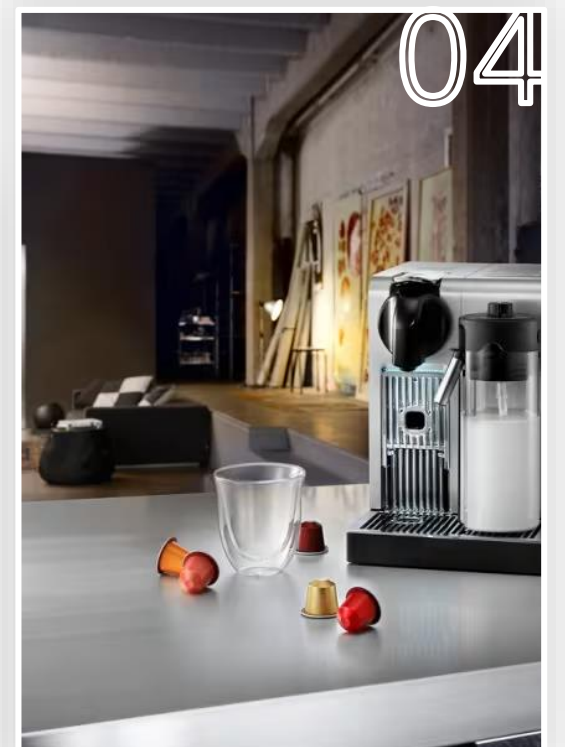


Key steps to set up a global firm



Kenwood and Ariete acquisition

Public listing on Milan's stock exchange



Historic partnership with **Nespresso**

50 years of history

Building market leadership



De' Longhi establishes itself as the **market leader** in the fully auto espresso machine

Braun joins the Group, specifically its household products

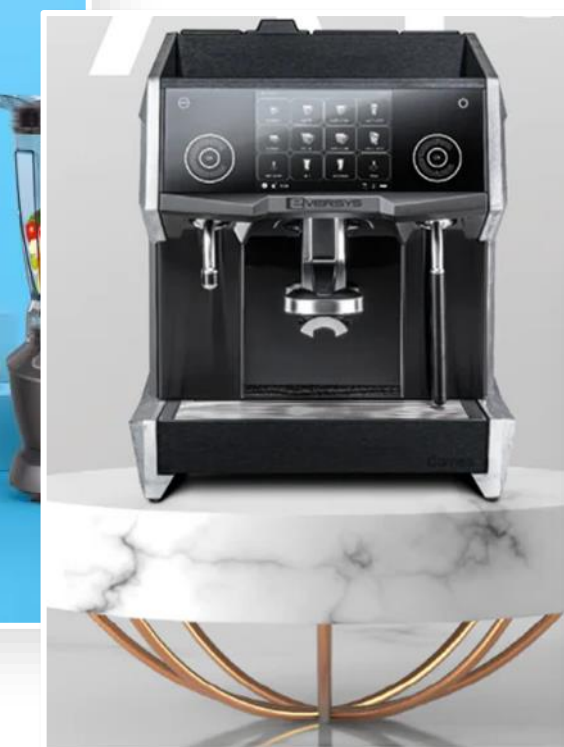


First step in the **professional business**, thanks to the acquisition of 40% of Eversys

From product to consumer's experience



In the US, De' Longhi acquires **nutribullet**, **global leader** in the personal blenders segment



Full acquisition of **Eversys**, completed in 2021



Business combination between **La Marzocco** and Eversys

Worldwide presence

The Group, whose headquarters are located in Treviso (Italy), is distributed in **over 120 markets** worldwide, also through **7 research & development centers** and more than **45 commercial subsidiaries**.

Our manufacturing footprint counts on **6 manufacturing plants** for the **household** business, located in Italy (1), Romania (3), China (2) and **3 plants** for the **professional** business, located in Italy (2) and Switzerland (1).

- Manufacturing plants
- Commercial Subsidiaries
- Brand head offices








Product categories

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



Our household brand portfolio

					
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 Essentials"	Leading personal blender in accessible nutrition	Multispecialist offering smart daily solution with attractive Italian design
Key categories	Coffee	Baking	Hand blenders	Personal blenders	Multispecialist
	Comfort	Food Processing	Ironing	Juicers	Kitchen appl.
	Breakfast	Other kitchen appl.	Other kitchen appl.	Other kitchen prod.	Flore care
Key markets	EMEA	EMEA	EMEA	North America	Italy
	North America	Australia & NZ	North America	Australia & UK	EMEA
	China/Asia-Pacific	Other selected mkts	China /Asia	Internat. markets	Other selected mkts

Professional coffee



Iconic Design

Loved brand

Innovation is in LMZ's DNA

Adjacent categories

The home opportunity

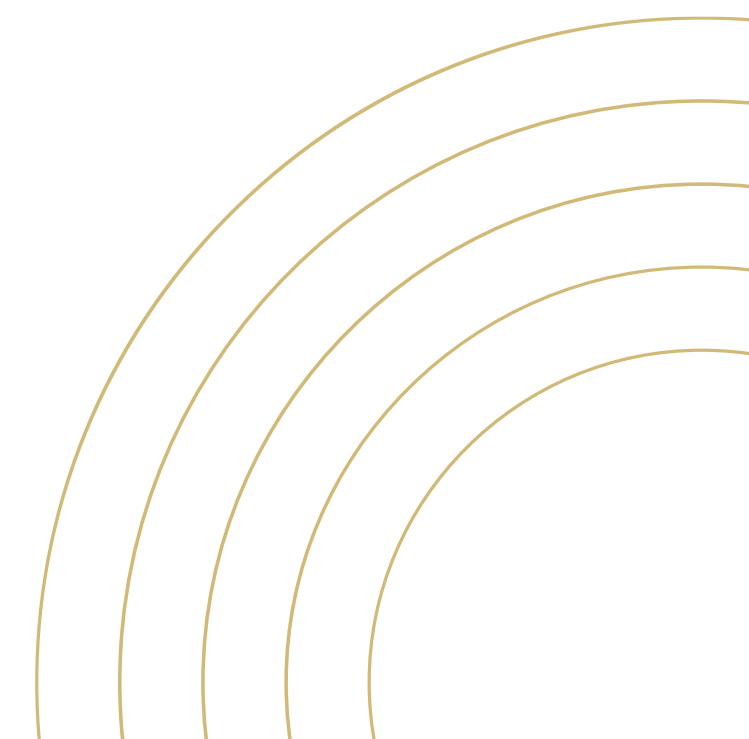
EVERSYS

Superior in-cup quality

Advance core technology

Design to simplify maintenance

Innovative solutions







DēLonghi Group

A strong market position, with **leadership** in **core categories**




 De' Longhi:
No.1 espresso coffee
maker market*




 Kenwood:
No.1 brand in kitchen
machines in Europe*




 Braun:
No.1 hand blender
brand*



 Nutribullet:
No.1 personal blender
brand*



 La Marzocco:
No.1 professional semi
auto coffee makers*

* Source: Independent Research Institute – Sales Leader Full Year 2023
internal data processing

The innovation is part of our DNA

Group research centres

Italy, Germany, UK, US and China, as well as cross-brand structures and Design teams dedicated to specific business segments



Innovation Partnerships

Multiple partnerships and research activities with top universities worldwide

Patents

Over 1.000



A portfolio of more than 1000 patent families

Espresso pioneers, resulting in innovative solutions



Nutrition explorers, leading to clever solutions

ActiveBlade

PowerBell Plus

iTexture Control

Investment in R&D

In the last 5 years, the Group invested* more than **€300 M€** to improve its products and innovation processes

Total Group ca. 2,4% on sales

Extensive internal expertise in core technologies, systems and processes, that led to Multiple products awards



reddot winner 2024



Products excellence

DēLonghi



reddot winner 2024



reddot winner 2024

Categories:
>Product, Kitchen appliances
>User experience
>User Interface



KENWOOD



reddot winner 2024



BRAUN



reddot winner 2025



reddot winner 2025



reddot winner 2025



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

Shifting the paradigm by **integrating sustainability right into business processes** through the achievement of **three overarching objectives** that will embody our sustainability strategy for the upcoming years



Decarbonizing
our operations
and value
chain
(Science-Based
Target)



Sustainable
products
through design,
materials,
and
manufacturing
(Eco-design
guidelines)



Fostering
awareness,
conscious
choices &
responsible
behaviours

Thank you

Contacts



Via Lodovico Seitz 47, 31100 Treviso (TV), Italy
+39 0422 4131



www.delonghigroup.com
media.relations@delonghigroup.com

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De' Longhi Group

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