

DēLonghi Group

Powering De' Longhi Group's market leadership: household division unveils next-gen product pipeline and strengthens its award-winning brand communication

Driving growth through a record number of innovations and a consumer-centric brands communication

Treviso – July, 14th 2026. The annual Global Sales and Marketing Household meeting transformed corporate headquarters into a vibrant collaborative hub for a full week, bringing together over 200 global leaders working on brand communication and product innovation to pave the way for future growth.

"After entering 2026 with a remarkably strong foundation from 2025, we built this time together to target upcoming market opportunities for further growth. Throughout this conference, I have experienced genuine excitement and strong commitment from all our teams, fuelling positive momentum across our markets," stated, Nicola Serafin - Group's General Manager. *"Together, we orchestrated initiatives to sustain market expansion and drive growth. This momentum will be powered by a record number of product launches and an upgraded brand communication strategy, backed by increased investments, enhanced team capabilities, and accelerated tool adoption."*

The conference marked the debut of an unprecedented upcoming product pipeline across all the Group brands. These innovations blend state-of-the-art technology, distinctive design and sustainable solutions addressing enhanced everyday experiences combining variety and multifunctionality with smart interfaces and ease of use application.

Over the last few years, the Group's media and communication strategy has evolved into a full-funnel approach that drives consideration, conversion, and long-term advocacy, powered by the holistic "paid + earned + owned" media ecosystem. This modernized workflow and team upskilling have yielded exceptional results, significantly boosting consumer impressions, engagement, and social media amplification. Key milestones shaping this new communication model include successful campaigns such as "Perfetto Instructions for Use" featuring Brad Pitt, some viral blockbuster launches among these "My Pizzeria", and the Milan Design Week activation "The World's Smallest Coffee Shop". This campaign achieved the top-awards "Grand Prix for Industry Craft" and "Gold Lion in the Outdoor category" at the 2026 Cannes Lions International Festival of Creativity.

"We are accelerating growth through a consumer-centric marketing transformation and redesigning our go-to-market paradigm" emphasized Nicola Serafin - Group's GM. *"Being recognized among the very best at Cannes Lions is a milestone we are incredibly proud of, and it is a clear reflection of this successful transition and the extraordinary dedication shown by our outstanding team."*

In a dynamic landscape where consumer behavior continues to shift quickly alongside technological evolution, the Group has intensified its focus, investments, and capabilities in digital transformation and data analytics. Over the last few months, marketing automation has been reinforced through a newly

created MarTech hub to further exploit data driven consumer insights. Additionally, the Group has expanded its footprint into social commerce by launching TikTok Shops in selected markets, with plans to roll out this approach globally in the coming months.

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The De' Longhi Group is a global leader in the coffee machine industry, with a strong presence in both domestic (with the De'Longhi brand) and professional (thanks to La Marzocco and Eversys). Furthermore, the Group is among the main global players in the household appliance sector dedicated to the world of cooking, air conditioning and home care (with the brands De' Longhi, Kenwood, Braun, Ariete and NutriBullet).

The De' Longhi Group has over 10,000 employees, operating across five continents through a global network that includes several production facilities and over 50 sales branches. In 2025, it reported revenues of € 3.8 billion, an adjusted EBITDA of €625 million and a net profit of over € 300 million.