

DēLonghi Group

De' Longhi Group is paving the way for future growth, introducing Prima Donna Aromatic and La Specialista Touch, and unveiling the upcoming Brad Pitt campaign

The product portfolio has been further broadened with several additions, such as Braun's introduction of air fryers, Kenwood's launch of a premium Cooking Chef, and Nutribullet's presentation of the novel personal blender

Treviso, Italy - July 14th, 2025 - De' Longhi Group is ready to capitalize on significant market opportunities backed by product innovation and media investments, as presented at the annual Global Sales & Marketing Conference held last week at its headquarter. The event brought together over 200 leaders from all over the world to coordinate on high-impact strategic initiatives designed to strengthen the Group's leadership position and elevate its growth ambitions.

The conference was also a great opportunity to **analyse the strong results achieved in 2024**, with a 14% Group's turnover increase, driven by accelerated growth in the household sector (above +7%) and the consolidation of La Marzocco. Building on this momentum, a **solid start of the year has confirmed the main market trends**, leading the Group to reaffirm its 2025 growth guidance of 5-7% in May.

A cornerstone of the Group's growth strategy is based on our market-leading portfolio of brands and products. At the conference, the teams shared the consumers' recognition and positive results of numerous **recent new product launches** that have effectively reinforced Group's brands standing. Recent key launches include Red Dot and iF award-winning products across all brands. *De' Longhi introduced Prima Donna Aromatic, La Specialista Touch, and Dedica Duo coffee machines. Kenwood expanded its "Go collection" and launched the new Cooking Chef in the food preparation. Braun broadened its air fryer portfolio and its premium ironing segment, with CareStyle9 and QuickStyle7. Nutribullet entered new categories and reinforced its presence in the blending with the FLIP portable.*

The conference was also the **unveiling event for the exciting new product pipeline** for the coming quarters, combining cutting-edge technology, distinctive design and the joy of use – a De' Longhi Group signature – to positively transform the consumer's daily experience. These products are the result of an orchestrated, end-to-end process where deep consumer insights, sophisticated industrial design, and a strong commitment to manufacturing excellence converge in the "Made by De' Longhi" approach.

The Group's growth strategy will continue to be supported by consistent investments in advertising and marketing, a strategy that has proven effective in strengthening brands awareness and expanding the business. The event was crucial for coordinating all activities related to **ongoing and upcoming advertising campaigns** across all brands and channels.

"We are well equipped to accelerate growth," stated Nicola Serafin, the Group's General Manager. "Our extensive portfolio of current and upcoming products, backed by major investments in brand communication and fuelled by the drive of our passionate teams, will sustain our long-term ambitions."

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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).

Listed since 2001 on the main market of the Italian Stock Exchange MTA, De' Longhi distributes its products worldwide in more than 120 markets worldwide and had over 10,000 employees at the end of 2024. In 2024, it reported revenues of € 3.5 billion, an adjusted EBITDA of €560 million and a net profit of over € 300 million.