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# **DEFINITIONS & ASSUMPTIONS**

#### In this presentation:

- Adjusted stands for "before non recurring items and inputted costs of the stock option plans"
- "At constant exchange rates" means excluding the effects of exchange rates' variations and of hedging derivatives
- ForEx or FX stand for Foreign Exchange Rates;
- "Like-for-like" or "LFL" stands for at constant perimeter;
- "M" stands for million and "bn" stands for billion;
- Reported stands for official data including (1) since Dec. 29, 2020 the consolidation of Capital Brands Holdings Inc. and its subsidiaries and (2) since April 1st, 2021, the consolidation of Eversys Group.
  - In some cases, the mandatory adoption of new accounting standards can affect the comparability of figures across the years.





# CONTENTS

- **DE' LONGHI IN A NUTSHELL**
- MAIN DRIVERS OF THE BUSINESS
- COFFEE
- FOOD PREPARATION
- HOME CARE & COMFORT
- OPERATIONAL FOOTPRINT
- MARKETING PLAN
- CAPITAL ALLOCATION
- ESG
- ANNEX





# THE GROUP IN A SNAPSHOT

# **Revenues:** 2,351 M€\*

CAGR 2010-2020: Mid to High single digit

A PALETTE OF **LEADING** DēLonghi **BRANDS KENWOOD** BRHUN nutribullet

Adj.Ebitda: 366.5 M€\*

@ margin 15.6%\*



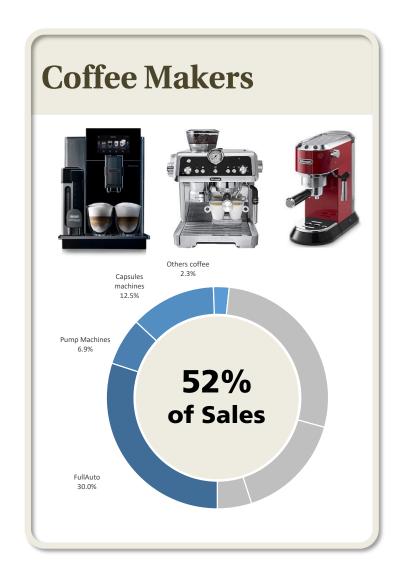
# **Net Cash Position:** 232 M€\*

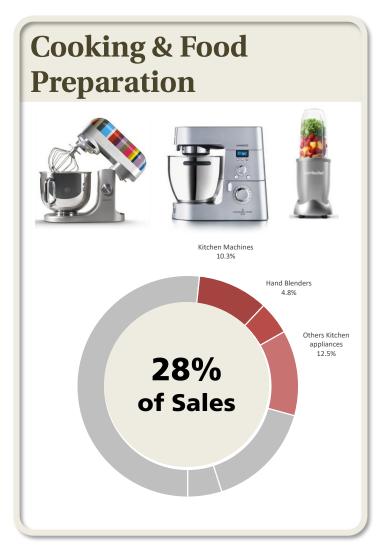
**Expected Free Cash Flow** plan 2021-2023 ca.250 M€ /year on average

Unparalleled commitment to investments in the industry:

**Over the last 3years** 750+ M€ in A&P 210+ M€ in CAPEX 150+ M€ in R&D

# **PRODUCT CATEGORIES**



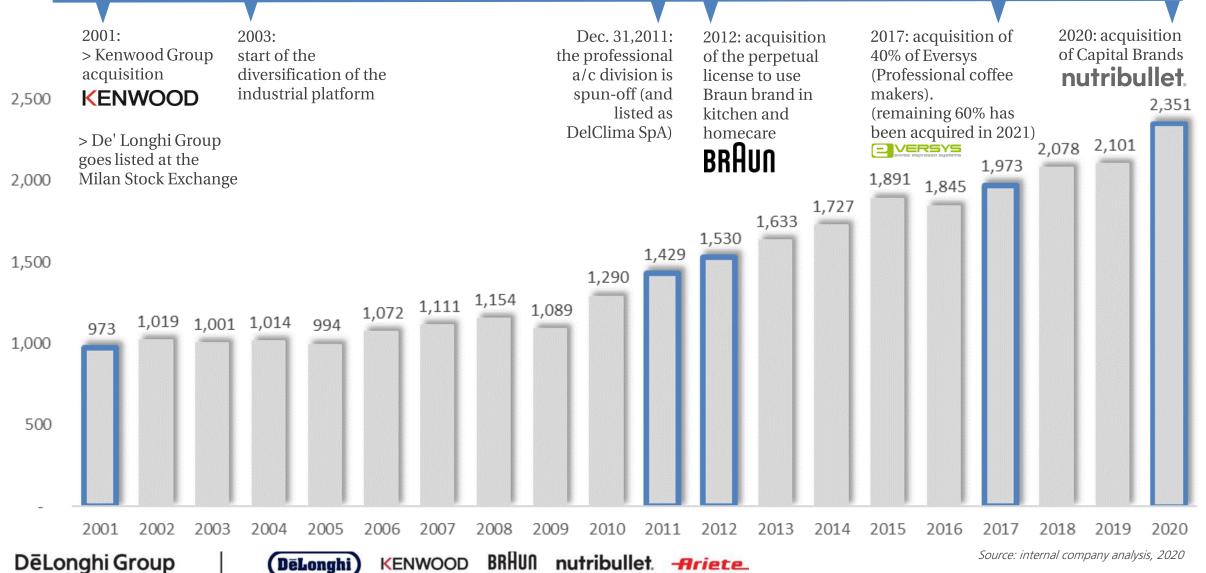




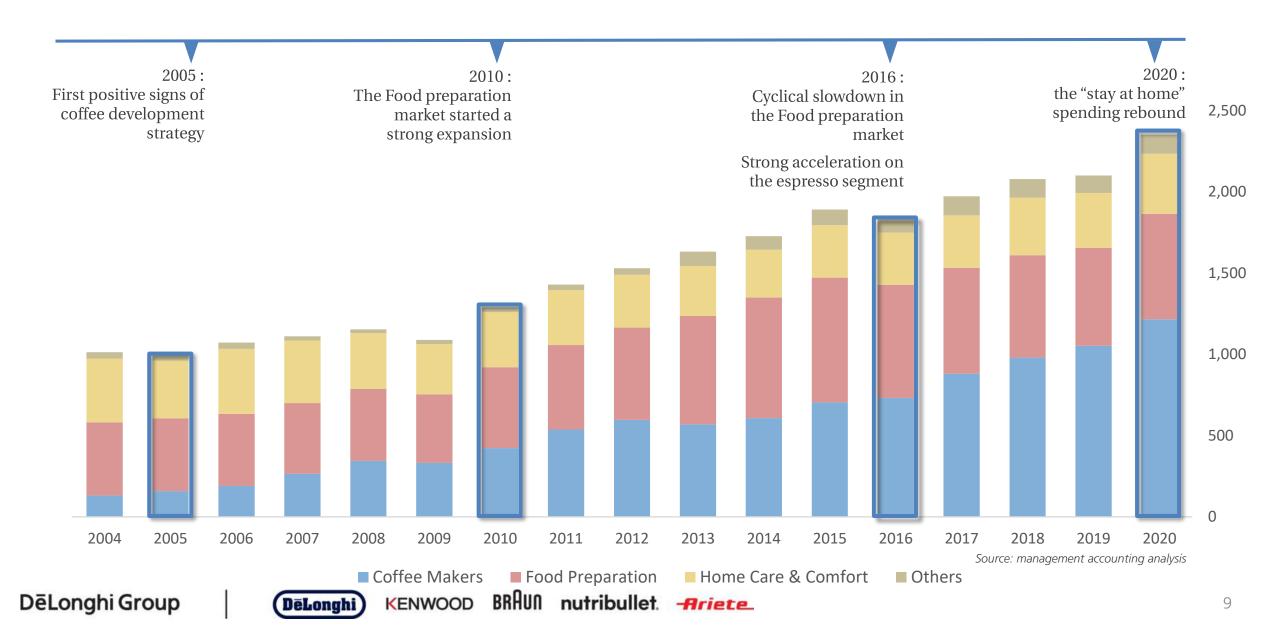
Source: internal company analysis, 2020



#### KEY MILESTONES THAT BOOSTED GROWTH

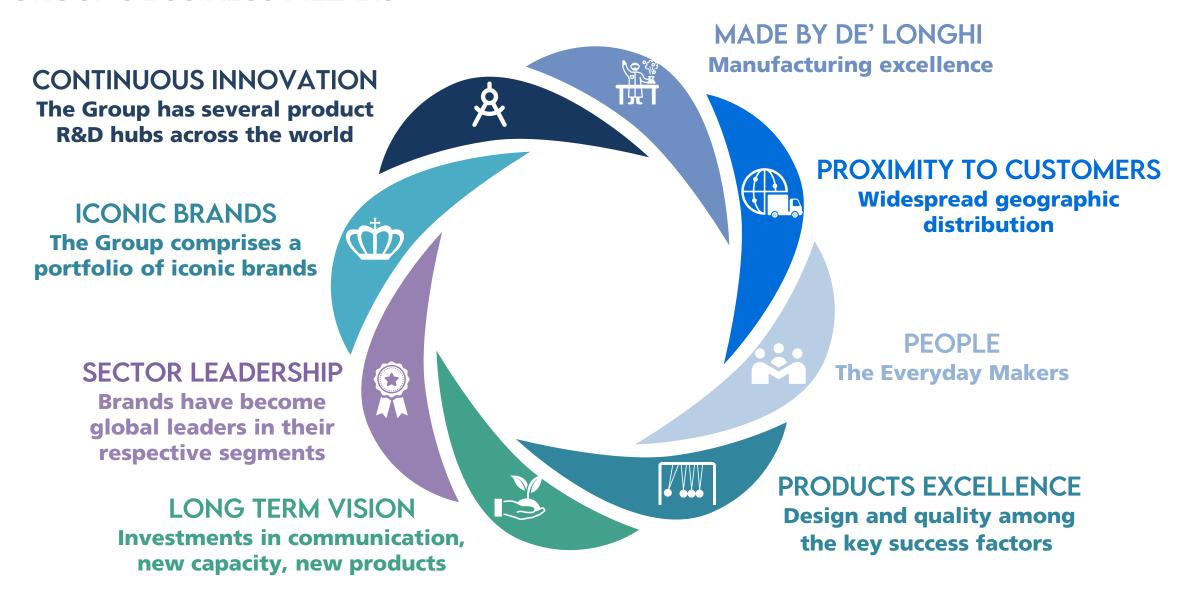


# **REVENUES BY PRODUCT CATEGORY**





# **GROUP'S BUSINESS PILLARS**



#### **ICONIC BRANDS**

BRAUN nutribullet. DēLonghi ) **KENWOOD MISSION** GLOBAL MARKET LEADER IN THE MOST LOVED & LEADING PREMIUM BRAND IN LEADING PERSONAL BLENDER **ADMIRED BRAND IN** HIGH VOLUME "EVERYDAY COFFEE, COMFORT AND IN ACCESSIBLE NUTRITION **FOOD PREPARATION** SELECTED KITCHEN CATEGORIES **HOME ESSENTIALS**" **CATEGORIES** COFFEE **BAKING** HAND BLENDERS PERSONAL BLENDERS **COMFORT IRONING FOOD PROCESSING JUICERS** OTHER KITCHEN APPL. OTHER KITCHEN APPL. **NEW KITCHEN PRODUCTS BREAKFAST** KEY **EMEA EMEA EMEA** NORTH AMERICA **KEY MARKETS NORTH AMERICA AUSTRALIA & NZ NORTH AMERICA AUSTRALIA & UK** CHINA/ASIA-PACIFIC CHINA /ASIA OTHER SELECTED MKTS **NEW MARKETS** 











# **SECTOR LEADERSHIP**



# PRODUCTS EXCELLENCE

















reddot winner 2021 best of the best



# BRAUN





GERMAN DESIGN AWARD









2020









































# **PEOPLE**

#### **BORN TO DO**

We build quality products and solutions that make life better. We are Makers with an endless dedication to create and offer a unique Consumer experience



#### PEOPLE SUPPORT AND GROWTH

We care about the well-being and growth of our people, putting them at the centre of everything we do, as continuous learning and management development



#### COMBINING PASSION AND KNOWLEDGE

We are a global community working together to share the same goals and passion, ready to overcome the next challenge and to make the difference



#### **OUR VALUES**

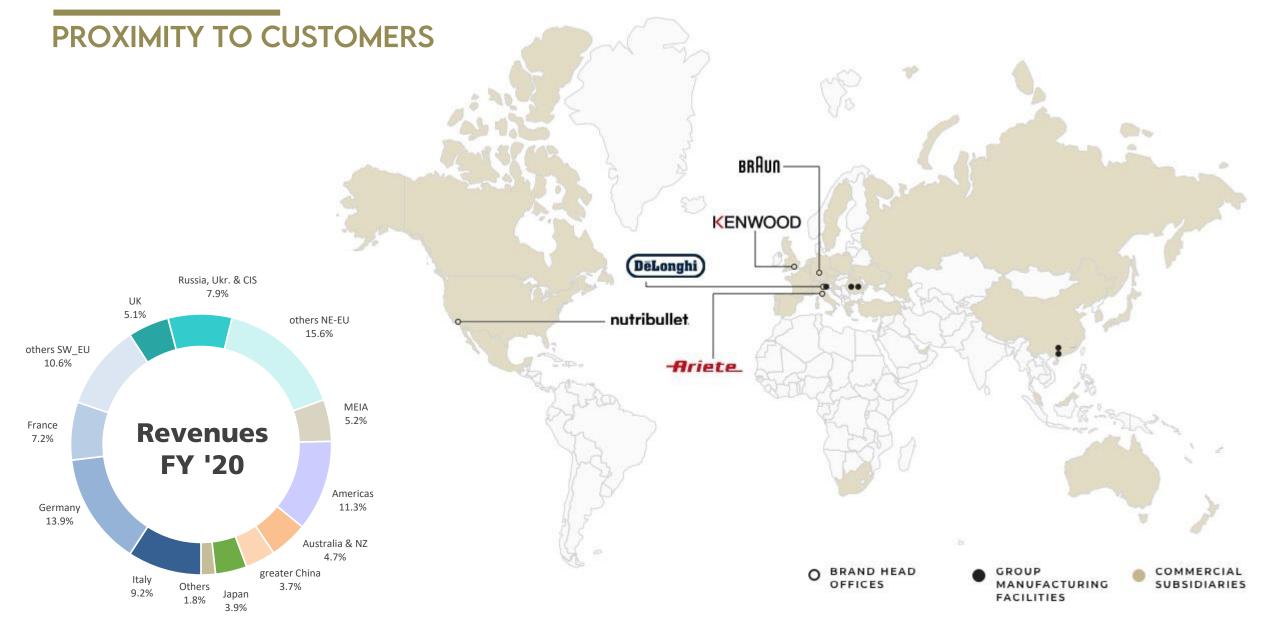
Courage, team work, passion, competence, heritage and respect, are the values at the heart of our work, inspiring us to improve day by day









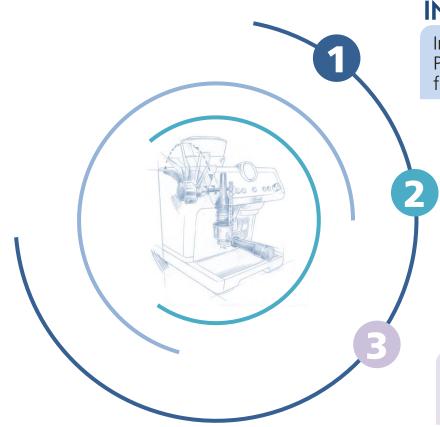


# MADE BY DE' LONGHI



DēLonghi Group

#### CONTINUOUS INNOVATION



#### INNOVATION CENTRE

In Italy, several teams are fully dedicated to the NPD (New Product Development) process, in order to continuously feed the innovation

#### LOCAL RESEARCH CENTRES

The Group has several product R&D hubs located around the world: Italy, Germany, UK, as well as cross-brand structures dedicated to specific business segments

#### INVESTMENT IN INNOVATION

Between 2016 and 2020, the Group invested €255 million to improve its products and processes—including €52 million in 2020 alone



# **REVENUES BY PRODUCT FAMILY (FY2020)**

# COFFEE **MAKERS**

**52%** OF TOTAL SALES

CAGR 2010-2020\*\*:

11.6 %



(DēLonghi)

**N.1** IN FULL AUTOMATIC COFFEE MAKERS\*



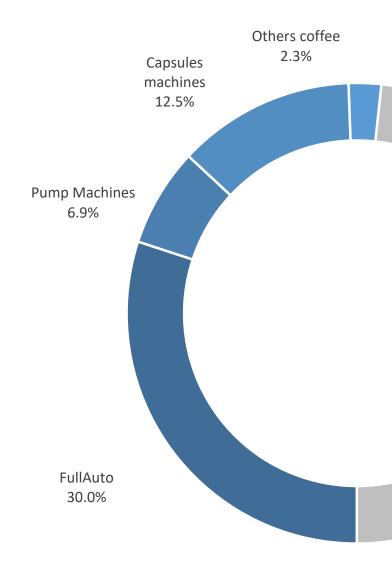
DēLonghi

**N.1** IN PUMP TRADITIONAL CM\*



(DēLonghi) NESPRESSO.

N.2IN SINGLE SERVE ESPRESSO \*



<sup>\*\*</sup>Source: management accounting analysis





<sup>\*</sup>Source: Independent research institute, value sales leader from Jan to Dec 2020 in 46 countries

# **COFFEE CATEGORY BY PRODUCT LINE**

#### **FULLY AUTOMATIC**













Magnifica

Magnifica Evo

Dinamica

Eletta

Prima Donna Soul

Maestosa

MANUAL











La Specialista Maestro

CAPSULE SYSTEMS





0€

100€

400€

800€

>2000€

PRICE RANGE













# **FULLY AUTO MACHINES ("BEANS TO CUP")**









FROM COFFEE BEAN TO YOUR CUP, WITH JUST A SIMPLE TOUCH

# MANUAL ESPRESSO MAKERS







THE "BARISTA STYLE" AT HOME

# CAPSULE SYSTEMS: THE NESTLÈ PARTNERSHIP

12% of Sales

De'Longhi is authorized distributor for OEM Nespresso models in more than 15 countries.

Moreover, the Group develops, manufactures and distributes, under exclusive rights, the **Lattissima range** (for which it owns patented technology) in more than 20 countries.







The Group has also distribution rights for **Nestlè Dolcegusto** machines in 18 countries worldwide, and launched an internally-manufactured model (Jovia) in September 2014.

CAPSULE MACHINES HAVE BEEN THE KEY CATEGORY TO HELP PENETRATION IN NEW MARKETS AND SPREAD THE ESPRESSO STORY ACROSS THE WORLD

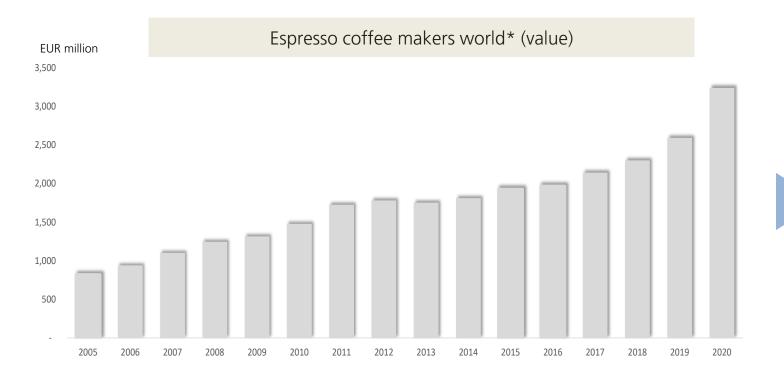




# **COFFEE CATEGORY: MAIN COMPETITORS**



#### **ESPRESSO MAKERS MARKET IN VALUE TERMS**



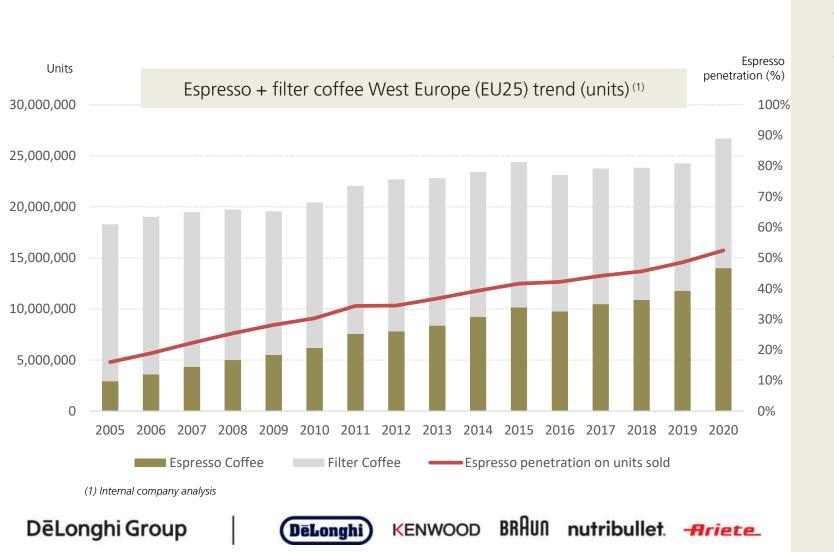
THE ESPRESSO MARKET HAS **CONSISTENTLY GROWN OVER** THE LAST DECADE AND THERE IS STILL A TREMENDOUS OPPORTUNITY TO EXPAND THIS **BUSINESS IN ASIA AND NORTH AMERICA** 





<sup>\*</sup>Source: Market value at constant perimeter of the producers of espresso coffee machines for domestic use (excluding US and China); internal data processing 2020

# THE COFFEE MAKERS MARKET: ESPRESSO VS. FILTER (WEST EUROPE)



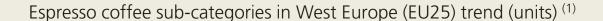
OUT OF CA. 26M COFFEE MACHINES SOLD IN WEST EUROPE (EU25) IN 2020, ESPRESSO PENETRATION ON ANNUAL UNITS SOLD IS ONLY AROUND 50%.

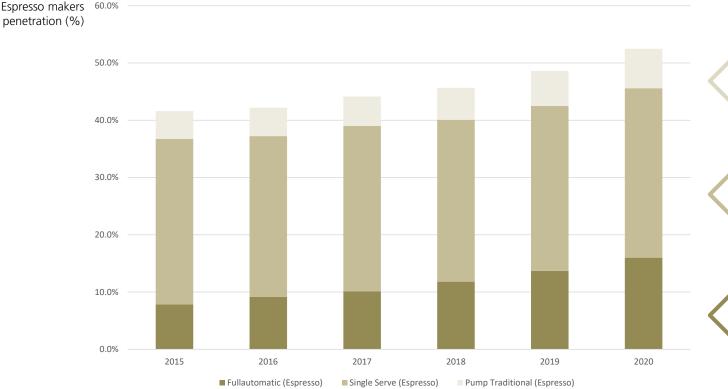
FILTER COFFEE MACHINE CAGR ('05-'20) -1.3%

VS.

ESPRESSO COFFEE MACHINE CAGR ('05-'20) 11%

# THE ESPRESSO MAKERS MARKET (WEST EUROPE)





THE FULLY AUTO & MANUAL CATEGORIES HAVE DRIVEN THE GROWTH OF THE WHOLE COFFEE SEGMENT, BUT THE PENETRATION (ON ANNUAL UNITS SOLD) IS STILL VERY LOW

PUMP-TRADITIONAL (ESPRESSO) CAGR ('15-'20) 9.2%

**SINGLE SERVE (ESPRESSO)** CAGR ('15-'20) 2.3%

**FULLY AUTO (ESPRESSO)** CAGR ('15-'20) 17.5%

(1) Internal company analysis

DēLonghi Group



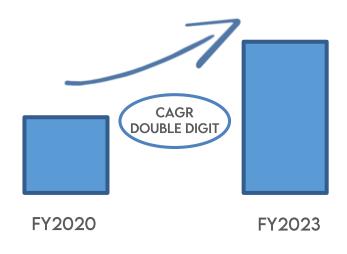


# SPECIALTY COFFEE OFFERING IS GROWING



OVER THE LATEST YEARS, THE NUMBER OF DAILY SPECIALTY COFFEE DRINKERS HAS CONSISTENTLY INCREASED, STRENGTHENING THE CONSUMER DEMAND FOR SPECIALTY COFFEE AND PREMIUM COFFEE MACHINES

# **COFFEE: KEY GROWTH OPPORTUNITIES**



**EXPECTED GROWTH IN THE MEDIUM TERM** 

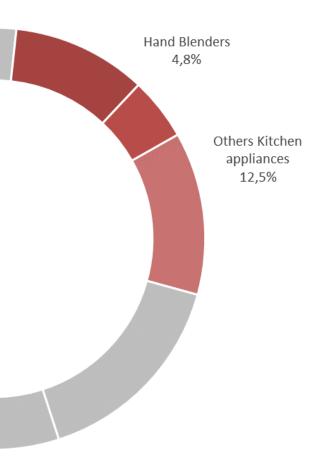
excerpt from Medium Term Plan '21-'23





# **REVENUES BY PRODUCT FAMILY (FY2020)**

Kitchen Machines 10,3%







N.1 IN KITCHEN MACHINES in Europe\*



BRAUN

N.1 IN HAND BLENDER Brand\* \*



**KENWOOD** 

N.1 IN FOOD PREPARAT. in Europe\*

COOKING & FOOD PREP.

> 28% OF TOTAL SALES

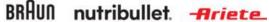
CAGR 2010-2020\*\*:

3.1 %











<sup>\*\*</sup>Source: management accounting analysis

# FOOD PREPARATION CATEGORY BY PRODUCT LINE

### **KITCHEN MACHINES**









K Mix

Chef XL Titanium

Titanium Chef Patissier Cooking Chef XL

**BLENDERS &** HAND BLENDERS







Pure Juice Pro

**OTHERS** 





Food proc. Multipro



MultiFry



CookEasy+

0€

100€

400€

800€

>1300€

PRICE RANGE

DēLonghi Group











# **KITCHEN MACHINES**











# TOTAL VERSATILITY DESIGNED FOR THE HOME BAKING EXPERIENCE

#### **BLENDERS**



## BRAUN

hand blenders



**KENWOOD** 

power blenders

nutribullet.

personal blenders



nutribullet.

power blenders



**BLENDING: NUTRITION MADE SIMPLE** 

#### FOOD PROCESSORS & OTHER KITCHEN APPLIANCES









**KENWOOD** 



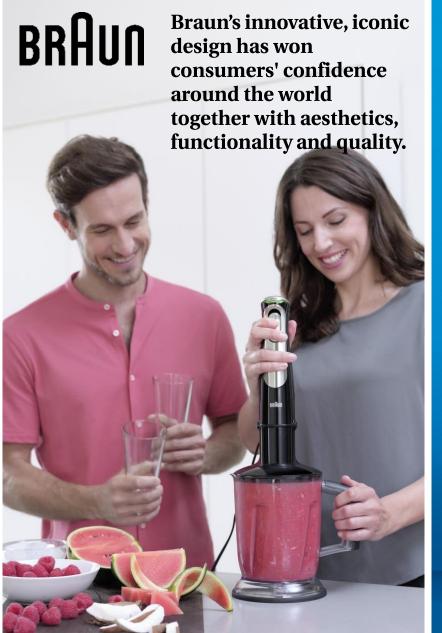




A WIDE RANGE OF PRODUCTS TO SUPPORT COOKING AND BAKING AT HOME



# **KENWOOD** Kenwood has a high end position, with leading market shares vs. the average of competitors INDUCTION



## nutribullet.

NutriBullet is inspiring and enabling transformational nutrition for people all around the world, by designing and delivering an ecosystem of products that strive to integrate better patrition into everyday life

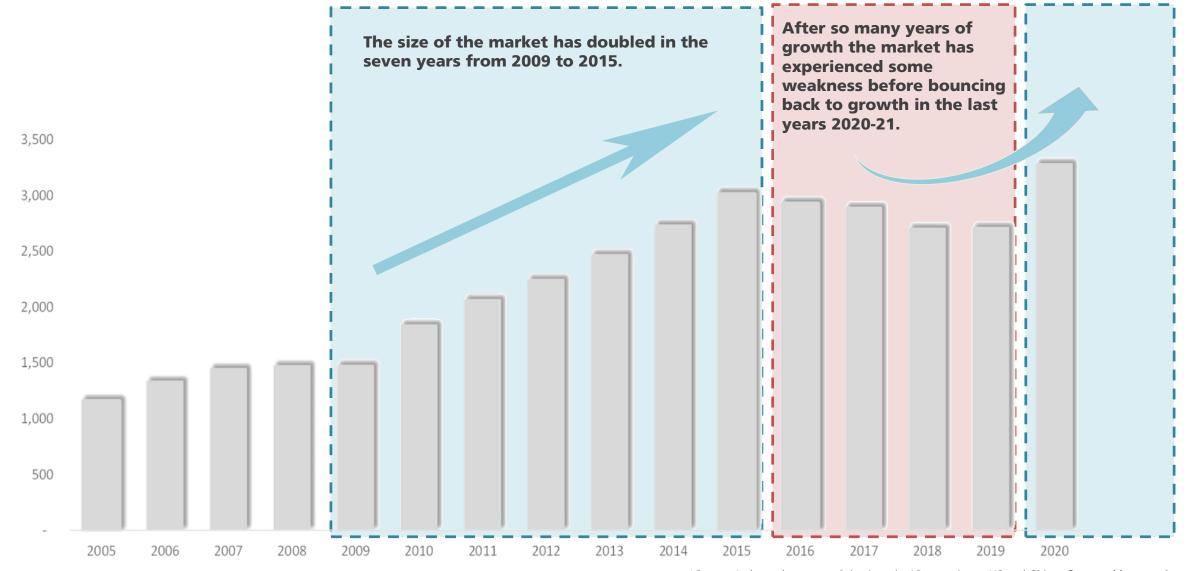




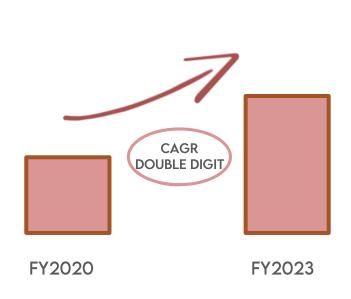
#### FOOD PREPARATION: MAIN COMPETITORS



#### FOOD PREPARATION MARKET TREND



#### FOOD PREPARATION: KEY GROWTH OPPORTUNITIES



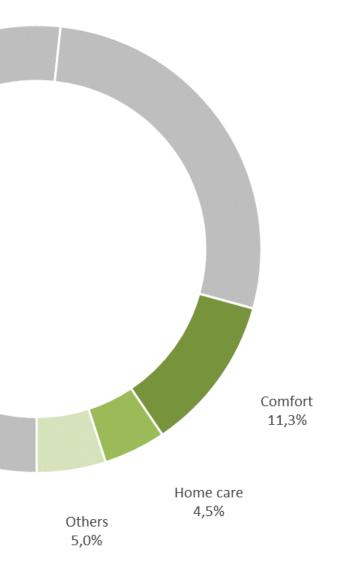
#### **EXPECTED GROWTH IN THE MEDIUM TERM**

excerpt from Medium Term Plan '21-'23





#### **REVENUES BY PRODUCT FAMILY (FY2020)**





BRAUN Ironing



(DēLonghi) portable air conditioning and treatment



portable heaters

## COMFORT & HOME CARE

20% OF TOTAL SALES

CAGR 2010-2020\*\*: 2.8 %











<sup>\*\*</sup>Source: management accounting analysis

#### **COMFORT SECTOR**



#### (DēLonghi)

portable heaters



portable air conditioners



fan heaters



air purifiers









COMFORT WITHOUT COMPROMISE, GIVING YOU PERFECT LIVING CONDITIONS ANYWHERE AT ANYTIME

#### **HOME CARE SECTOR**



## BRAUN

irons and ironing systems





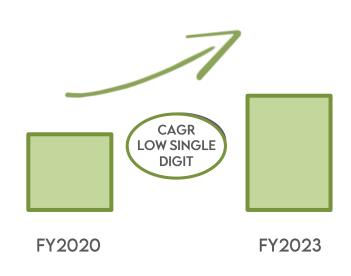


#### **IRONING AND FLOOR CARE PRODUCTS**

#### **COMFORT & HOME CARE: MAIN COMPETITORS**

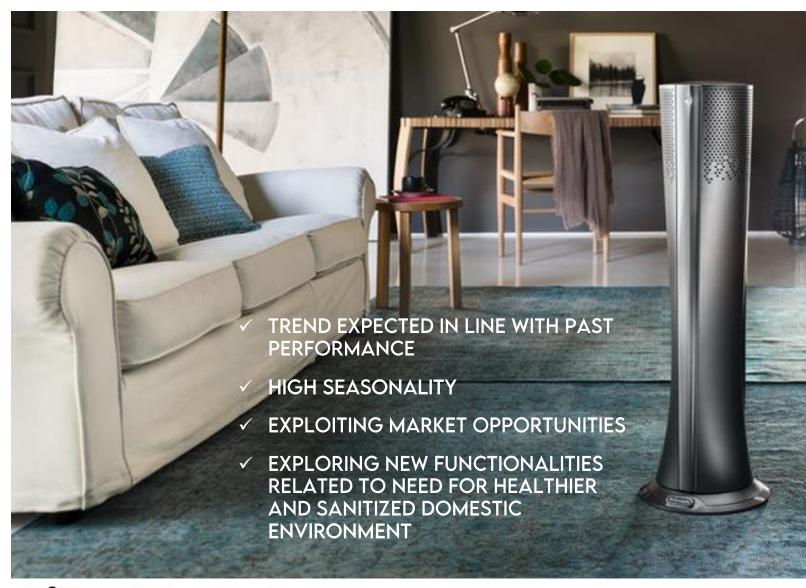


#### **COMFORT & HOME CARE: KEY GROWTH OPPORTUNITIES**

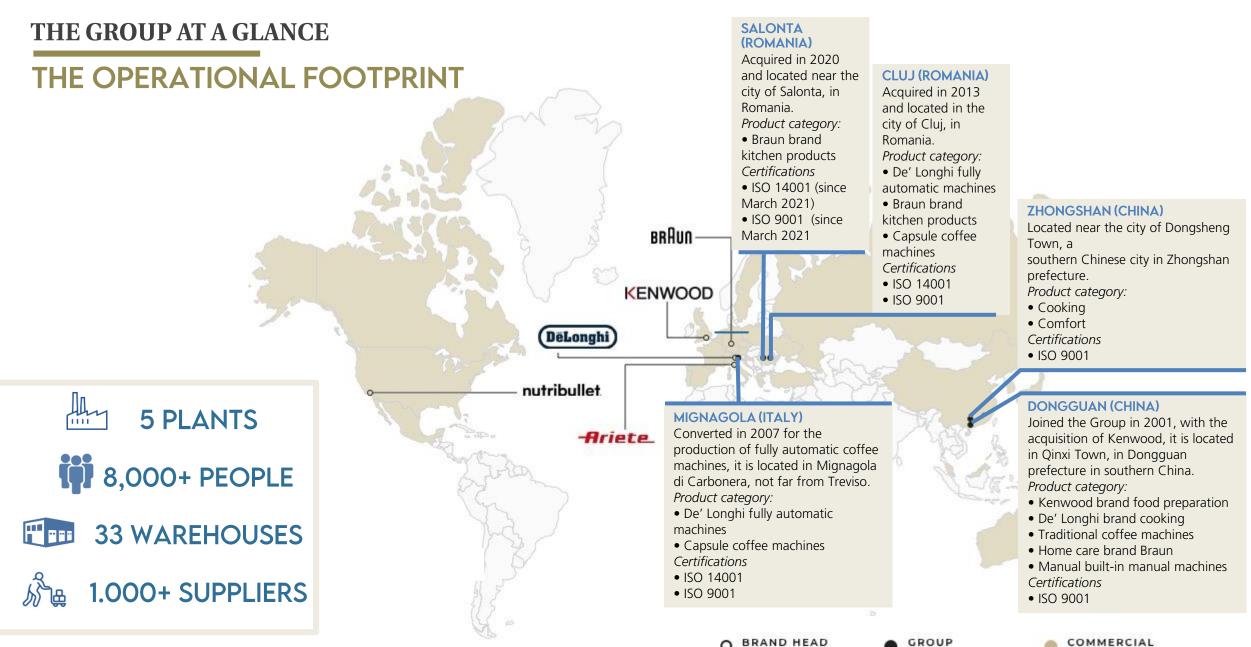


#### **EXPECTED GROWTH IN THE MEDIUM TERM**

excerpt from Medium Term Plan '21-'23







OFFICES



#### MANUFACTURING EXCELLENCE



#### MANUFACTURING EXCELLENCE



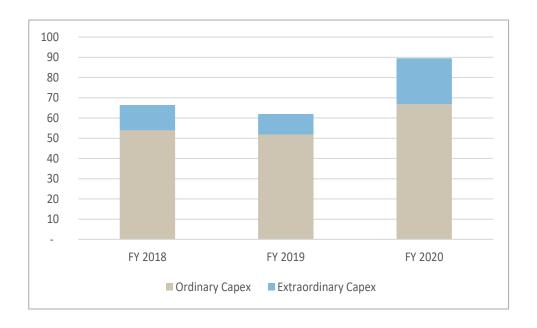
#### THE DE' LONGHI'S ITALIAN PLANT HAS BEEN ADMITTED TO THE

### **GLOBAL LIGHTHOUSE NETWORK**

OF THE WORLD ECONOMIC FORUM



#### PRODUCTION INVESTMENTS ACCELERATION



**EXTRA-INVESTMENTS** 

2018 - 2020

45 M€

OUT OF A TOTAL OF CA. 210 M€

### **EXTRA-INVESTMENTS** 2021 - 2023

- TO INCREASE CAPACITY
- TO BUILD A PROPER BUFFER TO MANAGE VOLATILITY AND PEAKS OF DEMAND
- **KEY INVESTMENTS ACCELERATION PLAN:** 
  - ROMANIAN FACTORIES
  - CHINA DONGGUAN FACTORY EXPANSION
  - COFFEE EUROPEAN PLATFORM STEP-UP

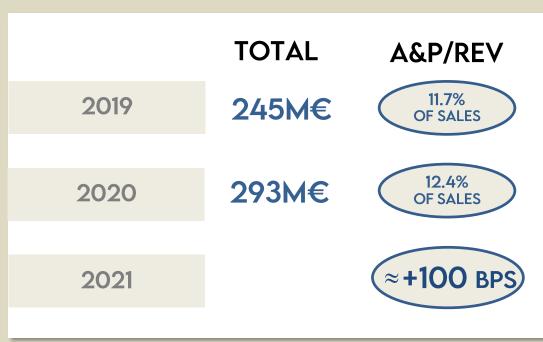


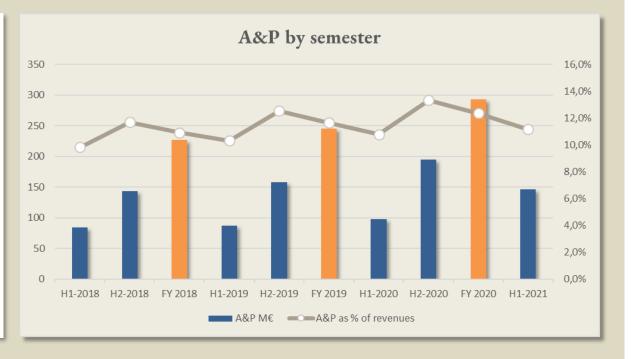


#### **A&P INVESTMENTS**

THE INCREASE OF INVESTMENTS IN MEDIA AND COMMUNICATION IN THE LAST FEW YEARS HAS DRIVEN BRANDS' AWARENESS AND PERFORMANCES

### **Investments in Advertisement & Promotions (A&P)**





#### STRONG INVESTMENTS IN NEW MARKETING INITIATIVES





**OVER THE LAST COUPLE OF** YEARS WE HAVE LAUNCHED MANY MARKETING INITIATIVES TO SUPPORT OUR BRANDS AND THE **UPCOMING DEVELOPMENTS OF** THE BUSINESS





#### NEW MARKET INITIATIVES: AMBASSADOR CAMPAIGN



## To be the Global Leader and Authority in Coffee:

THE **GOALS** 



TO INCREASE PENETRATION



TO POSITION DE' LONGHI AS THE PREMIUM BRAND



TO BUILD A LOYAL **COMMUNITY OF CONSUMERS** 

#### **GLOBAL CAMPAIGN: KEY TAKEAWAYS**

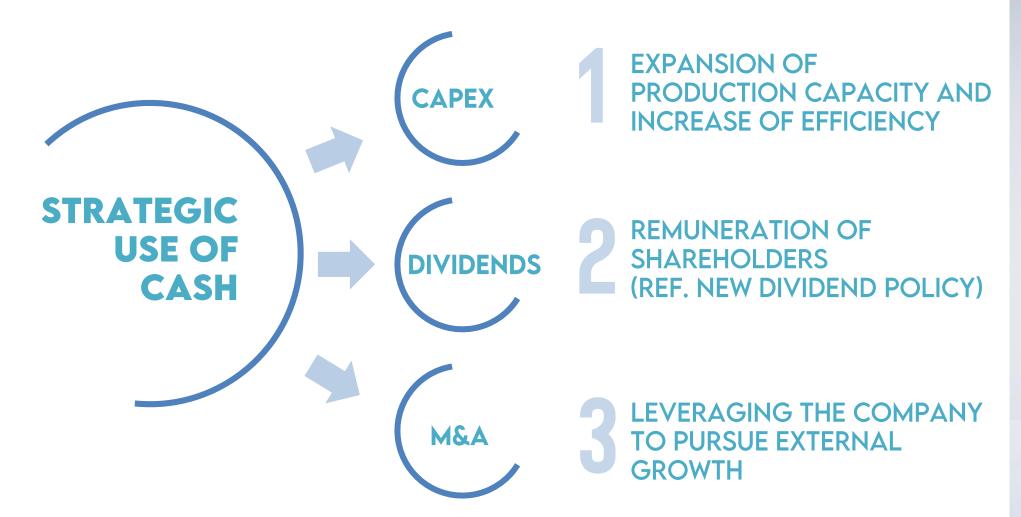


- FIRST EVER DE' LONGHI GLOBAL CAMPAIGN LAUNCHED AT THE SAME TIME **EVERYWHERE**
- MASSIVE MEDIA INVESTMENT
- **BEST IN CLASS PARTNERS AND EXECUTION**
- SIGNIFICANT UPGRADE OF ALL MARKETING INFRASTRUCTURE AND **TOUCH POINTS: PHYSICAL AND DIGITAL**
- CLEAR KPIS IN PLACE AND TRACKING **SYSTEMS**

DēLonghi Group



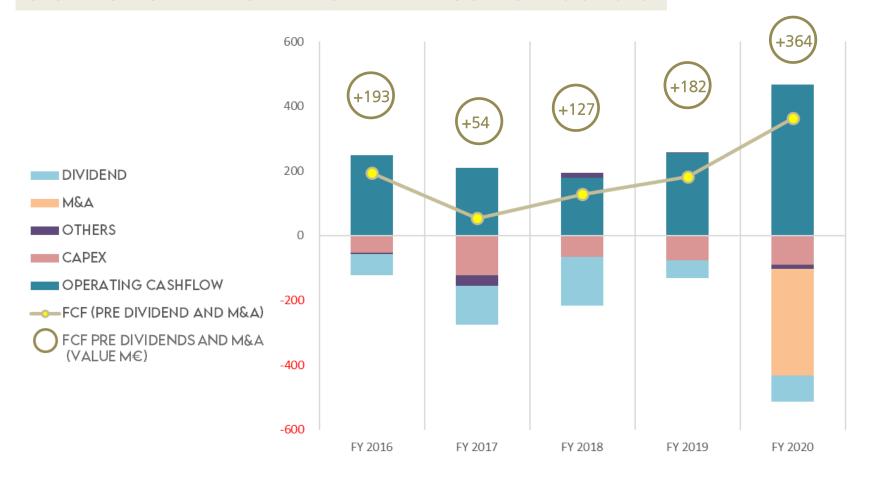
#### CAPITAL ALLOCATION





#### CAPITAL ALLOCATION

#### CASH FLOW GENERATION AND CAPITAL ALLOCATION 2016-2020



FY2019 Cash Flow calculation excluding IFRS-16 impact





#### **RECENT ACQUISITIONS**

## RECENT **ACQUISITIONS:**

**CAPITAL BRANDS (2020)** 

**EVERSYS (2021)** 

Capital Brands' NutriBullet is Capital Brands inspiring and enabling transformational nutrition for people all around the world, by designing and delivering an ecosystem of products that strive to integrate better nutrition into everyday life



- ✓ Global #1 in personal blending with NUTRIBULLET brand
- √ ca. 290 M\$ revenues 2020
- √ adj. Ebitda margin 2020 > 17%
- ✓ present in over 100 countries
- ✓ Enterprise Value ca. 420 M\$ \*

\* Enterprise Value at which the acquisition deal was consummated

#### **RECENT ACQUISITIONS**

### RECENT **ACQUISITIONS:**

**CAPITAL BRANDS (2020)** 

**EVERSYS (2021)** 



## LVERSYS

- ✓ First step into the professional coffee machines business
- ✓ leading innovative technology in fullauto machines
- ✓ ca. 65M CHF 2020 revenues
- ✓ ca. 12M CHF 2020 adj.Ebitda
- ✓ Enterprise Value ca. 150 MCHF \*

\* Enterprise Value at which the acquisition deal was consummated



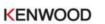




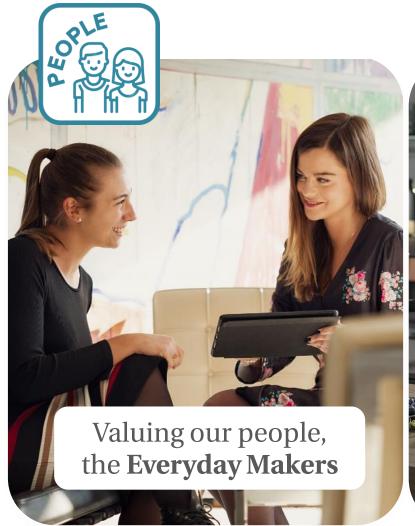
#### **OUR GOVERNANCE MODEL**







#### **OUR SUSTAINABILITY PILLARS**







Running sustainable supply chain and operations

KENWOOD

#### **OUR SUSTAINABILITY PILLARS: MAIN ACTIVITIES**



## **ANNEX**

## FINANCIAL HIGHLIGHTS 2015-2020



#### FINANCIAL HIGHLIGHTS

	2020 <sup>(3)</sup>	<b>2019<sup>(2)</sup></b>	2018 <sup>(1)</sup>	2017 <sup>(1)</sup>	2016 <sup>(1)</sup>	2015
Revenues M€	2,351.3	2,101.1	2,078.4	1,972.8	1,845.4	1,891.1
Change yoy %	11.9%	1.1%	5.4%	6.8%	-2.4%	9.5%
Net industrial margin M€	1,157.1	990.2	990.7	967.3	905.8	904.6
% of revenues	49.2%	47.1%	47.7%	49.0%	49.1%	47.89
adjusted Ebitda M€	366.5	295.3	312.8	309.5	295.4	287.8
% of revenues	15.6%	14.1%	15.1%	15.7%	16.0%	15.29
Ebitda M€	343.0	289.2	304.5	303.7	292.0	285.2
% of revenues	14.6%	13.8%	14.7%	15.4%	15.8%	15.19
Ebit M€	262.0	210.9	242.9	245.4	239.0	232.7
% of revenues	11.1%	10.0%	11.7%	12.4%	13.0%	12.39
Profit (loss) pertaining to the Group M€	200.1	161.0	183.9	179.7	167.4	149.5
Total net equity M€	1,267.4	1,190.5	1,065.9	1,023.3	1,014.0	905.9
Net financial position M€	232.0	277.8	228.1	250.6	307.6	188.9



<sup>(1):</sup> Only continuing operations are considered.



<sup>(2):</sup> the 2019 figures include the effects of the application of IFRS 16 and the reclassification of financial discounts

<sup>(3):</sup> the 2020 figures include the effects of the reclassification of financial discounts



## THANK YOU

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