

A photograph of a modern architectural interior. The ceiling is composed of dark brown, horizontal wood slats. The walls and upper levels are made of glass, reflecting the sky and the interior structure. A balcony with a glass railing is visible in the middle ground. The overall aesthetic is clean, minimalist, and industrial.

**DēLonghi Group**

Corporate Presentation 2023

Credits Ph. Marco Zantà

*Worldwide,  
everyday, by your side*

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

*To be lived, to be shared*

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An international Group with brands that made the history of small domestic appliances.

The De'Longhi Group is a world's leading players in small domestic appliances associated with the world of coffee, kitchen, air conditioning, and home care.

**€ 3,158 mln**  
Revenues in 2022

**9.000+ employees**  
Worldwide, on average in 2022

**Over 120**  
Countries of distribution

**€ 72 mln**  
Investments in R&D in 2022

**6 iconic brands**

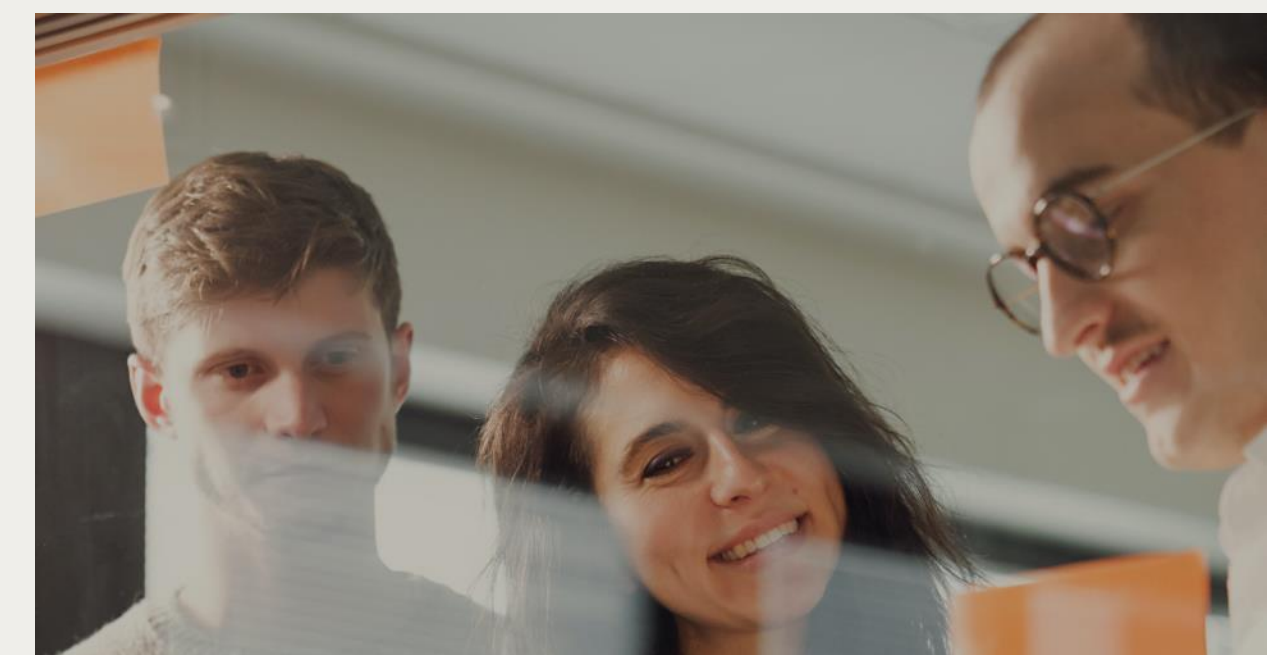
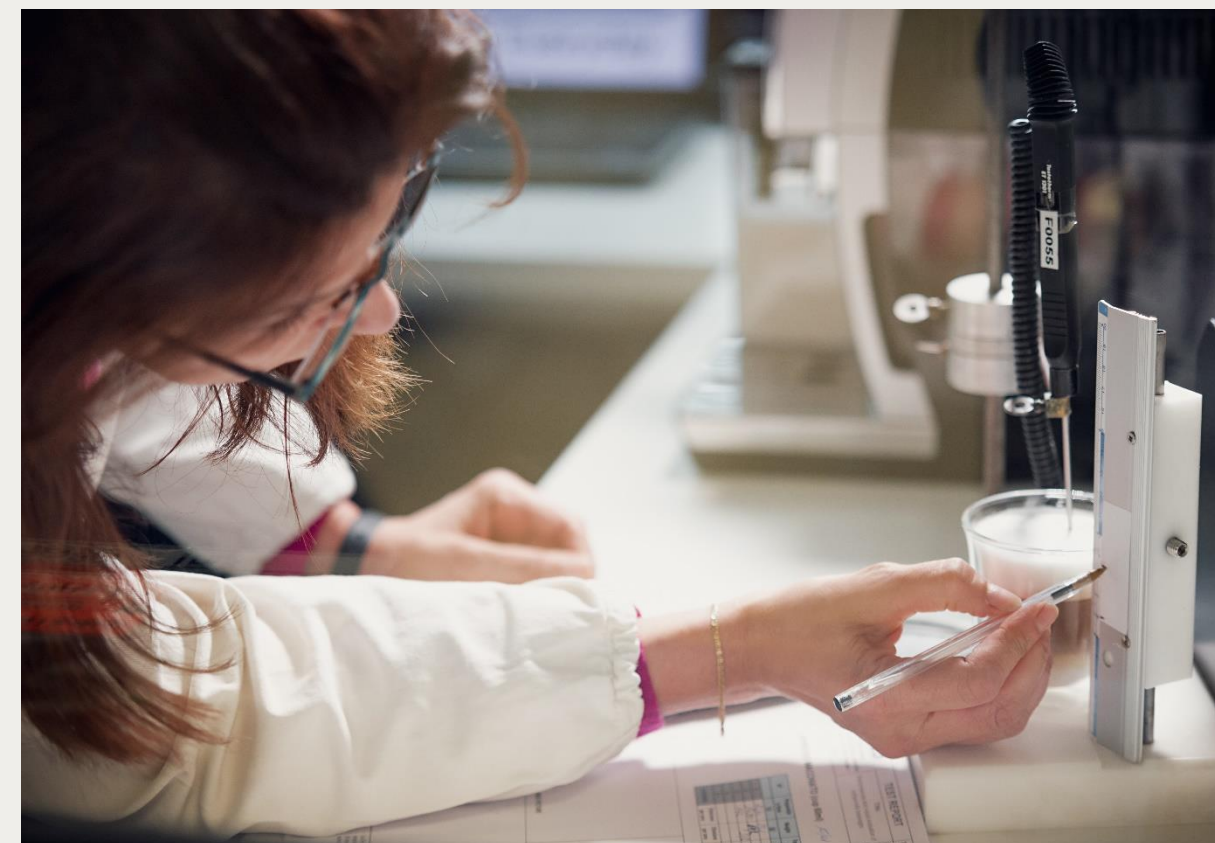
# Who we are

For almost **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 9,000 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.

## We are the Everyday Makers



# Worldwide presence

The Group, whose headquarters are located in Treviso (Italy), is distributed in **over 120 markets** worldwide, also through **4 research & development centers** and more than **30 subsidiaries**.

Our manufacturing footprint counts on **7 manufacturing plants** located in Italy (1), Romania (3), China (2) and Switzerland (1).



- Manufacturing plants
- Commercial Subsidiaries
- Brand head offices

# History



**1974**

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



**1975-80**

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



**1984-87**

The De' Longhi brand is launched globally through major sponsorships



**1985**

In 1985 the first foreign branch was opened in the US.



**1986**

The Group launches Pinguino, the iconic product



**2007**

De'Longhi established himself as the market leader in the super-automatic espresso machine.



**2005**

New production facility in JV in China



**2004**

Historic partnership with Nespresso



**2001**

Public listing on Milan's stock exchange.



**2001**

Kenwood and Ariete acquisition



**2012**

Braun joined the Group, specifically its household products.



**2017**

Acquisition of 40% of Eversys, completed in 2021.



**2020**

NutriBullet acquisition, global leader in the personal blenders segment



**2021**

De'Longhi coffe: Global campaign

# Our 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
- Comfort
- Breakfast

- Baking
- Food Processing
- Other kitchen appl.

- Hand blenders
- Ironing
- Other kitchen appl.

- Personal blenders
- Juicers
- Other kitchen prod.

- Multispecialist
- Kitchen appl.
- Flore care

Key markets

- EMEA
- North America
- China/Asia-Pacific

- EMEA
- Australia & NZ
- Other selected mkts

- EMEA
- North America
- China / Asia

- North America
- Australia & UK
- Internat. markets

- Italy
- EMEA
- Other selected mkts

# Business by products

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





# Products Excellence

**DēLonghi**



reddot winner 2022



reddot winner 2022



reddot winner 2022

**KENWOOD**



reddot winner 2021  
best of the best



DESIGN AWARD 2021



reddot winner 2022



reddot winner 2022

**BRAUN**



reddot winner 2022  
kitchen appliances design



reddot winner 2022  
kitchen appliances design



reddot winner 2022

# Sector leadership

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\*

\* Source: Independent Research Institute – Sales Leader Full Year 2022  
internal data processing

# 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

Sustainability for the De' Longhi Group means looking to the future as part of a responsible commitment that has been renewed over the last years and is based on 3 pillars: the people, the products, and the processes.



PEOPLE



PRODUCTS



PROCESSES



SUSTAINABILITY  
GOVERNANCE



# Thank you

## Contacts



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**in**

De' Longhi Group

**DēLonghi Group**

