



July 2021

WMF Professional Coffee Machines

Brand Presentation



DESIGNED TO PERFORM

wmf.com

Content



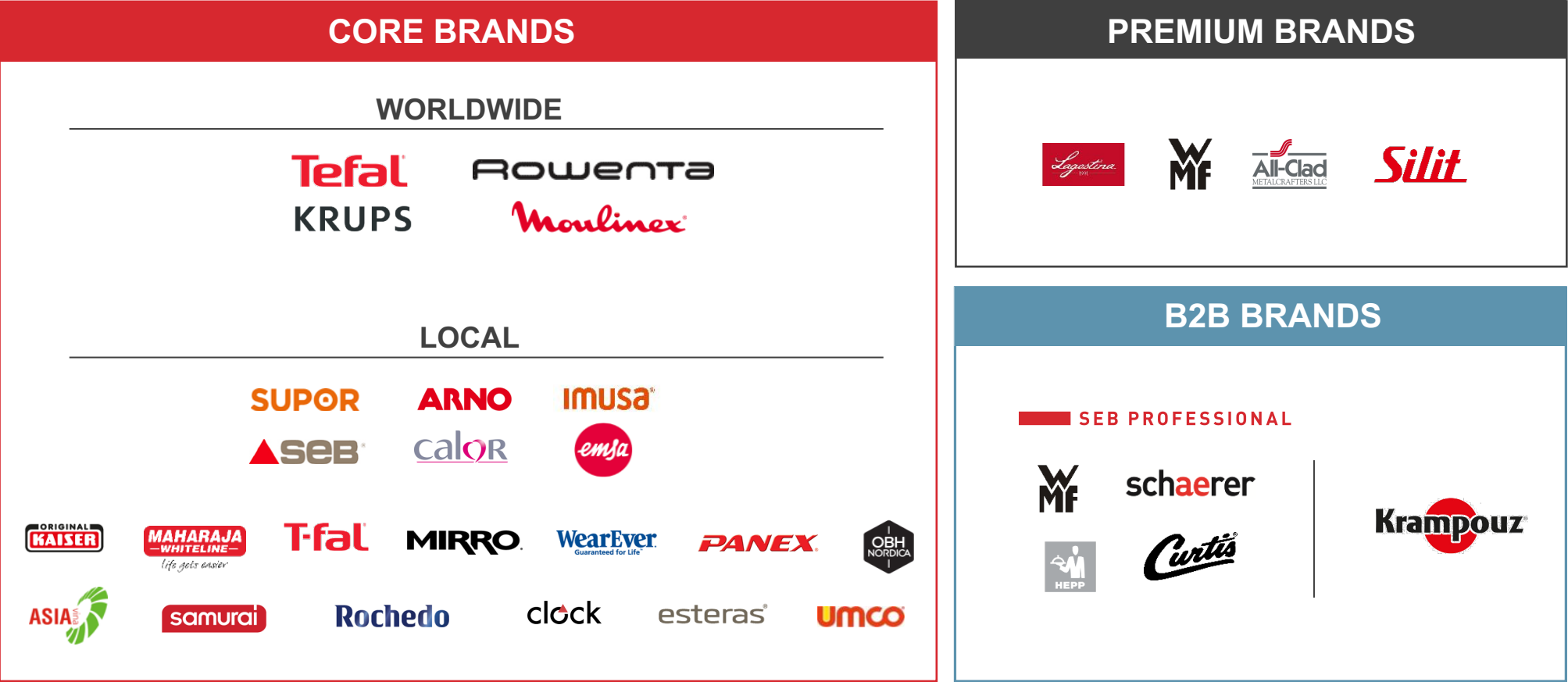
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1

Groupe SEB

The French company Groupe SEB is the world reference in small domestic equipment and is market leader in the professional fully automatic coffee machine sector.

Groupe SEB Brands



Facts and Figures 2020



2020
6,940
Revenue (€M)

31
Brands worldwide

360
Million sold products every year



More than
33.000
employees worldwide

2020
240
Investment in innovation (€M)

More than
40
Product facilities

WMF GmbH

Our Business Units



Professional Coffee Machines



schaefer



Global leadership in fully automatic professional coffee machines

Hotel Equipment



#1 market position in DACH

Consumer



Silit
KOCHERPERTEN. SEIT 1920.

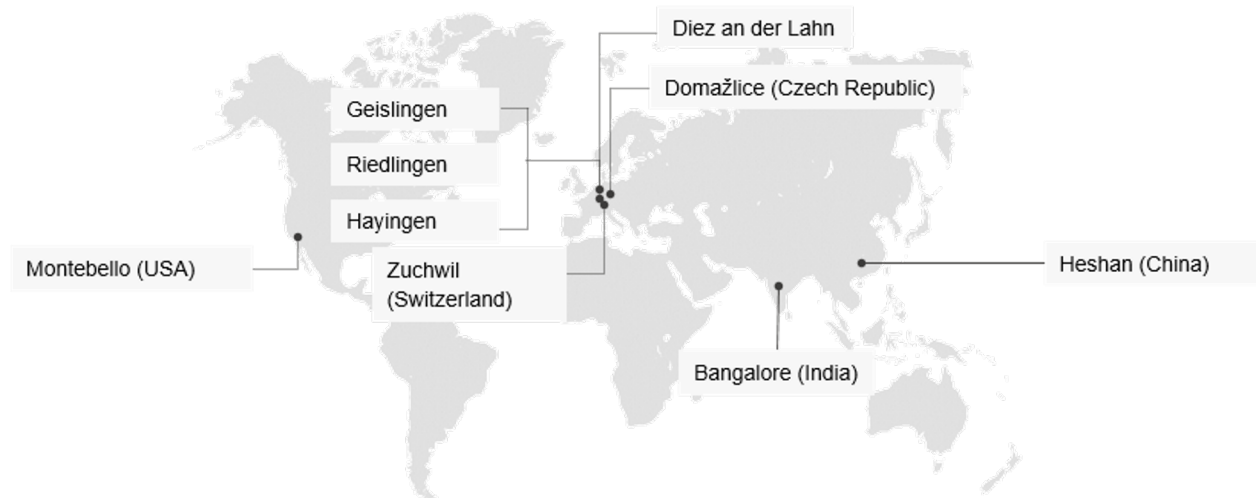


#1 market position in DACH

Facts about the WMF GmbH



- Headquarter: Geislingen/Steige, Germany
- Founded in 1853
- Product scope: Table & Kitchenware, Cookware & Small Domestic Appliances
- SEB Professional: Professional Coffee Machines & Hotel Equipment
- Employees: Approximately 6,000
- Worldwide presence in more than 90 countries
- Production sites:



2

Brand History & Heritage

The origins of the WMF GmbH, how the story began, and how it grew into the success story we know today.

GERMAN TRADITION SINCE 1853



In 1853, mill owner Daniel Straub, together with the Schweizer brothers, established the Straub & Schweizer metal works in Geislingen with 16 employees.



PROFESSIONAL
COFFEE
MACHINES
SINCE
1927

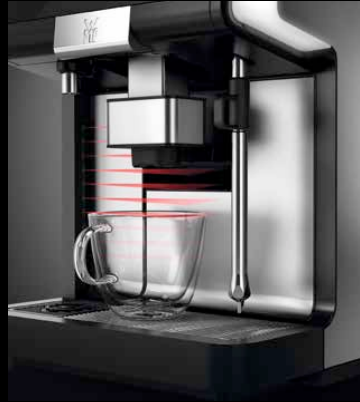
Innovations since 1927



1955
WMF
espresso
7000er



2020
Cup Sensor



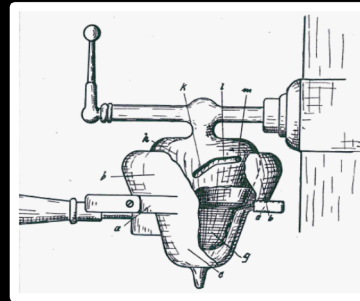
1986
Etamat



2015
WMF
espresso



1931
Patent
portafilter
mounting



2019
Fresh
Filtered
Coffee



Brand History & Heritage

The WMF brand - 1853 until today



1853

Metallwarenfabrik (metalware factory) Straub & Schweiz for serving and tableware founded in Geislingen with 16 employees.



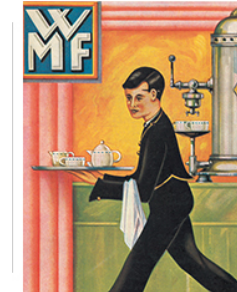
1927

Production of the first coffee machine at the company's Göppingen site.



1929

Production of the first officially declared gas-powered large-scale coffee machine made from Cromargan – the 312 model.



1932

Production of WMF coffee machines is relocated from Göppingen to Geislingen.



1953

First major breakthrough on the coffee machine market with the 1000 model. A robust and user-friendly large-scale coffee machine.

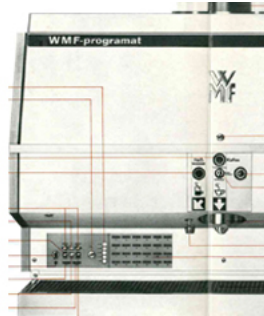
Brand History & Heritage

The WMF brand - 1853 until today



1955

Own customer service network set up for professional coffee machines. Today this comprises e.g. 320 service employees in Germany.



1969

The Programat is introduced as the world's first fully automatic and electronically controlled high-quantity brewing system.



1986

The first specialty coffee machine – the Etamat – is introduced. A single-cup machine that can prepare café crème and specialty coffee (decaffeinated) using a special manual insert.



1994

The Bistro specialty coffee machine is added to the WMF range as the demand for coffee specialties grows around the world.

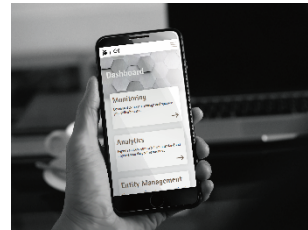


2005

Launch of the WMF presto. A modular coffee machine that for the first time combines chocolate and coffee preparation.

Brand History & Heritage

The WMF brand - 1853 until today



2013

Launch of the WMF 8000 S – a new generation of machines. With an innovative design, touch screen display and revolutionary appearance, the new generation of appliances is born.

2015

Bridging the gap between two different worlds, the award-winning WMF espresso combines the unmistakable taste of tradition with the undeniable benefits of automation.

2018

With the launch of the innovation WMF CoffeeConnect digital platform, WMF now also offers the efficient and comprehensive central management of professional coffee machines as a service provider.

2019

Fresh Filtered Coffee (FFC) – a ground breaking new technology is launched. It enables you to serve a specialty coffee as well as a Fresh Filtered Coffee from the same machine.

2021

WMF AutoClean – The WMF AutoClean system eliminates the need for manual effort. Cleaning of both milk and coffee systems starts and proceeds automatically.

3

Brand DNA, Purpose & Mission

The WMF Professional Coffee Machines brand platform,
which defines the core elements that distinguish the brand and
its overriding aim: to be the first choice in professional coffee
solutions.

Brand DNA

Brand DNA, Purpose & Mission



Germany's No. 1 quality brand and the preferred partner at home, on the go or for upscale gastronomy and hotels since 1853 offering German-engineered, highly functional premium products with an iconic design.

Brand Purpose

Brand DNA, Purpose & Mission



First choice in professional coffee solutions around the globe.

Brand Mission

Brand DNA, Purpose & Mission



We commit to offer a seamless premium experience by combining coffee excellence, reliable solutions and a unique service.



DESIGNED TO PERFORM

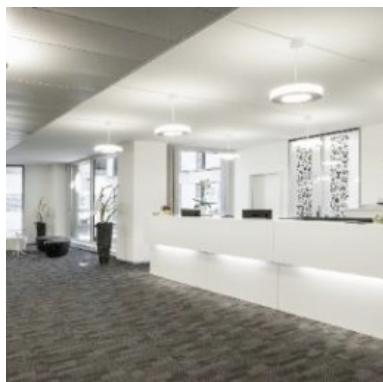
Brand DNA, Purpose & Mission

DESIGNED TO PERFORM is our promise that every WMF professional coffee machine is conceived to provide outstanding technical performance, ensuring the results and the reliability our customers desire.

4

Our Customers

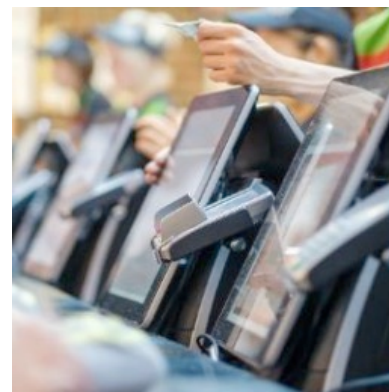
Our Customers



Hotels



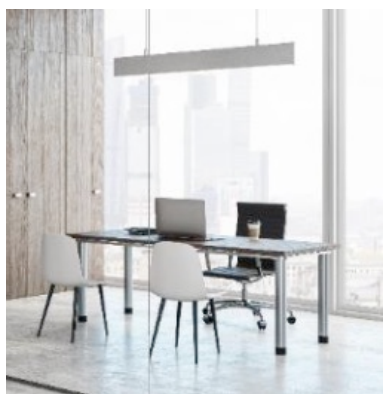
Convenience Stores
& Gas station



Quick Service
Restaurant



Operator



Office



Coffee Bar



Catering

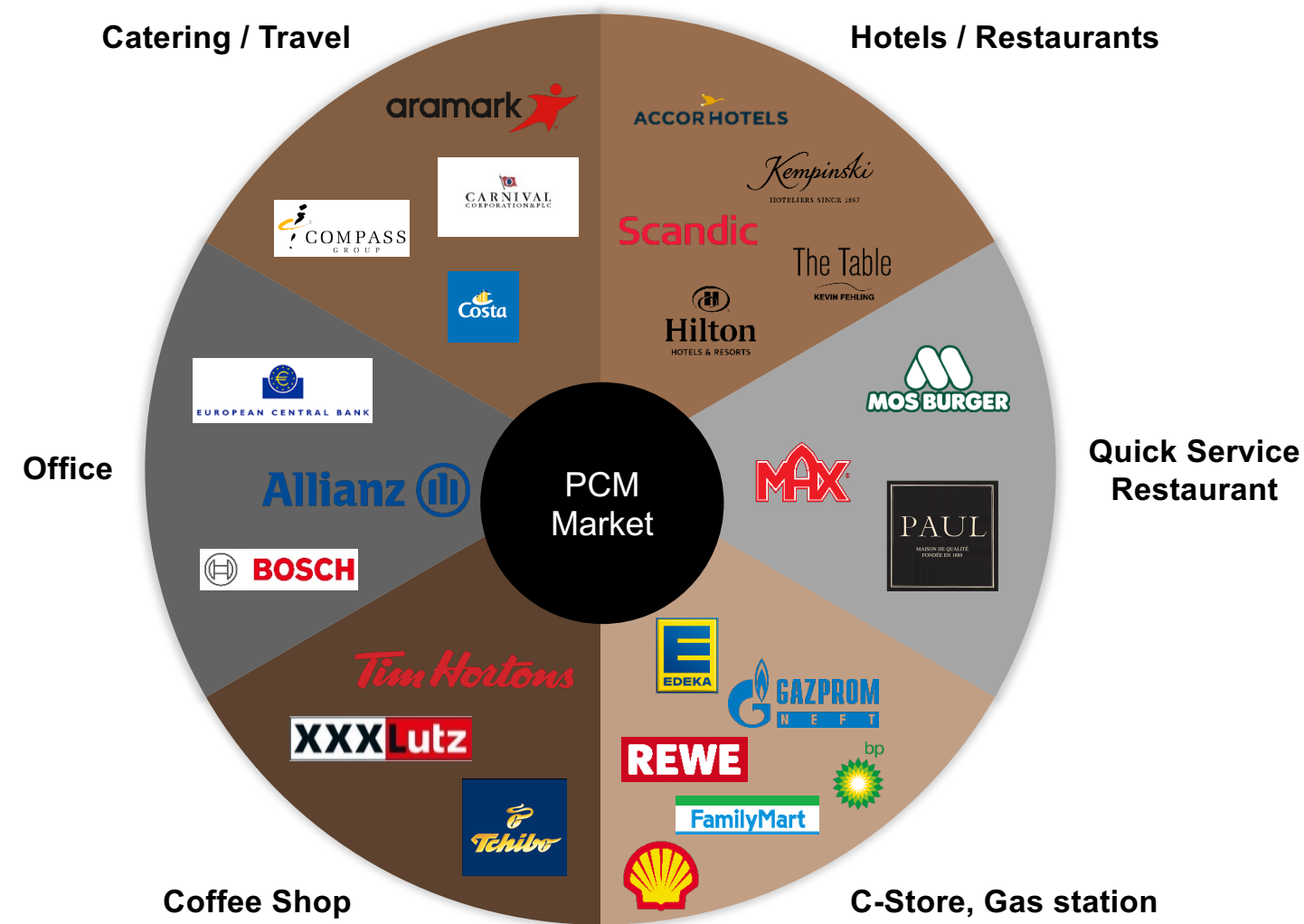


Roaster



Restaurants

Our Customers



5

Brand Equity

Customers' and consumers' perception of the brand's worth is based on certain key components, such as the brand personality and the payoff. All WMF communications should have these components as its core.



PREMIUM

WMF is an elegant brand with a reputation for high standards. Found in many high-end locations, our products have a distinctive design-oriented appeal. WMF is known for producing the best coffee machines, providing the best service in the market, and delivering a premium coffee experience.



MADE IN GERMANY

All our professional coffee machines are made in Geislingen.

We have a long tradition of German engineering, craftsmanship and attention to detail. Research, development and production is all concentrated in Geislingen, in southern Germany, which has become a centre of excellence for professional coffee machines.





QUALITY

When it comes to quality, our ISO 9001 and ISO 14001 certifications are only the start.

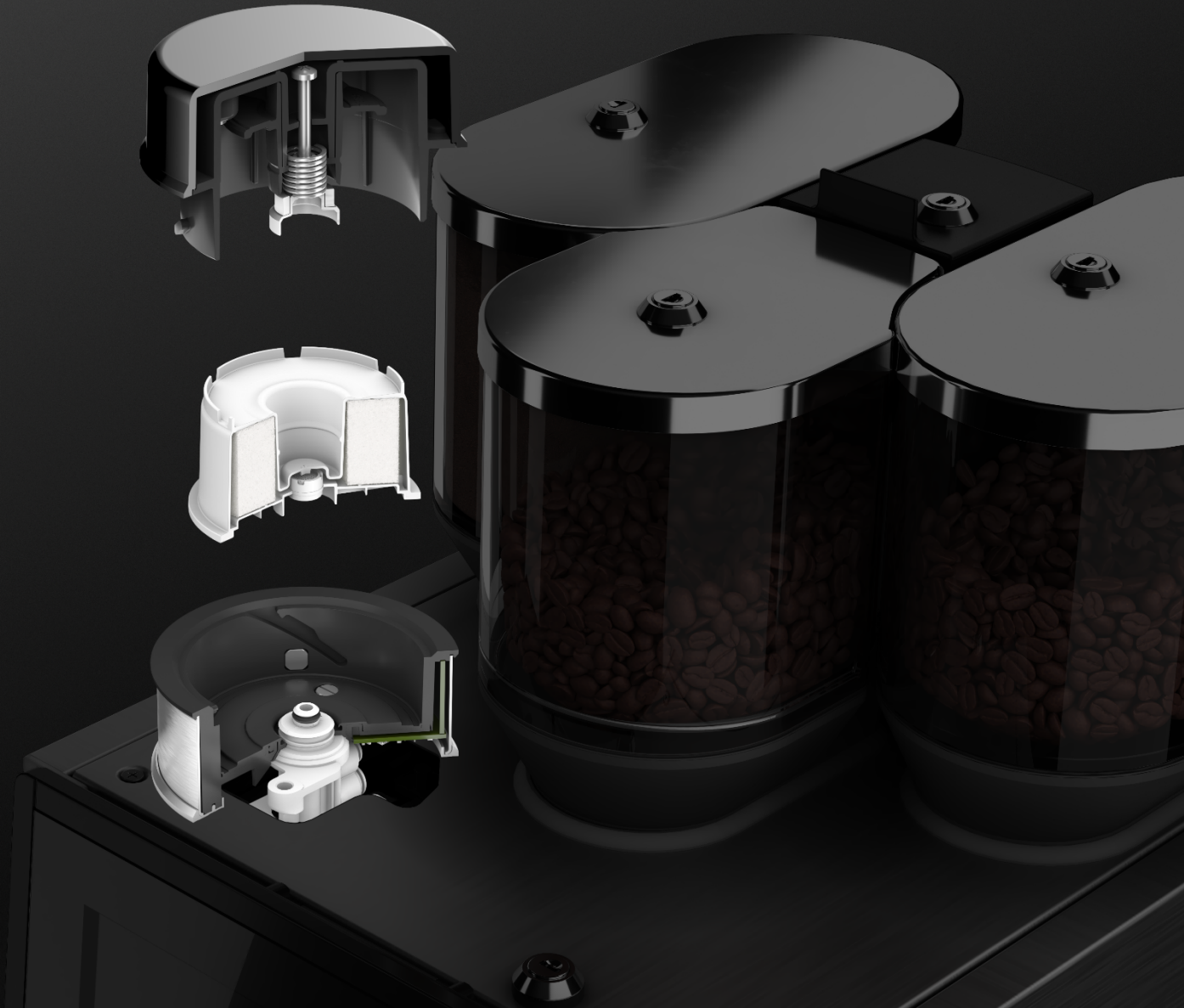
Our reputation depends on using the highest-grade materials and the most advanced technology, and providing extensive, personalised service to ensure every machine provides a long life of reliable performance.





INNOVATION

Since 1853 WMF has stood for innovation, as witnessed by our numerous patents and awards. We continually develop new features to help our customers optimise their coffee business. Like the famous Latte Macchiato, and now Fresh Filtered Coffee. All our machines offer future-proof digital connectivity.



Innovations

We are innovations leaders and pioneers in the industry



WMF Chilled Coffee

The ideal chilled coffee solution, rapidly served for greater choice.



WMF Fresh Filtered Coffee

The finest filtered coffee freshly brewed cup by cup.



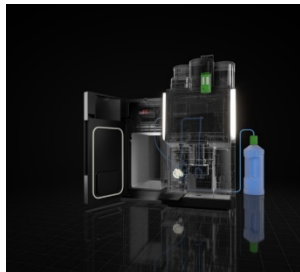
WMF Cup Sensor

Intelligent coffee service, thanks to smart cup recognition.



WMF Dynamic Milk

A system that offers a diverse range of consistencies for hot and cold milk foam.



WMF AutoClean

The intelligent cleaning system, engineered for full automation.



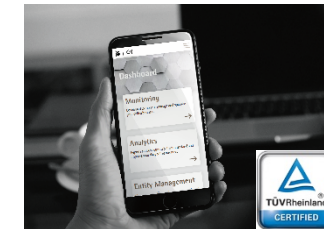
WMF espresso

Product launch of the first fully automatic portafilter coffee machine.



WMF Dynamic Coffee Assist

Continuous monitoring and automatic adjustment of superior espresso quality.



Protected Privacy IOT
Product Certification



WMF CoffeeConnect

Connectivity for operating and service optimization to maximize the profit and to understand your customers behaviour.

Our Innovations

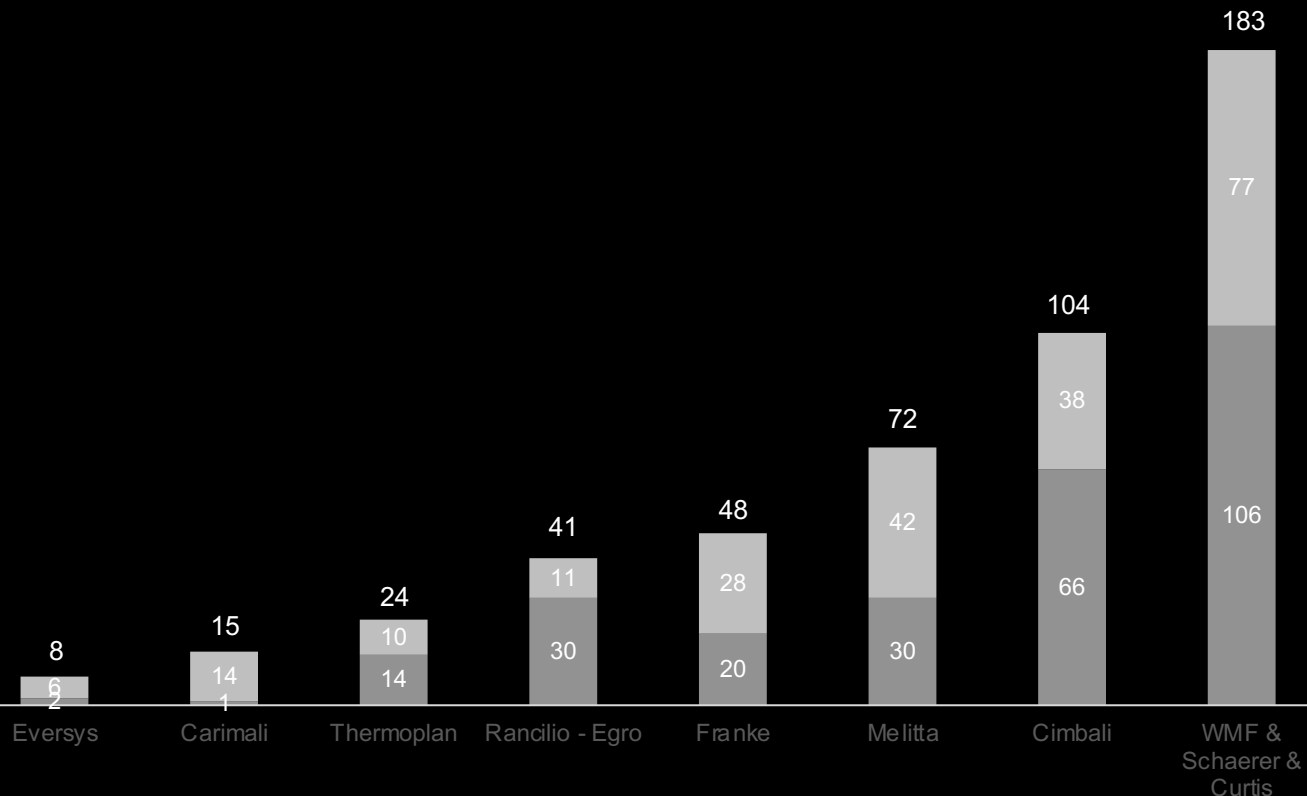
We are innovation leaders and pioneers in the industry



Registered patents for fully automatic coffee machines and semi-automatic coffee machines

Registered FACM and SACM patents

■ 1986 - 2010 ■ 2011 - 2020



Insights into our innovations



The 'Etamat' as the first fully automatic single-cup machine for coffee, café crème and espresso at the touch of a button



WMF developed the first machine with latte macchiato at the touch of a button



WMF espresso:
Market launch of the first fully automatic portafilter machine



Dynamic Coffee Assist: An assistance system for perfect coffee quality



VIRTUAL SHOWROOM

AN INSPIRATIONAL DIGITAL EXPERIENCE DESIGNED IN 3D TOP QUALITY

The virtual showroom covers everything from the full product portfolio, accessories, various services and digital solutions through to a unique collection of taste experiences in the Coffee Excellence area. A product finder helps visitors to identify the ideal machine which meets their needs.



Awards



INTERNORGA
Future Award 2019
(Category: Technology
& Equipment)



Confare
IDEAward
2019
WMF CoffeeConnect



BARC Best Practice
Award 2018
(Category:
Business Intelligence
& Analytics,
Enterprise Solutions)



red dot award 2015
winner



DESIGN
AWARD
2015



6

Product Portfolio

WMF's assortment of Professional Coffee Machines

WMF PCM PRODUCT PORTFOLIO



FULLY AUTOMATIC COFFEE MACHINES



WMF 9000 S+

Designed for
350 cups per
day



WMF 5000 S+

Designed for
250 cups per
day



WMF 1500 S+

Designed for
180 cups per
day



WMF 1300 S

Designed for
120 cups per
day



WMF 1100 S

Designed for
80 cups per
day

SEMI AUTOMATIC PORTAFILTER MACHINES



WMF espresso

Designed for
300 cups per
day

FULLY AUTOMATIC FILTER COFFEE MACHINES



WMF 9000 F
(External Storage)

Designed for
500 cups
per day



WMF 9000 F
(Internal Storage)

Designed for
1000 cups
per day



WMF COFFEE CONNECT



Monitoring

- ✓ Overview of machine status or turnover
- ✓ Machine errors, tasks and information (also by email)
- ✓ Consumption and peak times
- ✓ Real-time and historical data



Media Pool

- ✓ All media files: catalogues, images, manuals, etc.
- ✓ Downloading and sharing documents



Entity Management

- ✓ Management of machines and associated users
- ✓ Assignment of roles and authorizations
- ✓ Mapping of the company hierarchy as required



Analytics

- ✓ Standardized reports of machine data
- ✓ Customized reports
- ✓ Based on Business Intelligence
- ✓ Data export



Online Shop

- ✓ Integrated Shop
- ✓ Ordering cleaning agents, accessories and spare parts



Spare Parts

- ✓ Catalogue to find spare parts via part number/exploded view



Remote Management

- ✓ Machine can be controlled remotely
- ✓ Picture upload, price change, restart, ...
- ✓ Control of beverage dispensing

7

Coffee Excellence

Expertise in coffee with the world coffee production, coffee consumption and global market trends.

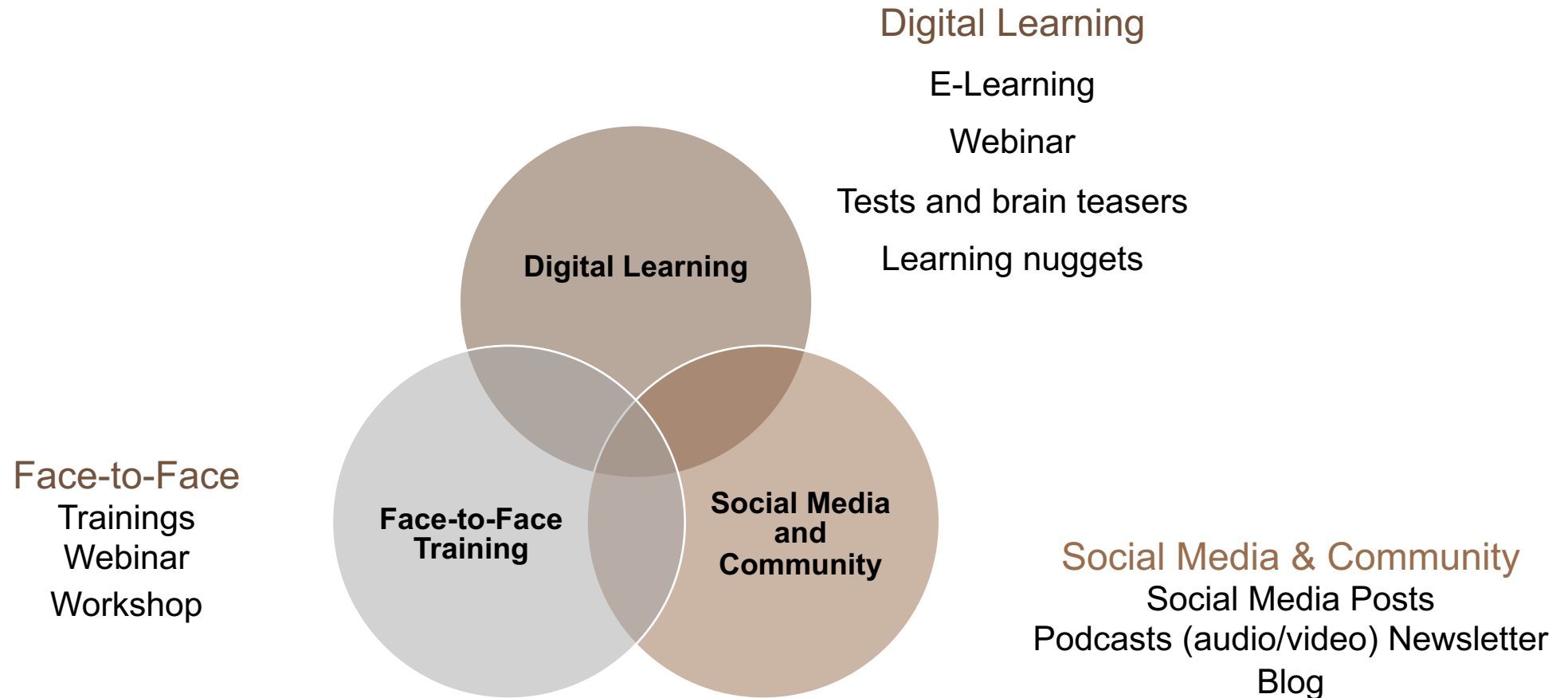
WMF Coffee Excellence Centre



- WMF offers its customers best professional coffee machines, convincing digital solutions and profound coffee competence.
- The WMF CEC strengthens WMF's position as world market leader in the PCM business and functions as a brand ambassador.
- The WMF CEC collects, deepens and works on coffee competence to improve our products, support on their sales as well as advertising and presenting them.

WMF Coffee Excellence

Holistic Training Approach



8

Global Service

Our Global Service provides Installation, Maintenance and Repair all around the world.

Global Service

A Core Value Proposition across all Brands



Key Facts

➤ Services Portfolio

- Efficient design by standardization of service scope
- Add-ons can adapt it to local and customer requirements

➤ Global Service Delivery

- Approx. 800 Service specialists in 11 countries
- 200 Service partners in 120 countries

➤ Integration of Digital and Physical Services

- Leveraging the digital possibilities to improve customer experience and drive up efficiency

➤ Global Spare part and Consumables supply

- 3 high speed spare part centres that supply our partners and technicians worldwide
- 8 years spare part availability

➤ Continues investment in IT tools

- To better steer Service Business



Benefits of Service for WMF PCM

- Recurring business generated by servicing an installed base of > 225,000 machines
- Stronger customer relationships
- Innovation driver
- Potential for future machines sales / upgrades
- Established service network difficult for competitors to replicate

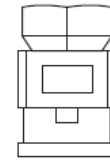
Global Service

WMF Services – Proven Excellence



Unrivalled technical expertise

Our competent service experts are there to provide competent support and rapidly resolve any problems, they are backed up by the full weight of our global know-how.



Driving innovation

At WMF, good is never good enough. We are developing innovative products and services to optimise your coffee business.



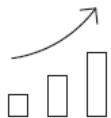
A reliable global partner

The WMF service network has global reach and a reputation for quality and reliability. You can always count on these values when working with us.



... and by the way, we love coffee like you do!

Providing your customers with truly delicious coffee is not only our job, it's also our passion.



Focused on your success

All our efforts are aiming at the long-term success. We take pride in seeing so many of our customers among the best coffee businesses on the planet.

10

Environment Process

Minimize our environmental impact with the ambition of a climate neutral CO₂ footprint.

Environment Process

Minimize our environmental impact



4 priority work areas to focus on:



Repair

Encourage and **value** the repair of our products



Reuse

Give several lives to our products



Recycling and recycled content

Ensure our raw materials supply thanks to recycling

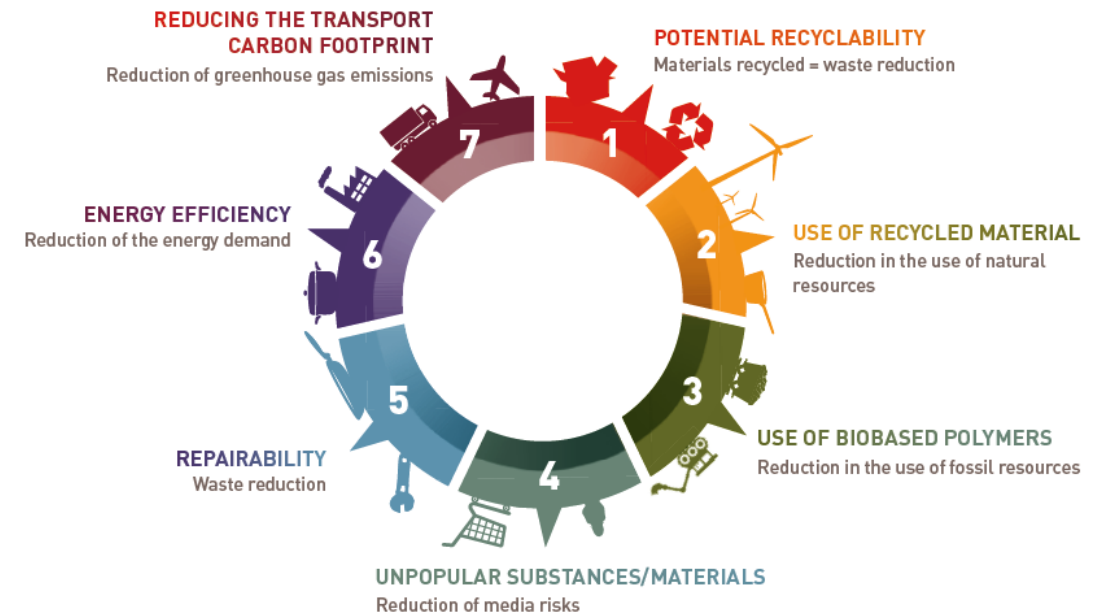


Functional economy

Be a part of new use patterns thanks to the functional economy

Our ambition:

Focus on circular economy and on re-inventing our products and services.





Thank you!

DESIGNED TO PERFORM

wmf.com

Professional Coffee Machines – WMF Footprint



Headquarter and subsidiaries



1 WMF GmbH

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