



2024

WMF Professional Coffee Machines

Brand Presentation



DESIGNED TO PERFORM

wmf.com

Content



- 1. Groupe SEB**
- 2. Brand history & heritage**
- 3. What sets us apart**
- 4. Our customers**
- 5. Product portfolio & digital solutions**
- 6. Global services**

1

Groupe SEB

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

A portfolio of global and local brands



CORE BRANDS

GLOBAL

Tefal Rowenta

KRUPS Moulinex

LOCAL

SUPOR ARNO IMUSA DASH

SEB calor emsa

ORIGINAL KAISER MAHARAJA-WHITELINE T-fal MIRRO WearEver PANEX

ASIA OBH NORDICA samurai Rochedo clock umco

PREMIUM BRANDS



B2B BRANDS

schaerer
swiss coffee competence



pacojet



zummo



Groupe SEB 2023 key figures



€8,006m
sales, +5.3%
LFL

€726m
Operating result
from activity

€386m
Net profit

+ 31,000
employees

A brand for consumers and professionals

WMF business areas



Consumer Goods



Professional Coffee Machines



Professional Hotel Equipment



2

Brand history & heritage

The origins of WMF, 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

Brand history & heritage

The WMF brand - 1853 until today



1853

Foundation

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



1927

First coffee machine

Production of the **first WMF coffee machine**.



1929 & 1932

WMF 312

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



1953

WMF 1000

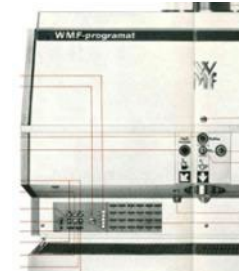
First major breakthrough on the coffee machine market with the 1000 model. A robust and user-friendly large-scale coffee machine.



1955

WMF Service

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



1969

WMF Programat

Introduction of the **world's first fully automatic and electronically controlled high-quantity brewing system**.

Brand history & heritage

The WMF brand - 1853 until today



1986 & 2005

WMF Etamat & WMF Presto

The **first specialty coffee machine** – a single-cup machine – that prepares café crème and specialty coffee. Launch of the **WMF presto** – a modular coffee machine that **combines chocolate and coffee preparation**.

2013

WMF 8000 S

With an innovative design, touch screen display and revolutionary appearance, **the new generation of appliances is born**.

2015

WMF espresso

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

WMF CoffeeConnect

Being the first mover with the launch of a **digital platform**, WMF now also offers the efficient and comprehensive central management of professional coffee machines.

2021

WMF Services

Broad customer service network comprising a global partner network and ca. 320 own service employees in Germany.

2023

WMF espresso NEXT

Innovative features such as **WMF Auto Milk Dosing** and the **Americano function**.

3

What sets us apart

The WMF brand mission and core elements

Our brand mission



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



DESIGNED TO PERFORM

Every WMF professional coffee machine is conceived to provide outstanding technical performance, ensuring the results and the reliability our customer's desire.





PREMIUM DESIGN

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.

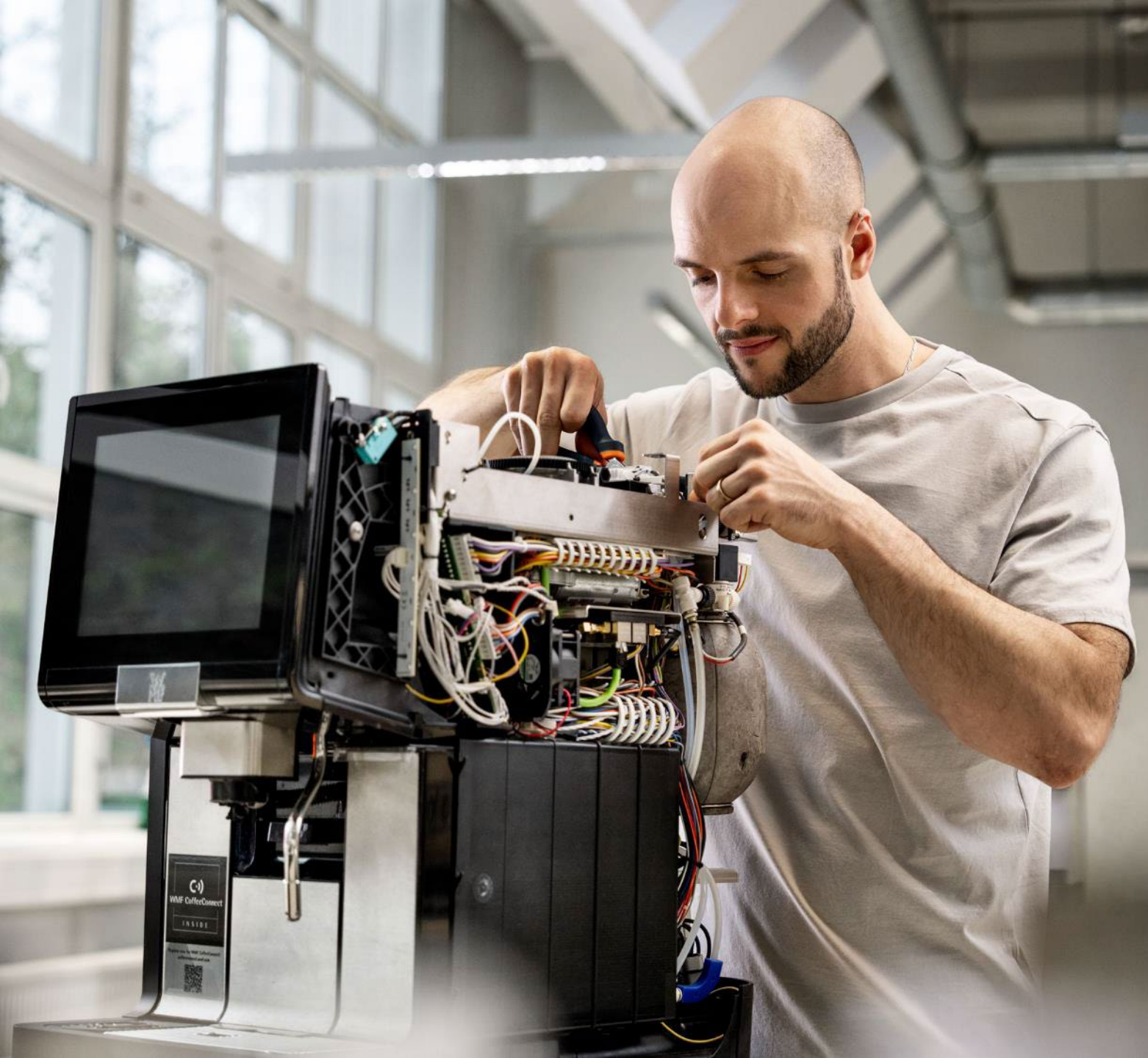




MADE IN GERMANY

Most of 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 concentrated in Geislingen, 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.



COFFEE KNOWLEDGE

Our coffee expertise in terms of trends, beverage quality and recipe requirements is incorporated into every product development.

We offer in-depth product training and workshops on the features of our professional coffee machines and the best cup quality, as well as consulting services and customised workshops to support our customers and partners in their coffee business.



EXCELLENT SERVICES

We develop and manufacture every machine so that it contributes to your success from day one.

With our extensive Service portfolio, we ensure that our coffee machines deliver reliable performance and consistently high coffee quality over a long period of use.





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.

All our machines offer future-proof digital connectivity. We were first movers in the launch of a digital platform and are the leading supplier of digital solutions in the industry.

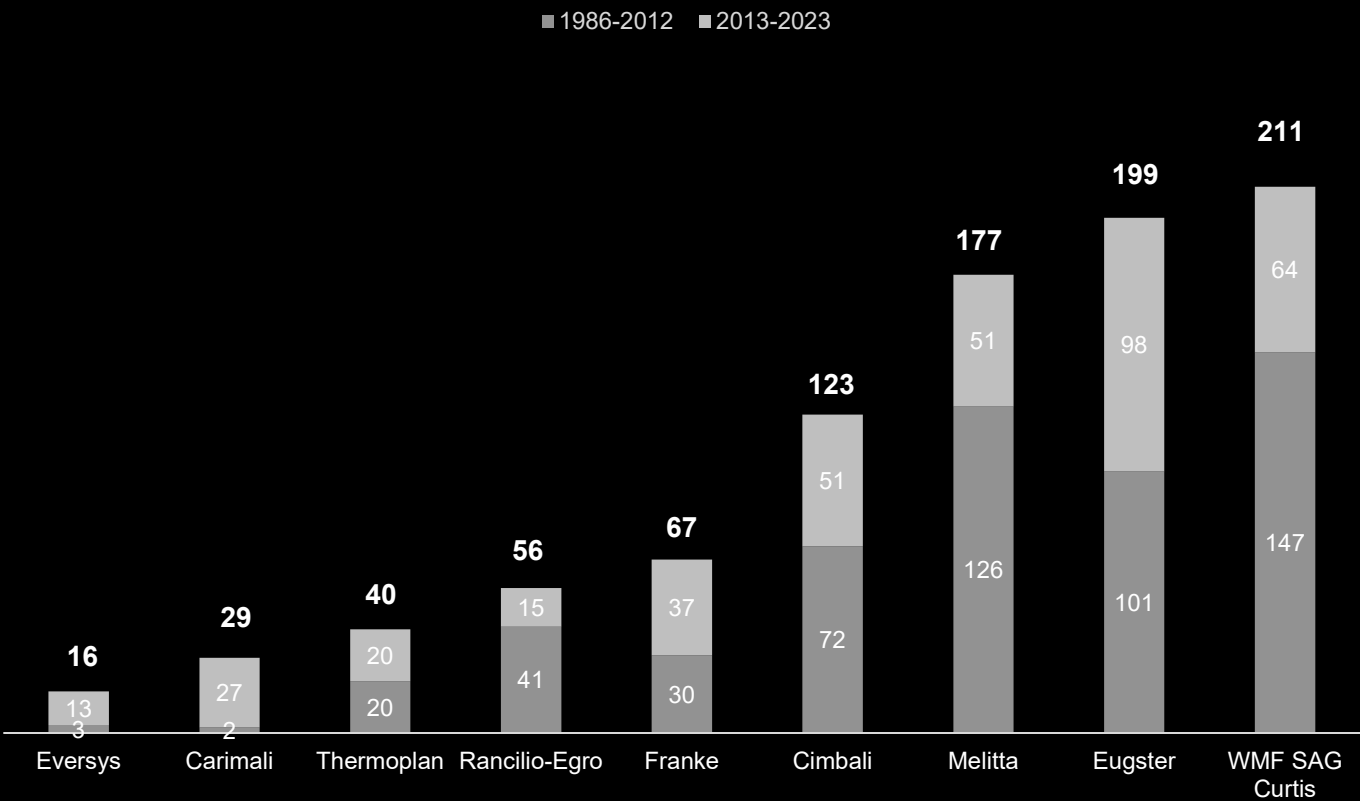


Our innovations

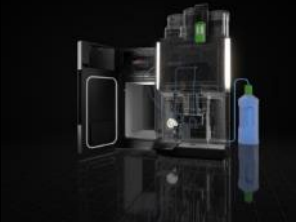
We are innovation leaders and pioneers in the industry



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



Examples of key innovations



WMF AutoClean
The intelligent cleaning system, engineered for full automaation.



WMF Dynamic Coffee Assist
An assistance system for perfect coffee quality.



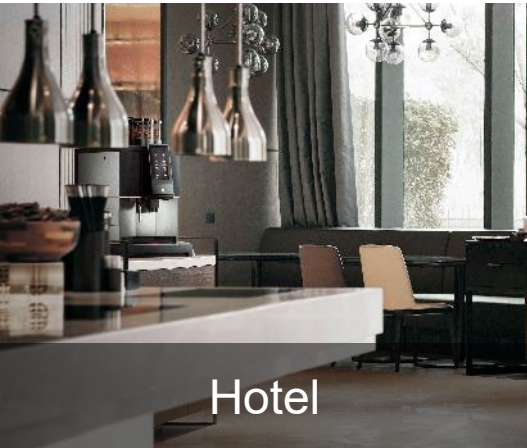
WMF espresso NEXT
The next generation of fully automatic portafilter machines with a one-touch americano function and auto milk dosing feature.

4

Our customers

Our customers

We have the right insights to develop relevant solutions across industries



Hotel



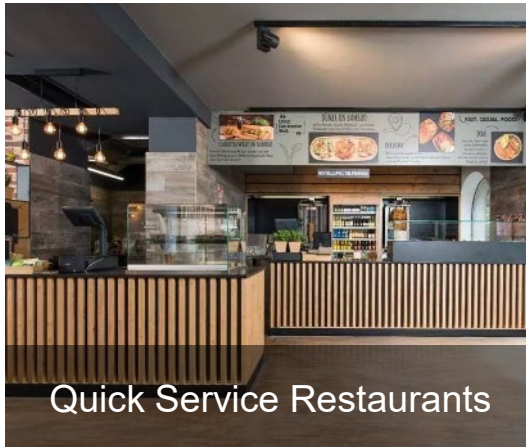
Restaurant



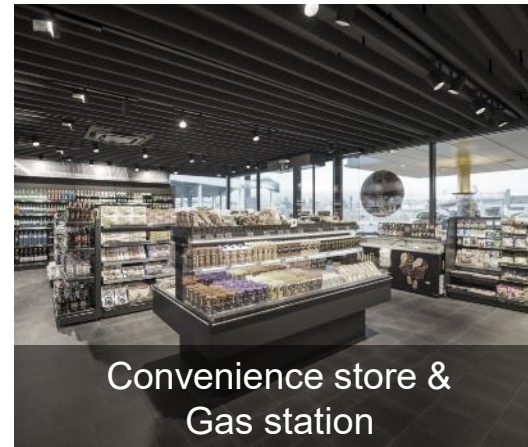
Coffee bar



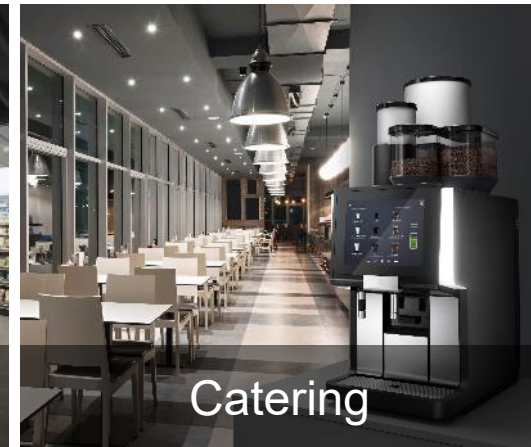
Bakery



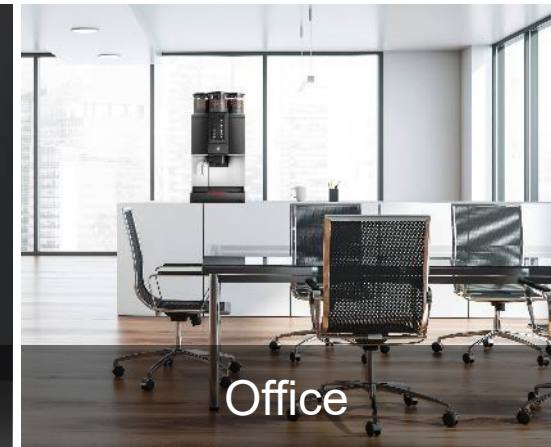
Quick Service Restaurants



Convenience store &
Gas station



Catering



Office

5

Product portfolio & digital solutions

WMF's wide range of professional coffee machines
and digital solutions.

Our broad product range

Discover our professional coffee machines



FULLY AUTOMATIC COFFEE MACHINES



WMF 950 S

WMF 1100 S

WMF 1300 S

WMF 1500 S+

WMF 5000 S+

WMF 9000 S+

Designed for 50 cups per day

Designed for 80 cups per day

Designed for 120 cups per day

Designed for 180 cups per day

Designed for 250 cups per day

Designed for 350 cups per day

WMF CoffeeConnect
(optional)



SEMI AUTOMATIC PORTAFILTER MACHINES



**WMF espresso
NEXT**

Designed for 300 cups per day



FULLY AUTOMATIC FILTER COFFEE MACHINES



WMF 1500 F

WMF 9000 F
(External Storage)

WMF 9000 F
(Internal Storage)

Designed for 220 cups per day

Designed for 500 cups per day

Designed for 1000 cups per day



Our wide range of digital solutions

Take your business to the next level with WMF CoffeeConnect



You would like more insight
and clear presentation of coffee machine data?

- **Sales performance**
See where the potential lies
- **Machine operations**
Anticipate problems before they occur



You want to optimise the operations, save time and
resources and automate processes?

- **Pay per cup**
Save time, money and resources and prevent errors
- **Consumption monitoring**
Avoid downtimes thanks to e-mail reminder
- **Remote functions / Limited time offer**
Push campaigns and special offers to your entire
coffee machine fleet



You want to develop your business and offer new
customer experiences?

- **Robotics**
Realise fully automated catering concepts
- **Digital self-service concepts / Unmanned stores**
Smooth operation with less staff
- **Interface for system integration**
Seamless integration of coffee machines
- **Customer loyalty programs**
Expansion of loyalty program to coffee machine
- **Payment options**
More variety for more customers

6

Global services

Excellent service is part of the WMF quality promise.
Our global services include installation, maintenance and repair
all around the world.

Always at your service

Ensuring the best performance throughout a machine lifetime



Our services

ensure that the coffee machine delivers reliable machine performance and consistently high coffee quality over a long period of use.

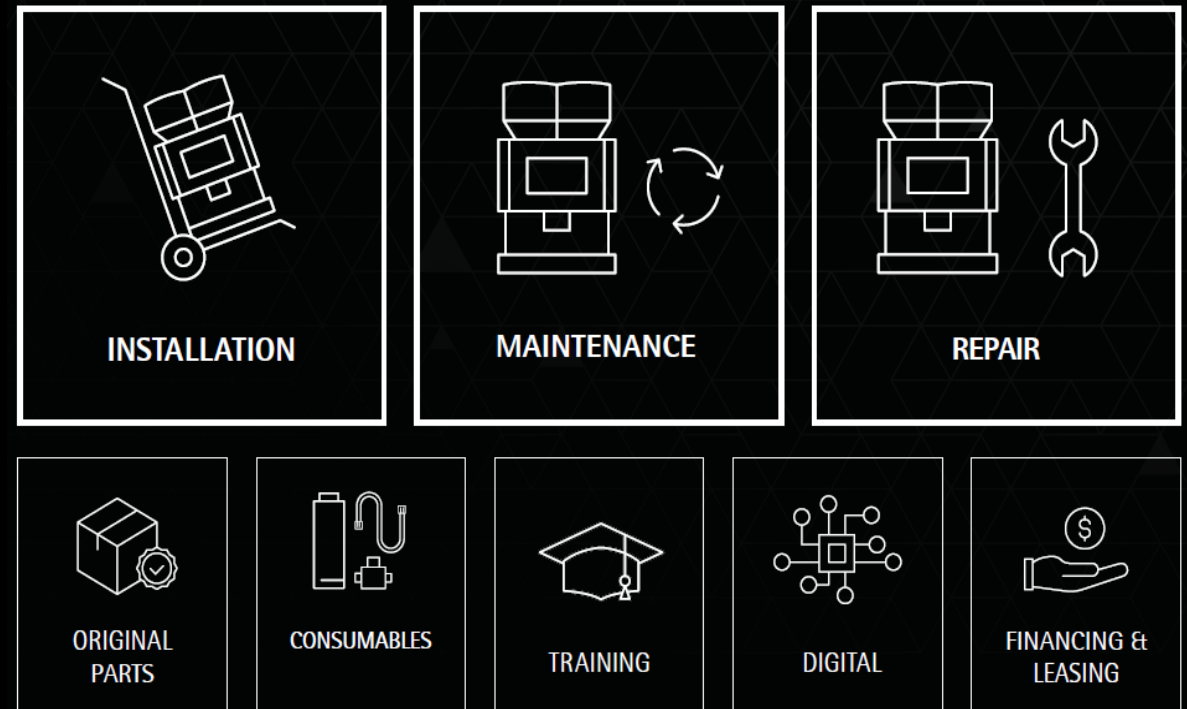
A standardized scope

provides a consistent WMF Service offer worldwide. Around 800 Service specialists in 11 countries and 200 service partners in 120 countries secure your peace of mind.

We deploy innovative tools

and continuously invest to develop them further: Our digital capabilities offer the option of servicing machines efficiently and centrally, regardless of where you are.

Our service portfolio at a glance

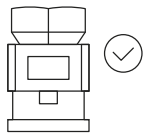


Let us help you master your challenges

We ensure your success through...



CUSTOMER SATISFACTION



Machine availability

Our preventive service concept and high first-time fix rate minimise downtimes and repair costs.



High coffee quality

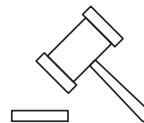
We consult you so that you can serve your customers with the best in-cup quality and excellent coffee specialties.

MASTER YOUR DAILY BUSINESS



Teamwork

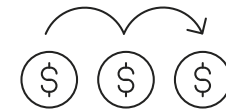
We make sure that the machine and your staff work hand in hand.



Regulatory compliance

We help you to stay compliant with health, safety, security and environmental regulations.

COMMERCIAL SUCCESS



Plannable follow-up costs

Thanks to calculable costs of our service contracts, you have WMF-guarantee at a fixed price.



Investment protection

Maximise the lifetime of your coffee machine.



Contact

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wmf.com

Professional Coffee Machines – WMF Footprint



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Thank you

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