

18 February 2016

WMF wins "Beste Wachstumsmarke" [Best Growth Brand] award

Geislingen/Steige – WMF has taken first place in the "Beste Wachstumsmarke" [Best Growth Brand] category of the German "best brands" ranking this year. The ranking is based on a study by the German Society for Consumer Research (GfK) in which more than 3,000 consumers were questioned. The participants can choose from 250 potential "best brand" candidates from around 40 industries. The consumers thus choose which of the most successful German brands receive awards. The ranking takes account of both the financial success and the popularity of the brand from the customer's perspective. In the past year, the WMF Group has been able to significantly increase both its worldwide market share and the attractiveness of the brands to customers. As a result, the WMF brand has increased turnover by 13 per cent in the financial year 2015 alone.

"For more than 160 years, the WMF brand has stood for the best in cooking, drinking and dining. And this is with products that provide wonderful culinary experiences with their exceptional design, perfect functionality and highest quality" as confirmed by the vote at the presentation ceremony during the "best brands" gala held yesterday in Munich.

"We are delighted to win the coveted "best brands" award" said Matthias Becker, President of Consumer Goods for the WMF Group, during the presentation ceremony yesterday. "The enthusiasm of our customers for the WMF brand and their loyalty motivate us to provide more culinary moments with innovative products. This is the requirement that customers have of us and which we also have of ourselves."

One year ago, the WMF Group presented the new WMF brand image, which was very well received by retailers and by customers. The focus of the new campaign and the new shop concept for WMF branches is on gourmet moments, from preparation and cooking to dining and drinking. 20 percent of branches in Germany are already fitted out according to the new concept. A further 40 should follow this year. The brand also had a facelift in other retail outlets. Last but not least, with the continuous



Silit



+ schaeerer



expansion of the range of WMF consumer electrics, WMF is also attracting a younger target group who have recently discovered gourmet dining and cooking for themselves. To specifically meet the needs of this target group, WMF has also completely restructured its online presence with this in mind. With the expansion of this area, the company was able to increase turnover from online sales by 23 percent in the past year. To ensure fast deliveries and the availability of all products, two central warehouses have been created from 34 individual warehouse locations. In addition, customer service for end customers of the WMF Group also improved significantly in 2015. In the future, consumers will be able to call a central service number for all issues and all products.

WMF has focussed on continual product innovation for decades. This includes, for example, special finishing for the WMF cutlery with Cromargan Protect, which protects the surfaces, or Cool+ technology which ensures that pot handles do not heat up. In addition, the company has successfully tapped into an additional business sector with consumer electrics. These products offer customers numerous benefits. They save space, energy and time and, at the same time, enable an enjoyable experience. With these product innovations, the WMF Group is an important source of inspiration within the market and, in 2015, was also able to significantly expand its market position abroad. For the first time, the share of turnover achieved abroad was 50 percent.

"The 'Best Growth Brand' award is a significant acknowledgement of the success of our efforts in the domestic market and in the international growth strategy we have pursued, which were achieved through the introduction of the numerous initiatives we developed to turn the WMF Group into a global brand" said Peter Feld, CEO of the WMF Group.

About the WMF Group

For more than 160 years, the brands that make up the WMF Group have stood for the best in cooking, drinking and dining. Every day, hundreds of millions of people around the world use WMF, Silit and Kaiser products to prepare food, cook, eat, drink and bake in the comfort of their own home. And when they are not doing that, they are enjoying coffee specialities and foods prepared by the hotel and catering industry using WMF, Schaerer or Hepp products. Our employees are passionate about bringing people together, whether at home, on the move or at fine-dining establishments, in order to give them shared moments that are both precious and delicious. This is all possible thanks to our products, whose exceptional design, perfect functionality and highest quality provide wonderful culinary experiences. Our company has a proud tradition, and was founded in Geislingen an der Steige in Germany back in 1853. Almost 6,000 employees provide culinary pleasure at over 40 locations worldwide.

About best brands

best brands is one of the most important German brand rankings. The annual prizes have been awarded since 2004 in the categories "Best Company Brand", "Best Product Brand", "Best Growth Brand" and a variable special category. The initiator of the awards is the Serviceplan Group which cooperates with GfK, ProSiebenSat.1 Media SE, WirtschaftsWoche, the German Trade Mark Association, Ströer SE Partner and ZEIT. The aim of the awards is to promote successful brand management in Germany. The ranking is based on a GfK study which takes into account both the financial success and the popularity of the brand from the customer's perspective. The award is remunerated with prize money of over one million euros for media and communication services.

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