Sustainability circle @ Wetropa Group

12th of June 2025

Heiko Ullrich (Dipl.-Ing. (FH))
Program Management

DLG Sustainability targets overview revised 2025

Commitment	Initiative	Description	Target Year End	As is	Target Value	Scope	Enabling Pillar			
	Reduction of products' environmental Impact	Responsible Product Development: integrate Eco Design approach into product development and prioritize the design strategies through LCA when relevant	**2028**	10 Pilot projects assessed with Eco Design Guidelines (w/o LCA) (2023)	100% newly developed products	All new** products				
		Improve the longevity, water and energy efficiency of the products by providing scheduled maintenance services and comprehensive support for facilitating repairs.*	**2026**	Maintenance Services, possible on demand, at repair centers in Europe (2023)	Pilot project on Fully automatic coffee makers in one selected EU country (TBD)	Fully automatic coffee makers				
		Focus on recycled materials in order to increase the circularity and sustainability of new** products	**2025**	N/A	Incorporate recycled material in new** products (e.g. metals)	New** products (where applicable)				
			2027	N/A	Incorporate 30% of recycled plastic over the total plastic used***	New** products launched by 2027				
		Focus on product energy efficiency projects in order to let products become a true instrument to enable consumers tackle climate change	**2026**	100% of fully automatic coffee makers are classified as class A 62% of coffee pump s are classified as class A (2023)	All new** fully automatic coffee makers and coffee pumps in the EU market at least in energy efficiency class A	Fully automatic coffee makers, coffee pump				
			2026	Ongoing	Increase the energy efficiency of all new projects versus the previous generation	New** products (where applicable)				

DLG Sustainability targets overview revised 2025

Commitment	Initiative	Description	Target Year end	As is (2023)	Target Value	Scope	Enabling Pillar			
	Reduction of packaging's environmental impact	Reduction of packaging environmental impact	**2026**	-	Reduction up to 20% of kg CO_2 per unit on pilot projects	Selected products				
		Increase the percentage of products with Expanded Polystyrene free packaging	**2024**	65% (2023)	70%	All sold products				
			2028	65% (2023)	90%					
		Increase of the number of products with digitalized user's manuals	**2024**	15% (2023)	25%	All sold products				
			2025	15% (2023)	50%					
	Inclusive products guidelines	Develop and implement guidelines for product inclusiveness. Inclusive design may address accessibility, age, culture, economic situation, education, gender, geographic location, language, and race.	**2025**	-	One pilot project	De' Longhi, Kenwood and Braun Brands				
	Enablement of healthy and sustainable lifestyles	Definition of a Group-level strategy aimed at raising consumer awareness on responsible products & resource usage, healthy and sustainable food and food waste.	**2026**	N/A	On/off	De' Longhi, Kenwood, Braun, Nutribullet and Ariete				

Sustainable products: ECO Design Guideline

Description	Target Year End	As is	Target Value	Scope	Enabling Pillar			
Responsible Product Development: integrate Eco Design approach into product development and prioritize the design strategies through LCA when relevant	2028	10 Pilot projects assessed with Eco Design Guidelines (w/o LCA) (2023)	100% newly developed products	All new** products	Products			

ECO Design templates updated and to be used for pilot projects

Time effort reduced and V2 version shared ⇨ **3 reviews needed from now on (G0; G2; G4)**
Activity to be intergrated into GNPD and Gate- checklist

Sustainable products: NPD Tracker vs target

Description	Target Year End	As is	Target Value	Scope	Enabling Pillar			
Responsible Product Development: integrate Eco Design approach into product development and prioritize the design strategies through LCA when relevant	2028	10 Pilot projects assessed with Eco Design Guidelines (w/o LCA) (2023)	100% newly developed products	All new** products	Products			

ECD Checklists simplified V2

1. MINIMISE ENERGY CONSUMPTION IN USE AND TRANSPORTATION *Check if each question has only one answer.	Explanation / Examples	YES (1)	PARTIALLY (0.5)	NO (0)	NOT APPLICABLE	Remarks	YES (1)	PARTIALLY (0.5)	NO (0)	NOT APPLICABLE	Remarks	YES (1)	PARTIALLY (0.5)	NO (0)	NOT APPLICABLE	Remarks	YES (1)	PARTIALLY (0.5)	NO (0)	NOT APPLICABLE	Remarks
							FIRST SESSION					SECOND SESSION (G2)					CONFIRMATION AT G4				
		Reference Project:					PROECT NAME					PROECT NAME					PROECT NAME				
1.1 Minimise energy consumption during use																					

Reference product (stays unchanged)

New product G0 Status

New product specified at G2

New product reviewed at G4

ECO Design evaluation MQ3135 vs MQ3/5 new

MQ3135

Same Motor concept
Same powercord
Same SKU-content

MQ3/5

Configuration:

- single (mono) 2k-housing (TPE)
- Traditional packaging incl EPS
- 112pcs on pallet

Configuration:

- Mono-material 2k-housing (no TPE)
- LEGO 2.0 packaging concept (optimized size, no EPS)
- 160 pcs on pallet
- PCR/PIR material implemented

ECO Design evaluation FRANK vs MQ3135

Effect on Results

CHECKLISTS SUMMARY	MQ3135				
STRATEGY / ANSWERS %	YES %	PARTLY %	NO %	Number of applicable checklist	WEIGHTED PURSUING LEVEL %
1. Minimise Energy Consumption in Use and Transportation	63%	38%	6%	16	81%
2. Optimise the Life of Products and Components	38%	55%	7%	29	66%
3. Facilitate Materials Recycling	46%	38%	15%	26	65%
4. Facilitate Disassembly	35%	23%	42%	26	46%
5. Minimise Material Consumption	22%	44%	6%	18	44%
6. Optimise Material Conservation/Renewability	0%	29%	71%	7	14%
7. Minimise Material Toxicity and Harmfulness	100%	0%	0%	6	100%
Weighted average					76%

	Frank				
	YES %	PARTLY %	NO %	Number of applicable checklist	WEIGHTED PURSUING LEVEL %
Packaging compactness effect	75%	25%	6%	16	88%
Modular concept (more attachments)	41%	55%	3%	29	69%
Mono Material use, typeplate lasered	61%	18%	14%	28	70%
PCB assembly slightly more complicated	35%	19%	46%	26	44%
Packaging compactness effect	28%	39%	6%	18	47%
EPS cancelled, PIR/PCR implemented	43%	14%	43%	7	50%
	100%	0%	0%	6	100%
					83%

Remarks/Conclusions:

- Final PCR/PIR-content under evaluation acc. To DLG-guideline
- PCR/PIR-use shows a strong effect
- LEGO concept is very much contributing

Sustainable packaging: Status and activities

Description	Target Year end	As is (2023)	Target Value	Scope	Enabling Pillar			
Increase the percentage of products with Expanded Polystyrene free packaging	2024	65% (2023)	70%	All sold products	Products			
	2028	65% (2023)	90%					

Result 95% SKUs sold were EPS free in 2024 for Braun Brand

MQ3135 (Cluj): packaging cost evaluation

Data basis: Standard EPS as reference, calculation including Mastershipper; all shown solutions pre-tested/approved by PQ

Units	Cost per Unit	% Cost per Unit	Pieces per pallet	Cost per Unit on Pallet	% Cost per Unit on Pallet	Container Quantity	kg CO2 per Unit	% kg CO2 per Unit
Standard EPS		100.00%	112		100.00%	5040	0.60	**100%**
Standard Paper Pulp		120.61%	112		111.11%	5040	0.57	**94.93%**
Alternative Cardboard + Standard Polybags		98.19%	160		85.24%	6040	0.55	**92.06%**
Alternative Cardboard + Windel Vlies		101.24%	160		86.88%	6040	0.56	**92.78%**
Alternative Cardboard + Seaman Paper		107.63%	160		90.33%	6040	0.52	**85.98%**

Improved palletization and container load

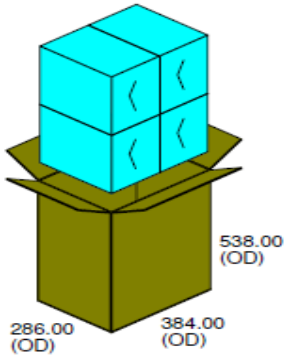
Palletization Comparison

BRAUN

PP98728101_ind_03

PP98728101_ind_03

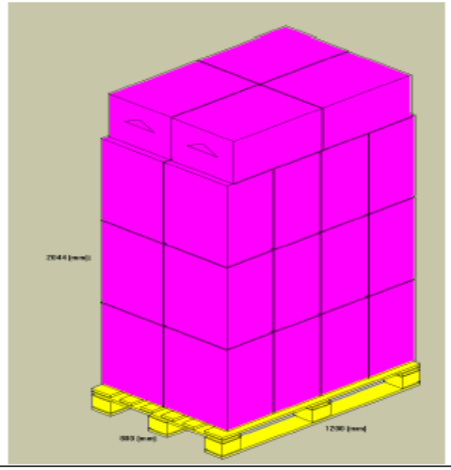
Date Printed : 08/01/2015
Last Saved : 08/01/2015



Euro-Palette-Braun-D 1200.0x800.0x144.0

	Carton (OD)	Shipper (OD)	UnitLoad (Incl. Pal)
Ln:	261.00 mm	384.00 mm	1144.0 mm
Wd:	187.00 mm	286.00 mm	768.0 mm
Ht:	276.00 mm	538.00 mm	2044.0 mm
Net:	0 g	0 kg	0 kg
Grs:	0 g	1 kg	38 kg
Cube:	13 l	0 m3	2 m3
	Length Vert	Height Vert	
Carton:			112
Shipper:			28
Cases per layer:			8/4
Layers/load:			3/4

112pcs

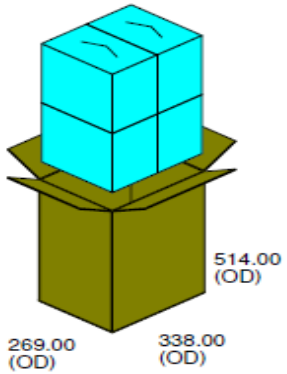


BRAUN

PPMQ3135 alternative

PP_MQ3135 ALTERNATIVE

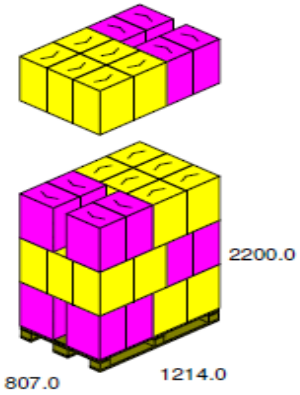
Date Printed : 4/13/2022
Last Saved : 4/13/2022

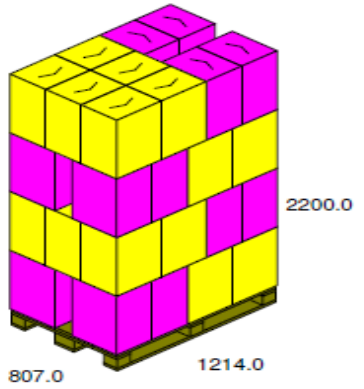


Euro-Pallet-Braun-DL 1200.0x800.0x144.0

	Carton (OD)	Shipper (OD)	UnitLoad (Incl. Pal)
Ln:	259.00 mm	338.00 mm	1214.0 mm
Wd:	164.00 mm	269.00 mm	807.0 mm
Ht:	250.00 mm	514.00 mm	2200.0 mm
	Height Vert	Height Vert	
Carton:		4	160
Shipper:			40
Area Efficiency:		97.53 %	94.71 %
Cubic Efficiency:		97.27 %	94.71 %
Cases per layer:			10
Layers/load:			4
Pattern:		2x1x2	Interlock

160pcs



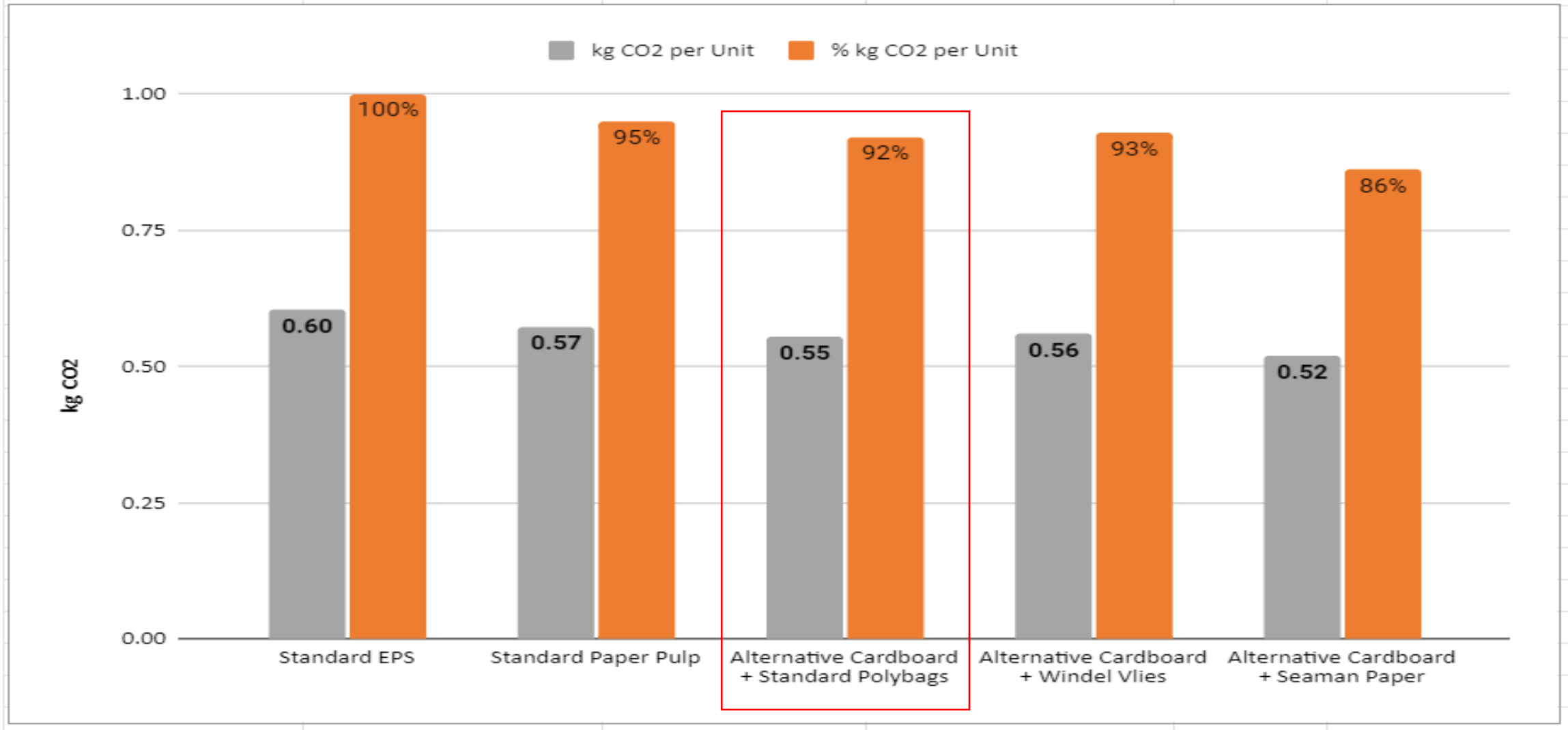


MQ3135 (Cluj): transportation cost evaluation

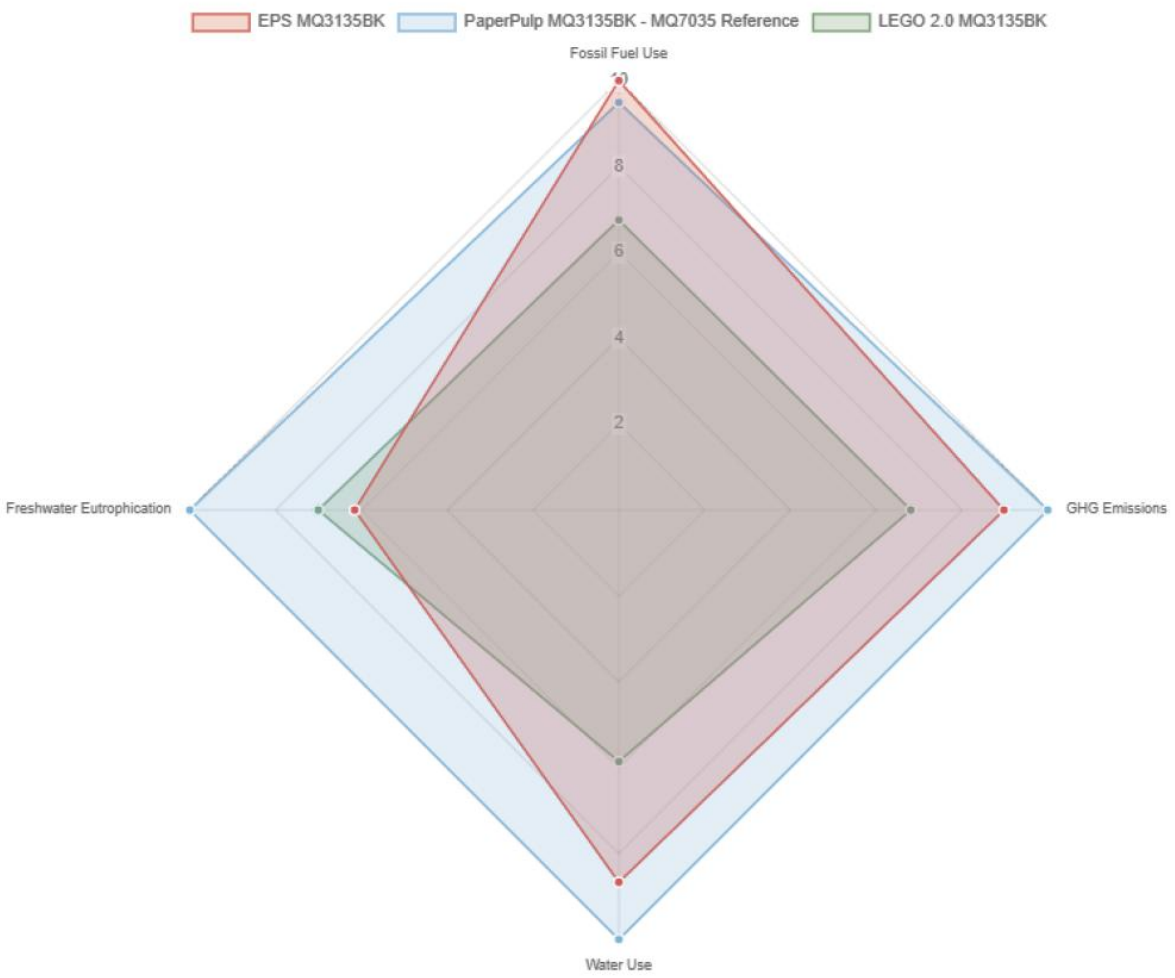
-30%
reduction/SKU

MQ3135 (Cluj): packaging GWP-evaluation (packaging only)

*GWP= Global Warming Potential



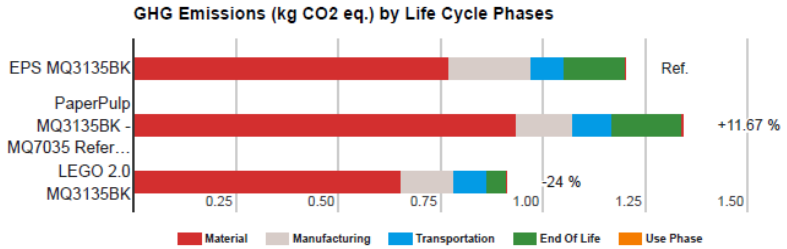
LCA Study on MQ3135 packagings including transport by Truck Cluj-Minagola



GHG Emissions (kg CO_2 eq.)

The total quantity of greenhouse gases (GHG) emitted throughout the life cycle reported in kilograms of CO2 equivalents. This calculation follows the IPCC Sixth Assessment Report (AR6) 2021 100a w/o CO2 Uptake method and considers climate feedback loops.

EPS MQ3135BK	Material (63.84%)	0.768	Manufacturing (16.62%)	0.2	Transportation (6.73%)	0.0809	EndOfLife (12.82%)	0.1542	UsePhase (0%)	0	Total 1.2
PaperPulp MQ3135BK - MQ7035 Reference	Material (69.55%)	0.932	Manufacturing (10.43%)	0.1398	Transportation (7.1%)	0.0951	EndOfLife (12.92%)	0.1731	UsePhase (0%)	0	Total 1.34
LEGO 2.0 MQ3135BK	Material (71.46%)	0.6517	Manufacturing (13.84%)	0.1262	Transportation (9.12%)	0.0831	EndOfLife (5.59%)	0.0509	UsePhase (0%)	0	Total 0.912



Was -8% w/o Transport

SIMPLE Indicators

Simple Indicators have been computed based on the Europe Region

GHG Emissions Differences for Each BOM Compared to the Reference

PaperPulp MQ3135BK - MQ7035 Reference
0.1369 kg CO_2 eq.

- **0.000080841** Passenger Vehicles Driven Yearly
- **1.05** Kilometers Driven by Passenger Vehicles Yearly
- **0.0583** Liters of Gasoline Consumed
- **0.0035** Tree Seedlings Grown for 10 Years
- **0.000065161** Hectares of Forests Yearly

LEGO 2.0 MQ3135BK
0.2911 kg CO_2 eq.

- **0.00017194** Passenger Vehicles Driven Yearly
- **2.24** Kilometers Driven by Passenger Vehicles Yearly
- **0.124** Liters of Gasoline Consumed
- **0.0075** Tree Seedlings Grown for 10 Years
- **0.00013859** Hectares of Forests Yearly

Additional positve effects: Standard vs. Carton board Alternatives

- Storage situation in the plant by less space consuming packaging materials
- Much less expensive tooling for alternative solutions **(-80%)**
- Faster timing in development and sample creation **(-50%)**
- More flexibility for second/dual sourcing options

Sustainable packaging: Status and activities

DLG-contacts: Martina Zamuner, Tommaso Gallan, Paolo Muzzin
Braun contacts: N. Bedeschi & Andreea Bianca Bodog , Marcel Nichterlein, Luca Taroni, Heiko Ullrich

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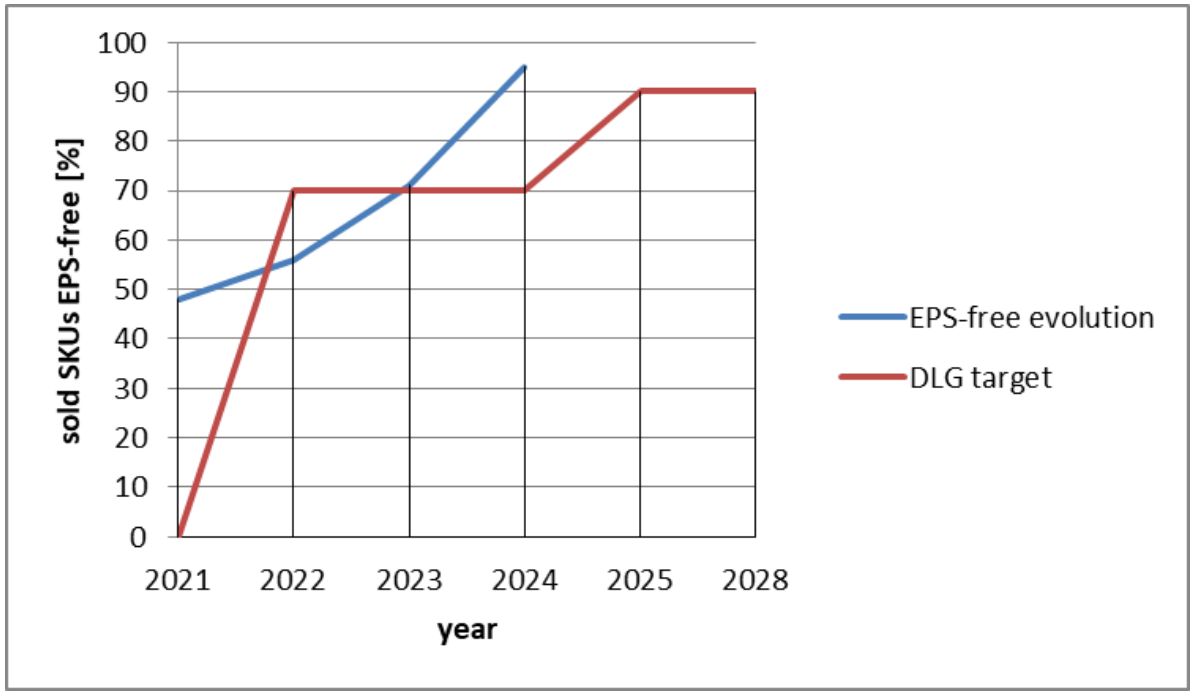

Sustainable packaging: Status and activities

Description	Target Year end	As is (2023)	Target Value	Scope	Enabling Pillar
Increase of the number of products with digitalized user's manuals	2024	15% (2023)	25%	All sold products	Products
	2025	15% (2023)	50%		

General scope change in alignment with RA-organization (Oct 2024) – ongoing :

as discussed with Alberto Aloisi, that reads in cc, the use of QSG with QR-code can be also extended to "minor" markets as CN, HK, JP, KR, SG, TH, TW, ... , and all that countries where the final approval is in charge of the local subsidiary; please keep always into consideration that:

Requirements:

1. safety precautions have to be printed and physically included in the packaging;
2. final QSG has to be checked and approved by the subsidiary and local authorities;
3. all printed materials have to be also provided on-line;
4. both printed and on-line documents have to be provided in the local language.

Result 81% SKUs including QSG or Link 2024

Sustainable packaging: cost saving opportunity on paper saving

Products	Warning Leaflet pages at 3mm size	Warning Leaflet pages at 2mm size	difference (pages) from size	weight-saving [g]	% pages saving	weight [g] (1 papersheet are 2 pages)	2,1	Weight metal (everywhere) [g]	0,1	Saving form
Handblender						**sales 2023**	**pages saved**	**paper 3mm size in 2023 [kg]**	**paper 2mm in 2023 [kg]**	**Saving [kg]**
5722670080_SafetyPrecautions_CitrusJuicer_INT	40	28	-12	-12,6	-30%	351603	-4219236	14767,3	10337,1	-4430,2
5717748082_01_SafetyPrecautions_CoffeeGrinder_INT	24	20	-4	-4,2	-17%	21621	-86484	544,8	454,0	-90,8
57132C7755_02_SafetyPrecautions_Coffee Maker_INT	36	24	-12	-12,6	-33%	442619	-5311428	16731,0	11154,0	-5577,0
5722170070_SafetyPrecautions_Handblender_INT-ASIA	40	28	-12	-12,6	-30%	0	0	0,0	0,0	0,0
5722170090_SafetyPrecautions_Handblender_INT	36	28	-8	-8,4	-22%	2582115	-20656920	97603,9	75914,2	-21689,8
5722170046_SafetyPrecautions_Handmixer_INT	32	24	-8	-8,4	-25%	234132	-1873056	7866,8	5900,1	-1966,7
5722370985_SafetyPrecautions_Jug Blender_INT	32	24	-8	-8,4	-25%	215909	-1727272	7254,5	5440,9	-1813,6
5722570041_SafetyPrecautions_SpinJuicer_INT	32	24	-8	-8,4	-25%	60413	-483304	2029,9	1522,4	-507,5
5712770050_03_SafetyPrecautions_Steam_Irons_INT_BALTICS	36	28	-8	-8,4	-22%	1270266	-10162128	48016,1	37345,8	-10670,2
5712870070_02_SafetyPrecautions_SteamStations_INT	32	24	-8	-8,4	-25%	313412	-2507296	10530,6	7898,0	-2632,7
5723010304_01_SafetyPrecautions_Toaster_INT_Baltics	32	28	-4	-4,2	-13%	268910	-1075640	9035,4	7906,0	-1129,4
5721070053_02_SafetyPrecautions_Water Kettle_INT_AUNZ_Baltics	32	28	-4	-4,2	-13%	473894	-1895576	15922,8	13932,5	-1990,4
						2023	**2023**	**230303,3**	**177805,0**	**-52498,3**
				sales Summary [pcs]		**6234894**	**-49998340**			possible paper saving on warning leaflet
assumption page price printed:	cost saving on pages					**total sales**	**total saved**			**-22,8%**
0,02 €	**-999.966,80 €**									paper saved vs before

- **Saving >900k€ per year; 52 tons paper saving which is -22% ✓**

Sustainable packaging: Status and activities

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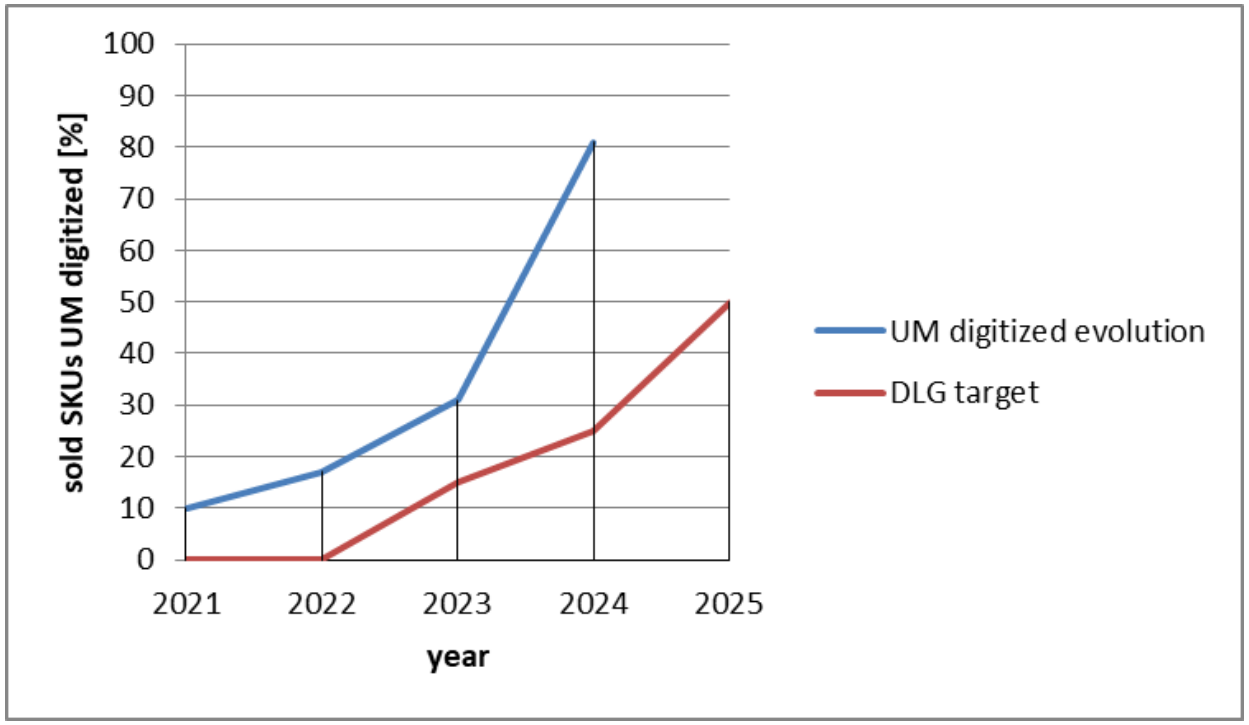

Circular Economy: Status and activities

Description	Target Year End	As is	Target Value	Scope	Enabling Pillar			
Focus on recycled materials in order to increase the circularity and sustainability of new** products	2025	N/A	Incorporate recycled material in new** products (e.g. metals)	New** products (where applicable)	 Products			
	2027	N/A	Incorporate 30% of recycled plastic over the total plastic used***	New** products launched by 2027	 Products			

Color development and trials on plastic components

Handblender Series 3 (DGDK)/Series 5 (Cluj) received

DGDK model

Status:

Calculated PCR-value: **44%**

GWP (kg CO2/SKU): **-18%**

Test status PQ-Lab:

Result: all tests passed on Cluj Model

UV-test failed on DGDK model (deviation is measureable but not visible)

White colour adjustable


Cluj model

Circular Economy: Status and activities

DLG-contacts: Edy Altoe, Samuele Meda, Giovanni Rosetto

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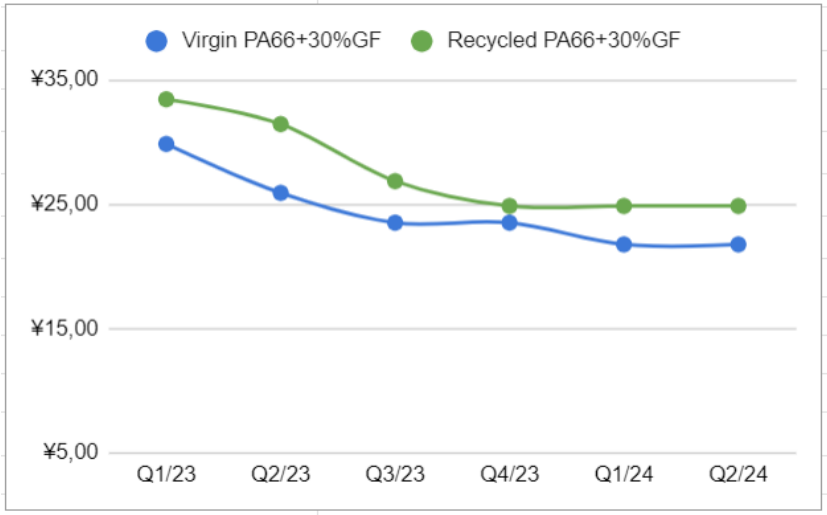
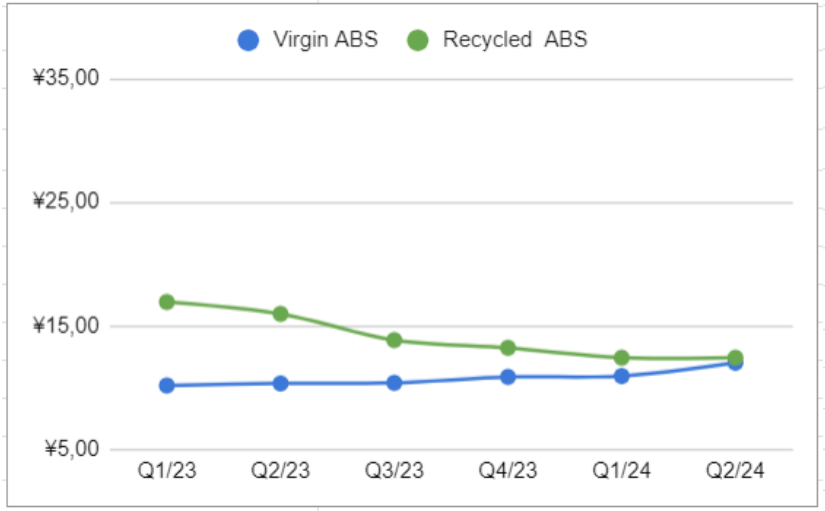
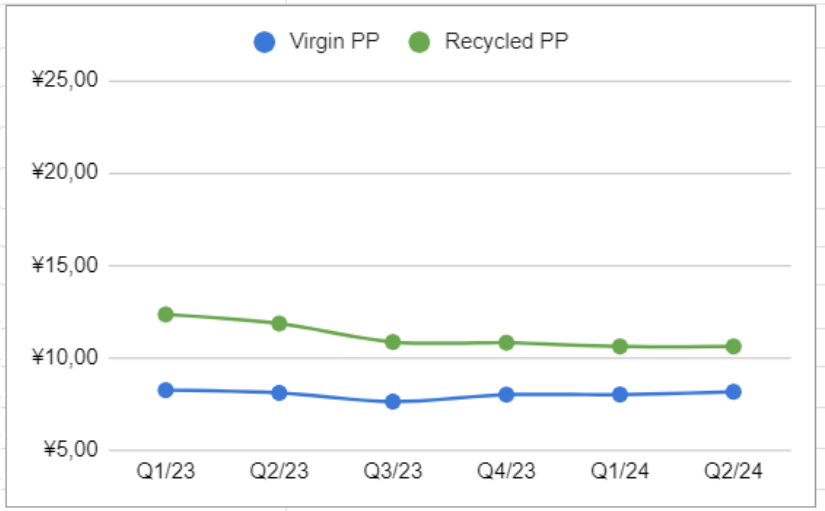
Cost evolution on PCR vs. Virgin Plastic







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- Nominate projects/products for recycled aluminium application ✓
- Creation of DOCs for component and product suppliers in alignment with Legal dep. ✓
- Guideline („how to“) created for GPM-system ✓
- Approval of documents ✓
- Sharing documents with project Teams ✓
- Pilot project definition ✓
- Evaluation on pilot projects

Process flow similar to PCR-approach

Components made of the aluminium alloys listed in the "**Recycled Content Ratio for aluminium components and related products**" guideline, for FOOD and NO FOOD CONTACT applications (aesthetic and not aesthetic)

Excluded components

All components made of metals different from the aluminium alloys listed in the abovementioned guideline.

OEM

Calculation of PRCR or component RCR made of aluminium alloys using the De'Longhi form.

OEM

Signature of the Recycled Aluminium Report using the De'Longhi form.

De'Longhi

Link products SKUs to the right PRCR calculations

Conclusion:

- **Sustainability is not an sprint – it is a marathon**
- Small changes can bring big impact
- Packaging improvements are very efficient
- Paper materials for consumers (UI, warnigs, Leaflets) should be considered and investigated acc. To the appropriate standards
- Looking at the full picture (cost), sustainability activities can save a lot of costs