



EVERSYS 2021

EVERSYS

SUPER TRADITIONAL 

STATEMENT FROM THE CHAIRMAN

Welcome to our 2021 Corporate Update edition

What began in 2009 with a small team of experienced engineers on a white sheet of paper has now become a global trendsetting company and brand.

Over 20,000 Eversys machines all over the world currently produce coffee excellence around the clock and provide millions of consumers a better day.

Eversys not only stands for superior in-cup quality, but also for machines that optimise the potential of today's technology and digitalisation, which we apply for the benefit of customers worldwide. This is reflected in proactive service support, reliability, consistency and, as such, a compelling total cost of ownership as well.

Last year, 2020, was an extraordinary year for Eversys in many respects, as it probably was for everyone. A year which will most likely leave a special mark in the history of our company when we look back in the years to come.

Turbulent start into 2020

The new year started with the milestone project of moving and installing the whole of the company in our brand-new factory in Sierre, and going live with our new ERP solution SAP at the same time. An open-heart surgery so to speak. Although we made good and fast progress, we could hardly cope with the increasing number of orders and customer requests in the first couple of weeks of 2020. It was not until March, when we reached our new flying altitude, that we were ready for more business.

It was however the moment, when Covid-19 hit the Western world and became a global pandemic with a severe impact on our industry. Instead of celebrating the successful completion of our big projects, we had to adapt to a new situation and challenge, with a lot of fresh uncertainty involved.

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I would personally like to thank all of our customers, distributors, suppliers and other business partners for their trust and highly valued contribution to our business and the development of our company. Let me also include the whole Eversys team in my words of thanks, since this team continues to show great spirit, a high level of loyalty and an ambition to always strive for more.

Mastering the new normal

Our team adapted quickly to the new situation which allowed us to not only keep our company operational without interruption, but also secure the delivery of machine parts from our suppliers and on to our customers. We understood that some markets and industries were suffering more than others and adjusted our commercial focus accordingly. Furthermore, restrictions in travelling and cancellation of almost all trade shows and events made us quickly focus on digital marketing, a strategy which showed positive results quite quickly. Accepting the difficult circumstances, Eversys is very proud and satisfied to be able to deliver growth in 2020, albeit at a slower pace than originally foreseen, achieving net sales of around 60 Mio. CHF with over 5'000 units machines sold. .

New Enigma line and Super Traditional design

An important highlight in 2020 was the completion and launch of our new product family Enigma, which will be replacing, step by step, our proven E'line. The Enigma stands for latest technology in combination with our proven high-quality modular concept, wrapped up in a design without compromise to modern aesthetics. In parallel, we developed a new design version of our Cameo model, expressing our Super Traditional philosophy, a visual path, which will be perpetuated also through our Enigma line in 2021.

What to expect in 2021?

Going into 2021 feels like driving in deep fog. We all hope to be able to call the Covid-19 crisis over by the end of the year, but no one really knows with any certainty. Therefore, it means remaining vigilant, flexible and cautious on the one side. But, on the other side Eversys will not hesitate to continue its strong way forward with expanding our market and brand presence, developing new products and enlarge our offering, striving for operational excellence and always maintaining our unique DNA.

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Despite the current uncertainties, I am very excited and look forward to tackling the new challenges that lie ahead in 2021. We will strive in our quest to deliver market leading in-cup experience with no constraints to our consistency, productivity and ergonomics as we aspire to provide further excellent service to our customers and to everyone who loves great coffee.

MARTIN STREHL

CHAIRMAN & GROUP MANAGING DIRECTOR





NEW PRODUCTS

In 2020, Eversys started the launch of its new product family, Enigma, in parallel with the introduction of our Super Traditional philosophy, being reflected in our product design.





NEW FACTORY

The brand-new factory represents a significant milestone for Eversys. It not only allows for a more efficient workflow and improved internal communication, it also acts as a testament to our success story, to the outside world.



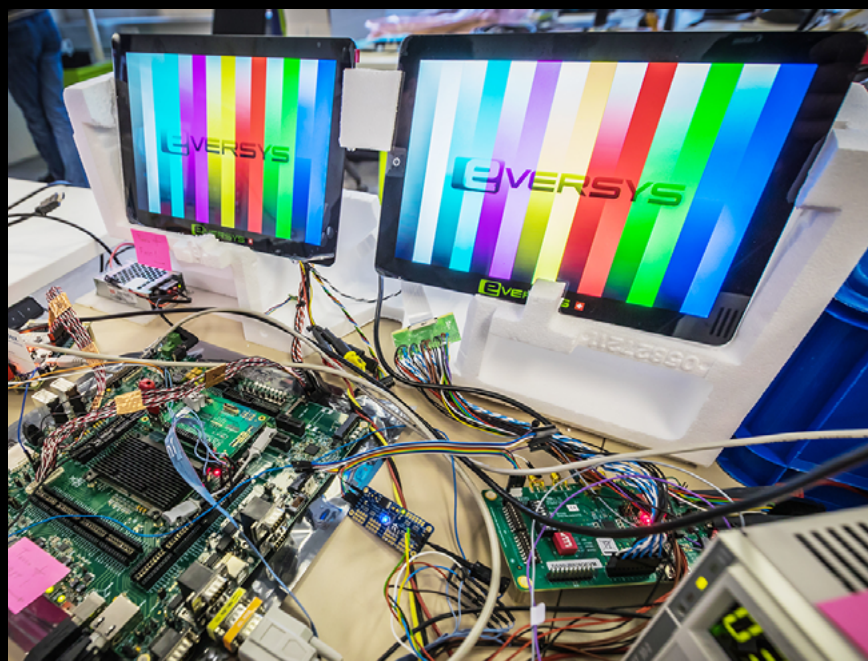


ROBERT BIRCHER



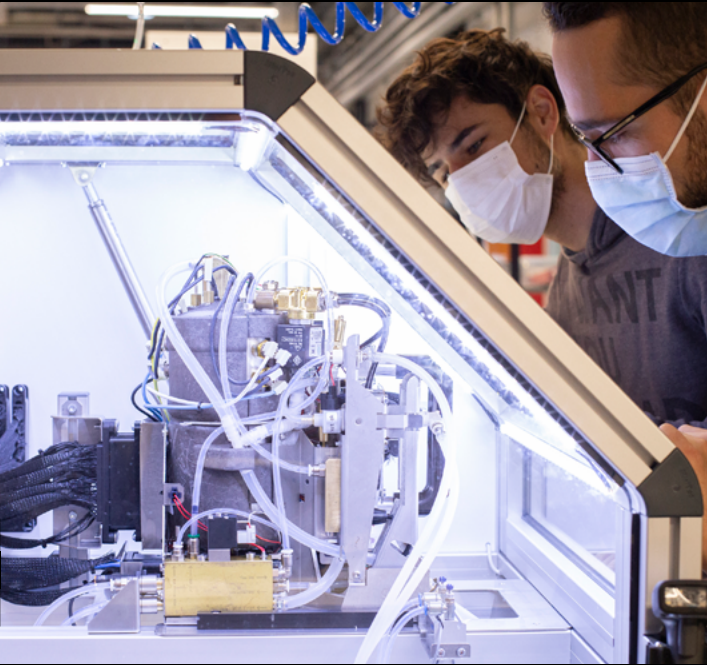
ACQUISITION OF DELISYS

With the sale of Delisys AG, Eversys co-founder Robert has secured the long-term future of his company, which acted as a highly proficient partner for electronic and software development for Eversys since the company's inception.



HIGHLIGHT

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COVID 19 @ EVERSYS

Some impressions of how Covid-19 became concretely visible at Eversys. A new situation that created new challenges, which were well managed, and bonded our team even more.



BUILDING STRONG VALUES

OUR VISION

We aim to become a leading global manufacturer of professional espresso equipment.

OUR MISSION

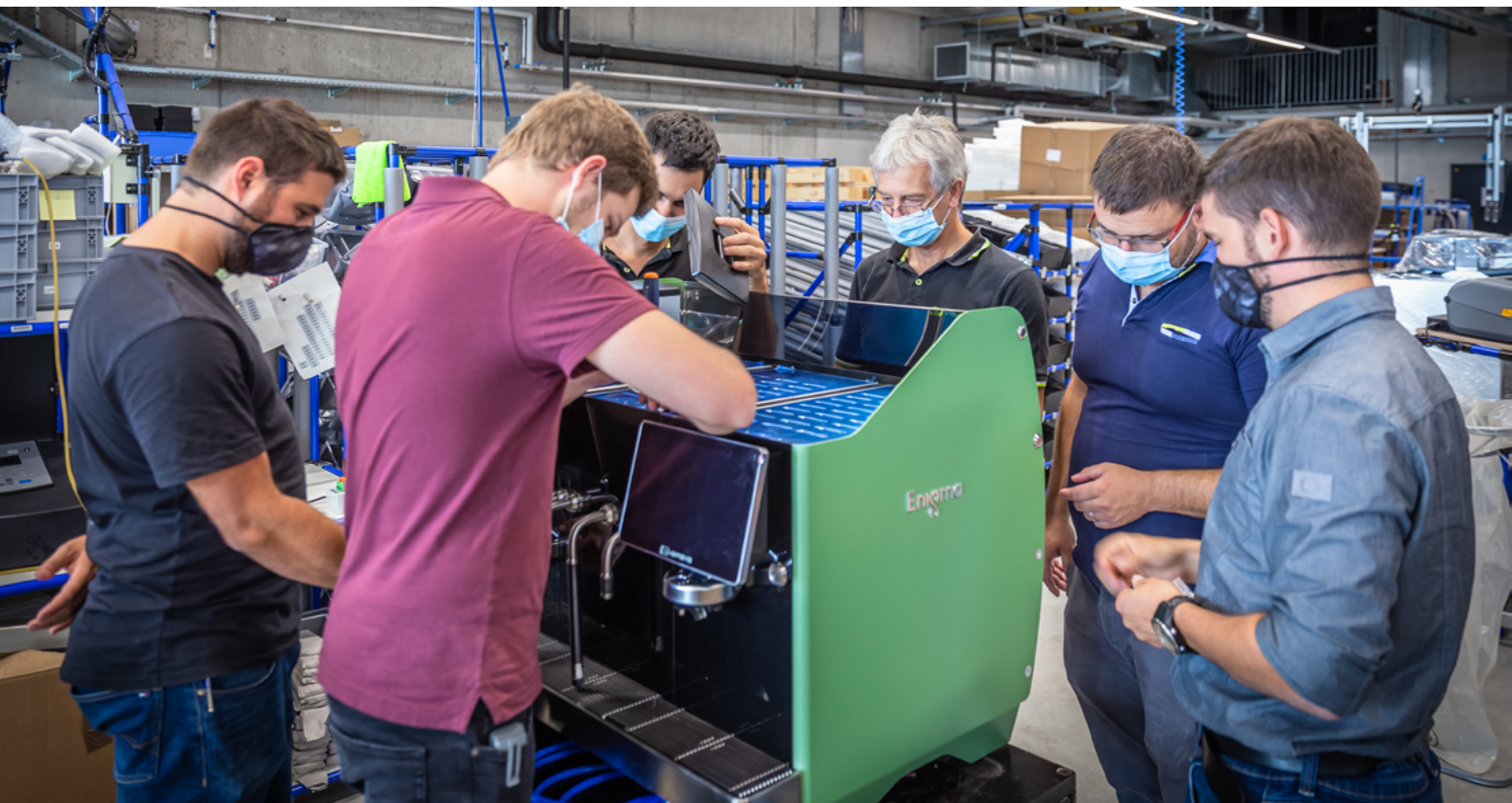
We challenge established norms and set new market trends.

We provide products and services that deliver genuine added value to our customers:

Market-leading in-cup experience

Real time consistency and connectivity,
high productivity, and ease of maintenance

Compelling Super Traditional aesthetics.



OUR VALUES

Our people are at the heart of who we are, our values are integral to what we do. They provide the foundation, the powerful sense of identity based on shared purpose, which is the motivation behind our words, commitments and code of conduct.

AMBITION

In all we do, we always aim high and take on important challenges. This mentality drives us to provide only the best quality products to our customers, equipment made in Switzerland with pride and precision.

COMMITMENT

We aim to be a true and reliable partner for all our stakeholders. We draw on the power of teamwork, driven by the common goal to achieve extraordinary customer satisfaction.

TRANSPARENCY

Transparency is the cornerstone of trust and for us, trust is not just a word but a way of life. It is this accountability of conduct that defines our values.

INNOVATION

Innovation, the ability to think outside of the box is what helps us develop genuinely compelling technology, breakthroughs that empower our customers, keeping them ahead of their competition. To be able to imagine, create and market new ideas is what makes us a leader in our field.

SUSTAINABILITY

At Eversys, we promote sustainable practices as standard work protocols. Our business is managed with a high priority placed on Corporate Social Responsibility. We encourage smart consumption by embracing measures that minimise environmental impacts and we show great respect to current and emerging standards of sustainability practices. Our ambition is to become a leader in our field in that regard.

OUR PEOPLE

Steve Martignoni

Product Manager / Started in March 2017

"Being surrounded by a young and dynamic team who take pride and passion in their work. This makes me feel good in my professional life here at Eversys. What I like most is the diversity in my job. I often find myself working on several fronts: planning new options, following up on projects, supporting in solving technical problems or process improvements. Every day is never the same as another."

Stephanie Maye

Product Data Management Specialist / Started in October 2016

"For me, the challenge of 2020 was definitely the move to the new factory in Sierre as I played an important role as process manager. My job was to ensure the move and installation of the new production lines in Sierre. In addition, as I changed my role in April, I had to learn how to use the complex SAP software. My role now consists of making the link between R&D and production in order to implement in SAP the different structures of the new products, new options and also the different modifications in the machines."



STEVE



STÉPHANIE



GREGORY



MARKO

Gregory Denis

Production Planner / It will be 7 years in February 2021

"I enjoy the diversity of my work and the good getting along well with my colleagues."

Marko Bachmann,

Sales Director for Germany & Austria / Since April 2014

"Getting to know new people and convincing them of the quality of our machines. The best thing for me is when a customer confirms how satisfied and happy they are with our product."

"I assume that the Corona crisis will still limit us in 2021. The out-of-home consumption will shift even more to take away and self-service. For this, our customers need clever solutions and powerful machines that deliver top quality. Customers want to «take a coffee with them», but it has to be of the same quality as when you enjoy it in the physical coffee shop."



SANDRA

NABEEN

GARY

DERYCK

JACK

Sandra van den Bergh

Commercial Manager / Started in September 2019

"I enjoy the international aspect and the constant dynamic. Having to think on your feet and coming up with solutions on the spot. Never a dull moment at Eversys!"

Nabeen Singha

Director of Operations at Eversys North America / Started in February 2017

"2020 had many challenges but I took it as an opportunity to closely examine how we operate and where we can become more efficient with communication and processes. It gave us a rare opportunity to pause, reflect, and rethink our approaches. It was without a doubt an extremely tough year, but we made it through and learned some valuable lessons along the way."

Gary Ng

Technical Support Engineer for Eversys Asia / since March 2019

"The most interesting part of my job is getting to know coffee better; I didn't know much about coffee before I joined Eversys. Now, I have started to understand how a cup of decent coffee can be made with an automatic machine. It is not only about knowing how the machine works, but also about the knowledge of coffee. The most challenging part of 2020 was my quarantine in Shanghai. I had to go to support a project in Shanghai and had to be confined for 14 days in a hotel room before visiting the customer. It was definitely a physical and mental challenge. Of course, I had to be confined another 14 days again at home after I returned to my hometown. So, I was quarantined for 28 days in total and I add to wear a tracking device to respect the law by Hong Kong government."

Deryck Gaffney

Operations & Technical Director Eversys UK and Ireland / Started in April 2013

"Working alongside some of the most dynamic, forward thinking engineers in the business. We truly have a special R&D team. Working in the coffee machine industry over the past 30 years, I have never experienced such a dedicated, open minded bunch of guys - and girls. This means that we end up with the most technologically advanced machines on the market. Working in operations means that every day is different, and this bring various challenges that have to be overcome."

Jack Mhanna

**Regional Business Development Consultant - Middle East & North Africa
Started in March 2020.**

"I love the product and team that I work with. I have used Eversys machines for 8 years and I am always impressed with how Eversys tailors coffee solutions instead of just manufacturing off the shelf coffee equipment. The quality of the product as well as its consistency and high technology make Eversys products outstanding in my opinion."

OUR PRODUCTS



CLASSIC

The new E'line, now called 'Enigma' wears the official slogan 'Decoding the DNA of Coffee'. Enigma concentrates on compelling aesthetics, coupled with in cup quality and consistency, designed to express the true origin of coffee, inspired by Eversys' imperative to stay true to its company values, it's vision and it's customers.

Enigma

SUPER TRADITIONAL

Accompanying the new Enigma, Eversys has developed a coffee machine which looks like a Traditional machine yet includes super-automated technology, thus being Super Traditional. Designed to be pure, authentic and timeless, the Enigma Super Traditional is inspired by design aesthetics and consistent in-cup quality for a world entering a new type of normal.



CLASSIC

Our Cameo/Classic was developed to be the machine that would first introduce our philosophy of Super Traditional. Our Cameo/Classic embraces an aesthetic line associated with tradition, a symbol of authenticity as well as quality

Cameo

SUPER TRADITIONAL

We are proud to unveil to you our new machine range, the Cameo Super Traditional. The difference between the ST and the Classic range is merely the design, using shapes and curves designed to seduce the connoisseurs of coffee, everything else is the same.



S U P E R T R A D I T I O N A L

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The Super Traditional category embraces attractive design resembling a traditional espresso machine, alongside the ability to create quality products without fuss thanks to its super-automatic functions.

The Super Ts are all about the visual, emotional attachment, and technology that enables the barista to improve the cup with greater consistency and better repetition.

KAMAL BENGOUGAM
GROUP COMMERCIAL DIRECTOR

CORE

The Cameo/Core is a stripped-down version of our Cameo/Classic. We have merely removed some nonessential parts, reduced the cost and made it more accessible for those who aspire for a Cameo/Classic but have a restricted budget. However, this machine still encompassed all the qualities and functionalities of our existing Cameo/Classic range.



Cameo

CLASSIC ACCESSORIES

C'choco/Classic is a completely unique chocolate module, which is an extension of our Cameo/Classic design. The C'choco isn't just limited to chocolate powder, it works with any powder you wish to utilise to make a hot beverage with.

Our C'fridge beside/Classic; perfectly aligned with our traditional Cameo/Classic design, preserving milk quality in the best way possible.

Our C'cup heater/Classic, with four heated levels is the perfect sidekick to keeping up to 180 espresso cups at the perfect temperature.



OUR TECHNOLOGY

Consistency

Our machines offer self-calibration, which promotes consistent in-cup quality with every use. With our ETC (Extraction Time Control) system, the user has the freedom to manage and control brand standards through an intelligent algorithm, ensuring the highest effective quality, consistency and reliability of each product.

e'Levelling

Automatic levelling is the ability to initiate a movement to the brew chamber, create a vibration which enables the powder in the chamber to spread more evenly, which leads to a better, more consistent extraction. This movement is a replica of what the barista does- taps the portafilter, after grinding up fresh beans in order to render the powder more compact.

Milk System

Milk plays a vital role in the making of any coffee product, and that's why at Eversys we have created 3 flexible programmes that provide different options to achieve the desired beverage.

1-Step

Our 1-Step option enables milk foam to be directly poured into the cup at the press of a button and your cappuccino is ready.

1.5-Step

With the touch of a button, the 1.5-Step option gives the ability to not only create perfect Latte Art without acquired skill, but to also achieve the perfect foam. After selecting your coffee product, the system performs this by automatically dispensing the foam through the wand at the same time as the espresso is being dispensed into the cup.

2-Step

Our 2-Step option which is a traditional steam arm, allowing you to texture the milk by product type using a conventional wand. This programme presents you with 3 different ways to achieve this: Manual, Autostream or Everfoam.

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“What we like most about Eversys coffee machines is the e'Levelling and ease of automation, with the ability to program brewing recipes like you do when adjusting and dialling in a traditional machine/grinder. ETC, PQC and Milk texturing. 1.5-Step and of course, connectivity and innovation.”

SEBASTIAN HUBER

Managing director at Kaffeekontor Bayern & Iovent GmbH
Germany

CONNECTIVITY

In today's fast-paced world of technology, it has become critical for businesses to possess the ability to communicate with their assets. Therefore, Eversys provide 3 potential business e'solutions, tailor-made services that are designed to support all of your business needs.

Connect

This is our in-house telemetry system, also called, "Telemetry". This technology allows you to control the consistent espresso quality whilst giving you real time notifications. It also offers you a remote access to see the machine status from anywhere in the world. Generating a report is really easy with our e'Connect system.

Connect API

The e'Connect API provides a standard interface that enables connections from different cloud solutions, empowering you to align your business requirements with the precise level of features you need for your business. You can create your own Telemetry App, Dashboard and integrate data into your ERP.

API

Eversys have innovated to design a technology that enables you to create custom software that connects to your Eversys machine to best suit your coffee business, which has evolved into the use of robots or external payment system connection.

Connect



Connect API

API



EVERSYS GLOBAL NETWORK

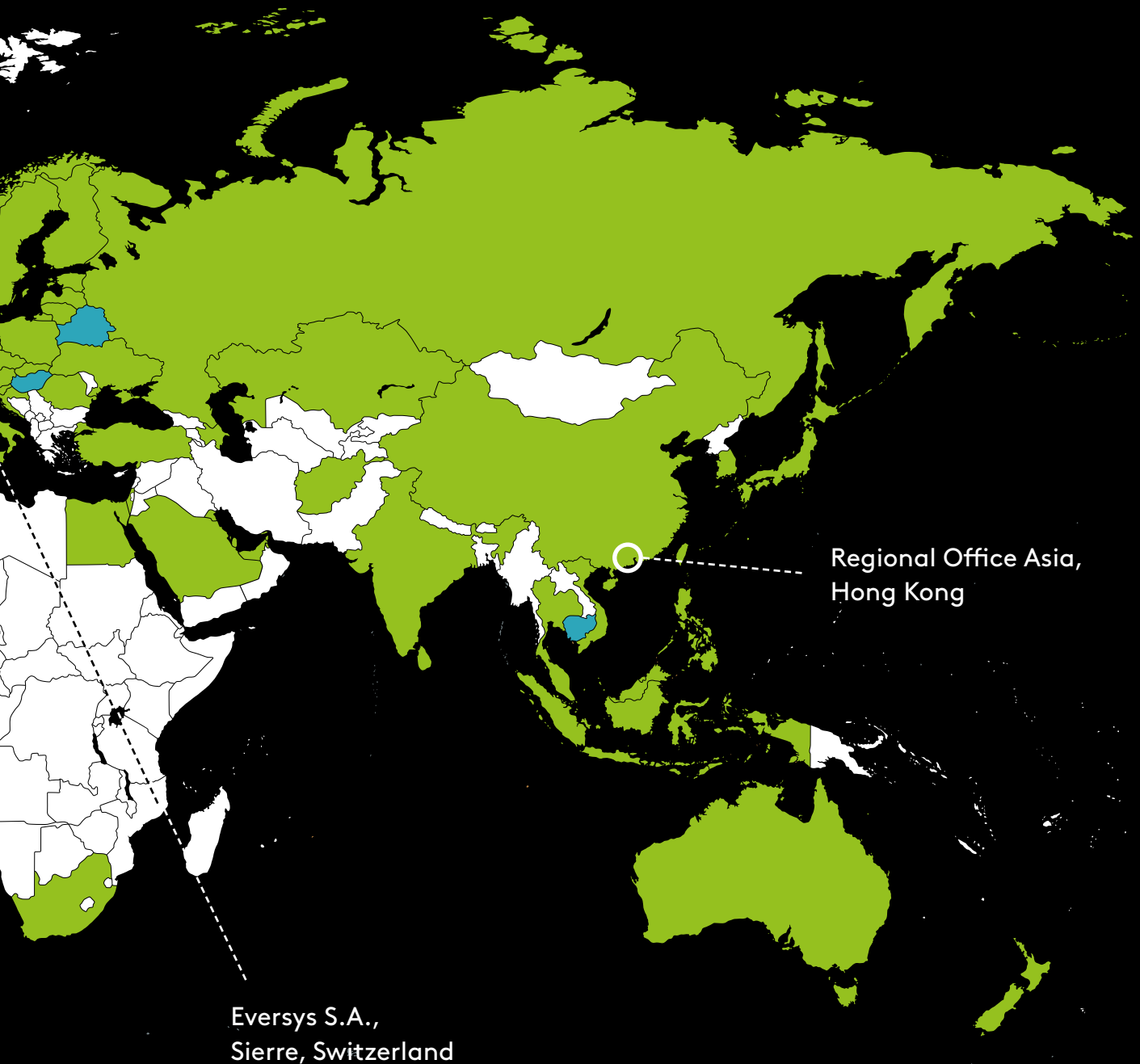


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After a challenging 2020, we believe that our market strategy, distribution partners and line of products should enable us to compete well in 2021.

KAMAL BENGOUAM

GROUP COMMERCIAL DIRECTOR



OUR CUSTOMERS



SEBASTIAN HUBER

Managing director at Kaffeekontor Bayern & Iovent GmbH Germany.

"Our newest business "iovent" started with a development project for an innovative self-service machine in October 2017. After an enormous and positive feedback on this "undercounter" solution, we focused on payment and self-service environments based on Eversys coffee machines. With founding a new company "iovent GmbH" in June 2020 the process

of creating a successful business entity made its next step towards a strong and strategic partnership together with Eversys to create a leading edge, intelligent payment and self-service technology. Eversys brought the best of two worlds -traditional and super automatic machines- together under one roof: super traditional machines. Delivering the highest, industry leading in-cup quality, imitating the real barista process automatically, with a focus on extraction quality and consistency, through intelligent algorithms and high precision mechanics."

SUNGHYUN PARK, Strategy/Business Manager at Banapresso, Korea.

"Our reason for choosing Eversys is that the tamping method is different from other fully automatic machines, because it is vertically tamped, the extraction speed is fast and the barista's education is simple when extracting espresso. Also, it is very convenient to measure machine usage Telemetry for maintenance."

Banapresso is a speciality coffee store founded in 2015 and currently operates 50 directly managed stores in Gangnam, Seoul/Korea. The number of stores is continuously increasing. It is a brand that leads a new coffee culture by developing and providing orderable kiosks and APP.





CÉDRIC LOIX

Marketing & development Manager
at OC22, France

OC22 is a family-owned distribution company that has specialised in serving the out-of-home catering industry for more than 50 years. They offer a whole range of fruit juices, hot drinks accompanied by biodegradable and compostable vegetable tableware in the hotel industry, communities and take-away sales in France.

"The work done by Eversys in the space of 10 years is unbelievable. I see a variety of advantages such

as the modularity of the machine for the technical part, quality of coffee extraction, the possibility to have 2 different types of milk and to extract it automatically or manually through the steam nozzle, the design of the machines, Swiss quality of manufacture, reactivity and technical explanations of the Eversys after-sales service, the brand image and the «world community».

DARREN RUSDEN

Category Manager - Coffee & Food to Go
Cole's Express, Australia.



"Through FY21 we have rebuilt our in-store coffee offer at Coles Express, pairing the new Eversys Cameo machine from Tiger Coffee with a new bean blend from Aurigin Coffee Roasters in Melbourne. The Cameo features our own calibrated recipes, software and POS specifications purpose built for Coles Express.

It's been an amazing effort by Tiger Coffee to install several hundred Cameo's around Australia in a Covid affected world. Thanks to the Cameo and our Silver Medal winning coffee bean (2020 Golden Bean Awards) we are now producing cafe quality coffee. The customer feedback and results for our business with this new offer has been nothing short of amazing. We can't wait to see what the future brings with the Eversys Cameo!"

DALAL ZAID AL WAZZAN

Marketing Officer / Alwazzan United Trading Co.

Since 1975, Al Wazzan is proud to be one of the first retailers for kitchen and home products in Kuwait.

"The really interesting feature about Eversys coffee machines is that you can save all your recipes on a USB stick and download them into any other Eversys coffee machines, so your cafe can have the same consistent taste in any branch. How the machines are able to maintain their flavour profile and recipe's once they are set is amazing. The machine is also very easy to use after calibration. It saves us time, it's efficient and consistent without the need of training a barista."



S U S T A I N A B I L I T Y

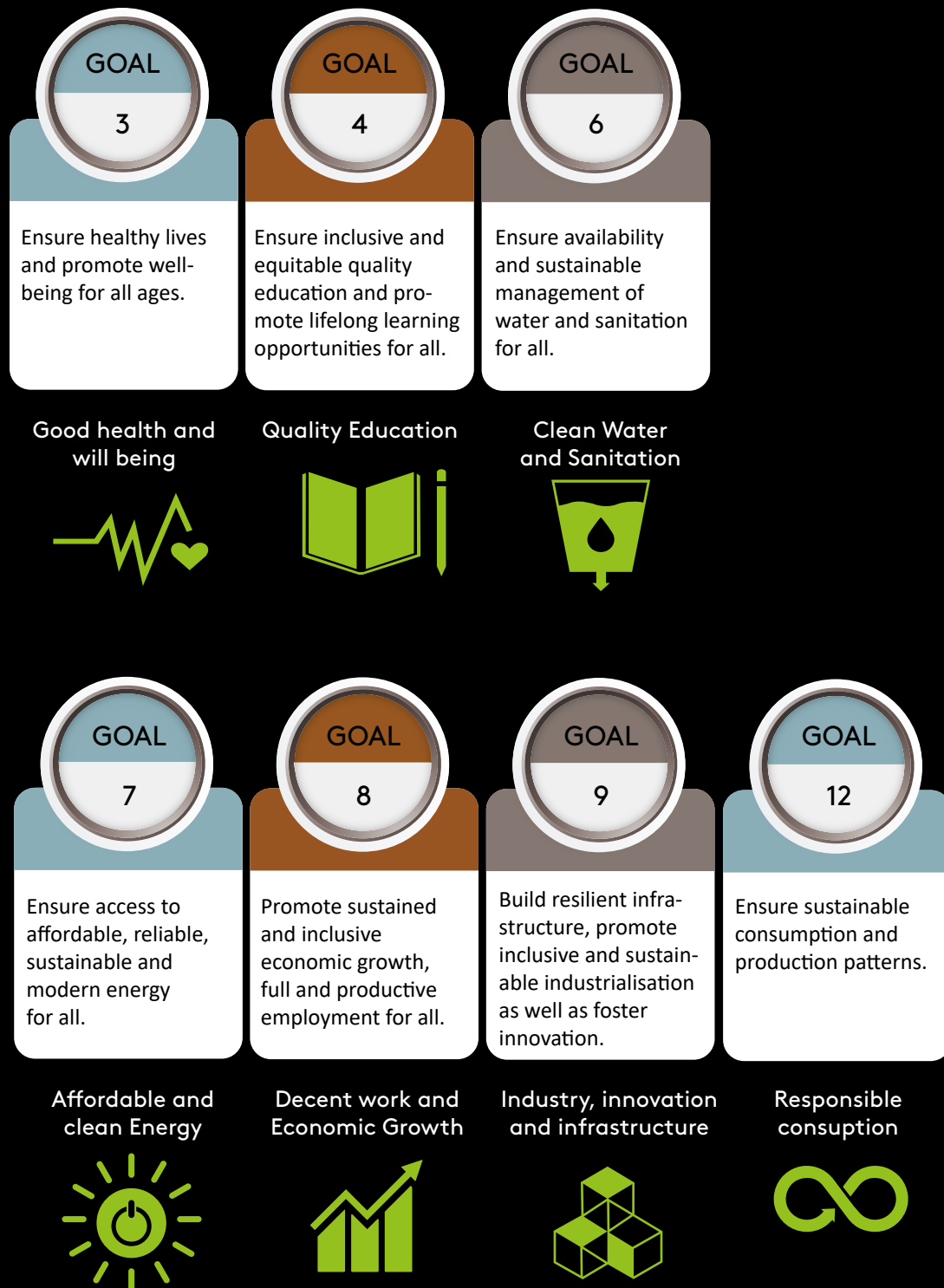
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Since the beginning of Eversys, it has been our intellectual imperative to develop coffee machines which respect the highest industry sustainability standards. Our products are designed for long-term usability, are almost fully recyclable and are market-leading regarding efficient usage of electricity and a low waste rate of water and milk. In our new factory, we will be able to optimise our process, reduce waste and further reduce ecological inefficiencies.

Martin Strehl, CEO of Eversys

OUR GOALS

At Eversys, we work within a set of goals that are inspired by the United Nations Development Programme, which have provided us with guidelines towards the variety of areas we wish to achieve and preserve our sustainability practices in. These are in alignment with our corporate strategy and a reflection of our core values:



FACTS AND FIGURES



Founded 2009



OWNERSHIP

60% Founding team

Founders / Management / early stage Investors

40% De'Longhi Group

Strategic partner, joining in 2017

Legal Structure

Eversys Holding S.A., Sierre, Switzerland
(share capital CHF 4.1 Mio.)

Eversys S.A., Sierre, Switzerland

— Delisys AG, Münsingen, Switzerland

— Eversys Inc., Toronto, Canada

— Eversys Inc., Long Island City (NY), USA

— Eversys UK Ltd, Crawley, UK

— Eversys Ireland Ltd., Dublin, Ireland

o Regional Office Asia, Hong Kong

Key Figures 2020



205 Employees



CHF 60M Turnover



Over 5'500 Units sold in 2020

Over 20'000 Units sold since inception



75% of local engineering, assembly, suppliers & components



CHF 13 Mio. invested in our new 7'250 m² Sierre factory, creating an annual production capacity of 15'000 units



Invested 10'000 CHF for Coffee Communities



BOARD OF DIRECTORS AND EXECUTIVE BOARD

From left to right: Marco Cenci, Jean-Paul In-Albon, Robert Bircher, Thorsten Schindler, Kamal Bengougam, Martin Strehl, Armin Rauer, Nicola Serafin, Andrea Romanin.



OUR MILESTONES



Eversys created by Jean-Paul In-Albon and Robert Bircher and their teams



Finalist of Swiss Economic Forum, in interlaken, Switzerland



Launch of the Cameo



New Regional offices in New-York, Hong-Kong, UK/Ireland



Built new factory in Sierre

2009



2012



2014



2015



2017



2017

2018



2019

2020



2020



We are just at the beginning of this journey, we have a lot of ideas, plans to develop, it is just the beginning of the road.

JEAN-PAUL **IN-ALBON**
CO-FOUNDER



Our first operational coffee machine introduced at Internorga March 2012



Launch of the Shotmaster



Better Everyday

New Strategic partner with DE'LONGHI

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Today, people consume coffee products the same way they savour a glass of special wine. However, at the beginning of their creation, fully automatic machines were not designed to produce in-cup quality as they focused more on functionality. This is something that motivated us to develop a machine that could replicate the quality created by a barista.

ROBERT **BIRCHER**
CO-FOUNDER



Launch of
Enigma



CONTACT

Headquarters
Eversys S.A.
Ecoparc de Daval A 2
3960 Sierre
Switzerland
+ 41 27 305 21 21
eversys.com



S U P E R T R A D I T I O N A L 