



Press Information

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Vorwerk launches voluntary replacement program for Neato customers in Europe

Wuppertal, 24th April 2026 – Vorwerk takes the feedback and concerns of Neato customers seriously and continuously reviews how best to support them following the discontinuation of Neato cloud services. Although Neato devices remain operational and can continue to be used manually without these services, Vorwerk has decided to extend its voluntary replacement program to Neato robots purchased within the last three years.

Customers in Europe who purchased a Neato robot after the announcement of the company's closure three years ago (May 2023) and actively used cloud functionalities will be offered a complimentary, current Kobold / Folletto VR7 robot vacuum cleaner in exchange for their Neato device.

This initiative is a voluntary measure by Vorwerk without prejudice and reflects our commitment to customer satisfaction and our high standards we set for customer experience. In this context, we chose to take a pragmatic approach in a situation where these highest standards were not fully met.

The Neato Robotics Europe GmbH expressly welcomes the offer from the Vorwerk Group: "We appreciate this exceptional gesture by Vorwerk and its commitment to supporting our Neato customers."

Neato was a U.S.-based company acquired by the Vorwerk Group that ceased operations in May 2023 after not achieving sustainable commercial success as a standalone business. Even though the discontinuation of Neato cloud services - as decided by Neato and announced in October 2025 - is limited to this business and does not affect other Vorwerk brands or product lines, we have decided to take further action to support affected Neato customers.

We will provide further information on the respective Neato customer support webpage (<https://support.neatorobotics.com>) in the next days.



ABOUT VORWERK

Vorwerk is the number one direct sales company in Europe and the world-leading direct seller of high-quality household appliances. Founded in Wuppertal, Germany, in 1883, today Vorwerk is an international family enterprise. Its core business is the production and sale of superior household products (Thermomix® ecosystem with Cookidoo® recipe platform, Kobold cleaning systems). Vorwerk always seeks direct contact with its customers and achieves this primarily through its advisors, who are at the center of the company's sales activities and serve as a central point of contact for the customer. The Vorwerk family also includes the akf group. Vorwerk generates consolidated sales of EUR 3.2 billion (2024) and operates in more than 60 countries.

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Publication free of charge – Specimen copy requested