















COFFEE AT WORK

Coffee at Work GmbH & Co. KG offers an all-inclusive service for coffee and water provision in the workplace under the fresh at work® brand. The service not only comprises high-quality products, but also transparent pricing that includes all necessary components, such as coffee beans, milk and chocolate powder, the provision of coffee machines, and regular maintenance and services.

	<p>KEY FIGURES</p> <p>Sales in € thous.</p> <table> <tr> <td>2023</td><td></td><td>16,227</td></tr> <tr> <td>2022</td><td></td><td>14,710</td></tr> </table> <p>Employees, full-time employees, annual average</p> <table> <tr> <td>2023</td><td></td><td>89</td></tr> <tr> <td>2022</td><td></td><td>86</td></tr> </table>	2023		16,227	2022		14,710	2023		89	2022		86	<p>HEADQUARTERS Witten, Germany MANAGING DIRECTOR Alexander Busse WEBSITE www.freshatwork.de</p> <p>BRAND</p> 
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OUR POSITIONING

Coffee at Work differentiates itself from the competition thanks to its transparent and easily comprehensible contract design, as well as the excellent quality of its services and extensive range of repair options. A flexible contract structure with monthly termination options are the basis for maximum customer satisfaction and long-term, personal relationships. An all-inclusive package ensures that the machines are always in perfect working order.

MARKET AND BUSINESS TRENDS IN 2023

Coffee at Work made good progress in the past fiscal year. Growth was driven by the acquisition of new customers and the increased use of services by existing clients. This was supported by the targeted addition of staff in the Service and Sales departments.

OUR STRATEGY

Coffee at Work's medium- to long-term strategy is aimed at attracting new clients with a focus on the German market. With this in mind, the company is constantly optimizing its cooperation and processes in order to delight its customers and ensure their long-term loyalty. One key component of its corporate strategy is the systematic integration of sustainability aspects along the entire value chain.

OUTLOOK 2024

Coffee at Work is upbeat about its prospects for the current fiscal year. One area of focus will be the topics of collaboration and communication with the aim of further professionalizing business processes and improving service. In addition, the company plans to step up its sales activities in both existing and new channels in order to increase customer awareness of its solutions. This will be accompanied by a further expansion of the company's organizational structure, with the aim of meeting growing demands and ensuring sustainable growth.