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## PRESS RELEASE

### V-ZUG CELEBRATES ITS LAUNCH IN DENMARK DURING 3daysofdesign

V-ZUG launches on the Danish market by participating at 3daysofdesign: the festival of great design that has taken place in the showrooms, shops, and streets of Copenhagen since 2013

V-ZUG launches its brand in Denmark, celebrating its entry into a new market during 3daysofdesign: the must-see design destination for professionals and the general public. The event takes place from 7th to 9th June in the Danish capital.

V-ZUG's products will be showcased in the V-ZUG Concept Gallery and the V-ZUG Gallery at File Under Pop in Carlsberg Byen. In the current display, the focus is on the Excellence Line: a top-of-the-range collection of appliances that stands out for its striking design and innovative technology. During the festival, professional chefs from V-ZUG's Gourmet Academy will offer a sensory culinary experience.

#### V-ZUG locations

##### V-ZUG Concept Gallery

7-9 June 2023, 10 am to 6 pm

Store Kongensgade 114, 1264 København

##### V-ZUG Gallery @File Under Pop

7-9 June 2023, 10 am to 6 pm

Bohrsgade 32, 1799 København



## About V-ZUG

“Bringing simplicity into your home and creativity into your kitchen.”

V-ZUG is Switzerland’s leading brand in household appliances, promoting its products also in selected premium markets overseas. V-ZUG has been developing and manufacturing kitchen and laundry appliances in Switzerland for more than 100 years and offers a comprehensive service in every market.

The V-ZUG Group currently employs around 2,200 people. The holding company V-ZUG Holding AG is listed in the Swiss Reporting Standard of SIX Swiss Exchange in Zurich and represented in the Swiss Performance Index (SPI) (security number 54 248 374, ISIN CH0542483745, ticker symbol VZUG).