



MEDIA RELEASE

Establishing a network of 20 additional mono-brand and retail outlets by year end:

V-ZUG accelerates expansion in China and opens new brand venue

Zug/Shanghai, 16 September 2026 – V-ZUG is accelerating its expansion in China, one of its international focus markets. The Swiss manufacturer of premium household appliances intends to establish a network of 20 additional partner-operated mono-brand and retail outlets in major Chinese cities by the end of 2026. It has also inaugurated “House 12”, its new brand experience venue in Shanghai. These initiatives reflect V-ZUG’s sharpened strategy, which aims to expand the company’s international premium business in selected focus markets.

V-ZUG has had a presence in China since 2014. In line with its recently sharpened strategic priorities, the Swiss manufacturer of high-quality household appliances is now broadening its route to market in China, complementing its existing project business.

Building on V-ZUG’s core strengths – Swiss-made precision, quality, design and durability – and its premium product range, the company intends to establish a network of 20 additional mono-brand and retail outlets by the end of 2026 in its focus market of China. Six stores are already operating in major cities such as Beijing, Shanghai, Hangzhou and Shenzhen.

“Strengthening our reach, bringing the brand closer to more customers and creating in-person brand experiences are key steps to unlock further growth in China, a market with strategic relevance for us,” says Yvonne Ongetta, Chief International Officer at V-ZUG.

A partner-based roll-out model

To expand and scale its retail network efficiently while establishing a second growth driver alongside its project business, V-ZUG is building on a partnership model that combines local market development and expertise with strong partner commitment.

The roll-out focuses on those Chinese cities with the highest GDP, where V-ZUG’s primary customer groups are concentrated and where the brand’s retail footprint is currently limited. The next wave of outlet openings will include cities such as Chongqing, Chengdu, Guangzhou, Wuxi and Ningbo.

V-ZUG brand experience hub in Shanghai

To complement the expansion of its retail business, V-ZUG has opened “House 12”, its first brand experience venue in China. Located in a restored mansion in Shanghai’s historic Yuyuan Road neighbourhood, part of the former French Concession, the venue was reimaged by Chinese designer Xie Ke while retaining the intimacy and character of a lived-in home.

“The key point is that “House 12” is not just another showroom for our premium appliances. It is a venue where people can experience how technology, design, food and human connections come together in real life, demonstrating how V-ZUG can help people discover new ways of cooking, gathering and living,” says Jennifer Bao, Managing Director at V-ZUG China.

Through an ongoing programme of culinary, design and cultural experiences, “House 12” creates a setting for sustained engagement with customers, clients, designers and partners while showcasing the Swiss manufacturer’s premium portfolio.

For V-ZUG’s retail business, “House 12” shifts the conversation from individual products to product combinations, social kitchen solutions and a broader proposition for the home. In terms of the



company's project business, the new venue positions V-ZUG as part of a development's purposeful lifestyle proposition rather than solely as an appliance package. It also creates a platform to deepen understanding among designers and build long-term customer relationships. "House 12" will be accessible by invitation or appointment for curated experiences, meetings and workshops.

Further information and materials available to download:

- Media release as a PDF
- [V-ZUG Media Corner](#)
- [Images of V-ZUG's "House 12" venue in Shanghai](#)

If you have any queries, please contact investorrelations@vzug.com or media.office@vzug.com.

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V-ZUG financial calendar:

16 September 2026	Investora Zurich
05 November 2026	Swiss Equity Conference, Zurich
04 March 2027	Publication of the annual results 2026
21 April 2027	Annual General Meeting 2027
21 July 2027	Publication of the half-year results 2027

About the V-ZUG Group

Swiss perfection for the home. Since 1913.

V-ZUG is Switzerland's leading brand in household appliances and markets its products in selected premium markets abroad. V-ZUG has been developing and manufacturing kitchen and laundry appliances in Switzerland for over 110 years and offers a comprehensive service in all its markets. The SIBIRGroup AG, which focuses on the Swiss-wide provision of all-brand servicing and the sale of household appliances, is also part of the V-ZUG Group. With its roughly 2,000 employees, the V-ZUG Group generated annual net sales of CHF 567.4 million in 2025.

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) (securities number 54 248 374, ISIN CH0542483745, ticker symbol VZUG).