



May 25, 2021

Answers to written questions submitted by shareholders prior to the Combined Annual General Meeting of May 20, 2021



Question 1:

“You grant an extra reduction for orders made by shareholders in the month of their birthday. As a shareholder, would it be possible to apply this reduction on the Groupe SEB online retail site for each order throughout the year?”

Answer by Philippe Sumeire:

There are no plans to apply this specific advantage relating to the shareholder’s birthday month, in addition to ongoing reductions, on a year-round basis.

Question 2:

“The share price has considerably exceeded €100, reflecting its qualities. Are there any plans to divide the nominal?”

Answer by Thierry de La Tour d’Artaise:

Thank you for your remark. There are no set dogmas on dividing the nominal and we have done so twice, notably in 2008. We have no such plans in the short term but may well do so in the future.

We did not divide the nominal this year because we already attributed one bonus share per ten shares already held, but we reserve the possibility to do so in the coming years.

Question 3:

“Early in the year, SEB Alliance acquired a stake in Chefclub, a company that produces and broadcasts cooking content, thus entering the world of followers.

What are the expectations for and consequences of this investment?

Could this model be replicated in the less trendy sector of home care?”

Answer by Stanislas de Gramont:

Chefclub is an opportunity for us to learn how to interact with communities on cooking topics. It is also an opportunity to create co-branded product ranges showcased by Chefclub. Which is why we have high expectations for this investment both in terms of relations with consumers and the impact on our sales.

Regarding other, non-cooking, sectors, we are keeping a close eye on comparable initiatives, particularly in home care. But consumer motivations are not the same in this sector. Cooking is more about community, sharing and togetherness, while home care is more about technology and performance.

Question 4:

“The health crisis has weakened some SDA players.

Does the Group intend to take advantage of the situation to make acquisitions?”

Answer by Thierry de La Tour d’Artaise:

This remark needs to be nuanced, as our colleagues in the sector of small domestic appliances and cookware have also successfully weathered the crisis, whereas the professional sector has been much more impacted. Consequently, we do not know if there will be crisis-related opportunities. But from a more structural standpoint, it is a known fact that acquiring companies is an integral part of our strategy, either to step up our development in a region or a product category or, as with StoreBound, to learn new techniques. As such, we are always open to all potential opportunities, bolstered by our financial situation and the expertise of our management.



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World reference in small domestic equipment, Groupe SEB operates with a unique portfolio of 31 top brands including Tefal, Seb, Rowenta, Moulinex, Krups, Lagostina, All-Clad, WMF, Emsa, Supor, marketed through multi-format retailing. Selling more than 360 million products a year, it deploys a long-term strategy focused on innovation, international development, competitiveness, and service to clients. Present in over 150 countries, Groupe SEB generated sales of €6.9 billion in 2020 and has more than 33,000 employees worldwide.

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