



Corporate brochure 2016

AirBake

All-Clad

Arno

AsiaVina

Calor

Clock

Imusa

Krups

Lagostina

Maharaja
Whiteline

Mirro

Moulinex

OBH Nordica

Panex

Rochedo

Rowenta

Samurai

Seb

Supor

Tefal

T-fal

Umco

WearEver

“

2015 WAS AN EXCELLENT YEAR FOR GROUPE SEB

”



Thierry de La Tour d'Artaise

Thierry de La Tour d'Artaise
Chairman and CEO

The solid growth of our sales was healthy and well-balanced, covering all the major product lines, all regions and all distribution channels. Our results have dramatically improved, as a proof of the Group's ability to more than compensate very penalizing currency effects, mainly through price increases, competitiveness initiatives and ongoing strict cost discipline. Thus, the Group met its objectives and largely exceeded its performance targets set in early 2015.

For all these achievements, I would like to praise the commitment and professionalism of all the Group's teams.

The Group has headed into 2016 with confidence while keeping a close eye on economic trends in its markets and exchange rate fluctuations which will continue to impact its revenue and results.

Our ambition is to continue to strengthen our positions in the markets by drawing on the pillars of our strategy, growth and competitiveness. We are aiming at being the undisputable reference of the Small Domestic Equipment industry in the world for all our stakeholders, consumers, retailers, suppliers, employees and shareholders.

Be the
reference
of the market



2015

SALES

€4,770 m

+8.0% LFL*

OPERATING
RESULT

€428 m

NET PROFIT

€206 m

STOCK MARKET
CAPITALISATION
AT 31.12.2015

€4,746 m

26,000

EMPLOYEES

* Like-for-like

Make consumers' everyday lives
easier and more enjoyable
and contribute to a

better living,
all around the world

Our values

- Entrepreneurial drive
- Passion for innovation
- Professionalism
- Group spirit
- Respect for people

A strategy based on balance

Groupe SEB's strategy is based on a long-term vision that consists of finding precisely the right balance between growth and competitiveness in order to **create value for all its stakeholders.**

Monitoring competitiveness

Through the permanent and responsible adaptation of our industrial tool, by implementing best practices and a rigorous quality control system at a very early stage in the process • Through the strict management on a daily basis of our organisation, infrastructures and costs • Through the constant optimisation of our supply chain.



Prioritising growth

By resolutely managing a strong and differentiating product **innovation** policy, enabling us to offer products and services that fit in perfectly with consumer expectations • By drawing on the strength and the complementary nature of our **brands**, which allow us to cover all market segments, from entry level to premium products • By managing a clear sales approach, which is well-segmented by **distribution** channel, by brand and by country, and by developing a relationship based on trust with our retailers • By pursuing a unique **international expansion**, in mature countries as well as in emerging markets, aiming at local leadership.

Being responsible

By ensuring the Group's ethical principles are respected • By pursuing a social responsibility policy • By developing territories and community commitment • By creating sustainable innovations to meet consumer needs • By reducing our environmental impact.





A world reference in Small Domestic Equipment,

Groupe SEB offers the widest product range, boosted by the strength of its innovations and the animation of its mid-range offering, key factor for growth and differentiation from the competition.

COOKWARE

Frying pans, saucepans, casseroles, bakeware, oven dishes, pressure cookers, low pressure cookers, kitchen utensils etc.

SMALL DOMESTIC APPLIANCES

Electrical cooking: deep fryers, rice cookers, induction hobs, electrical pressure cookers, multicookers, barbecues, informal meal appliances, meat grills, toasters, cooking food processor, kitchen machines, food processors, blenders, coffee makers – filter, pod and espresso –, electric kettles, home beer-tapping machines etc.

Home and personal care: steam irons and generators, garment steamers, vacuum cleaners – upright or canister, with and without dust bag, steam, hand-held and cordless –, fans, purifiers, haircare equipment, epilators, bathroom scales etc.

Groupe SEB's offering today reaches far beyond the product. It includes services, tips, recipes... Through its **connected products**, the Group provides new consumer experiences, richer and more personalized than ever before.



INNOVATION
INVESTMENTS

€168 m

+7% LFL*

107

PATENTS REGISTERED

Meeting your expectations

Everywhere

at your side



Present in almost 150 countries worldwide, Groupe SEB is pursuing its strategy of long-term international growth by combining a global vision with a local approach. Its expertise and in-depth understanding of the specific features of each market enables the Group to offer a range of products that is both universal and targeted.

2015 SALES

MATURE COUNTRIES

54% +7%

EMERGING COUNTRIES

46% +9%

EUROPE, MIDDLE-EAST, AFRICA AND INDIA

- Sales: 49% of which Western Europe 36%
- 8,500 employees
- 39 marketing offices
- 14 industrial sites



AMERICAS

- Sales: 20% of which North America 13%
- 2,900 employees
- 11 marketing offices
- 7 industrial sites



ASIA

- Sales: 31% of which China 21%
- 14,600 employees
- 15 marketing offices
- 8 industrial sites

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