



CORPORATE BROCHURE
2011



EDITORIAL



Following a decade of progress marked by the doubling of sales figures and continuous improvements made in the operating margin, the Group achieved a remarkable performance in 2010. This performance can be attributed to our economic model, which is based on profitable growth. Innovation and international expansion have always been the main drivers behind our growth, whilst competitiveness is at the very heart of

our strategy. Drawing strength from this strategy and our sound fundamentals, we started out in 2011 with confidence in spite of the unstable economic (volatile exchange rates, rising cost of raw materials) and socio-political background. Our ability to react and to take advantage of our assets - in particular the continuous renewal of our offer, the strength of our brands, a diversified distribution and our wide global presence - will allow us to withstand the current economic climate without losing sight of our long-term targets. Moreover, aside from the economic dimension, we are maintaining our commitments in terms of environmental, corporate and social responsibility.

Thierry de La Tour d'Artaise
Chairman & CEO



OUR CORPORATE **MISSION**

**To make day-to-day life easier and more agreeable
all around the world.**

INVENTING TOMORROW'S WORLD

With our very vast and comprehensive product offer, we provide consumers with innovative solutions that are well-suited to their way of life, their requirements and their wishes.



A MULTISPECIALIST GROUP



COOKWARE

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

KITCHEN ELECTRICS

Electric cooking: deep fryers, steam cookers, table-top ovens, rice cookers, induction hobs, electric pressure cookers, breadmakers, barbecues, informal meal appliances, waffle makers, meat grills, toasters, yoghurt makers etc.

Preparation: food processors, whisks, mixers, blenders, juicers, small food preparation equipment, coffeemakers (filter, pod and espresso), electric kettles, instant hot-water dispensers, beer dispensing equipment etc.

HOME AND PERSONAL CARE

Personal care: haircare equipment, epilators, bathroom scales, foot massage appliances, baby care products (bottles, bottle warmers, sterilisers, monitors etc.) etc.



Linen care: steam irons and steam generators, semi-automatic washing machines, garment steam brushes etc.

Home care: vacuum cleaners (upright or canister, with and without dust bag, hand-held and cordless), fans, portable heaters and air-treatment appliances etc.

**MORE THAN
200 NEW PRODUCTS
AND MODELS
PER YEAR**

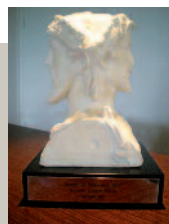
**1000 ACTIVE
PATENTS**



RECOGNISED STRENGTH IN INNOVATION

- **Special jury's prize for "Best Innovator"**, awarded in May 2010 by the management consulting firm AT Kearney in partnership with French financial daily newspaper *Les Echos*, in recognition of our power of innovation and our openness towards working with external partners (research laboratories and other companies).

- **Hermès award for innovation**, awarded in May 2010 at the 3rd "Rencontre Nationale des Directeurs de l'Innovation", giving recognition to our capacity for turning our technological advancements to the consumer's advantage.



GROWING IN FERTILE MARKETS

In order to achieve or maintain a leading position in each of these markets, we must adopt both a global and a locally-focused approach to the world.

WORLD No. 1: COOKWARE – PRESSURE COOKERS – STEAM IRONS AND STEAM GENERATORS – ELECTRIC KETTLES – STEAM COOKERS – FOOD PREPARATION EQUIPMENT – TOASTERS – DEEP FRYERS – BREADMAKERS – INFORMAL MEAL APPLIANCES – BATHROOM SCALES

PRESENCE IN ALMOST 150 COUNTRIES WORLDWIDE 1,150 OWN SHOPS

NORTH AMERICA

Canada, Mexico, United States

EMPLOYEES **700**
CONSOLIDATED SALES **11%**
MARKETING COMPANIES **4**
INDUSTRIAL SITE **1**



SOUTH AMERICA

Argentina, Brazil, Chile, Colombia, Peru, Venezuela

EMPLOYEES **2,300**
CONSOLIDATED SALES **9%**
MARKETING COMPANIES **6**
INDUSTRIAL SITES **4**

WESTERN EUROPE

Austria, Belgium, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Netherlands, Portugal, Spain, Sweden, United Kingdom

EMPLOYEES **7,200**
CONSOLIDATED SALES **41%**
MARKETING COMPANIES **14**
INDUSTRIAL SITES **12**

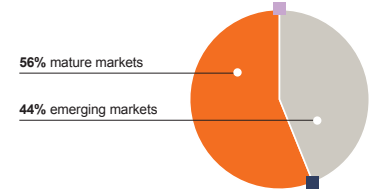


ASIA / PACIFIC

Australia, China, Indonesia, Japan, Malaysia, New Zealand, Singapore, South Korea, Taiwan, Thailand, Vietnam

EMPLOYEES **12,100**
CONSOLIDATED SALES **21%**
MARKETING COMPANIES **15**
INDUSTRIAL SITES **6**

SALES 2010: €3,652 MILLION



CENTRAL EUROPE, RUSSIA AND OTHER COUNTRIES

Central and Eastern Europe, Russia, Turkey, Ukraine, United Arab Emirates etc.

EMPLOYEES **700**
CONSOLIDATED SALES **18%**
MARKETING COMPANIES **24**
INDUSTRIAL SITE **1**

24 INDUSTRIAL SITES IN 9 COUNTRIES
 63 MARKETING COMPANIES
 AGENTS/DISTRIBUTORS/OTHER MARKETING PARTNERS

ACQUISITION OF IMUSA IN FEBRUARY 2011

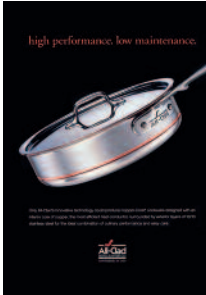
- Colombian leader in cookware and producer of plastic food and household products
- Sales spread between Colombia (57%), USA (28%) and other countries (15%)
- 2 brands:
- 2 marketing companies, 2 industrial sites and 12 own shops
- Almost 1,000 employees



CAPITALISING ON OUR BRANDS

Our exceptional portfolio of reputed brands with differentiated and complementary positioning conveys the uniqueness of our products.

INTERNATIONAL BRANDS



All-Clad
METALCRAFTERS LLC



Lagostina
1901



KRUPS



Rowenta



Tefal



Moulinex

LOCAL BRANDS

France - Belgium

calor

▲seb

North America

AirBake

MIRRO

REGAL

T-fal

WearEver

South America

ARNO

clock

PANEX

PENEDO

Rochedo

samurai

T-fal

Asia

SUPOR

T-fal (Japan)

LEADER IN **SMALL DOMESTIC EQUIPMENT**



WORLD No.1
in small domestic appliances
and cookware



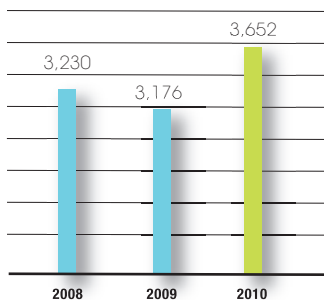
Approximately **200 million**
products sold in 2010

23,000
employees worldwide

Founder group has
43.7% stake in the capital



SALES TREND In millions of euros



A COMMITMENT TO THE FUTURE



Renewal of the
"Ethibel Excellence" label for the
Group's social responsibility

"ACTING RESPONSIBLY TODAY TO LIVE BETTER TOMORROW"

CORPORATE/SOCIAL

- **Respect of Human Rights:** 100% of the entities with more than 10 employees are self-tested (Human Rights Compliance Assessment Quick Check, Chinese Business Social Sustainability Compliance in China);
- **Health/safety:** 83% of factories and logistics entities are OHSAS18001 certified;
- **Combating social exclusion:** 67 projects supported by the Groupe SEB Foundation since its creation in 2007.



Natura



ENVIRONMENT

- New products are more than 70% recyclable;
- 78% of factories and logistics entities are ISO 14001 certified;
- 265,000 tons of CO₂ on average for the transport carbon footprint (305,000 tons in 2009 measured on a conserver like-for-like basis).