

July 1st, 2021 – 17:00 p.m.

## Groupe SEB strengthens its partnership with Jamie Oliver to promote home cooking

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Groupe SEB and renowned British chef and food campaigner, Jamie Oliver, are significantly expanding their partnership which first began in 2003. With more than 25 million co-branded products sold as part of the partnership to date, this new collaboration will offer a broader range of Jamie Oliver by TEFAL products, which will be available to home cooks worldwide.

The extended partnership will further build on the success of the frying pan and saucepan ranges, to marry Jamie Oliver's food passion and knowledge with TEFAL's technology and expertise, helping home cooks across the world cook delicious, balanced meals.

The strengthened partnership will see expansion into new product categories to cover a variety of home cook needs such as small domestic appliances including blenders and sandwich makers, high quality knives and food preservation equipment.

One of the key product launches of 2021 is the global roll out of the brand new Generation 6 cookware which demonstrates exciting new design features, superior cooking performance and a whole new retail packaging look & feel.

### Showcasing Jamie Oliver by TEFAL around the globe

The partnership between TEFAL and Jamie Oliver began in 2003, with the launch of a collection of premium stainless-steel frying pans. Over five years, the partnership expanded beyond the borders of its 13 countries it originally launched in (the United Kingdom, the Nordic markets, Germany, Australia, etc.), and is now available in all of the 30 countries in which the broader TEFAL range is sold.

Jamie Oliver boasts a 20-year television and publishing career in which he has sold over 47 million books worldwide, and his TV shows have aired in over 180 territories. Jamie has inspired millions of people to enjoy cooking fresh, delicious food making him the ideal partner in creating ever inspiring and creative culinary content with TEFAL.

## A shared ambition

The Jamie Oliver Group strives to improve everyone's health and happiness through the joy of food and has been driving positive change across the food industry for almost two decades. This belief in business being a force for good saw the Jamie Oliver Group achieve the prestigious B Corp status in July 2020.

With almost **4 TEFAL products sold every second worldwide**, the brand shares the British chef's values. Since its founding, TEFAL has provided simple and practical solutions for everyday home cooks to empower them to make good food choices.

Commenting on the partnership, **Christophe Leblan, Global Marketing Director**, said: *"We are pleased to strengthen our partnership with Jamie Oliver. For 17 years we have worked together to promote home cooking by combining Jamie Oliver's passion and culinary prowess with TEFAL's manufacturing know-how, technological expertise, and capacity for innovation. By expanding our line with new product categories, and thanks to our retail network, which is now global and exclusive, we will be able to convince even more people to cook delicious healthy recipes at home."*

**Jamie Oliver** commented: *"I'm incredibly proud of the longstanding partnership with TEFAL. Home cooks are juggling incredibly busy lives, so we want to give everyone the essential kitchen tools, knowledge and inspiration to cook delicious and nutritious meals for themselves and their loved ones."*



## Upcoming events – 2021

**July 23** | before market opens H1 2021 sales and results

**October 26** | after market closes 9-month 2021 sales and financial data

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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.

**SEB SA** ■

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