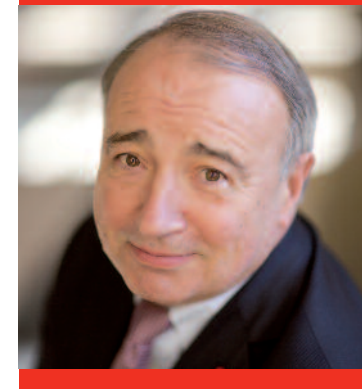




Moving
forward
together

Thierry de La Tour

Thierry de La Tour d'Artaise
Chairman and CEO



The worldwide leader in the small domestic equipment market, Groupe SEB operates all over the world, making consumers' day-to-day lives easier and more enjoyable. The wide variety of product use, the diversity of countries and needs and the rapid development of new technologies, represent challenges that the Group meets on a daily basis, but also opportunities for growth. With this in mind, the Group relies on a strategy of permanent innovation for its brands, which gives it a lead over the competition, and on the fine-tuned and targeted management of its international expansion. In addition, the Group has set up a global manufacturing base, supported by its unique expertise in the industry and setting its sights firmly on progress and creating value. Going beyond these fundamentals, the Group's development is based on the commitment of the men and women who provide it with the means to continue growing. It is thanks to the resolute involvement of its 25,000 employees, the support of its shareholders and the respect of all of its stakeholders that the Group will be able to ensure its continued sustainable expansion.

Moving forward together to achieve an ambition:
to be THE world reference in small domestic equipment.

AirBake

All-Clad
METALRAFTERS LLC

ARNO

ASIA

calor

clock

IMUSA

KRUPS

Lagostina
1901

MAHARAJA
WHITELINE

MIRRO

Moulinex

PANEX

Rochedo

Rowenta

samurai

SEB

SUPOR

Tefal

T-fal

UMCO

WearEver

Our corporate mission

To make day-to-day life easier and more agreeable for people all around the world with our innovative products and new solutions.



Our values

Entrepreneurial Drive - Passion for innovation
Professionalism - Group Spirit - Respect for people

Our key figures

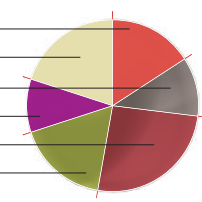
- 2013 revenue: **€4,161 million, +5.4%** at CER*
 - Operating result from activity **€410 million**
 - Net income **€200 million**
- Stake in capital held by Founder group **42.63%**
 - **25,000** employees
- Innovation community: **1,300 people**
- Innovation investments: **€148 million**
 - **115 patents** in 2013
- Own retail stores **1,400+**

*at constant exchange rate



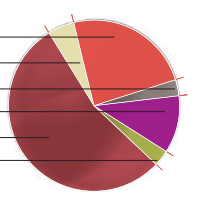
Sales

- 16% France
- 20% Other western European countries
- 11% North America
- 10% South America
- 26% Asia/Pacific
- 17% Central Europe, Russia and other

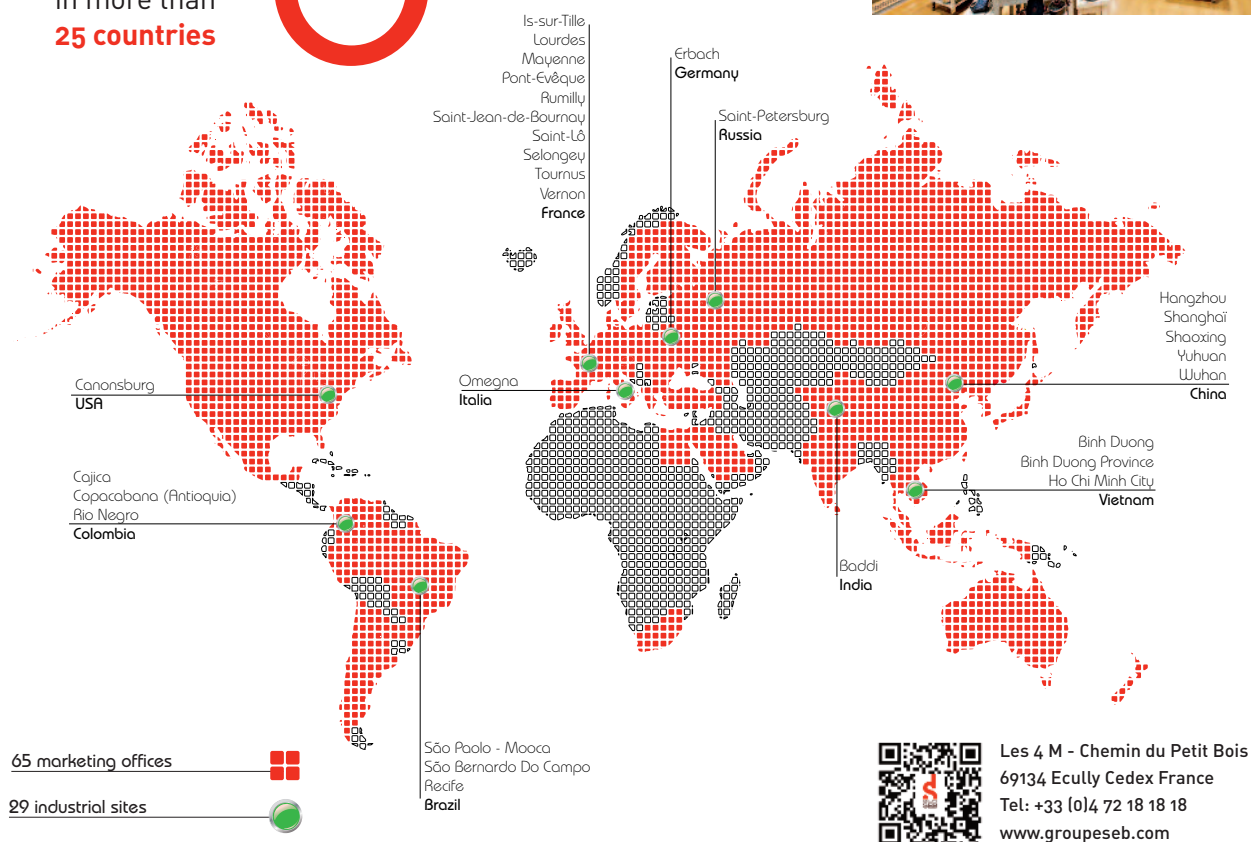


Employees

- 24% France
- 5% Other western European countries
- 3% North America
- 11% South America
- 54% Asia/Pacific
- 3% Central Europe, Russia and other



Our presence on
5 continents
Top ranking market positions in more than **25** countries



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www.groupeseb.com

For many years, we have been consistently operating a long-term strategy, which is made a reality thanks to



our 5 priorities



- **A strong innovation strategy**, leading to differentiation and growth and combining Research and Development with an open approach, ambitious external partnerships and future-oriented collaborative projects.
- **A unique portfolio of complementary brands**, unrivalled in its size and richness;
- **Targeted international deployment** to strengthen its positions in mature countries, as well as support the increasing demand from emerging markets.
- **A multi-channel distribution network**, with an offer that is adapted to the positioning of retailers, the specific features of local markets and the expectations of shoppers and consumers.
- **Powerful, versatile and competitive industrial facilities** and structures that are constantly being optimised.



Groupe SEB has defined its approach to sustainable development around

our 5 challenges

- **Ensuring the Group's ethical principles are respected.**
- **Pursuing a social responsibility policy.**
- **Developing territories and community commitment, in particular through the Groupe SEB Foundation.**
- **Creating sustainable innovations to meet consumer needs.**
- **Reducing the environmental impact.**



Our consumer worlds

• Cookware

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

• Kitchen electrics

Electrical cooking: deep fryers, table-top ovens, rice cookers, induction hobs, electrical pressure cookers, barbecues, informal meal appliances, meat grills, toasters etc.

Preparation: food processors, kitchen machines, blenders, coffee makers (filter, pod and espresso), electric kettles, home beer-tapping machines, soya milk extractors etc.

• Home and personal care

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

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

Personal care: haircare equipment, epilators, bathroom scales etc.