WORLD LEADER IN SMALL DOMESTIC EQUIPMENT

Our corporate mission

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

Over **200 million** products sold in 2012

2012 sales **€4,060M**

Operating result from activity **€415M**

25,000 employees worldwide

43.4% of the capital held by the founding Group

Sales over the last 3 years

in € millions

GROUPE SEB

CONNECTED WORLDWIDE, SHAPING THE FUTURE

CORPORATE BROCHURE 2013

In 2012, we once again experienced one of the crises in the global economy to which we have become accustomed over the past few years. The worsening financial situation in many countries and the austerity measures that have followed have necessarily affected consumption. In addition, the decreasing traffic in shops in favour of the Internet has led to a highly competitive and promotional environment, which naturally hit the Group.

In this context, our 2012 performance can be considered respectable. The near stability of our sales, which for the first time exceeded 4 billion euros, as well as the limited decline in our Operating Result from Activity, which is still at one of the Group's all time highs, are performances that must be seen in the perspective of ten extremely dynamic years.

This evolution reflects the robustness of our business model based on innovation, the strength of our brands, our in-depth knowledge of retail and our resolutely international strategy. It is also a measure of the progress made in terms of industrial performance, new products as well as our commitment to employment, social and environmental issues.

In a macroeconomic climate that remains tense and uncertain, we have embarked upon 2013 with cautious confidence and we are ready to adapt our management approach to any changes in the economic situation. At the same time, we strive to stimulate the market with a robust product plan and pursue our international development.

No matter what stormy waters we must weather, we shall firmly hold on to the helm and remain confident in the future.

Thierry de La Tour d'Artaise
Chairman and CEO

RALLYING OUR STRENGTHS

A pioneer accustomed to leading the way, Groupe SEB has based its strategy on innovation. Creating value, innovation drives our growth and is the key to our international success.

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, waffle makers, meat grills, toasters, steam cookers, breadmakers etc.

Preparation: food processors, whisks, blenders, juicers, small food preparation equipment, coffee makers (filter and pod), espresso machines, electric kettles, instant hot water dispensers, home beer-tapping machines, soya milk extractors etc.

Home and personal care

Personal care: haircare equipment, epilators, bathroom scales, massage appliances, baby care products etc.

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), fans, portable heaters and air treatment appliances etc.

338 NEW PRODUCTS AND MODELS IN 2012

AN INNOVATION COMMUNITY COMPRISING NEARLY 1,300 PEOPLE

AN OPEN INNOVATION POLICY

In order to widen its area of investigation, which today goes beyond small domestic equipment, the Group relies on external resources in an open innovation policy that involves universities, specialist institutions, private companies and dedicated projects such as Open Food System. Early 2013, SEB Alliance invested in the company ETHERA, which develops innovative solutions to measure and eliminate indoor air pollutants.

BUILDING ON OUR MOMENTUM

With a presence in nearly 150 countries, the Group is continuing its long-term international expansion and consolidating its leadership by combining a global vision with a local approach.

WORLD NO. 1 *in Cookware – Pressure cookers – Irons and steam generators – Electric kettles – Steam cookers – Toasters – Deep fryers – Informal meal appliances – Kitchen scales – Bathroom scales*

TOP RANKING MARKET POSITIONS IN MORE THAN 25 COUNTRIES

NORTH AMERICA

Canada, United States, Mexico
700 employees
11% of sales
5 marketing companies
1 industrial site

SOUTH AMERICA

Argentina, Brazil, Chile, Colombia, Peru, Venezuela
2,800 employees
11% of sales
6 marketing companies
6 industrial sites

GROUPE SEB RETAIL, A DARING STRATEGY

For several years, the Group has been developing a network of stores under its own names to complement its other retail circuits. This network is now deployed in nearly 50 countries and has over 1,500 stores, more than 1,000 of them in China. The Group opened its first stores in Russia in 2012, and it launched its first base in Dubai in 2013.

● 29 INDUSTRIAL SITES

■ 65 MARKETING OFFICES

WESTERN EUROPE

Austria, Belgium, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Netherlands, Portugal, Spain, Sweden, United Kingdom
7,200 employees
36% of sales, including 17% in France
14 marketing companies
12 industrial sites

CENTRAL EUROPE, RUSSIA AND OTHER COUNTRIES

Central and Eastern Europe, India, Russia, Turkey, Ukraine, United Arab Emirates
900 employees
18% of sales
25 marketing companies
2 industrial sites

ASIA PACIFIC

Australia, China, Indonesia, Japan, Malaysia, New Zealand, Singapore, South Korea, Taiwan, Thailand, Vietnam
13,400 employees
24% of sales
15 marketing companies
8 industrial sites

PRIZES AND AWARDS 2012

- *Groupe SEB awarded the "Human Capital Trophy" prize (Le Monde/Michael Page)*
- *Groupe SEB receives the "Lauréat de l'audace" for its performance in China (OC&C Strategy Consultants)*
- *Rewarded three times by the magazine Institutional Investor for the quality of its financial information*

Six international brands with strong values, driving the Group's innovation forward.

All-Clad METALCRAFTERS LLC KRUPS Lagostina Moulinex ROWENTA Tefal

24 CONIC BRANDS

Global or local, our brands are at the heart of the trust we have built up with consumers and retailers all over the world. They offer a solid and consistent base for the development of the Group and its products.

18 complementary brands for local or multi-regional markets, relaying a strategy of multi-segment, multi-channel development.

- France – Belgium: calor SEB
- North America: AirBake Imusa MIRRO REGAL WearEver
- South America: ARNO clock Imusa PANEX PENEDO Rochedo samurai T-fal UMCO
- Eurasia and Asia Pacific: ASIA MAHARAJA WHITELINE SUPOR T-fal

ACTING RESPONSIBLY TODAY TO LIVE BETTER TOMORROW

THE GLOBAL COMPACT WE SUPPORT · code of conduct ceced · CHARTE DE LA diversité SIGNATAIRE

A sustainable development approach rooted in the heart of our business and expressed through 5 challenges:

- Ensuring that the Group's ethical principles are respected
- Pursuing a social responsibility policy
- Developing territories and community commitment
- Creating sustainable innovations to meet consumer needs
- Reducing the environmental impact

The global Code of Ethics formalises the Group's commitments to its internal and external stakeholders

- Horizons 2012: Employee shareholding plan in 30 countries.
- Launched in 2007, the Groupe SEB Foundation sponsors actions to combat exclusion and achieve a "better life for everyone". In 2012, the Foundation supported 47 projects.
- Certifications*: 91% of international industrial and logistics units are OHSAS 18001 certified (health and safety) and 94% are ISO 14001 certified (environment).
- Potential recyclability rate of products designed in 2012: 80%.
- 13% reduction of carbon footprint linked with the transport of products, materials and components.

*Worldwide excluding 2011 acquisitions

natura Respecting the environment

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