



GROUPE
SEB

Better Living

Press release

Ecully, November 13th, 2018

Groupe SEB strengthens its digital expertise, acquiring 750g International

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Groupe SEB has announced today the acquisition of 750g International, digital media publisher and food services provider in Germany, Spain, Italy, Portugal, Brazil, USA and United Kingdom. It thereby confirms its ambition to accelerate the rollout of its brands in the area of digital cooking, leveraging the expertise of 750g International, with a focus on four key areas:

- digital content delivery technologies;
- a portfolio of 90,000 recipes published in 5 languages across 7 generating over 10 million visits a month¹;
- services, particularly the printing of cookbooks and content creation on global digital platforms;
- a community of 10 million Facebook fans: 450,000 members and 5,000 bloggers.

This acquisition will allow to create synergies with the products, websites and apps developed by the Group. The objective is twofold: enrich our digital ecosystem and enhance the attractiveness of our brands internationally.

Commenting on this, Thierry de La Tour d'Artaise, Chairman and Chief Executive Officer of Groupe SEB, said: *"With already 5 million members in our communities, we are pleased to accelerate our development in digital cooking and to benefit from 750g International's competences teams. Their expertise will enable us to further develop our innovative service offering to cooking enthusiasts."*



¹ www.gourmandize.com, www.heimgourmet.com, www.rebanando.com, www.tribugolosa.com;
www.receitas-sem-fronteiras.com

Next key dates

January 23 after market closes	Provisional 2018 sales
February 28 before market opens	2018 sales and results
April 25 after market closes	Q1 2019 sales and financial data
May 22 2:30 pm (Paris time)	Annual General Meeting
July 24 before market opens	H1 2019 sales and results
October 24 after market closes	9-month 2019 sales and financial data

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World reference in small domestic equipment, Groupe SEB operates with a unique portfolio of 29 top brands including Tefal, Seb, Rowenta, Moulinex, Krups, Lagostina, All-Clad, WMF, Emsa, Supor, marketed through multi-format retailing. Selling some 300 million products a year, it deploys a long-term strategy focused on innovation, international development, competitiveness and service to clients. With products being present in over 150 countries, Groupe SEB generated sales of approximately €6,5 billion in 2017 and had around 33,000 employees worldwide.

SEB SA ■

SEB SA - N° RCS 300 349 636 RCS LYON – with a share capital of €50,169,049 – Intracommunity VAT: FR 12300349636