

## 2024 Full-Year Results

Paris | February 27, 2025









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#### WARNING

This document may contain certain forward-looking statements regarding Groupe SEB's activity, results and financial situation. These forecasts are based on assumptions which seem reasonable at this stage, but which depend on external factors including trends in commodity prices, exchange rates, the economic climate, demand in the Group's large markets and the effect of new product launches by competitors.

As a result of these uncertainties, Groupe SEB cannot be held liable for potential variance on its current forecasts, which result from unexpected events or unforeseeable developments.

The factors which could considerably influence Groupe SEB's economic and financial result are presented in the Annual Financial Report and Universal Registration Document filed each year with the *Autorité des Marchés Financiers*, the French financial markets authority. The balance sheet and income statement included in this document are taken from the consolidated financial statements as of December 31, 2024, approved by the Board of Directors of SEB S.A. on February 26, 2025. Audit procedures on these consolidated financial statements have been performed. The certification report is currently being issued.

This document may contain individually rounded data. The arithmetical calculations based on rounded data may show some differences with the aggregates or subtotals reported.





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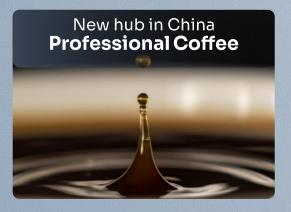
## Introduction





### Highlights



















### Sustained growth in 2024



- > Annual revenue up by 5% organically
- > Markets buoyant overall and driven by innovation
- > Steady growth in annual Consumer sales
- Year of consolidation at high levels in the Professional business
- Operating Result from Activity up 10%, allowing a return to an operating margin of 9.7%
- > Acquisitions and further strategic reinforcement in the Consumer and Professional businesses



### Key figures

Sales

€8,266m

vs €8,006m in 2023

+5.0% LFL

**ORfA** 

€802m

vs €726m in 2023

+10.5%

Operating margin

9.7%

vs 9.1% in 2023

Net profit, Group share

€232m

Adjusted\* net profit, Group share

€422m

vs €386m in 2023

Net financial debt

€1,926m

+€157m vs end-2023

Leverage stable at 1.8x EBITDA

Dividend

€2.80

Proposed at AGM of May 20, 2025

## 02

# Financial highlights

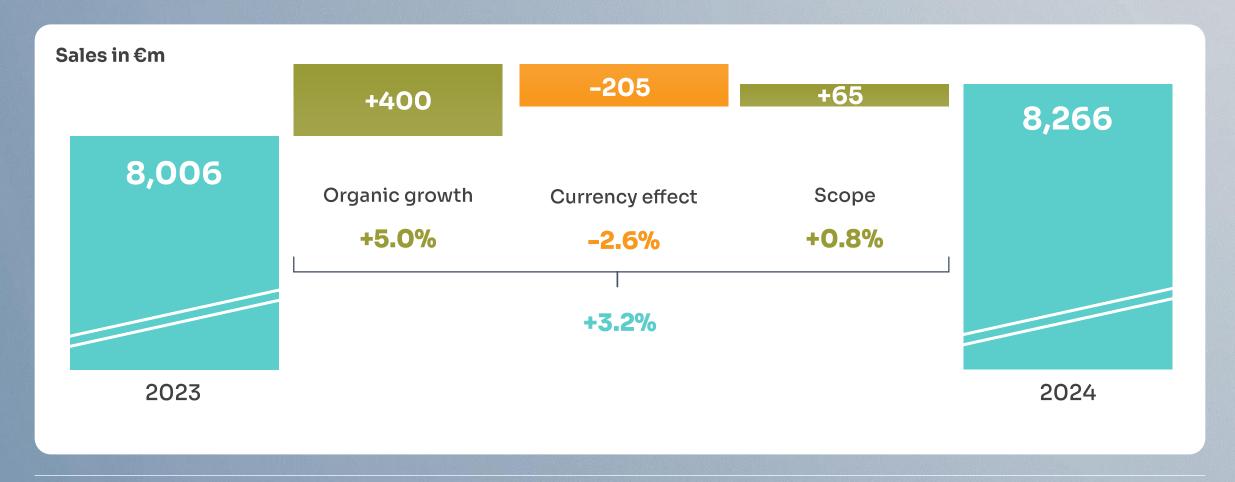






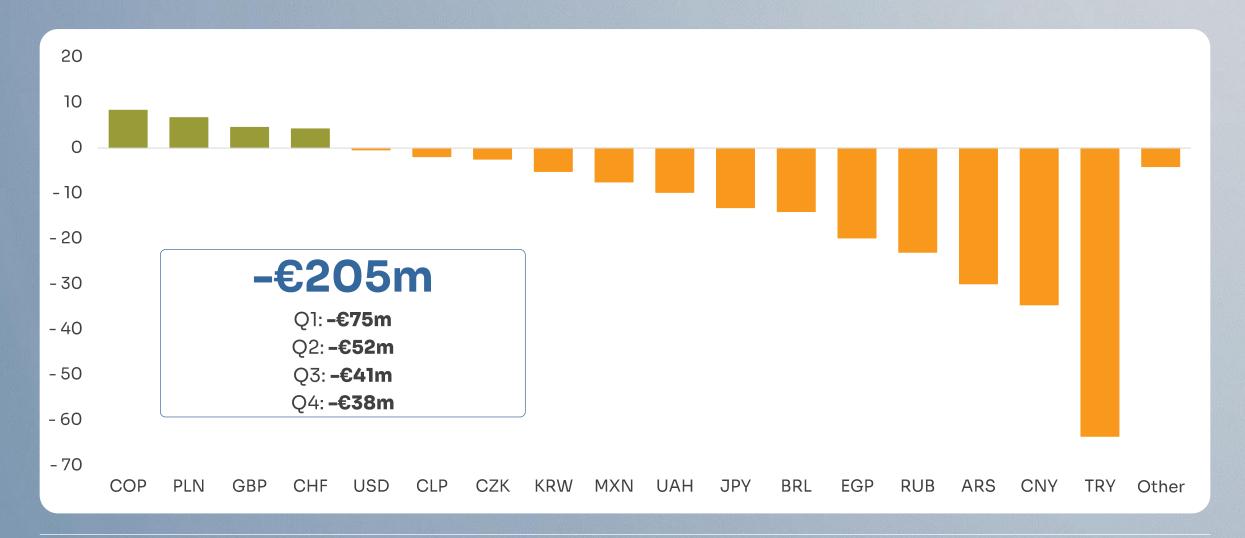


### Robust annual performance, in line with expectations





### Currency effect still present, yet diminishing







### Professional Year of consolidation at high levels

FY 2024

€975m

+1.4%

-4.5% LFL



## Organic decline in 2024, on the back of an exceptional 2023 comparison base (+27% LFL)

- > Fewer deliveries under large deals...
- > ... but good level of core business, up by around 7% over the year

### **Continued strategic reinforcement**

- > Start of construction for our new hub in China
- > Professional Culinary with the acquisition of Sofilac (Charvet/Lacanche)



### Consumer Steady growth in 2024

FY 2024

€7,291m

+3.5%

+6.3% LFL



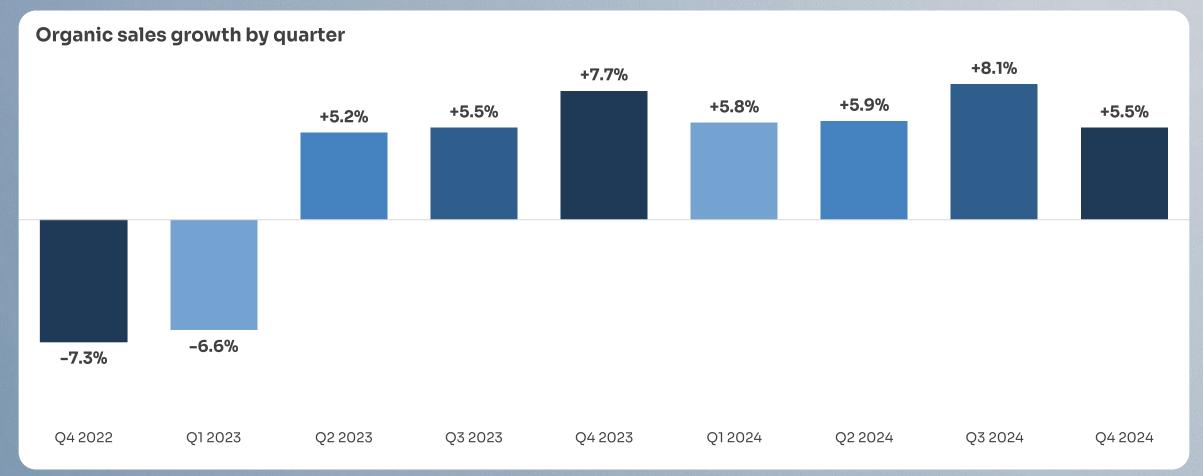
Geopolitical and macroeconomic environment still complex

**Small Domestic Equipment** markets **buoyant** overall, driven by **innovation** 

Strong organic growth over the year: +6% / +9% excluding China



### Consumer Q4 growth again above 5%





### Consumer – EMEA Return to dynamic growth in Western Europe Momentum still very positive in Eastern Europe

FY 2024

€3,733m

+7.4%

+10.2% LFL



#### Solid performance in well-oriented Western European markets

- Widespread growth with sustained sales in France, Southern Europe,
   Benelux and the Nordic countries
- > Good growth in Cookware and effective roll-out of innovations in Small Domestic Appliances

### Organic growth again exceeding 20% in Central and Eastern Europe

- > Excellent performance in buoyant markets
- > Successful launch of product innovations
- > Development in the Middle East: strategic partnership in Saudi Arabia



## Consumer – EMEA Multiple sources of growth



**Growth** driven by innovation



30% Small Domestic Appliances other products 20%
Cookware
other products

Breakdown of organic growth across EMEA countries

\* c. 90% of sales in the area



### Consumer – Americas Solid performance in North America Double-digit growth in South America

FY 2024

€1,170m

+5.1%

+9.4% LFL



### **Outperformance in the United States in a slow market**

- Consolidation of leadership in Cookware and recovery in Linen Care: innovation driving trade-up
- > New customer listings and range extensions

### Another year of double-digit growth in Mexico

- > Further market share gains: cookware, full auto coffee machines, fans
- Extension of our ranges, including electrical cooking and floor care

### Very positive dynamic in South America

- > Consolidated leadership in Colombia: double-digit growth, excl. fans
- Positive performance in Brazil, driven by fan sales in H1



# Consumer – Asia Outperformance in China Return to slight growth in other Asian countries

FY 2024

€2,388m

-2.8%

-0.7% LFL



### Improvement in H2 in Asia excluding China

- > Sales up 2% LFL over the year
- > Solid performance in Australia, Vietnam and Malaysia
- > Situation still challenging in Japan and South Korea

### In China, Supor confirmed leadership in its key culinary categories

- > Further market share gains in 2024 and successful product innovations
- Outperformance in a persistently challenging consumer environment and a promotional market
- > Slight organic decline over the year, with Q4 on a similar trend to Q3



### Consumer – China Innovation and activation, pillars of a reinforced leadership

Continued innovation in key categories...







...and for emerging categories







N°1 online and social commerce\*

>2,000

Livestreams weekly

>3,000

Influencers

\*Tmall, JD.com, PinDuoDuo, TikTc





### Widespread growth driven by strong momentum in EMEA and the Americas

In € million	2023	2024	2024 LFL	Q4 24 vs 23 LFL
EMEA	3,475	3,733	10.2%	10.1%
AMERICAS	1,113	1,170	9.4%	4.1%
ASIA	2,457	2,388	-0.7%	-1.8%
TOTAL Consumer	7,045	7,291	6.3%	5.5%





### 2024 ORfA up by 10%

2024

Q4

Operating
Result
from Activity (ORfA)

€802m

+10.5% vs 2023

€358m

+6.2% vs 2023

Operating margin

9.7%

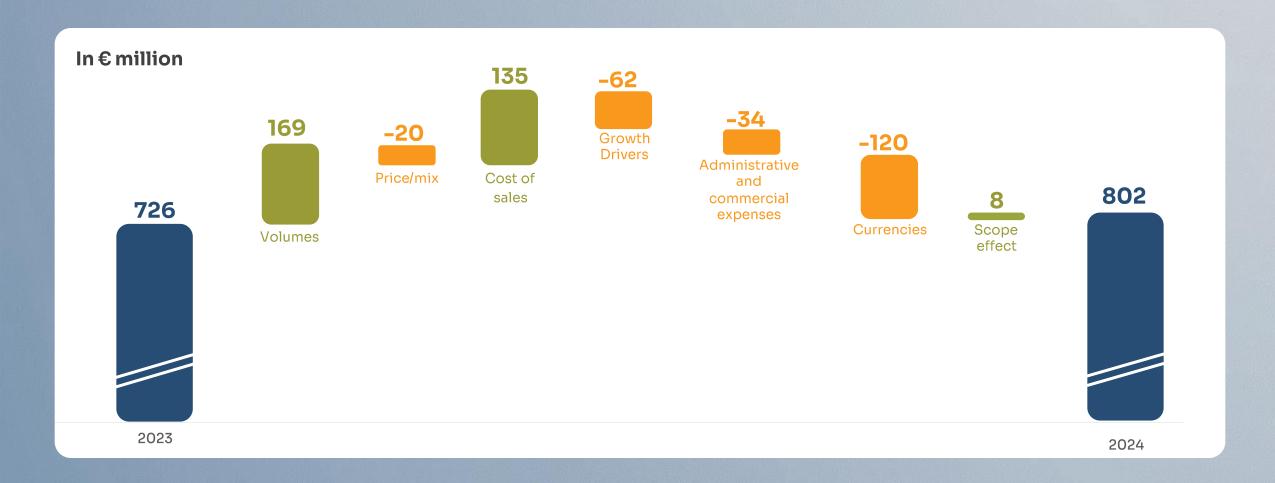
**+60bps** vs 2023

14.1%

**+50bps** vs 2023

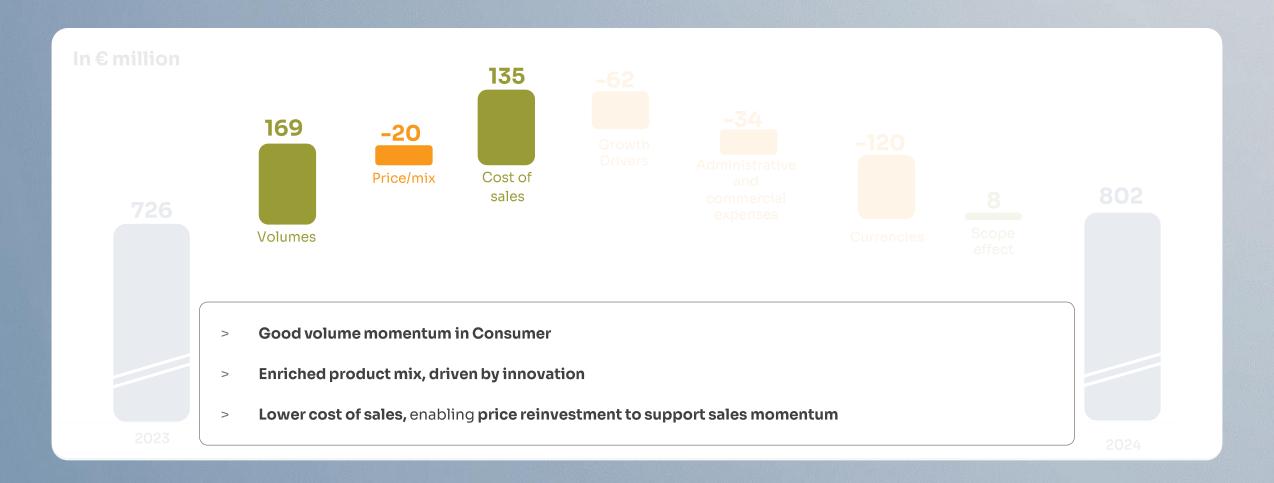


## ORfA bridge in 2024



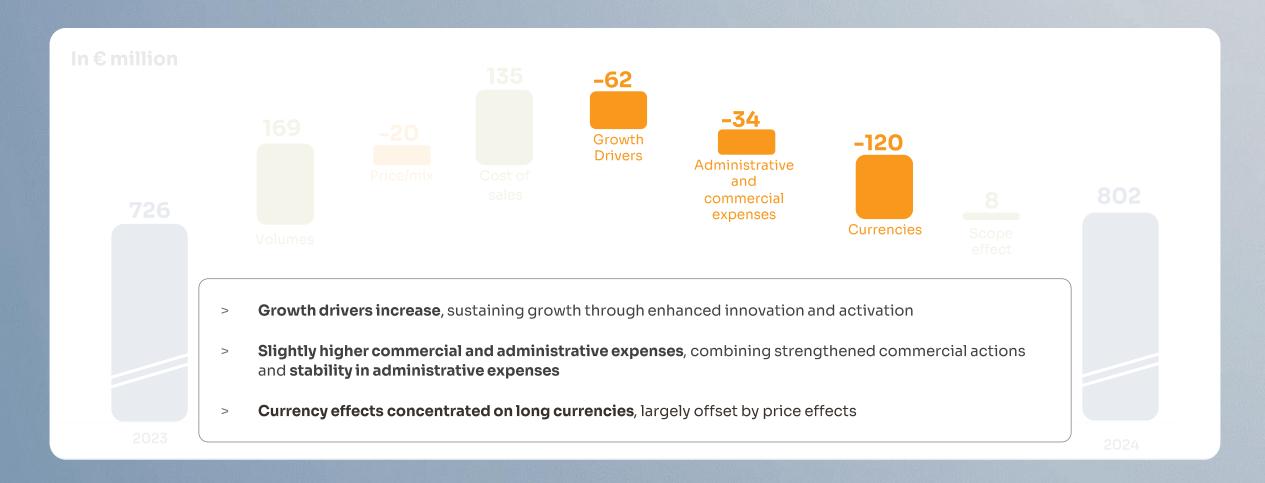


## ORfA bridge in 2024





### ORfA bridge in 2024





## Breakdown of growth drivers

(In € millions)	2023	2024	2024 LFL	2024 LFL vs 2023
Innovation	298	320	320	+7.3%
Advertising and marketing	556	581	596	+7.2%
TOTAL GROWTH DRIVERS	854	901	916	+7.2%



### From ORfA to Net Profit

(In €m)	2023	2024	Change
Sales	8,006	8,266	+3.2%
ORfA	726	802	+10.5%
Operating margin %	9.1%	9.7%	+60 bps
Net profit, Group share	386	232	
Adjusted <sup>*</sup> net profit, Group share	386	422	+9.3%
As a % of sales	4.8%	5.1%	+30 bps



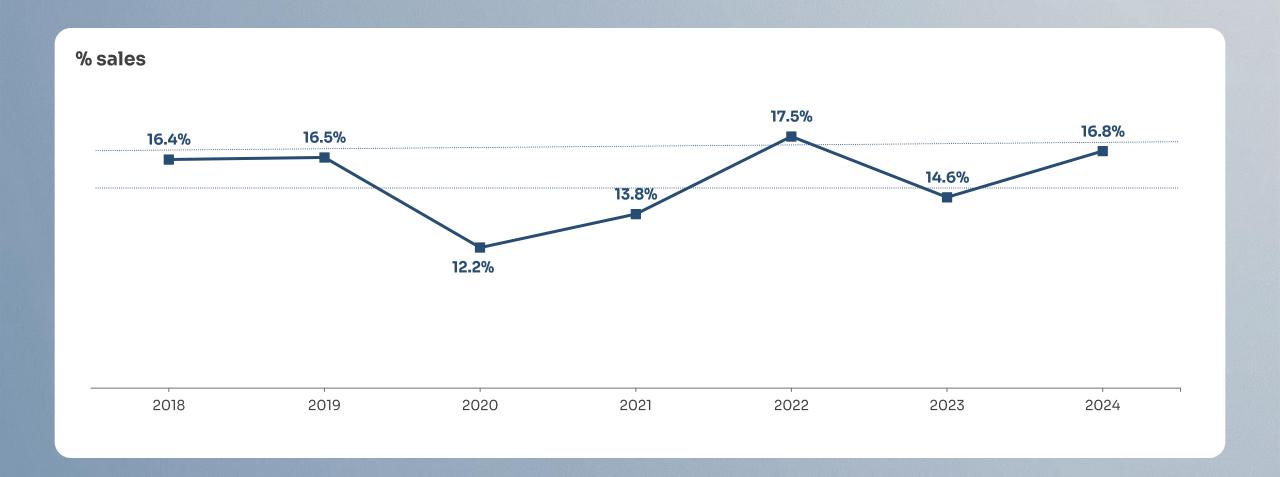
### Red Sea, mix and phasing effects on the WCR

	2023		2024	
	€m	% sales	€m	% sales
Inventories	1,475	18.4%	1,646	19.9%
Receivables	794	9.9%	886	10.7%
Payables	-1,100	-13.7%	-1,144	-13.8%
Net operating WCR	1,169	14.6%	1,388	16.8%

- > Since H1, effect of Red Sea disruptions (+1 pt on WCR as a % of sales)
- > Phasing and country mix effects on receivables

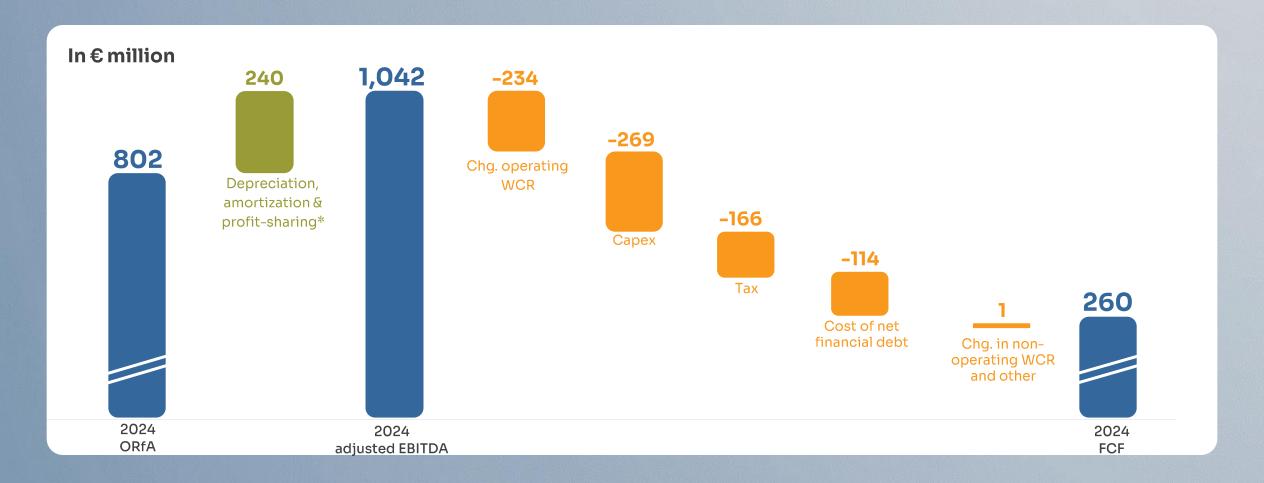


### Net operating WCR evolution



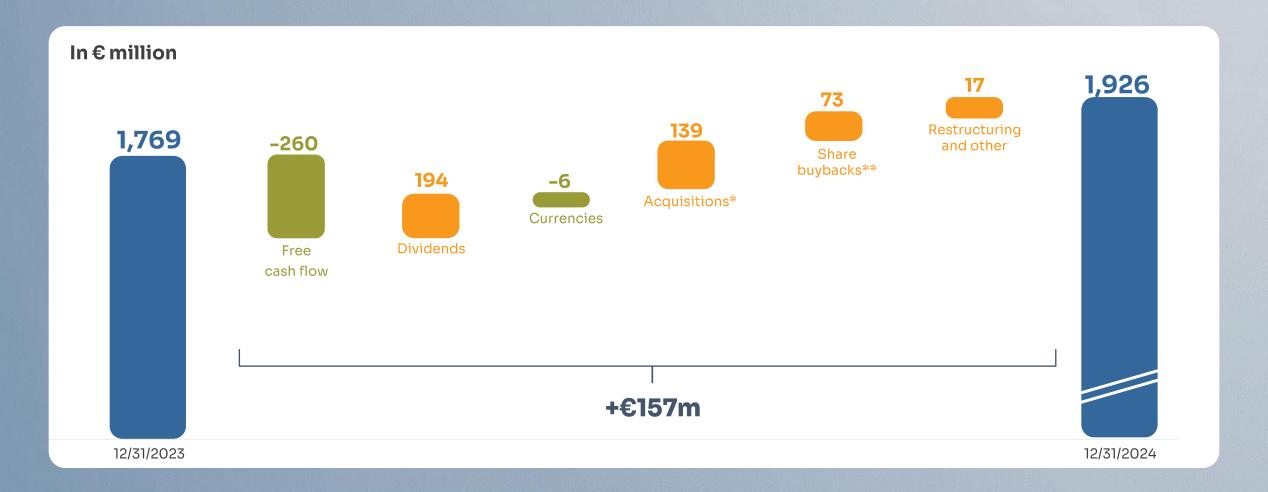


## Free cash flow generation



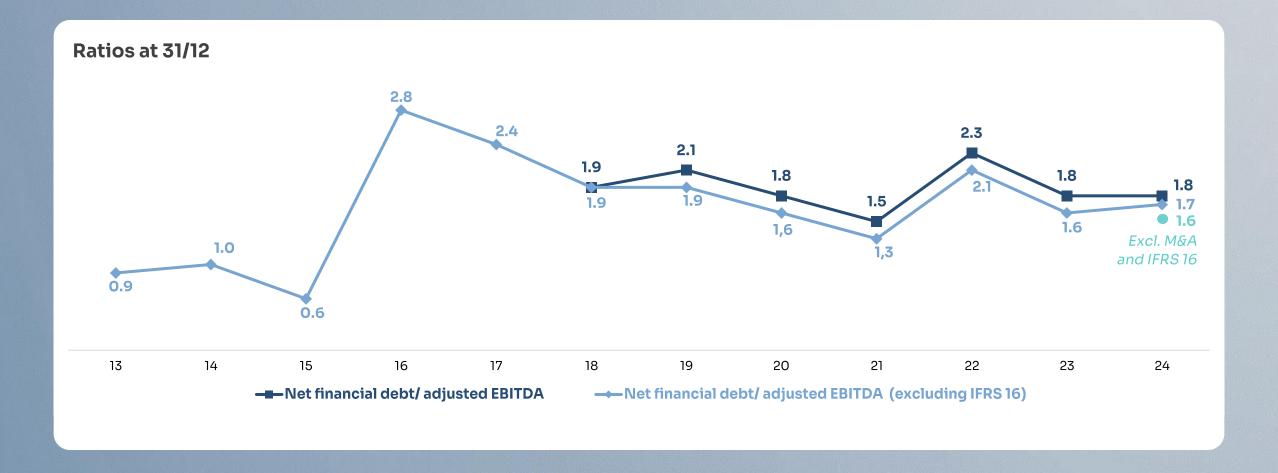


### Change in net debt



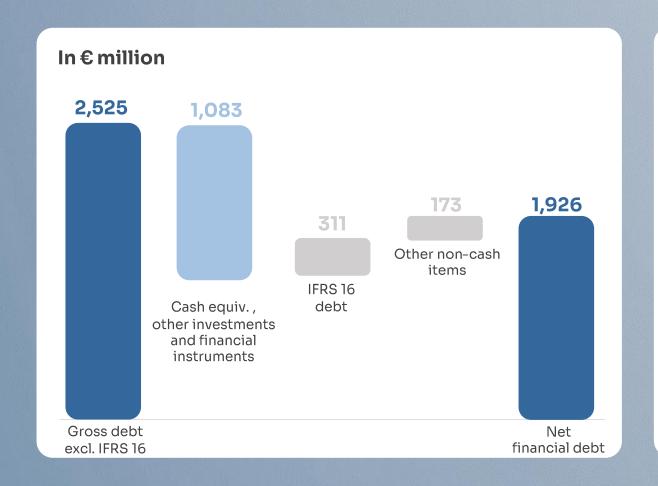


### Leverage stable at 1.8x EBITDA





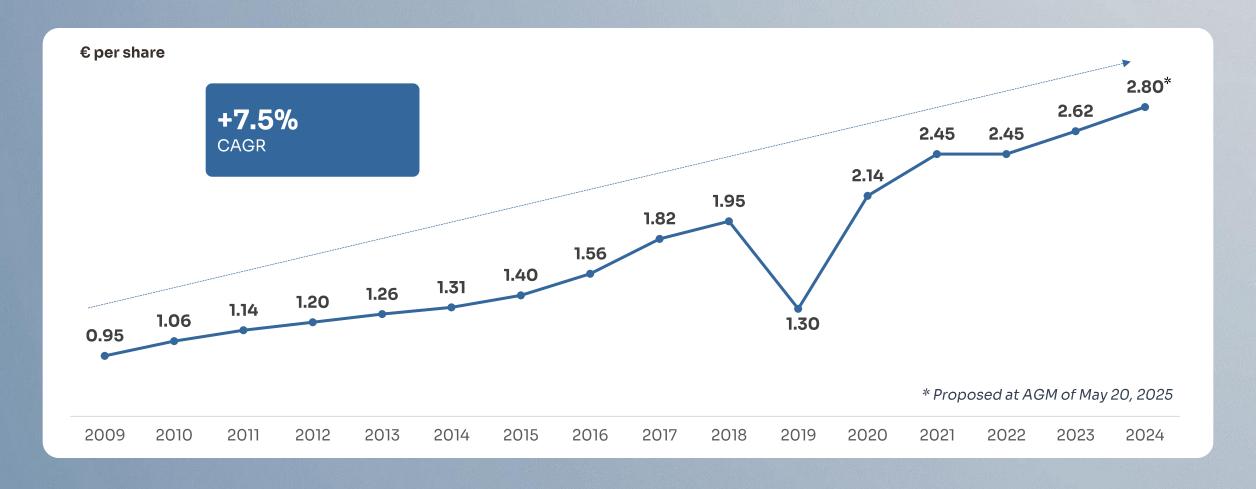
### Solid and balanced financial structure



- Strengthened financial structure and extension of average maturity
  - New banking facility of €495m
  - 12-year private placement of €150m
- > As of 12/31, **€2.5bn in available liquidity**



### 15-year dividend growth



# 03

# Major operational achievements

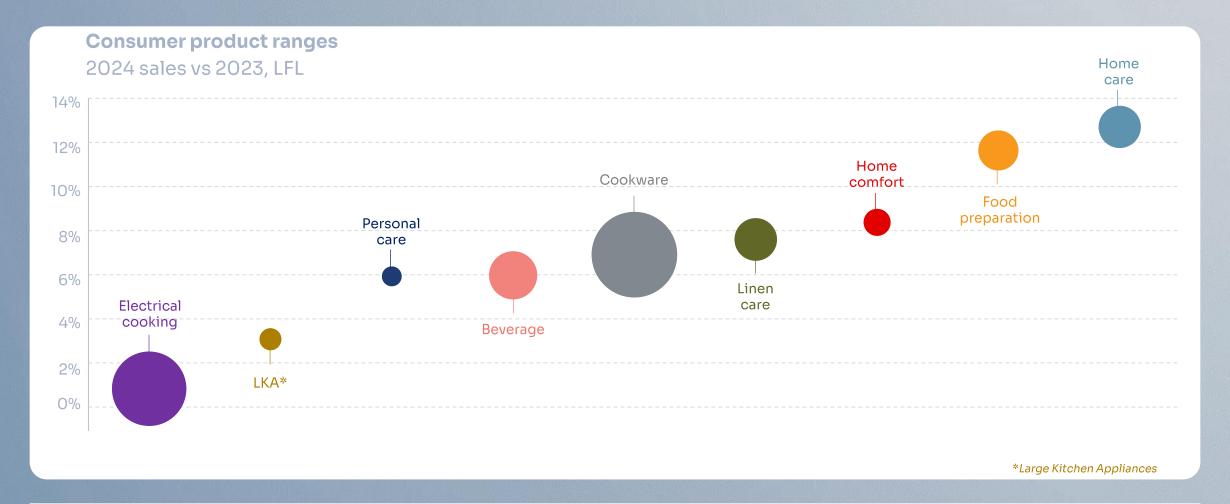








## A year of growth across all categories, driven by innovation





## Continuous innovation at the core of our major product families

#### LINEN CARE, PERSONAL CARE & HOME CARE

#### **Strengthen the performance of core range products**

- > Irons and steam generators
- > 1<sup>st</sup> vacuuming equipment

#### Support new uses and multi-equipment

- > Garment steamers
- > Versatile vacuum cleaners

#### Invest in new territories

- > Washers
- > Spot cleaners





## **Linen care**A year of record sales

**Success of renewed Best-Seller ranges** 

Leadership in popularizing 2<sup>nd</sup> equipment

New category







Pro Express Ultimate II



Pro Express Vision



Pure Pop



Pure Force



Aerosteam



Spot cleaner "Clean It"

**Core business** 

New uses

**New territories** 

Growth again close to 10% in 2024,

after an already strong increase in 2023 (+10% LFL)



Spot cleaner "CLEAN IT"

**Video** 

#### **ALWAYS AT HAND & EASY TO TRANSPORT**

With its lightweight design

### LARGE REMOVABLE 2.3L CLEAN WATER TANK

Its clear markings help you dose perfectly water & detergent for optimal efficiency

#### **ANYWHERE**

Storage system for its 5m electronic cord and 1.75m hose



#### LARGE REMOVABLE 1.5L DIRTY TANK

With wide opening for easy cleaning

ERENT TEXTILE TYPES

#### **EFFICIENT & POWERFUL**

With the strong 750 W/13.5 kPa suction power



## Versatile vacuum cleaners and washers Commercial success for a renewed range

Video





Organic sales growth excluding China >30% in 2024



### Versatile vacuum cleaners and washers Commercial success for a renewed range



New category
Cordless washers

Launched end 2024

X-Clean 4

X-Clean 10

Core business

**New territories** 

Organic sales growth excluding China >30% in 2024



## Continuous innovation at the core of our major product families

#### **COOKWARE**

#### **Driving market growth**

- > Product innovation
- > Trading-up
- > Partnerships (Jamie Oliver, Paul Bocuse...)

#### **Leadership in multi-materials**

- > Coated aluminum
- > Ceramic
- > Stainless steel

#### Accelerating geographic expansion with key innovations

> International rollout of Ingenio





## Cookware Consolidating the Group's leadership through innovation

**Diversification of materials** and trading-up

Tefal

**SUPOR** 







✓ Coated aluminum

✓ Ceramic



**Expansion of** Ingenio



Accelerating international rollout...















... while energizing historical markets...



... with strong support from **online sales** 

**Fixed handles** 

Removable handles

Sales growth close to 10%\* in 2024



## Continuous innovation at the core of our major product families

#### KITCHEN ELECTRICS

#### Innovate in a transversal and differentiating way

- > Draw on local expertise on a global scale
- Diversified cooking methods for healthier eating: steam, infrared, pressure

#### Adapt to changing lifestyles

- > Homemade, healthy food
- > Time-, space- and energy-savings
- > Outdoor and on-the-go





## Oil-less fryers Innovate through product differentiation

#### **Core business**

Building an attractive and comprehensive range

#### New uses

Launches at end of 2024



Organic sales growth >50% in Continental Europe in 2024



## Easy Fry XL Surface

**Video** 







## Blenders Supporting new uses through innovation



**Core business** 

Leverage the **momentum** for **personal blenders** 



New uses

EMEA and Americas: organic growth >10% in 2024



## Blend-up

<u>Video</u>





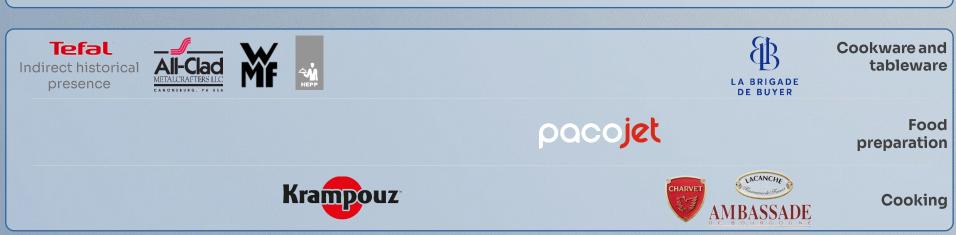
**BEVERAGES** 



## Become a reference player in Professional



PROFESSIONAL CULINARY



**BEVERAGES** 



## Leadership in coffee and extended product range

Pre-2021 2022 2023 Since 2024

Full auto coffee machines

Traditional and filter coffee makers

Cutti

Zummo

Cold beverages



Geographic expansion and extension of our Professional Beverages offering Product launches and coverage of a broad customer base

## 2024: developments in Professional Coffee

- Good performances in our core markets
- Strong progress in new territories

relying on both our **long-standing and new clients** 





Tim Hortons



## First professional equipment hub in China

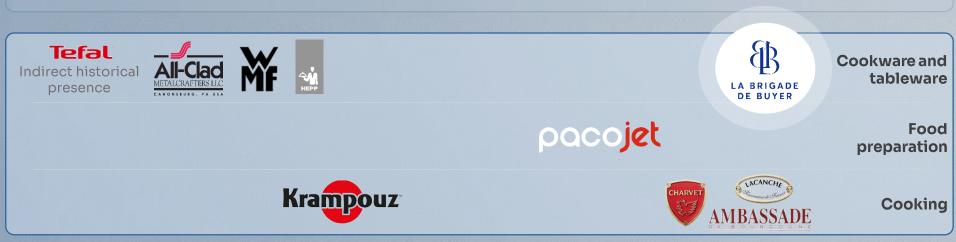




### Strategic expansion in Professional Culinary



PROFESSIONAL CULINARY



Acquisition of La Brigade de Buyer Flagship brands for chefs



Strong positions in professional culinary and premium consumer

Already established presence in France and internationally

**Traditional expertise and industrial excellence** 

- > €66m sales in 2024, half outside France
- > 290 employees and 3 production sites in France



## Acquisition of La Brigade de Buyer



















Multi-materials **expertise** 

Close relationship with schools and expert knowledge of chefs' culinary journeys

Complementary product offering with the Group on the professional and semi-professional market



## Acquisition of La Brigade de Buyer

<u>Video</u>







# **ESG**at the heart of the Group's strategy

**AMBITION** 

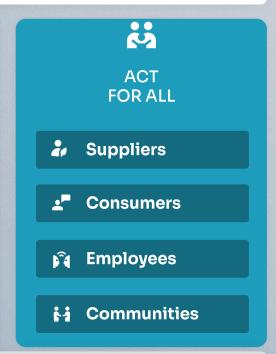
2024

2030

Make consumers'
everyday lives easier and more enjoyable
& contribute to better living
all around the world









**ACT RESPONSIBLY & ETHICALLY** 



## Key ESG KPIs for the 2030 roadmap

### **2030 TARGET**



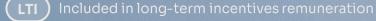
**ACT FOR NATURE** 

Scope 3* emission reduction	SCIENCE BASED TARGETS INDIA ANTOI COPPORT DATE COIN COIN COIN COIN COIN COIN COIN COIN
Water consumption reduction	<b>-25%</b> (vs 2021)



ACT AS A LEADER IN CIRCULAR ECONOMY

SDA products repairable (% of sales)	>90%
Average SDA recyclability (% of weight)	>85%
Recycled materials (% of weight, direct purchases)	60%
No inner virgin plastic bags	100%
Refurbished products sales (in % of SDA perimeter**)	3%-5%



<sup>(</sup>STI) Included in short-term incentives remuneration

Included: scopes 3.1, 3.4 and 3.11 \*\* \*\* France, Belgium, the Netherlands, Italy, Spain, Portugal, German



## Key ESG KPIs for 2030 roadmap

**
<b>ACT FOR ALL</b>

### **2030 TARGET**

	Responsible purchasing charter (% of suppliers covered)	100%
SUPPLIERS	Supplier commitment to an ESG program (representing 80% of the carbon footprint)	500
CONSUMERS	Quality management (% of entities with ISO 9001 certification)	100%
EMPLOVEES	Occupational safety and health (workplace accidents, LTIR)  Profit sharing STI	<0.5
EMPLOYEES	Diversity (% of women in senior positions)	>32%

**Profit sharing** 

Included in statutory and discretionary employee profit-sharing Franc



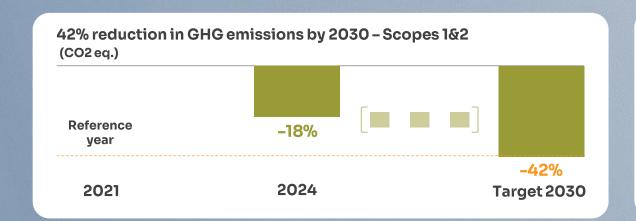
Included in long-term incentives remuneration

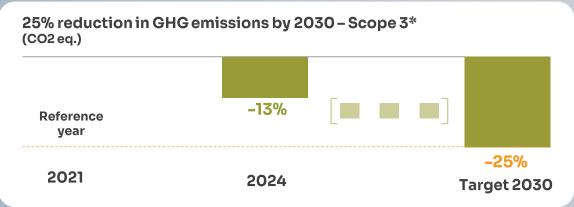
STI

Included in short-term incentives remuneration



## Act for nature 2024 achievements









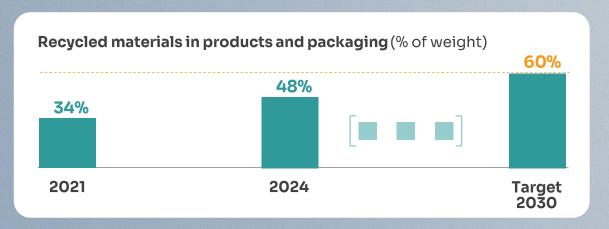
New net-zero trajectory for 2050 approved by the SBTi

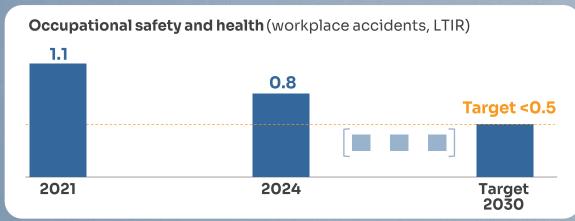


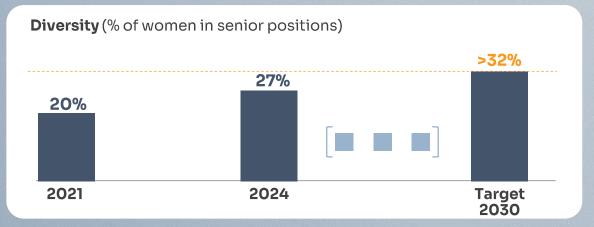
Confirmation of CDP rating of A-



## Act as a leader in circular economy – Act for all 2024 achievements







2024 data unaudited



## ESG highlights













04

Outlook





### Outlook 2025

#### Based on a solid 2024

- > Regular and steady growth in Consumer
- > Good momentum of core business in Professional, beyond the calendar effect related to large deals
- > ORfA showing marked increase

#### Confidence in our ability to deliver another year of growth in 2025

- > Uncertain macroeconomic and geopolitical context
- > Seasonality of business concentrating the Group's results at year end
- > Overall buoyant end markets, with catalysts linked to our good product launch dynamic

Another year of organic sales growth &

further increase in ORfA in 2025





Appendices





## Detailed income statement

(In € millions)	2023	2024
Sales	8,006	8,266
Operating expenses	(7,280)	(7,464)
ORfA	726	802
Discretionary and non-discretionary profit-sharing	(24)	(33)
Other operating income and expenses	(34)	(229)
Operating profit	668	540
Net financial expenses	(81)	(120)
Profit before tax	587	420
Income tax expense	(148)	(138)
Non-controlling interests	(53)	(51)
Profit attributable to owners of the parent	386	232



## Simplified cash flow statement

(in € millions)	2023	2024
NET PROFIT ATTRIBUTABLE TO SEB S.A.	386.2	232.0
Depreciation and amortization expense	267.1	467.6
Non-controlling interests	53.2	50.7
Variation in WCR items	217.9	(233.6)
Other operating items	96.6	15.8
Net cash from operating activities	1,021.0	532.5
Net capital expenditure (including financial investments)	(192.1)	(268.1)
Change in scope	(163.3)	(93.0)
Net cash used by investing activities	(355.4)	(361.1)
Change in financial debt	(144.8)	(325.1)
Transactions between owners and changes in treasury stock	(80.6)	(73.3)
Dividends paid	(195.4)	(193.9)
Net cash used by financing activities	(420.8)	(592.3)
Currency translation adjustment	(49.7)	5.8
Net increase (decrease) in cash and cash equivalents	195.1	(415.1)



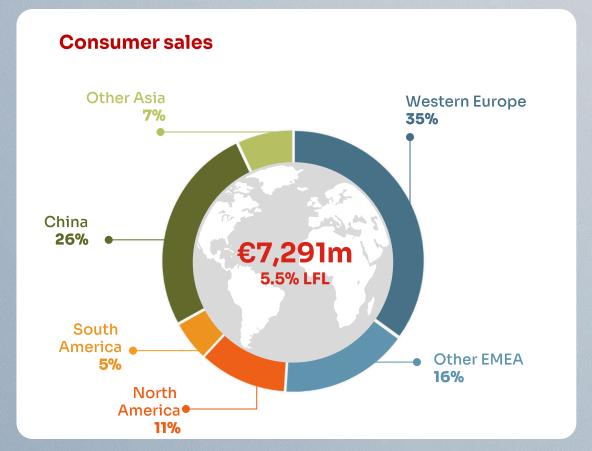
## Simplified balance sheet

(In € millions)	2023	2024
Tangible fixed assets	4,739	4,875
Operating working capital requirement	1,169	1,388
Total assets to be financed	5,908	6,264
Shareholders' equity	3,461	3,540
Long-term provisions	293	492
Other current assets and liabilities	385	305
Net financial debt	1,769	1,926
Total financing	5,908	6,264



## Total 2024 sales by region and business







## 2024 sales by region

In € million	2023	2024	As reported	2024 LFL	Q4 24 vs 23 LFL
EMEA	3,475	3,733	7.4%	10.2%	10.1%
Western Europe	2,401	2,531	5.4%	4.8%	7.2%
Other EMEA	1,074	1,202	12.0%	22.5%	17.0%
AMERICAS	1,113	1,170	5.1%	9.4%	4.1%
North America	767	815	6.3%	7.5%	4.9%
South America	345	354	2.6%	13.5%	2.4%
ASIA	2,457	2,388	-2.8%	-0.7%	-1.8%
China	1,966	1,906	-3.1%	-1.4%	-3.4%
Other Asian countries	492	483	-1.8%	2.0%	4.0%
TOTAL Consumer	7,045	7,291	3.5%	6.3%	5.5%
Professional	962	975	1.4%	-4.5%	-12.3%
Groupe SEB	8,006	8,266	3.2%	5.0%	3.6%



## Quarterly sales 2024

In € million	Q1	Q2	н	Q3	9 M	Q4	Q4 2024 LFL	2024	FY 2024 LFL
EMEA	786	769	1,555	892	2,447	1,287	10.1%	3,733	10.2%
Western Europe	515	515	1,030	600	1,630	901	7.2%	2,531	4.8%
Other EMEA	271	254	525	291	816	386	17.1%	1,202	22.5%
AMERICAS	246	271	517	324	840	329	4.1%	1,170	9.4%
North America	155	181	336	241	577	238	4.9%	815	7.5%
South America	90	90	180	83	263	91	2.4%	354	13.5%
ASIA	603	571	1,174	538	1,712	676	-1.8%	2,388	-0.7%
China	498	459	957	424	1,381	525	-3.4%	1,906	-1.4%
Other Asian countries	106	112	217	114	332	151	4.0%	483	2.0%
TOTAL Consumer	1,635	1,611	3,246	1,754	4,999	2,292	5.5%	7,291	6.3%
Professional	258	237	495	231	726	249	-12.3%	975	-4.5%
Groupe SEB	1,893	1,847	3,740	1,985	5,725	2,541	3.6%	8,266	5.0%



## 2024 quarterly change in sales, LFL

In € million	Q1 2024 LFL	Q2 2024 LFL	H1 2024 LFL	Q3 2024 LFL	9 months 2024 LFL	Q4 2024 LFL	FY 2024 LFL
EMEA	8.0%	9.1%	8.6%	13.6%	10.3%	10.1%	+ 10,2 %
Western Europe	-3.1%	0.7%	-1.3%	12.6%	3.5%	7.2%	+ 4,8 %
Other EMEA	32.9%	28.1%	30.5%	15.8%	25.2%	17.1%	+ 22,5%
AMERICAS	14.0%	12.0%	12.9%	9.8%	11.6%	4.1%	+ 9,4%
North America	7.7%	3.8%	5.6%	13.1%	8.7%	4.9%	+ 7,5 %
South America	27.1%	31.0%	29.1%	2.4%	18.1%	2.4%	+ 13,5%
ASIA	0.5%	-0.6%	0.0%	-0.8%	-O.3%	-1.8%	<b>- 0,7 %</b>
China	0.5%	-0.6%	0.0%	-1.9%	-0.6%	-3.4%	- 1,4 %
Other Asian countries	0.7%	-0.8%	-0.1%	3.5%	1.1%	4.0%	+ 2,0 %
TOTAL Consumer	5.8%	5.9%	5.9%	8.1%	6.6%	5.5%	+ 6,3 %
Professional	18.5%	3.9%	10.9%	-22.2%	-1.6%	-12.3%	- 4,5 %
Groupe SEB	7.3%	5.6%	6.5%	4.0%	5.6%	3.6%	+ 5,0%



## Glossary

#### On a like-for-like basis (LFL) - Organic

The amounts and growth rates at constant (or organic) exchange rates and consolidation scope in a given year compared with the previous year are calculated:

- → using the average exchange rates of the previous year for the period in consideration (year, half-year, quarters)
- → on the basis of the scope of consolidation of the previous year.

This calculation is made primarily for sales and Operating Result from Activity.

#### Operating Result from Activity (ORfA)

Operating Result from Activity (ORfA) is Groupe SEB's main performance indicator. It corresponds to sales minus operating costs, i.e. the cost of sales, innovation expenditure (R&D, strategic marketing and design), advertising, operational marketing as well as distribution and administrative expenses. ORfA does not include discretionary and non-discretionary profitsharing or other non-recurring operating income and expense.

#### **Adjusted EBITDA**

Adjusted EBITDA is equal to Operating Result from Activity minus discretionary and non-discretionary profit-sharing, to which are added operating depreciation, amortization and impairment.

#### Free cash flow

Free cash flow corresponds to adjusted EBITDA, after accounting for changes in operating working capital, recurring capital expenditure (CAPEX), taxes and interest, and other non-operating items.

#### Net financial debt

This term refers to all recurring and non-recurring financial debt minus cash and cash equivalents, as well as derivative instruments linked to Group financing. It also includes financial debt from application of the IFRS 16 standard "Leases" in addition to short-term investments with no risk of a substantial change in value but with maturities of over three months.

#### Loyalty program (LP)

These programs, led by the distribution retailers, consist in promotional offers in a product category to loyal consumers who have made a series of purchases within a short period of time. These promotional programs allow distributors to boost footfall in their stores, and our consumers to access our products at preferential prices.



### Contacts

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## Agenda

### Key dates – 2025

24 April   after market closes	Q1 2025 sales and financial data
May 20   2:30 p.m. (Paris time)	Annual General Meeting
23 July   after market closes	H1 2025 sales and results
23 October   after market closes	9-month 2025 sales and financial data