

# GROUPE SEB PRESENTATION

**June 2019** 









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- 1. Groupe SEB in a Nutshell
- 2. ESG: A committed Group
- 3. 2018 Annual Results
- 4. 1st Quarter 2019
- **5.** Appendices







### 2018 Key Figures





#### The World Reference in Small Domestic Equipment

products sold in the world every second

million products sold every year in more than 150 countries

countries with **leadership** positions





#### Competing on a playfield exceeding €75bn

Global market sizes and breakdown by geography



**EMEA** 

Asia

**Americas** 

**Small Domestic Appliances** (SDA)

~€23bn

**EMEA** 

Asia

**Americas** 

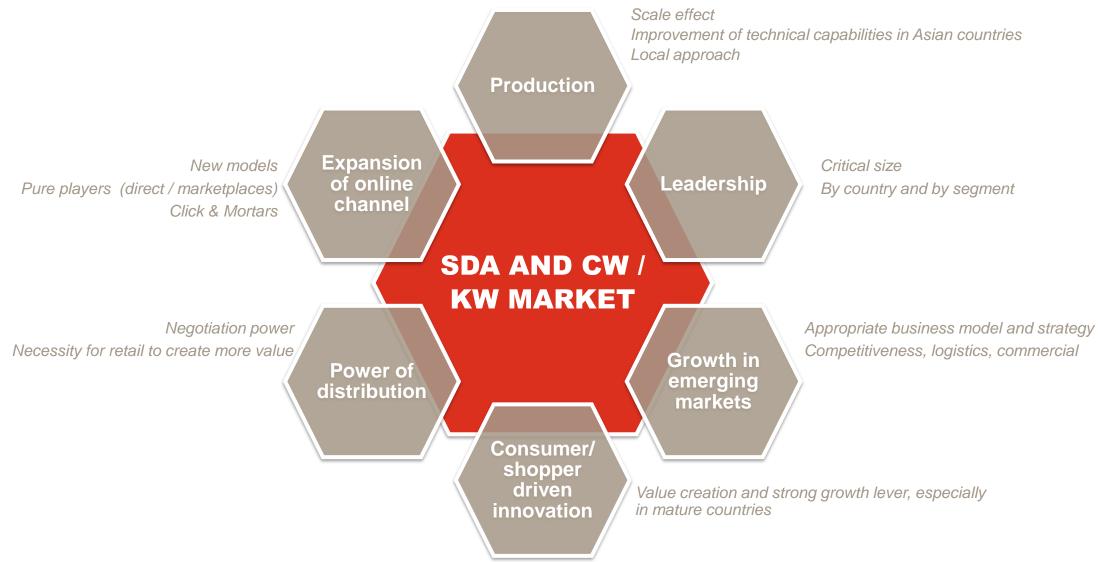
Cookware/Kitchenware (CW/KW)

~€8bn

**Professional Coffee Machines** 



#### Main trends structuring our industry





#### Groupe SEB: a long-term value-creation Strategy

## Focus on growth

Strength and complementarity of our brands

Product innovation

Multi-channel distribution strategy

International expansion

Development in the professional market

Active acquisition strategy



Optimize our industrial facilities...

Optimize purchasing and logistics

Improve industrial productivity

Simplify structures and processes

... and develop our assets

High value technological products manufactured in mature countries

Basic products outsourced

Focus on the circular economy





#### An exceptional brand portfolio





## An extensive and diversified offering, bolstered by innovation









#### A constant focus on innovation



>1,400

people

(R&D, Marketing, Design)



€247m **Investments** 



patents

(worldwide)



**Passion for** Innovation, one of the 5 values of the Group

2018 figures



Seb/Tefal Actifry Original



Steam Pro RC



Tefal Ixeo



Tefal Ingenio Asteroid



Moulinex Cookeo Connect +



Rowenta Air force 560 - Flex



Krups Evidence



Moulinex i-Companion



Rowenta Intense Pure Air



Tefal Optigrill



#### **Continued digital transformation** E-Commerce



**220** retailers connected via our websites

Nearly **25%** of Consumer sales

Broader listings with pure players: +60% in 2018



## **Continued digital transformation**

Digital offering



15 connected products launched in 5 years

Cookeo Connect: 25% of Cookeo sales

Applications: > 800,000 monthly users

Acquisition of **750g International** 

Connected professional machines: Coffee connect



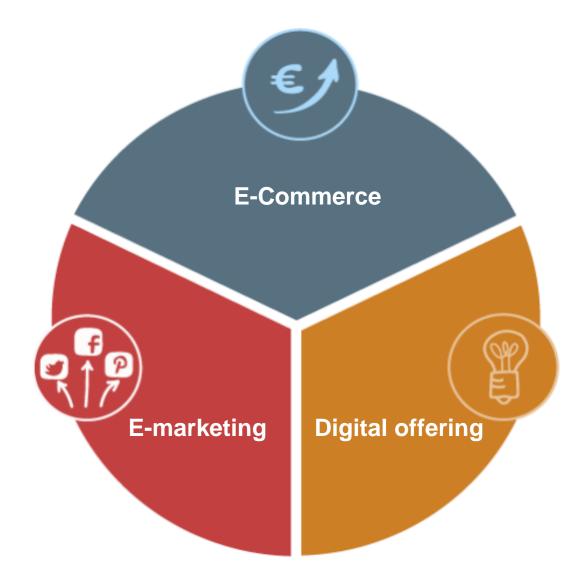
## **Continued digital transformation** E-marketing

Media investment: >40% digital

**60 million** visits on Group websites

Recruitment of data experts: **170** since 2015

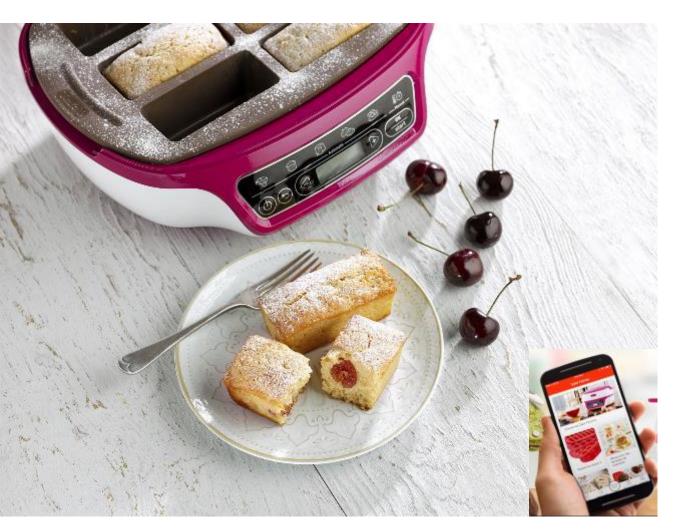
Success of digital communities: Cuisine Companion / Cookeo / Cake Factory





## **Continued digital transformation**

#### Recent success: Cake Factory



#### 1st Facebook brand community dedicated to Cake Factory in September 2018

- **20,000** members in 5 months in the Facebook group
- active community: 4 new conversations a minute

#### Active influence campaign:

- **350** influencers' posts on Instagram
- +1 million people impacted
- **45,000** interactions on influencers' posts

#### Launch of a Cake Factory app

- **36,600** app downloads
- 90% of app users at least once a week.
- **450** recipes published on the app o/w 250 users recipes



#### A multi-channel distribution strategy







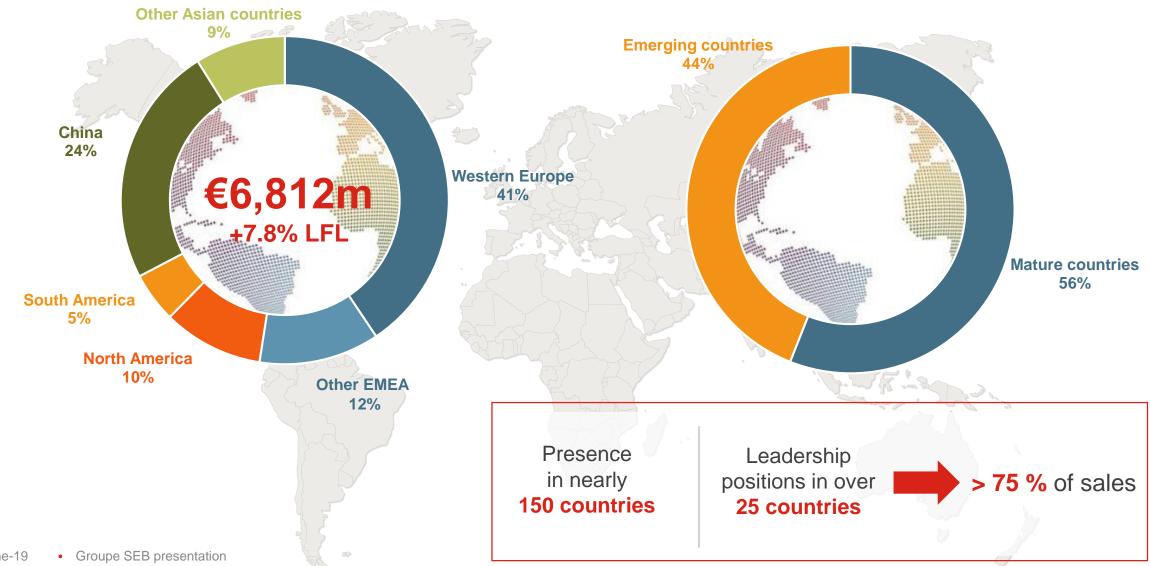








#### Worldwide presence



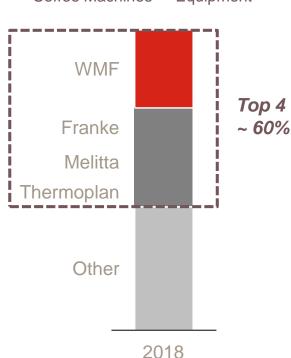


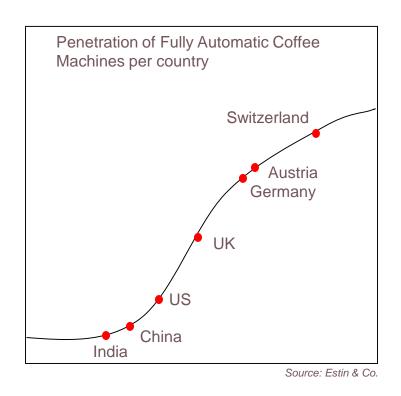
#### **Professional coffee:**

#### new opportunities in espresso full-auto and filter coffee machines

#### Full autos – around 25% of the global market

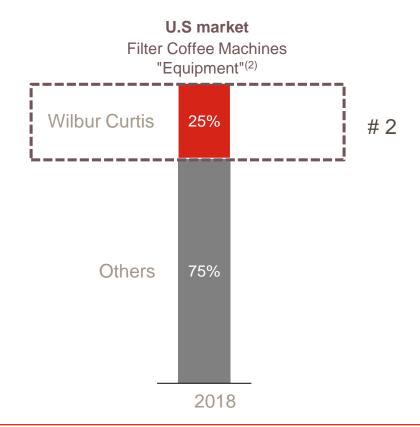
Global market Fully Automatic Coffee Machines – "Equipment"





A concentrated market with **strong growth potential** 

#### Filter – < 10% of the global market



Filter coffee: a long-standing tradition in the US



## A global approach







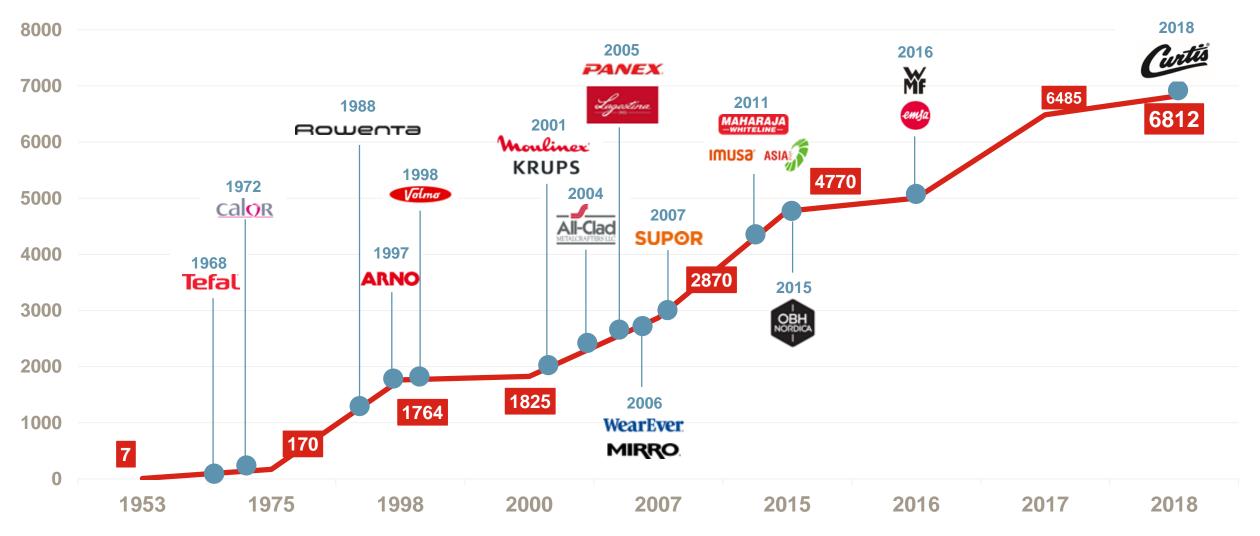






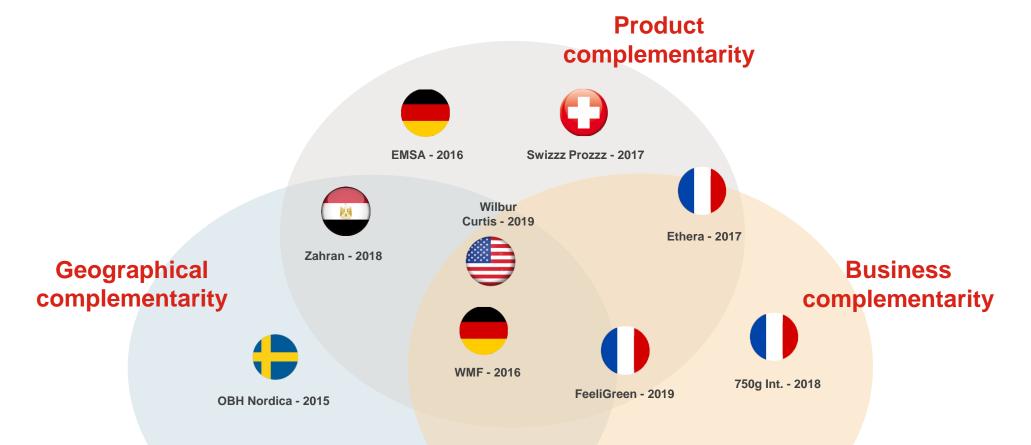


#### An active acquisition strategy





### M&A strategy: focus on complementarity



<sup>\*</sup> Acquisitions of the last 5 years



A worldwide industrial organization

2/3 of products

manufactured inhouse

41 industrial sites

100 % ISO 14001 certified entities



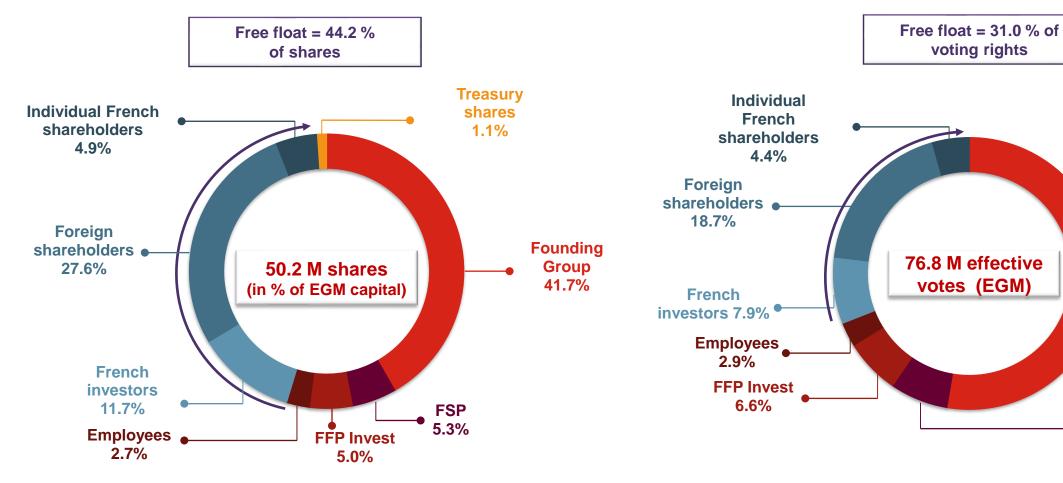
**GERMANY** 

Figures at end 2018





## **Shareholding structure at 31/12/2018**



**Fouding Group** 

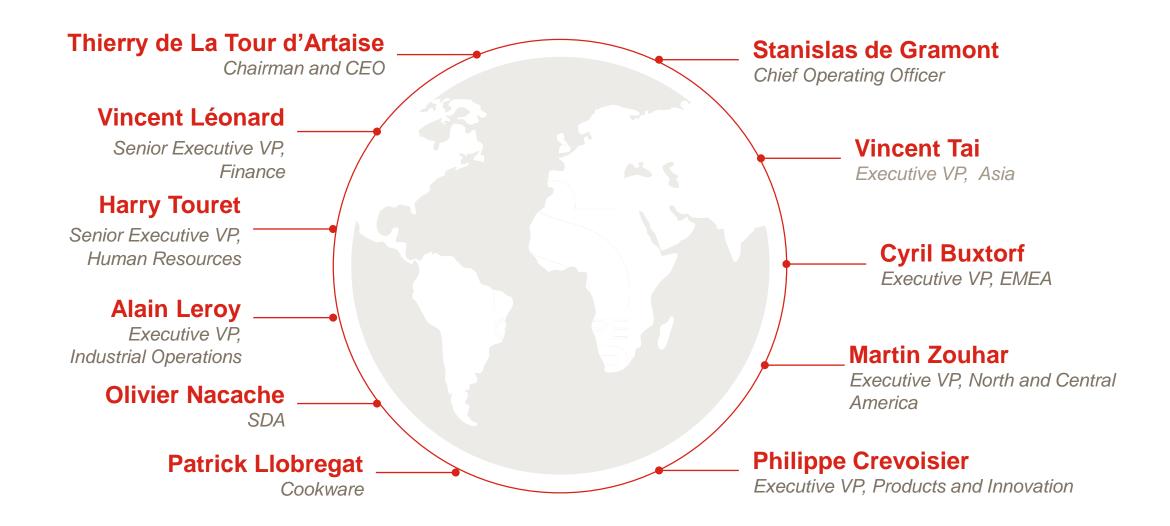
52.7%

**FSP** 

6.9%

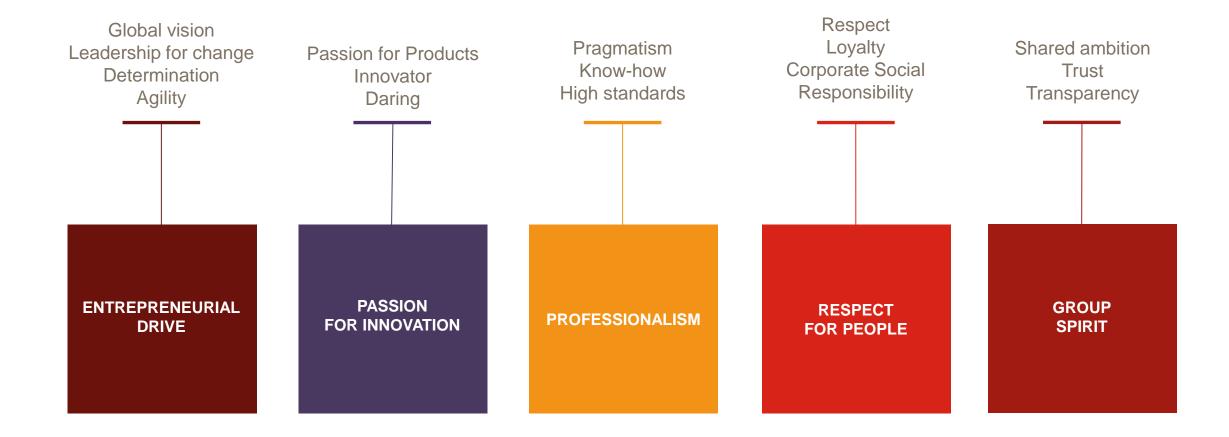


#### **Groupe SEB Executive Committee**





#### **Our values**





# Sustainable Development: at the heart of the Group's strategy





#### Recycling to leverage circular economy

#### Groupe SEB: pioneer in implementing a cookware recycling program in France

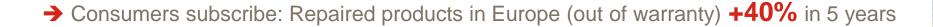
- **→** 20 operations since 2012
- → 1 million products collected





#### Repairability to leverage circular economy

- In 2018, 93% of SDA\* volumes were repairable (75% fully and 18% mostly)
- **6,200 certified repairers** around the globe
- **6m spare parts** stocked in Faucogney for Europe



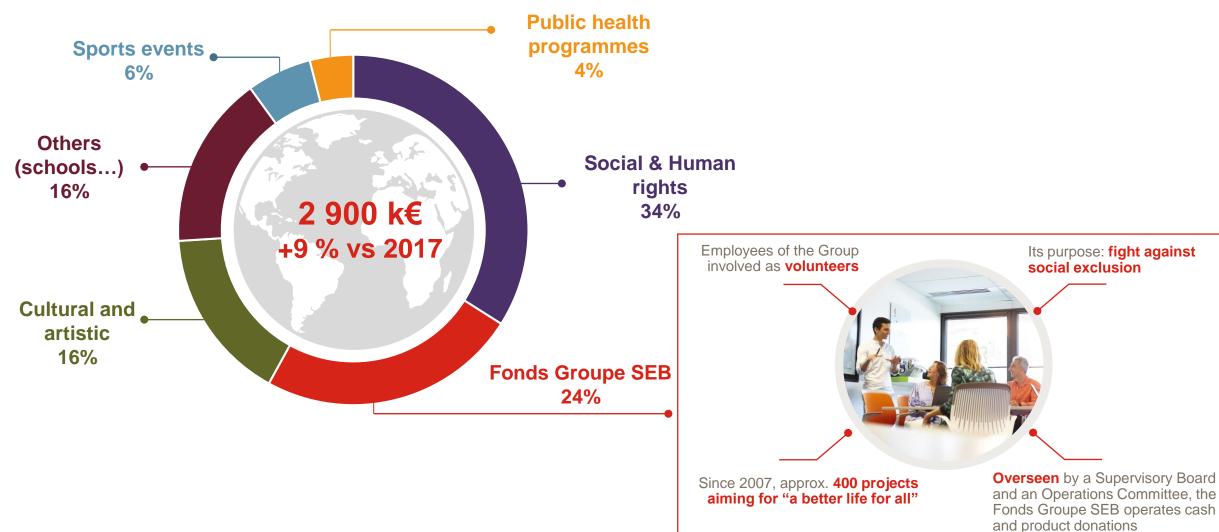




\*excl. US



#### **Groupe SEB sponsoring's actions**





#### **Groupe SEB sponsoring's actions**

## 500 supported projects over 10 years:

→ In China

creation and construction of 22 schools

In Colombia

a social business program to benefit 2,000 street coffee vendors in Medellin (Tinteros)

→ In France with the Institut Télémaque since 2005 940 youngsters supported













### 2018 key figures – Another great year of growth



Consumer

€6,177m +4.3% +7.2% LFL

Professional

€635m +12.8% +14.3% LFL







#### 2018 key figures – Solid performances

Sales

€6,812m

+7.8% LFL +5.1%

**Operating Result from Activity** (ORfA)

€695m

+2.5%

+8.5% LFL\*

\*Before PPA one-offs

Net debt

€1,578m

-€327m vs 12/31/2017

Net debt/Adjusted EBITDA

1.90

2.36 at 12/31/2017

Dividend

proposed at the 2019 Annual General Meeting

€2.14

+7.0%

**Net profit** 

€419m

+11.8%



# Strengthened footprint Group expansion in Egypt

#### **Z**ahran'

#### Sales **x 2 in 2018**





# **Strengthened footprint**

#### Wilbur Curtis acquisition in the United States

- No. 2 in professional filter coffee in the US
- 25% market share
- Filter coffee market: 1/3 professional coffee in the US
  - → Long-standing and strong tradition in the US









> \$90m





# WMF-Schaerer / Wilbur Curtis Multiple complementary features...

#### **PRODUCTS**

- Filter coffee machines + automatic espresso machines
- 2/3 of professional coffee market in the US
- Opportunities of double equipment

#### **PRICES**

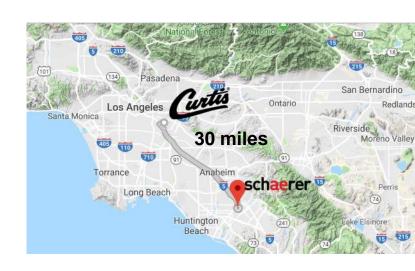
- From \$800 to \$1,000 for filter coffee machines
- From \$3,500 to \$10,000 for automatic espresso machines

#### **CUSTOMERS** • Local and national accounts













#### Ambition: become leader in professional coffee in the US









# **Solid performances**

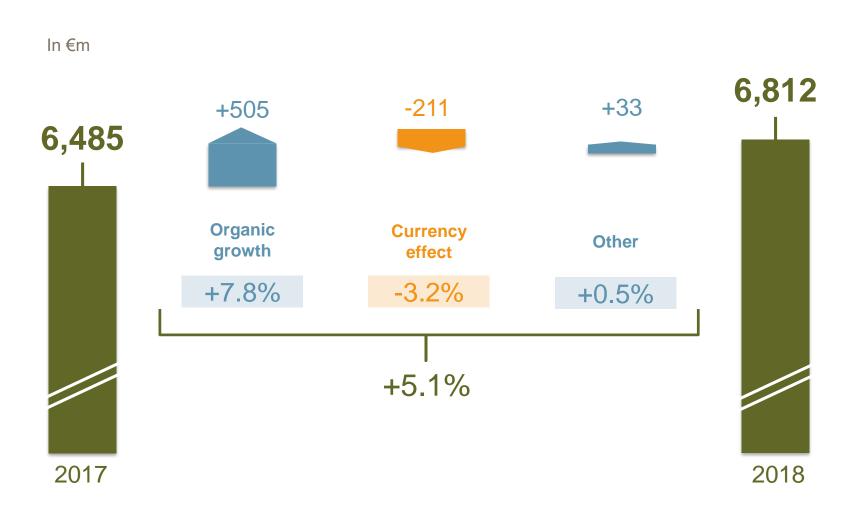
Sales

2 Results



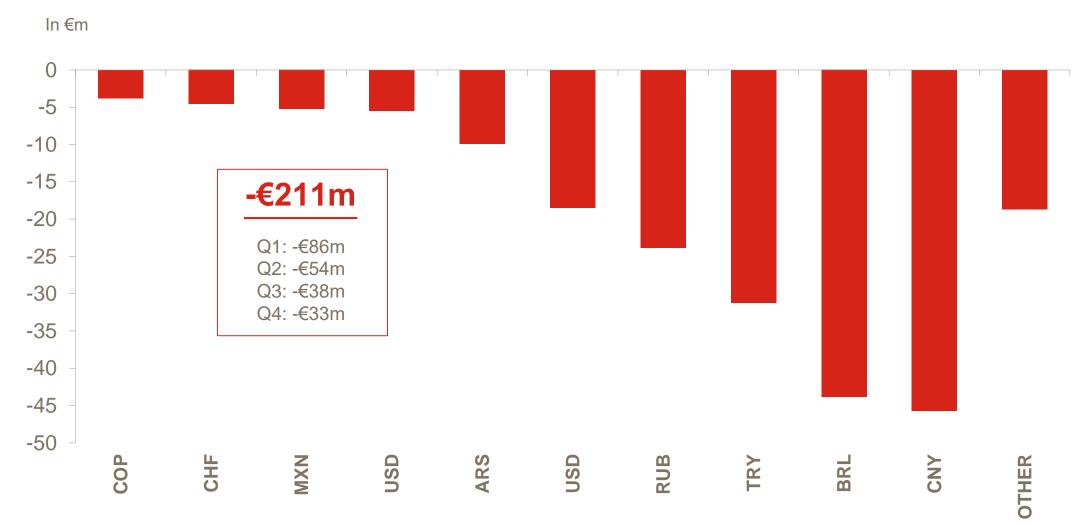


## Change in sales, $2017 \rightarrow 2018$



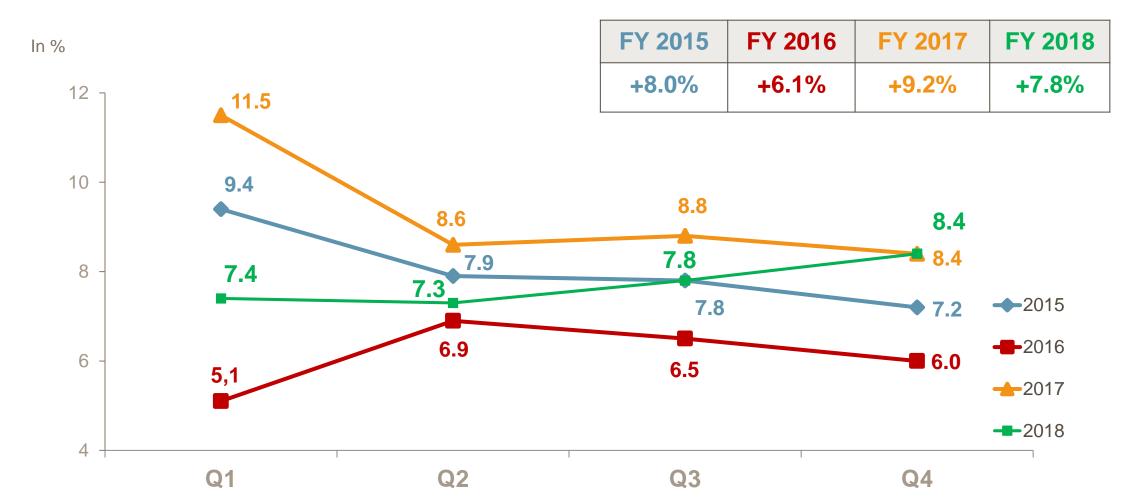


## 2018 currency impact on sales





#### Organic sales growth per quarter



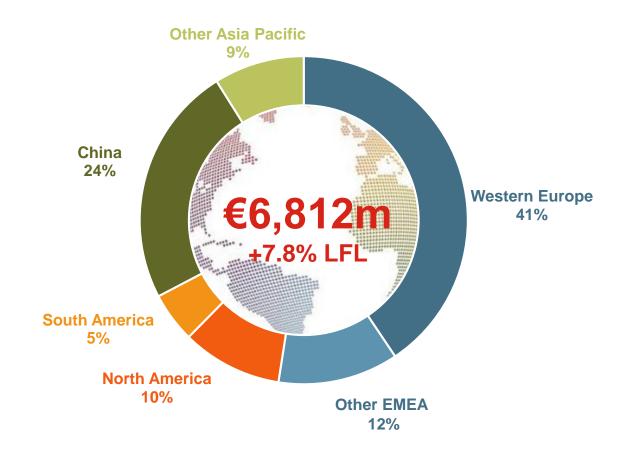


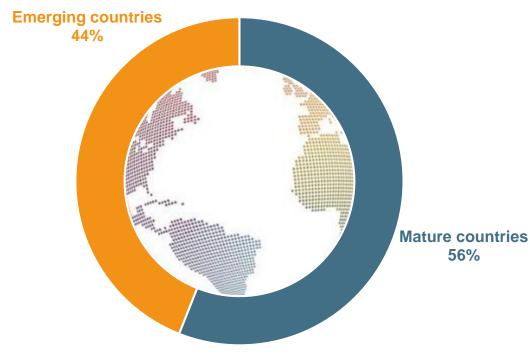
# Full-year sales by region

In €m		2017	2018	As reported	LFL
125	EMEA	3,170	3,223	+1.7%	+3.3%
EMEA	Western Europe	2,424	2,430	+0.2%	+0.4%
	Other countries	746	793	+6.4%	+12.5%
	AMERICAS	946	887	-6.3%	+0.4%
AMERICAS	North America	579	547	-5.5%	-4.4%
	South America	367	340	-7.4%	+8.2%
_	ASIA	1,806	2,067	+14.5%	+17.6%
ASIA	China	1,286	1,554	+20.9%	+24.3%
	Other countries	520	513	-1.2%	+0.9%
	TOTAL Consumer	5,922	6,177	+4.3%	+7.2%
	Professional	563	635	+12.8%	+14.3%
	Groupe SEB	6,485	6,812	+5,1%	+7.8%



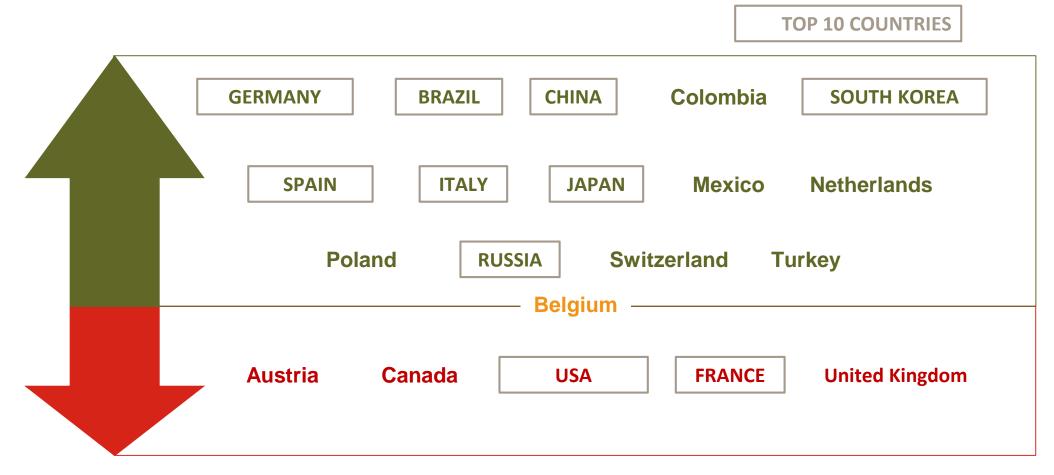
#### Breakdown of sales by region





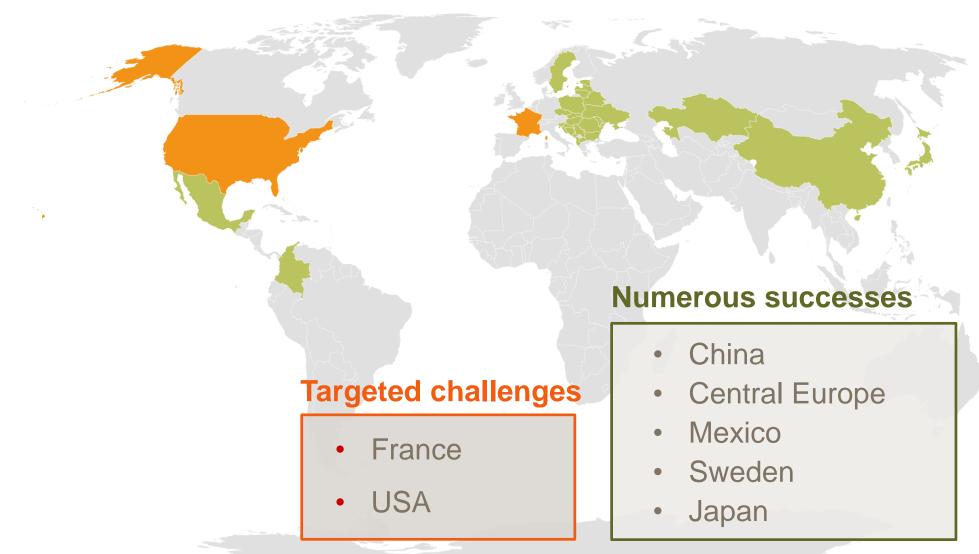


#### **Top 20 countries – Consumer sales**





#### Focus on a few countries



#### **France**

2018 sales **-3%** 

- A sluggish market
- Consolidation of purchasing centers
- Promotional context
- Fewer LPs vs 2017
- One-off "yellow vest" effect



**Automatic espresso coffee makers** 2018 sales +35%



#### **United States**

2018 sales **-6%** LFL

- Activity penalized by difficulties of offline retailers
- Decline in our SDA sales, especially Krups
- Resilience in our Cookware sales
- Good profitability



**Leadership in Cookware** 2018 sales +1%



#### China: another exceptional year



Supor sales in 2018

+25%

+30% in SDA

+13% in Cookware

**+72%** in Home care and Linen care

No. 1 in Cookware

No. 2 in Kitchen Electrics

LFL figures

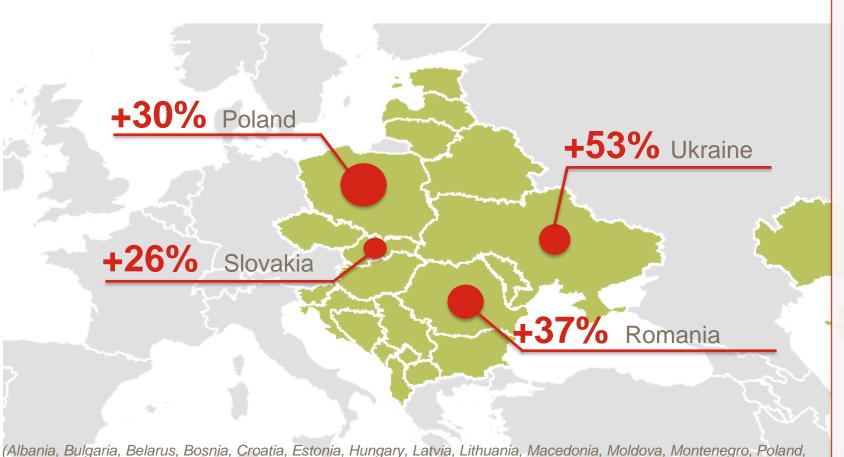


## China: another exceptional year





#### Central and Eastern Europe: accelerated growth



2018 sales

> €300m, +21%

+40% in Electrical cooking





Widespread market share gains

LFL figures

Romania, Slovenia, Slovakia, Czech Republic, Serbia, Ukraine, Kazakhstan)



#### Poland: remarkable momentum







#### Mexico: continued excellent dynamics



2018 sales

+9%

+40% Electrical cooking

+14% Linen care

#### Flagship products:

Blenders, filter coffee machines, fans garment steamers



LFL figures



#### Sweden: a promising market



2018 sales

+15%

#### **Flagship products:**

Cookware, steam cookers, linen care, male clippers, Optigrill...

+16%



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#### Japan: widespread growth



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## Japan: widespread growth



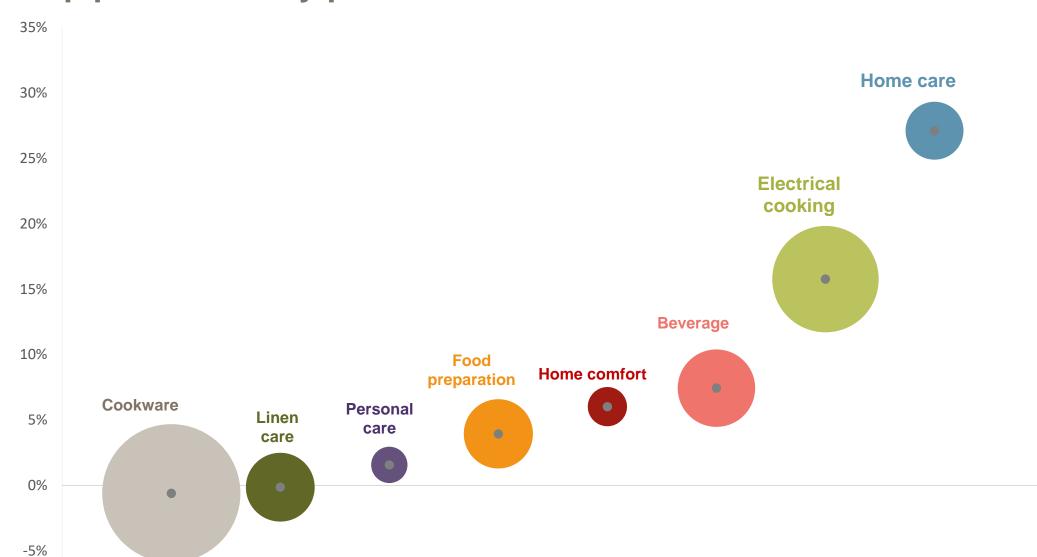


33 T-Fal stores

>20% of sales in Japan



## Top performers by product line - Consumer





## Flagship products Vacuum cleaners

2018 sales +27% LFL

Significant foothold in 30 countries

2018: market share gains in over 20 countries





#### Flagship products Blenders

Significant foothold in 40 countries Global market share: 12% (+1.3 pt) High-speed blenders: + 70% LFL















Source GFK, excl. North America







# Flagship products Garment steamers

2018 sales +28% LFL
Foothold in over 65 countries
Global market share: 21% (+2 pts)











# **Solid performances**



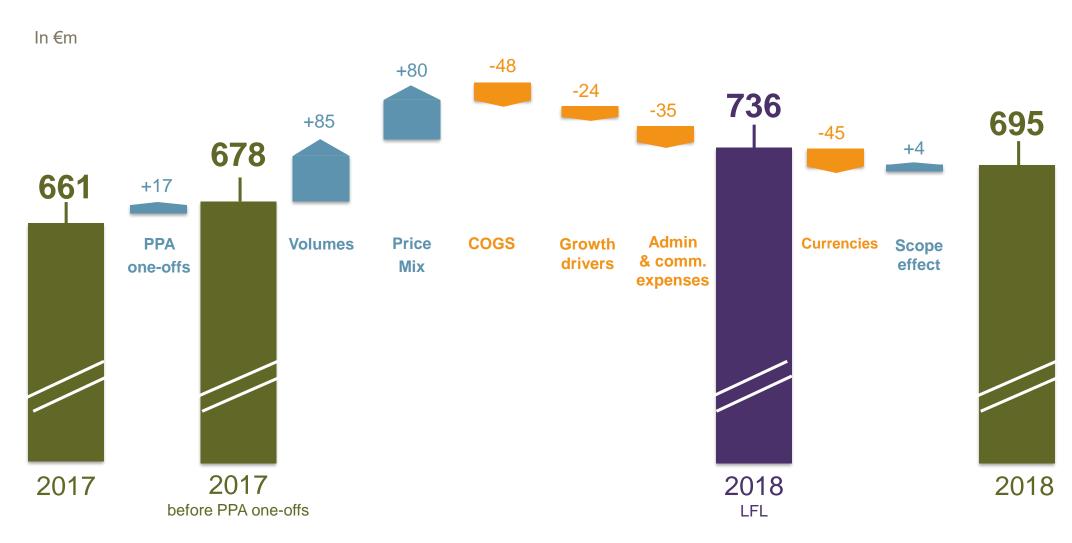


## **Operating Result from Activity (ORfA)**

In €m	2017	2018	Δ	Δ LFL
Sales	6,485	6,812	+5.1%	+7.8%
ORfA Operating margin	<b>678*</b> 10.5%*	<b>695</b> 10.2%	<b>+2.5%</b> -0.3 pt	<b>+8.5%</b> =
Reported ORfA  Reported operating margin	<b>661</b> 10.2%	<b>695</b> 10.2%	+5.2% =	<b>+11.3%</b> +0.3 pt

<sup>\*</sup>before PPA one-offs

# **ORfA** bridge GROUPE SEB



# **Growth drivers**

In €m

Innovation

Advertising and marketing

**Total growth drivers** 



\*Including WMF

Gross amount, before French Research Tax Credit and 2018 capitalization



#### **Operating profit**

2018 2017 In €m Operating Result from Activity (ORfA) 661 695 +5.1% Discretionary and non-discretionary profit-(38)(34)sharing Other operating income and expense (43)(36)**Operating profit 580** 625 +8.0%

# **Net Profit**

In €m	2017	2018	
Operating profit	580	625	+8.0%
Interest expense	(35)	(33)	
Other financial income and expense	(37)	1	
Tax	(99)	(131)	
Non-controlling interests	(34)	(43)	
Net profit	375	419	+11.8%
			i



#### Simplified balance sheet

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п		$\boldsymbol{\tau}$	

Tangible fixed assets

**Operating WCR** 

#### Total assets to be financed

Equity

**Provisions** 

Other current assets and liabilities

Net debt

**Total financing** 

#### 12/31/2017

3,512

1,222

4,734

1,964

413

452

1,905

4,734

#### 12/31/2018

3,578

1,120

4,698

2,307

383

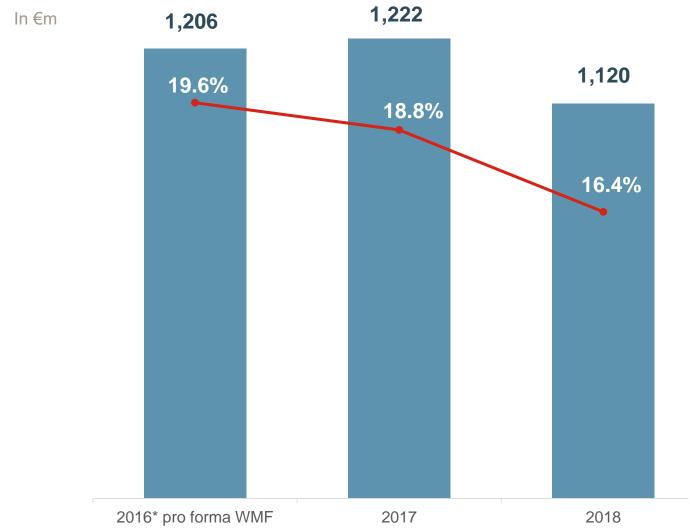
430

1,578

4,698



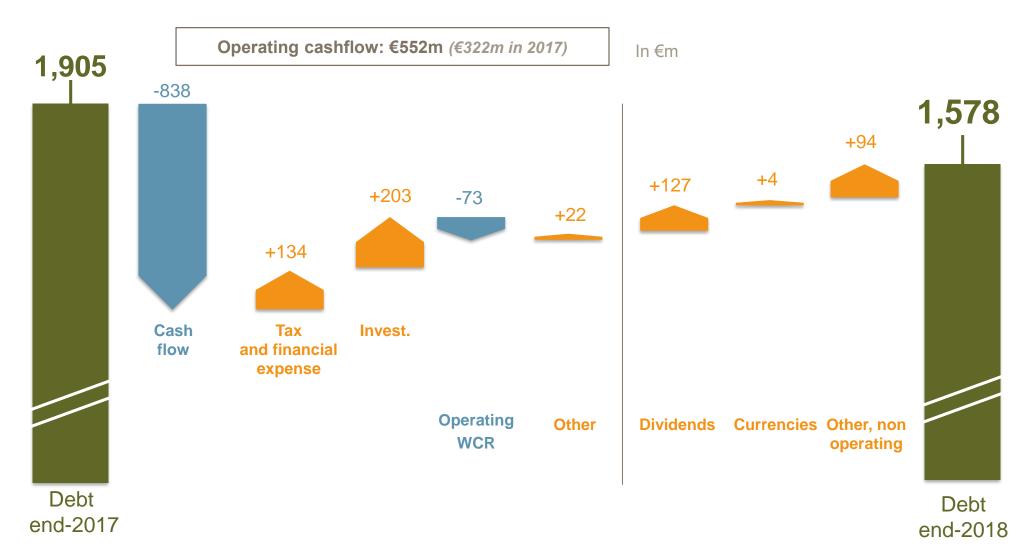
## **Change in operating WCR**





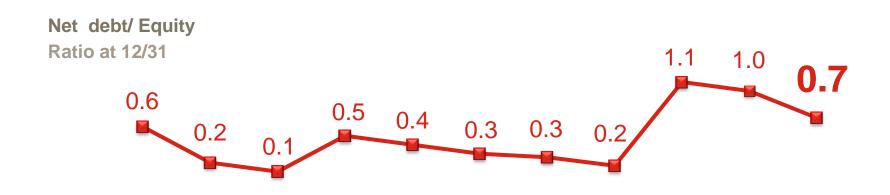


#### Change in net debt

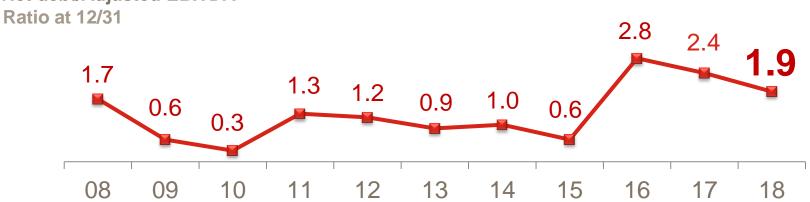




#### **Debt ratios in line with expectations**



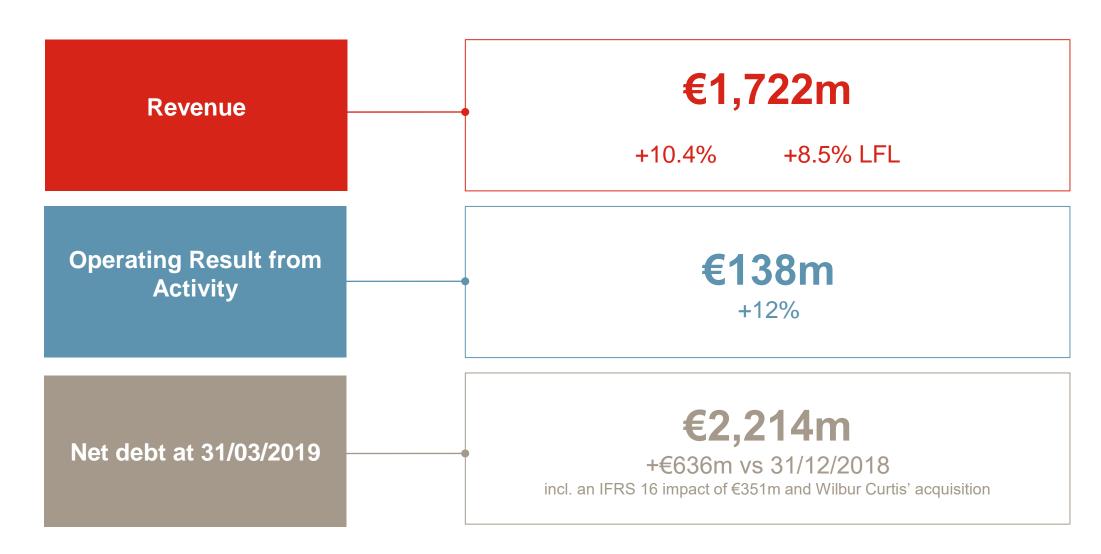
#### **Net debt/Adjusted EBITDA**







## Key figures – Q1 2019





## Q1 revenue growth detailed by business activity



Consumer

€1,539m +7.0% +8.0% LFL

Professional\*

€183m

+36.6% +24.4%

LFL

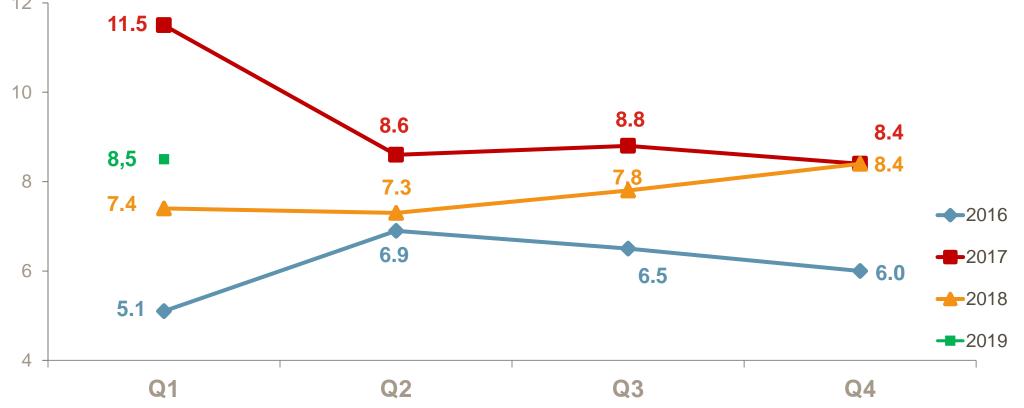






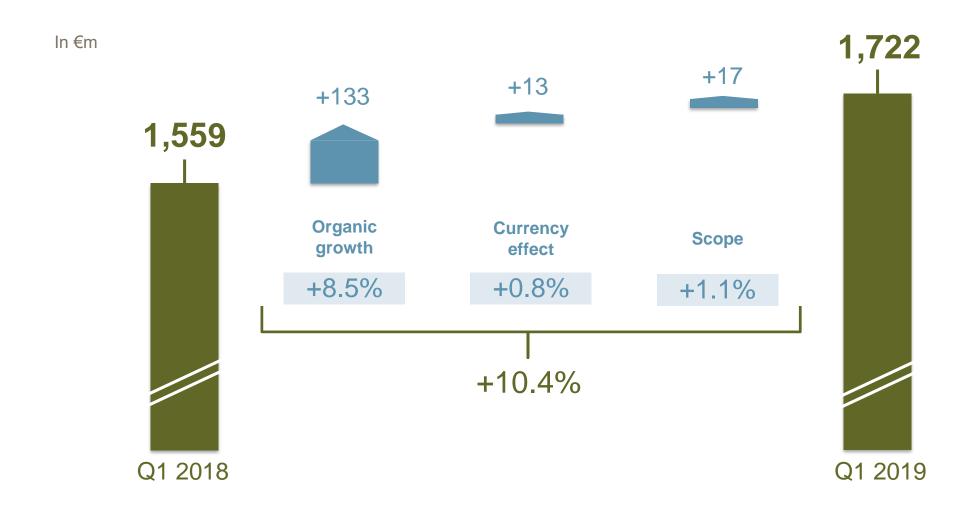
## Organic sales growth by quarter







## Analysis of Q1 2019 sales growth





## Q1 2019 currency impact on sales: + €13m





# Q1 2019 revenue by region

In €m		Q1 2018	Q1 2019	As reported	LFL
	EMEA	686	711	+3.7%	+4.1%
EMEA	Western Europe	503	519	+3.1%	+3.0%
	Other countries	183	192	+5.4%	+6.9%
_	AMERICAS	161	169	+4.9%	+4.2%
AMERICAS	North America	92	103	+11.1%	+3.8%
	South America	69	66	-3.4%	+4.8%
	ASIA	578	659	+14.0%	+11.3%
ASIA	China	469	541	+15.5%	+13.4%
	Other countries	109	118	+7.3%	+2.5%
	TOTAL Consumer	1,425	1,539	+8.0%	+7.0%
	Professional	134	183	+36.6%	+24.4%
	Groupe SEB	1,559	1,722	+10.4%	+8.5%

## Western Europe

Q1 sales / €m	2018	2019	REPORTED	LFL	Reminder LFL 2018
Western Europe	503	519	+3.1%	+3.0%	+2.2%

- LFL growth of 3% driven by firm core business and a higher number of loyalty programs
- → Subdued by WMF consumer business (mainly in Germany) and end of Nespresso machine sales in Nespresso stores
- Contrasted performances depending on countries
- → France: satisfying Q1 vs. high comps in 2018.
  - Cookware sales down, impacted by unsuccessful LP in Q4 2018.
  - SDA performance solidly up, thanks to vacuum cleaners, automatic espresso machines, « brunch » ranges, Cake Factory, Cookeo,...
- → Germany: ongoing robust momentum bolstered by most product categories → New market share gains.
- → Spain: higher sales fueled by cookware and new listings in personal care
- → Italy / Netherlands: overall good performances boosted by loyalty programs
- → UK: drop in sales due to complicated economic environment and sluggish demand

### **Other EMEA Countries**

Q1 sales / €m	2018	2019	REPORTED	LFL	Reminder LFL 2018
Other EMEA countries	183	192	+5.4%	+6.9%	+18.5%

### Solid Group performance in light of high comparatives

- Despite FX volatility (RUB, TRY...)
- Growing core business + Significant Loyalty Programs → Market shares strengthened in the region

### Overall positive stance in highly competitive markets

- Central Europe: almost all countries and product categories supporting growth
- Russia: strong momentum nurtured by the success of our flagship products (cookware, kettles, blenders, meat mincers...) + LPs
- → Turkey: demand under pressure, leading to fierce competition and highly promotion-driven market. Group sales slightly down following the huge price increases taken in 2018 to offset the TRY depreciation.
- Promising start of our expanded joint-venture in **Egypt** incl. further development in SDA (blenders, in particular).



### **North America**



Q1 sales / €m	2018	2019	REPORTED	LFL	Reminder LFL 2018
North America	92	103	+11.1%	+3.8%	-19.8%

- Q1 sales growing 3.8% LFL, in a still difficult retail environment
- Growth stemming from the 3 region countries
  - → US: solid performance in cookware (all 3 brands) but more difficult in SDA (linen care in particular)
  - → Canada: higher sales fueled by cookware but penalized by sluggish demand in SDA (linen care and electrical cooking notably)
  - → Mexico: modest growth: firm in cookware vs contrasted situation in SDA, fans being the best-sellers thanks to favourable weather conditions.



### **South America**



Q1 sales / €m	2018	2019	REPORTED	LFL	Reminder LFL 2018
South America	69	66	-3.4%	+4.8%	+4.3%

- Depreciation of BRL and COP against € vs Q1 2018
- LFL growth driven by Brazil, posting revenue up 8.3%
- → Brazil: Slightly more positive backdrop in Q1 2019 but extremely competitive and promotional market Overall firm performance in SDA, yet mixed: sales up for fans, Dolce Gusto, electrical cooking vs sales down in linen care and food prep.
  - Cookware sales improving solidly on low comps
- → Colombia: slight decline in revenue with mixed performance depending on retail channels and product categories.

### China

Q1 sales / €m	2018	2019	REPORTED	LFL	Reminder LFL 2018
China	469	541	+15.5%	+13.4%	+24.1%

- Normalizing performance, as expected, but still a very dynamic Q1: +13.4% LFL
- → On high comps (Q1 2018) Consistent with Q4 2018 trend
- Supor largely outperforming Chinese market, with e-commerce as a main driver
- Solid growth in cookware and kitchen utensils
  - Driven by woks, frying and saucepans, sets, thermal mugs and bottles...
- Continued strong momentum in SDA
- Nurtured by innovation in kitchen electrics: rice cookers, electric pressure cookers, mobile induction hobs, health pot kettles, classic and high-speed blenders...
- → Ongoing robust trend for HPC activity, particularly in garment steamers and vacuum cleaners → New market shares gains
- Good performances in Large Kitchen Appliances (LKA)

Q1 sales / €m	2018	2019	REPORTED	LFL	Reminder LFL 2018
Other Asian countries	109	118	+7.3%	+2.5%	+2.5%

### Overall growing sales but mixed picture

- Japan: vigorous business momentum driven by flagship product lines (cookware, kettles...), new categories (Cook4me) and Group Retail (+2 stores in Q1)
- → South Korea: sales slightly down LFL, penalized by overstock of WMF products at a distributor's, yet growing excl. this effect → Cookware, vacuum cleaners and garment care - More difficult in food- and beverage preparation.
- → Solid growth in **South-East Asia** 
  - Robust growth in almost all our markets, notably in **Thailand** thanks to our flagship products, but also Malaysia, Hong-Kong, Singapore, Taiwan...
  - Ongoing difficult business in Vietnam
- → Revenue down in **Australia** but gains of new listings.



## **Guidance for 2019 – Objectives confirmed**

- Q1 not representative of full year nevertheless good start for 2019
- Overall environment still uncertain and volatile, incl. specific challenges in a few countries
- Confidence in ability to achieve ongoing solid development in Small Domestic Equipment and continue progress in PCM

#### **2019 OBJECTIVES**

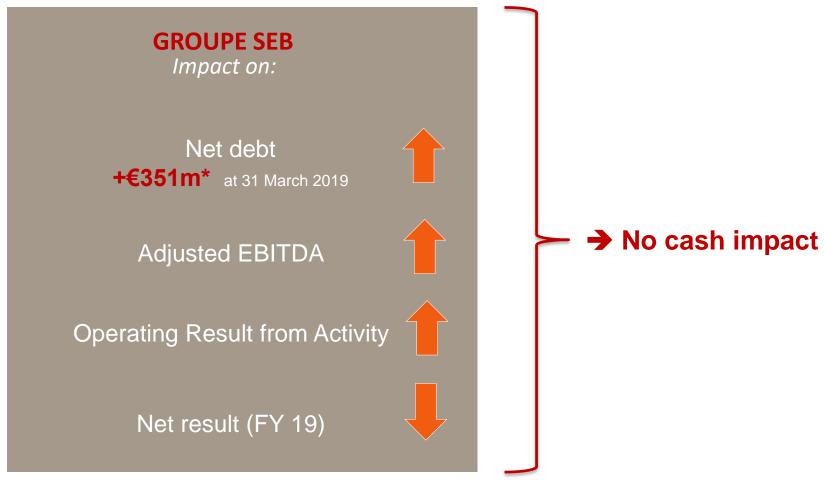
- **Further organic sales growth**
- Further increase in Operating Result from Activity (ORfA)





## **IFRS 16 implementation impacts**





\* Unaudited figures



## **Glossary**

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

The amounts and growth rates at constant 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, quarter);
- 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 commercial and administrative costs. ORfA does not include discretionary and non-discretionary profit-sharing 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 and amortization.

#### Net debt - Net indebtedness

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 having a maturity of under one year and easily disposed of. Net debt may also include short-term investments with no risk of a substantial change in value but with maturities of over three months.

#### Operating cash flow

Operating cash flow corresponds to the "net cash from operating activities / net cash used by operating activities" item in the consolidated cash flow table, restated from non-recurring transactions with an impact on the Group's net debt (for example, cash outflows related to restructuring) and after taking account of recurring investments (CAPEX).

#### **Product Cost Optimization (PCO)**

Group program regrouping and formalizing productivity and value-accretive initiatives.

#### **Opération Performance SEB (OPS)**

Group program targeting improvement in overall performance, striving for excellence.



# **Next key dates**

July 24 | before market opens H1 2019 sales and results

October 29 | after market closes 9-month 2019 sales and financial data



#### **Investor/Analyst relations**

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