

# Corporate brochure

# 2015





# TO BE THE WORLD REFERENCE IN SMALL DOMESTIC EQUIPMENT

In a rather sluggish general environment and a very unfavorable monetary context, the Group has achieved solid operational performance in 2014, with organic growth of 4.6% in sales and of 12.6% in Operating result from activity, whilst maintaining its investments in R&D and marketing. Our growth has been supported by the vitality of our product offering, which is constantly enriched by innovation, and by an enhanced sales dynamic. Our operational efficiency has been improved considerably thanks to the remarkable commitment of all the teams working "in the field".

So 2014 was clearly a year of progress and new inroads for Groupe SEB, a real quality year!

Our multi-specialist strategy is based on a the widest product range in the industry, an unrivalled brand portfolio, worldwide development well-balanced between mature and emerging countries and a presence across all distribution networks. A global and yet local player, the Group can meet the needs of consumers all over the world, respecting local customs, with a view to bringing **BETTER LIVING** in all households worldwide. Our medium-term ambition is to further strengthen our positions in our markets and to be THE undisputed reference in Small Domestic Equipment, by reconciling economic performance with progress in terms of social concerns and corporate responsibility.



Thierry de La Tour d'Artaise  
Chairman and CEO

AirBake

All-Clad

Arno

AsiaVina

Calor

Clock

Imusa

Krups

Lagostina

Maharaja  
Whiteline

Mirro

Moulinex

Panex

Rochedo

Rowenta

Samurai

Seb

Supor

Tefal

T-fal

Umco

WearEver

## Our values

ENTREPRENEURIAL DRIVE  
PASSION FOR INNOVATION  
PROFESSIONALISM  
GROUP SPIRIT  
RESPECT FOR PEOPLE

## OUR CORPORATE MISSION

Make consumers' everyday life easier and more enjoyable and contribute to a BETTER LIVING, all around the world, by creating innovative products and services and by offering solutions to anticipate their personal expectations and desires.



2014 REVENUE

**€4,253 million**

+4.6% LFL\*

OPERATING RESULT FROM  
ACTIVITY

**€368 million**

NET INCOME

**€170 million**

STAKE IN CAPITAL HELD  
BY FOUNDER GROUP

**42.6%**

CLOSE TO

**25,800**

EMPLOYEES

\*Like-for-like



# Our strategy

## Prioritising growth

By resolutely managing a strong and differentiating product **innovation** policy, enabling us to offer products and services that fit in perfectly with consumer expectations • By drawing on the strength and the complementary nature of our **brands**, which allow us to cover all market segments, from entry level to premium products • By managing a clear sales approach, which is well-segmented by **distribution** channel, by brand and by country, and by developing a relationship based on trust with our retailers • By pursuing a unique **international expansion**, in mature countries as well as in emerging markets, aiming at local leadership.

## Monitoring competitiveness

Through the permanent and responsible adaptation of our industrial tool, by implementing best practices and a rigorous quality control system at a very early stage in the process • Through the strict management on a daily basis of our organisation, infrastructures and costs

- Through the constant optimisation of our supply chain.

## Being responsible

By ensuring the Group's ethical principles are respected • By pursuing a social responsibility policy • By developing territories and community commitment • By creating sustainable innovations to meet consumer needs • By reducing our environmental impact.



# Creating





# 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, rice cookers, induction hobs, electrical pressure cookers, multicookers, barbecues, informal meal appliances, meat grills, toasters, table-top ovens, steamers, breadmakers etc.

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



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INNOVATION COMMUNITY

**1,300**  
PEOPLE

INNOVATION  
INVESTMENTS

**€154 million**

**117**  
PATENTS IN 2014

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**value for the long term**

# Our presence in almost **150** countries

## NORTH AMERICA

- Sales 11%
- 700 employees
- 5 marketing offices
- 1 industrial site



## WESTERN EUROPE

- Sales 36% of which France 16%
- 7,500 employees
- 14 marketing offices
- 12 industrial sites



## CENTRAL EUROPE, RUSSIA AND OTHER COUNTRIES

- Sales 17%
- 850 employees
- 25 marketing offices
- 2 industrial sites



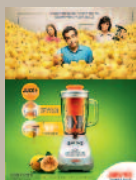
## ASIA PACIFIC

- Sales 26%
- 14,400 employees
- 15 marketing offices
- 8 industrial sites



## SOUTH AMÉRICA

- Sales 10%
- 2,350 employees
- 6 marketing offices
- 6 industrial sites



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