

April 29, 2021 - 9:00 a.m.

TEFAL becomes the first French brand in its sector to sponsor a show on Twitch

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TEFAL has arrived on Twitch! From April 30, the brand **will be sponsoring *La Cuisine*, a show presented by Gastronogek on LeStream**, the first general-interest Francophone Web TV channel on Twitch with some **936,000 followers**.

A weekly cooking show on Twitch

With **5 million French people visiting Twitch at least once a month**, and almost 1 million every day (Médiamétrie), the digital platform is developing rapidly. Every Friday from April 30, **influencer Gastronogek will be cooking recipes using products from the TEFAL brand**, including the Ingenio range of skillets and saucepans with removable handles. Through this sponsorship operation, the Groupe SEB brand hopes to **reach 4.5 million viewers on LeStream and 5 million on the TEFAL social media pages**. Link to the LeStream channel: <https://www.twitch.tv/lestream>



Cooking shows: a way into Millennials' hearts

After the launch of ChefClub by TEFAL, the brand is moving into new advertising territory to expand the Millennial portion of its audience. While Twitch initially appealed to gamers, **new shows such as *La Cuisine* offer more diverse content, and have enabled TEFAL to target a fresh following on the platform**. Led by a collective of influencers, the LeStream channel launched by the Webedia Group broadcasts live shows all day with live chat rooms for each one. The livestream format is a real experience in itself. What's more, **cooking is an engaging activity, especially in France**, and consumers expect a brand like TEFAL to show them products that will help them learn and progress while remaining connected. They want to be able to share their creations with a community and add to its content.

Richard Joaristi, General Manager of Groupe SEB France, commented: *"Since 2020, we have been increasingly focused on innovative digital operations to specifically appeal to the 18-34 demographic. These projects include partnerships with YouTubers, content created with Instagrammers, and live cooking streams on social media. The major visibility provided by a channel like LeStream on Twitch is a new step and different from other platforms and social media. The instantaneous aspect of this content enables streaming channels to develop a far more engaged community, and a close and powerful relationship with audiences. This kind of experience is the future of entertainment!"*

IN BRIEF:

- LeStream is the leading French-language entertainment channel on the Twitch platform
- The collective comprises 60 influencers
- 12 hours of livestreaming every day
- More than 20 weekly shows
- *La Cuisine* is a new show sponsored by TEFAL and presented by GastronogEEK
- A food or pop culture influencer will be a guest on each episode
- Every Friday from 8:30 p.m. to 10:30 p.m., starting April 30, for 10 weeks.
- Each livestream will be followed by a contest for a chance to win some of the brand's products

Next key dates - 2021

May 20 | 3:00 p.m.

Annual General Meeting

July 23 | before market opens

H1 2021 sales and results

October 26 | after market closes

9-month 2021 sales and financial data

Investor/Analyst Relations

Groupe SEB
Financial Communication and IR Dept

Isabelle Posth
Raphaël Hoffstetter

comfin@groupeseb.com

Tel. +33 (0) 4 72 18 16 04

Media Relations

Groupe SEB
Corporate Communication Dept

Cathy Pianon
Anissa Djaadi

com@groupeseb.com

Tel.: + 33 (0) 6 33 13 02 00
Tel.: + 33 (0) 6 88 20 90 88

Image Sept
Caroline Simon
Claire Doligez
Isabelle Dunoyer de Segonzac

caroline.simon@image7.fr
cdoligez@image7.fr
isegonzac@image7.fr

Tel. +33 (0)1 53 70 74 70

www.groupeseb.com



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World reference in small domestic equipment, Groupe SEB operates with a unique portfolio of 31 top brands including Tefal, Seb, Rowenta, Moulinex, Krups, Lagostina, All-Clad, WMF, Emsa, Supor, marketed through multi-format retailing. Selling more than 360 million products a year, it deploys a long-term strategy focused on innovation, international development, competitiveness, and service to clients. Present in over 150 countries, Groupe SEB generated sales of €6.9 billion in 2020 and has more than 33,000 employees worldwide.

SEB SA ■

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