

July 05, 2021 – 11:00 a.m.

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APPOINTMENT

Pierre-Armand Lemoine appointed Executive Vice-President, Cookware, of Groupe SEB

Groupe SEB announces the appointment of Pierre-Armand Lemoine as Executive Vice-President, Cookware, effective July 2021, following the retirement of Patrick Llobregat.

Thierry de la Tour d'Artaise, Chairman and CEO of Groupe SEB, commented: *“After his thirty-nine years of service to Groupe SEB, I would like to thank Patrick Llobregat for his hard work and dedication. I wish him a happy and prosperous retirement filled with plans. Today, I am pleased to announce the appointment of Pierre-Armand Lemoine. All members of the Executive Committee join me in wishing Pierre-Armand every success in his new position.”*

A member of the Executive Committee, Pierre-Armand Lemoine will report to Philippe Schailée, Senior Executive VP in charge of Products and Innovation.

A graduate of France's École Polytechnique, Pierre-Armand Lemoine joined the Group in 2007 as VP Strategic Development and worked in the Strategy Department for 4 years. He then occupied the position of VP Strategic Marketing, Cookware BU, for 4 years before becoming VP Strategy, a position he has held for 5 years in which he has notably supervised the business plan.

Next key dates - 2021

July 23 | before market opens H1 2021 sales and results

October 26 | after market closes 9-month 2021 sales and financial data

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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 client service. 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 ■

SEB SA - N° RCS 300 349 636 RCS LYON – with a share capital of **€55,337,770** – Intracommunity VAT: FR 12300349636