

September 23, 2021 – 06:00 pm

Groupe SEB partner of SIRHA Lyon 2021

1

Present in 150 countries, Groupe SEB is proud to support the SIRHA, which has become one of the world's leading culinary and pastry events.

As part of the 20th edition of the SIRHA, which will be held this year in Lyon from September 23 to 27, Groupe SEB will supply small electrical appliances to the SIRHA Chefs and the teams competing in the Bocuse d'Or Pastry World Cup.

Food processors, blenders, juice extractors and kitchen scales will be made available to the candidates to help them prepare their recipes with accuracy, precision, and success!

Thierry de La Tour d'Artaise, Chairman and CEO of Groupe SEB, declares: *"For a worldwide Group like ours, it is a great source of pride to accompany the teams who have come to defend the colors of their countries. The values of transmission, excellence and innovation promoted by the Bocuse d'Or and the World Pastry Cup are in unison with those that the Group has defended for more than 160 years".*

Next key dates - 2021

October 26 | after market closes

9-month 2021 sales and financial data

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2

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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