



Press Release

Wednesday, June 7, – 10:00 am

1

Tefal diversifies its offering with an eco-designed non-stick ceramic range

Tefal announces the launch of RENEW, a new range of pots and pans in 100% recycled aluminum¹ and with the Inoceramic[®] non-stick ceramic coating, exclusive to Tefal.

Diversifying the product offering to satisfy all customers

The revolution with RENEW lies in the **Inoceram[®]** technology. This innovative and unique coating significantly enhances the non-stick performance of the ceramic, enabling the preparation of healthy recipes, with no added fats or oils and preserving all the flavors of foods. Tested in Tefal's laboratories and with consumers, RENEW offers the best satisfaction among the ceramic pans tested. Close to 9 out of 10 consumers were still satisfied with **Inoceram[®]**'s non-stick qualities, even after a full year of intensive use². Thanks to the **Inoceram[®]** ceramic coating, food can be cooked without adding any fats or oils and the pan can be cleaned without effort.

2: Seb&You usage test in France over one year.

Like all Tefal coatings: the new RENEW coating is guaranteed free of PFAO, lead and cadmium and now in non-stick ceramic.



For precise cooking, the exclusive Thermo-Signal™ is used in the new ceramic Tefal pans. This temperature indicator goes dark red as soon as the optimum cooking temperature is reached. Furthermore, thanks to the Thermo-Fusion base, the pans are suitable for all types of cookers, including induction, and enable rapid and uniform heat distribution.



Celebrity Chef and Tefal ambassador since 2022, Cyril Lignac, finds inspiration in this new way of cooking to elaborate fresh, vegetable dishes, with all the authenticity of the original flavors preserved. All of the recipes can be found on the Tefal app.



Innovation, the Tefal recipe

For more than 60 years, Tefal has adapted to the needs of consumers, offering innovative solutions to make daily life easier and to support the growing appeal of home-made. Anticipating lifestyle changes is fundamental for the brand. In this way, the Research & Development teams innovate constantly to offer products ever-more in tune with consumer trends throughout the world.

Attentive to consumers, Tefal has seen new expectations emerge in terms of consumption more respectful of the environment. To address these expectations, from 2012, **Tefal developed cookware in recycled aluminum**. With the RENEW launch, Tefal goes even further, with an eco-designed range in 100% recycled aluminum¹ and with a non-stick ceramic coating.

Thus, the ecological footprint of Tefal's RENEW range is much smaller than for a traditional non-stick pan. Thanks to the use of 100% recycled¹ aluminum and the new **Inoceram**[®] ceramic coating, industrial production emits 75 % less CO₂³.

1: Body in 100% recycled aluminum. Recycled materials make up at least 77% of the overall product.

3: Source: Life cycle assessment - MAOBI – 2022. The main impact of a product is during its usage phase.

About Tefal

Created in 1956, Tefal has been constantly innovating to make life simpler for thousands of consumers. From the non-stick pan to a full range of small electrical appliances for the kitchen, the brand's products are known throughout the world.

The acquisition by Groupe SEB in 1968 added an international dimension while also reinforcing its leadership position in France and extending its product portfolio. Symbol of the conviviality of pancake makers, raclette and fondue sets and even barbecues; in each product, the quality of the Tefal nonstick coating makes the difference and ensures customer satisfaction.

Since 2012, Tefal has stepped up initiatives to promote the recycling of cookware, in France first and then throughout the world. A pioneer in in-store recycling, more than 1,400 tons of used cookware articles have been collected, i.e. the equivalent of 1.7 million pots and pans.

3

Next key dates – 2023

July 26 | after market

H1 2023 sales and results

October 26 | after market

9-month 2023 sales and financial data

Investor/Analyst relations

Groupe SEB
Financial Communication and IR Dept

Olivier Gernandt
Guillaume Baron

ogernandt@groupeseb.com
gbaron@groupeseb.com

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

comfin@groupeseb.com

Media Relations

Groupe SEB
Corporate Communication Dept

Cathy Pianon
Anissa Djaadi
Marie Leroy

presse@groupeseb.com

Tel. + 33 (0) 6 33 13 02 00

Tel. + 33 (0) 6 88 20 90 88

Tel. + 33 (0) 6 76 98 87 53

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

Find us on www.groupeseb.com



World reference in small domestic equipment, Groupe SEB operates with a unique portfolio of 33 top brands including Tefal, Seb, Rowenta, Moulinex, Krups, Lagostina, All-Clad, WMF, Emsa, Supor, marketed through multi-format retailing. Selling nearly 350 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 near €8 billion in 2022 and has more than 30,000 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