



Tuesday, July 11, 2023 - 2:00 p.m.

1

## Groupe SEB develops its logistics network in the Côte-d'Or

As part of its project to extend its logistics network, **Groupe SEB has announced an investment in France, of 30 million euro for the construction of a logistics platform** dedicated to the distribution of cookware for Western European markets. The platform should be **operational by the first half of 2025**.

### Regional development in the Côte-d'Or

The optimum location of this platform, determined by the barycenter between the industrial activity and Western European markets, is eastern France, close to Châlons-en-Champagne. True to its local roots, Groupe SEB reviewed the possibility of locating this site in the historical region of the Côte-d'Or and **selected a 13-hectare site in the area of Til-Châtel, to build a 60,000 m<sup>2</sup> logistics warehouse**. Close to the barycenter, the motorway, and the sites of Selongey and d'Is-sur-Tille, this location will boost the appeal and dynamism of the area as a basin of employment, notably within the framework of development of the industrial activity at the Is-sur-Tille site.

With 11 industrial sites located in France, Groupe SEB is very attached to French production in which it invests an average of €60 million each year.

**Thierry de La Tour d'Artaise, Chairman of Groupe SEB**, commented: " *'Made in France' is a strategic choice for our Group which has maintained 11 industrial sites in France and aims to combine agility with global industrial power and proximity to consumption zones. This new platform at Til-Châtel will enable the centralization of supplies and will therefore optimize flows to our customers in France and Western Europe. As this year we celebrate the 70th anniversary of the Cocotte-Minute<sup>®</sup>, created in Burgundy, Groupe SEB strives every day to showcase the French Group's expertise throughout the world. We are proud to continue to contribute to boosting the economic appeal of the Côte-d'Or*".

### A more efficient logistics network

An efficient logistics network is the key to guaranteeing the best deliveries to both our consumer and professional customers.

Thanks to this platform project in the Til-Châtel area, Groupe SEB is strengthening its logistics network to optimize the availability of its products for its customers, while at the same time rationalizing inventories. Pooling inventories of references shared among several Western

European markets (France, Belgium, Germany, Switzerland, Austria, the Netherlands), on a shared platform, will enable the Group to reach its objective.

The location of this new platform, close to the barycenter of supply and delivery flows, will cut distances traveled and thereby reduce both Groupe SEB's carbon footprint and transport costs.

### The platform project - key figures:

- Selection of a 13-hectare site in the Til-Châtel area
- Construction of a 60,000 m<sup>2</sup> warehouse in two stages (38,000 m<sup>2</sup> to come onstream in 2025, followed by a 22,000 m<sup>2</sup> extension to keep up with growth in business)
- This project could lead to the creation of 100 new jobs for the region when it starts up, and up to 150 jobs further out.

2

### 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](mailto:ogernandt@groupeseb.com)  
[gbaron@groupeseb.com](mailto:gbaron@groupeseb.com)

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

[comfin@groupeseb.com](mailto:comfin@groupeseb.com)

#### Media Relations

**Groupe SEB**  
Corporate Communication Dept

Cathy Pianon  
Anissa Djaadi  
Marie Leroy

[presse@groupeseb.com](mailto: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](mailto:caroline.simon@image7.fr)  
[cdoligez@image7.fr](mailto:cdoligez@image7.fr)  
[isegonzac@image7.fr](mailto:isegonzac@image7.fr)

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

Find us on [www.groupeseb.com](http://www.groupeseb.com)



*Référence mondiale du Petit Equipement Domestique, le Groupe SEB déploie son activité en s'appuyant sur un portefeuille de 33 marques emblématiques (Tefal, Seb, Rowenta, Moulinex, Krups, Lagostina, All-Clad, WMF, Emsa, Supor...), commercialisées à travers une distribution multi format. 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