



Press release

September 15, 2023 – 11:00 a.m.

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KRAMPOUZ CERTIFIED AS A FRENCH LIVING HERITAGE COMPANY FOR THE SECOND TIME

Having invented the traditional crêpe maker, Krampouz has developed and preserved unique know-how for over 74 years. Since 2017, this expertise has been accredited with the French Living Heritage Company label ("Entreprise du Patrimoine Vivant"). In 2023, the French state is renewing its trust in Krampouz, a Groupe SEB brand since 2019, to acknowledge the manufacturer's Made in France excellence for the second time.

For more than 15 years, the Living Heritage Company label has distinguished French companies with exceptional artisanal and industrial know-how, recognized for their rare and highly technical expertise. **Awarded by France's Ministry of the Economy and Finance**, this label forms part of an approach to promote the wealth of France's economic heritage. To date, just short of 1,500 companies have proudly received this honor.

The label is a real accolade for Brittany-based Krampouz which since 1945 has designed and manufactured professional and home cooking appliances – renowned for their performance, robustness and reliability. Combining tradition with innovation over time, the company has **provided long-standing expertise while developing its technologies through increased production capacity and substantial investment**.

The award is a source of pride for Krampouz, firmly established in its region and committed to showcasing its brand and know-how the world over, with around 30% of sales generated internationally.

In fall 2023, works to extend the Krampouz site in Pluguffan, Finistère (northwestern France) will be completed, aimed at supporting the brand's growth in the French and international markets as well as expanding production. Groupe SEB wanted to update and improve its manufacturing facilities, with a focus on more user-friendly workstations. Unrivaled expertise, which is scrupulously shared and protected, remains central to in-house training.

About Krampouz

In 1945 in Finistère (Brittany, northwestern France), talented electrician Jean-Marie Bosser set out to find an alternative to wood-burning stoves for making Breton pancakes (crêpes). He developed a stove topped with a cast iron plate. It was so successful that in 1949 he established a new company, Krampouz, which means "crêpes" in Breton.

The Krampouz brand is now known all over the world and sold in 149 countries. The world leader in the professional crêpe-maker market, the company also applies its know-how and quality requirements to an extensive range of high-end cooking appliances that cater to the professional and consumer segments. The company leverages its expertise in outdoor cooking, producing a range of stainless steel planchas and barbecues that are sought-after for their performance and durability.

In 2019, Krampouz joined Groupe SEB, the world leader in small household appliances and professional coffee solutions. Its product line-up completes the Group's professional, premium and home kitchen electrics.



Next key dates – 2023

October 26 | after market

9-month 2023 sales and financial data

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World reference in small domestic equipment and professional coffee, Groupe SEB operates with a unique portfolio of 35 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 ■

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