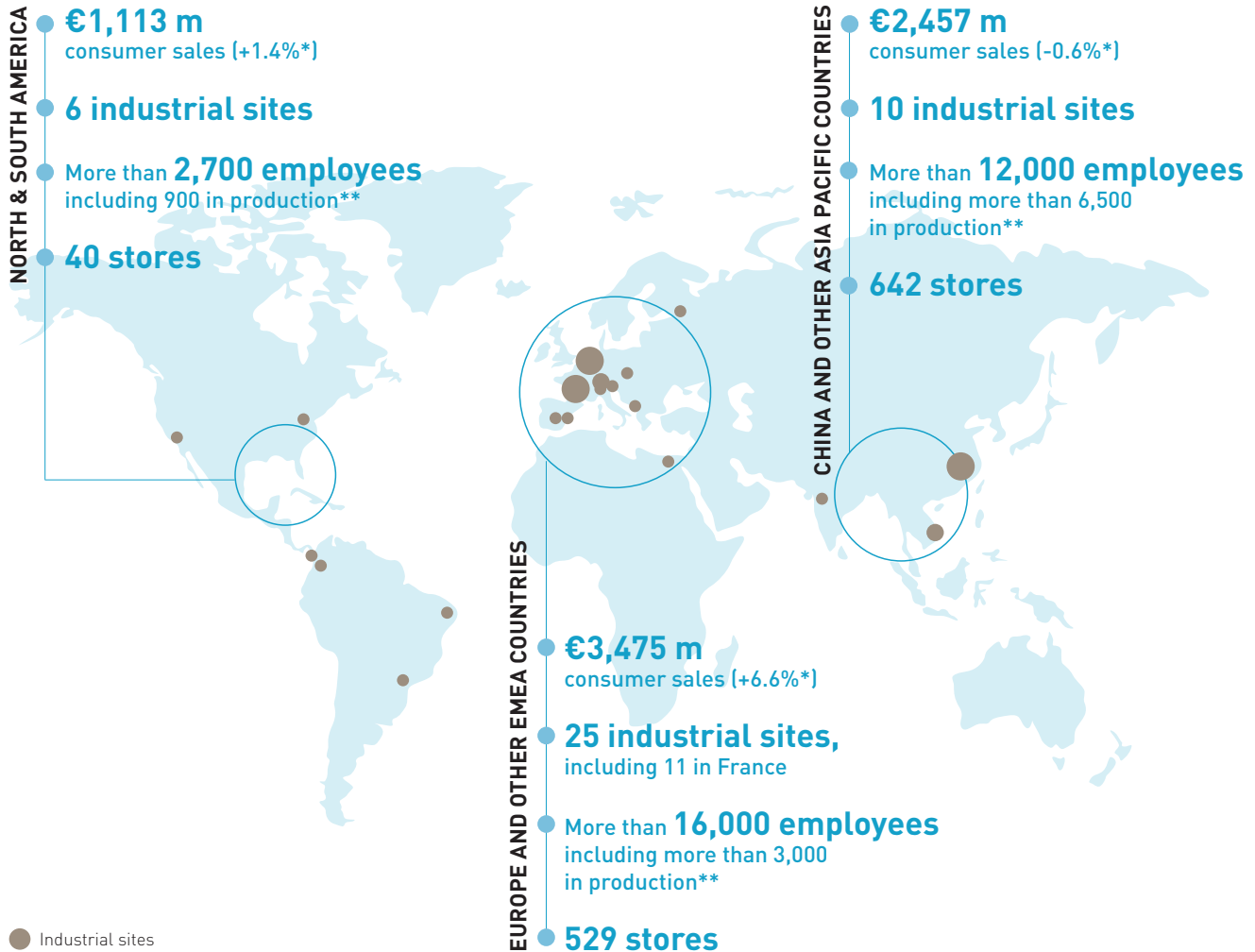


# The essential 2024



# OUR LOCATIONS



\* Like-for-Like (constant exchange and consolidation scope).

\*\* Direct workers only (Permanent/fixed term/work-study contracts)

These figures do not include Pacojet, La San Marco and Forge Adour; currently being integrated.

“GROUPE SEB BUCKED THE TREND AND PERFORMED WELL IN 2023, A REMINDER OF THE SOLIDITY OF OUR MODEL AND RELEVANCE OF OUR VISION.”

## STANISLAS DE GRAMONT, CHIEF EXECUTIVE OFFICER OF GROUPE SEB



Groupe SEB performed well in 2023, against a backdrop of undeniably difficult economic conditions. **We passed a milestone by exceeding the mark of 8 billion euros in annual sales**, up 5.3% like-for-like (LFL).

Consumer sales reached 7,045 million euros, up 3.2% LFL compared to 2022, thanks to growth in all regions. Our offering has kept pace with usage, demonstrating our agility in rising to every challenge. Growth was notably driven by linen care, versatile vacuum cleaners, fans, oil-less fryers, rice cookers, kettles, full-automatic coffee machines and cookware (particularly the Ingenio range).

The Professional segment sustained the momentum gained in 2022, performing even better in 2023 at 962 million euros, an increase of 26.5% LFL, and now representing 12% of Groupe SEB's annual sales. It is a growth driver for the entire Group, and we will continue to invest to support our long-term strategic ambition.

The dynamic sales, the continuous improvement of gross profit and disciplined management of all costs allowed the Group to exceed its initial target for growth in operating income. **We end the financial year with a stronger balance sheet and financial structure.**

We reaffirm our medium-term ambitions of average annual organic growth in revenue of at least 5% and an operating margin of around 11%. For 2024, we confirm our objective to deliver an operating margin close to 10%. **We remain prudent yet confident going forward.**

The 2018-2023 CSR initiative “Act for sustainable livings” drew to a close with extremely positive results and an overall achievement rate of 119% for the four pillars. The Group's new CSR road map will be formulated in 2024, with a single objective: to be exemplary!

# OUR PRODUCT UNIVERSES

Groupe SEB operates in 150 countries worldwide.. Over the years it has gained strong footholds across all continents thanks to a product offering that is both global and local, enhanced by an exceptional brand portfolio.



## SMALL DOMESTIC APPLIANCES

In the kitchen, with **Electric Cookware** for cooking, and preparing food and beverages: deep-fryers, rice-cookers, slow-cookers, informal meal appliances, grills, toasters, multi-cookers, filter or capsule coffee machines, espresso machines, kettles, beer dispensers, soy milk makers, blenders, food processors, stand and hand-held mixers, beaters, etc.



Elsewhere in the house, with **Linen, Home and Personal Care products**: irons and steam generators, garment steamers, canister vacuum cleaners with or without dust bags, upright vacuum cleaners, steam robots, fans, heaters, air purifiers, hair care appliances, epilators, bathroom scales, etc.



## PROFESSIONAL

Groupe SEB is a key player in **Professional Coffee**, offering various types of products: automatic espresso machines, filter coffee makers, and traditional coffee makers. The professional segment is rounded out by a premium Hotel Equipment division (cutlery, tableware, glasses and serving dishes for restaurants, hotels and cruise ships, etc.), as well as in the areas of **cold beverages** with juice extractors, **cooking** with professional crepe makers and planchas, and, most recently, **food preparation** (emulsifier).



## COOKWARE

Whether made from aluminum, stainless-steel, copper or cast iron, coated or not, glass or plastic, Groupe SEB's cookware meets all consumers expectations in **the kitchen or on-the-go**: pots and pans, pressure cookers, traditional or flexible bakeware, food storage containers, insulated mugs, jugs, flasks, utensils, cutlery, etc.



# OUR HISTORY

**1857**

Tinsmithery workshop is set up in Selongey

**1944**

The company is renamed **S.E.B.** (Société d'Emboutissage de Bourgogne)

**1953**

Launch of the SEB **Super Cocotte** pressure cooker, the origin of Groupe SEB and its expansion

**1968**

Acquisition of **Tefal** (France)  


**1972**

Acquisition of **Calor** (France)  


**1973**

Incorporation of Groupe SEB

**2004**

Acquisition of **All-Clad** (USA)  


**2001**

Partial takeover of **Moulinex/Krups** (France, Germany)  


**1998**

Acquisition of **Volmo** (Columbia)  


**1997**

Acquisition of **Arno** (Brazil)  


**1988**

Acquisition of **Rowenta** (Germany)  


**1975**

SEB is listed on the Paris stock exchange

**2005**

Acquisition of **Lagostina** and **Panex** (Italy, Brazil)  


**2006**

Acquisition of **Mirro WearEver** (USA)  


**2007**

Acquisition of a majority stake in **Supor** (China)  


**2011**

Acquisition of **Imusa** and **AsiaFan** (Columbia, Vietnam)  
Acquisition of a majority stake in **Maharaja Whiteline** (India)  
Creation of the SEB Alliance investment fund  


**2015**

Acquisition of **OBH Nordica** (Sweden)  


**2019**

Acquisition of **Wilbur Curtis** and **Krampouz** (USA, France)  


**2018**

Merger with **Zahran** (Egypt) and acquisition of **750g International**  


**2017**

Acquisition of **Swizz Prozzz** (Switzerland)  


**2016**

Acquisition of **EMSA** and **WMF** (Germany)  


**2020**

Exclusive industrial partner of **Angell** and acquisition of a majority stake in **StoreBound**, including **Dash** (France, USA)  
SEB Alliance investment in **Castalie** and **IEVA**  





**2021**

Acquisition of a minority stake in **Chefclub** by SEB Alliance and indirect participation in **Back Market** (France)  
Acquisition of **Precima** (Morocco)  


**2022**

Acquisition of **Zummo** (Spain)  


**2023**

Acquisition of **La San Marco** (Italy), **Pacojet** (Switzerland) and **Forge Adour** (France)  




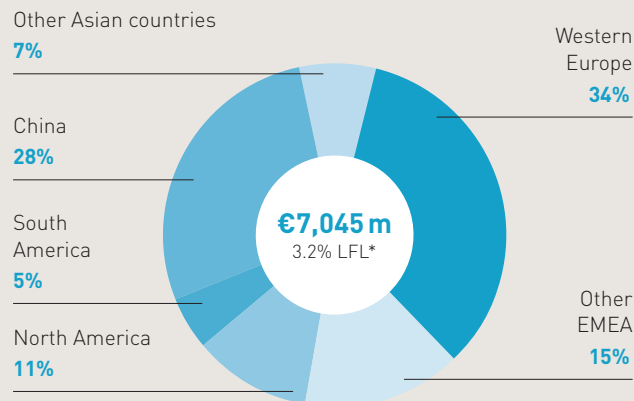
# 2023 KEY FIGURES

**SALES**  
**€8,006 m**  
 +0.6% • 5.3% LFL\*

**ORFA**  
**€726 m**  
 +17%

**NET PROFIT**  
**€386 m**  
 +22.1%

## SALES BREAKDOWN WORLDWIDE CONSUMER SALES BY GEOGRAPHICAL AREA



\* Like-for-like (constant exchange and consolidation scope).

**35**  
 brands

**41**  
 industrial sites

Operations  
 in nearly  
**150 COUNTRIES**

**11**  
 products sold each  
 second worldwide

**1,200**  
 stores

**MORE THAN 30,000**  
 employees

**90%**  
 + of small domestic appliances display  
 the "reparable for 15 years at fair price" label\*

**Groupe SEB**  
 Campus SEB

112, chemin du Moulin Carron  
 69130 Écully - France  
 Tel.: +33 (0)4 72 18 18 18



\*Tefal, Rowenta, Moulinex, Krups and WMF in Europe, Asia, the Middle East and Africa,  
 and Seb and Calor products in France and Belgium.

[www.groupeseb.com](http://www.groupeseb.com)