

The essential

2023



STANISLAS DE GRAMONT, GROUPE SEB'S CHIEF EXECUTIVE OFFICER

“2022 marked a return
to normal after the
records broken in 2021.”

After a record year in 2021, and in a difficult general economic climate, 2022 marked a return to normal. While our balance sheet did decline, **the Group nonetheless stayed on course in 2022:** sales were more than 8% higher than in 2019, the last year we can consider “normal”, at €7,960 million, and the professional services business grew strongly compared to 2021 (15.6%, of which 9.2% is organic growth). We are particularly pleased with our performance in China, where Supor's sales exceeded €2 billion for the first time ever! **Yet, again, Groupe SEB proved the resilience and strength of its model, and its great agility when faced with difficult circumstances.**

Everyone worked hard throughout the year, **with tenacity and determination.** So we were able to continue investing in our strategic drivers: product innovation, the international deployment of our champion products, the attractiveness of our brands and the activation of all distribution channels. Nor was there any lull in our investments (industrial, logistics and information systems) for competitive advantage, which are crucial for the future.



Over 165 years, the Group has lived through several critical periods, which we have always navigated successfully by being able to adapt. Despite the unfavorable market conditions (divisive geopolitical environment, energy crisis in Europe, disruption in supply chains, and eroded margins in an inflationary period), we have faith in our economic model, and can count on the Group's tremendous collective spirit.

We are optimistic about the structural growth outlook of the global market for Small Domestic Appliances and professional coffee in 2023. This market is very dynamic, and business has recovered well for cafés, hotels and restaurants. Our recent strategic acquisitions in this sector, which complement and are consistent with our existing offering, will strengthen our position as leader.



Groupe SEB took a new direction in 2022, making changes to governance on July 1 by announcing the separation of the functions of Chairman and Chief Executive Officer. As Chairman and CEO for the last 22 years and custodian of the family heritage, Thierry de La Tour d'Artaise has infused the Group with a new dynamic and catapulted it to the position of world leader in Small Domestic Appliances.

OUR PRODUCT UNIVERSES

Groupe SEB is present in 150 countries. Over the years it has built up strong positions on different continents thanks to a product offering at once global and local, enhanced by an exceptional brand portfolio.

SMALL DOMESTIC APPLIANCES

In the kitchen, with **Electrical cooking, Food preparation and Beverage preparation**

products: deep-fryers, rice-cookers, slow-cookers, informal meal appliances, grills, toasters, multi-cookers, filter and capsule coffee machines, espresso machines, kettles, beer dispensers, soy milk makers, blenders, cooking 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.



COOKWARE

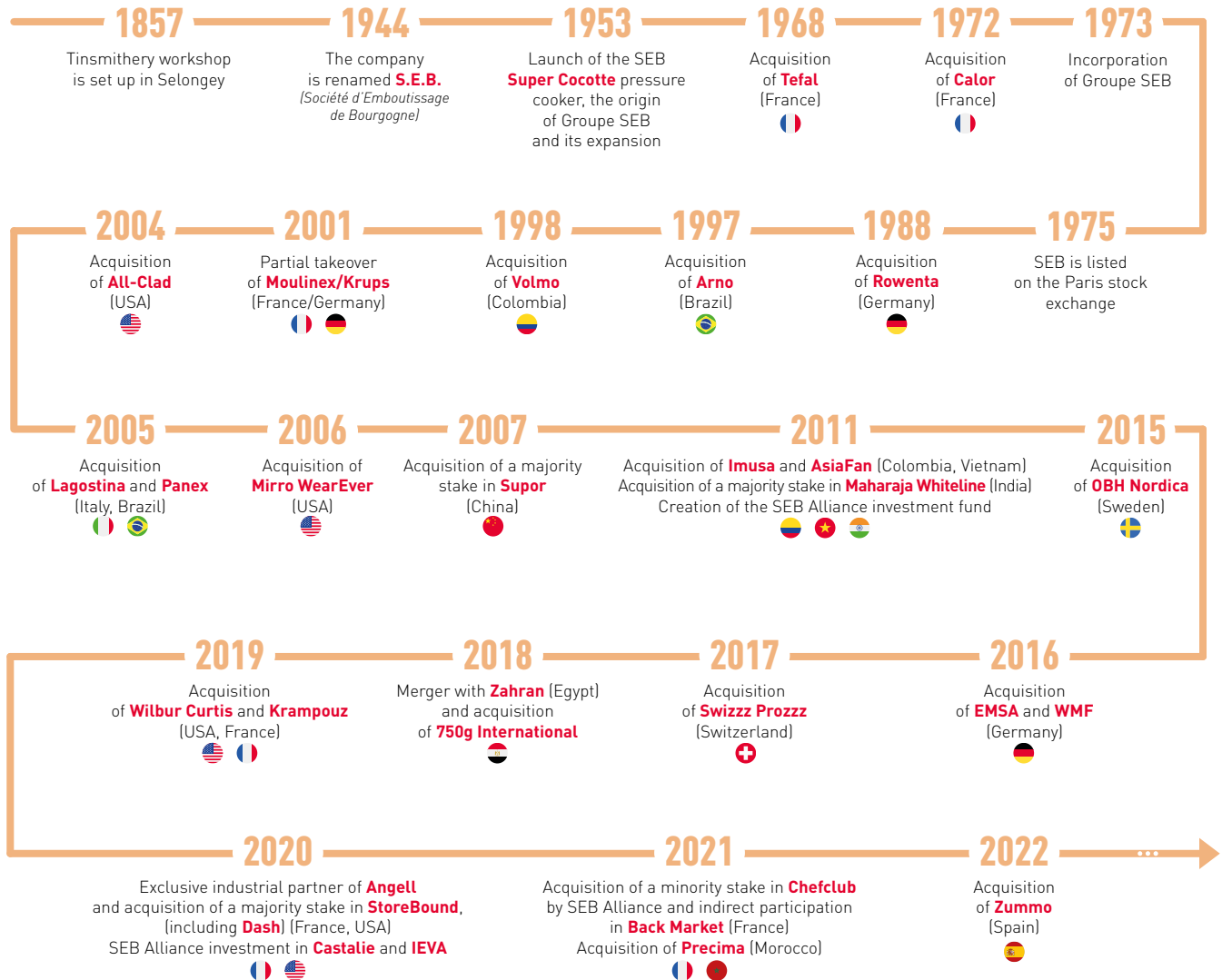
Whether made from aluminum, stainless-steel, copper or cast iron, coated or not, glass or plastic, **Groupe SEB's cookware meets all consumer expectations in the kitchen or on-the-go:** pots and pans, pressure cookers, traditional or flexible bakeware, food storage containers, insulated mugs, jugs, flasks,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

PROFESSIONAL

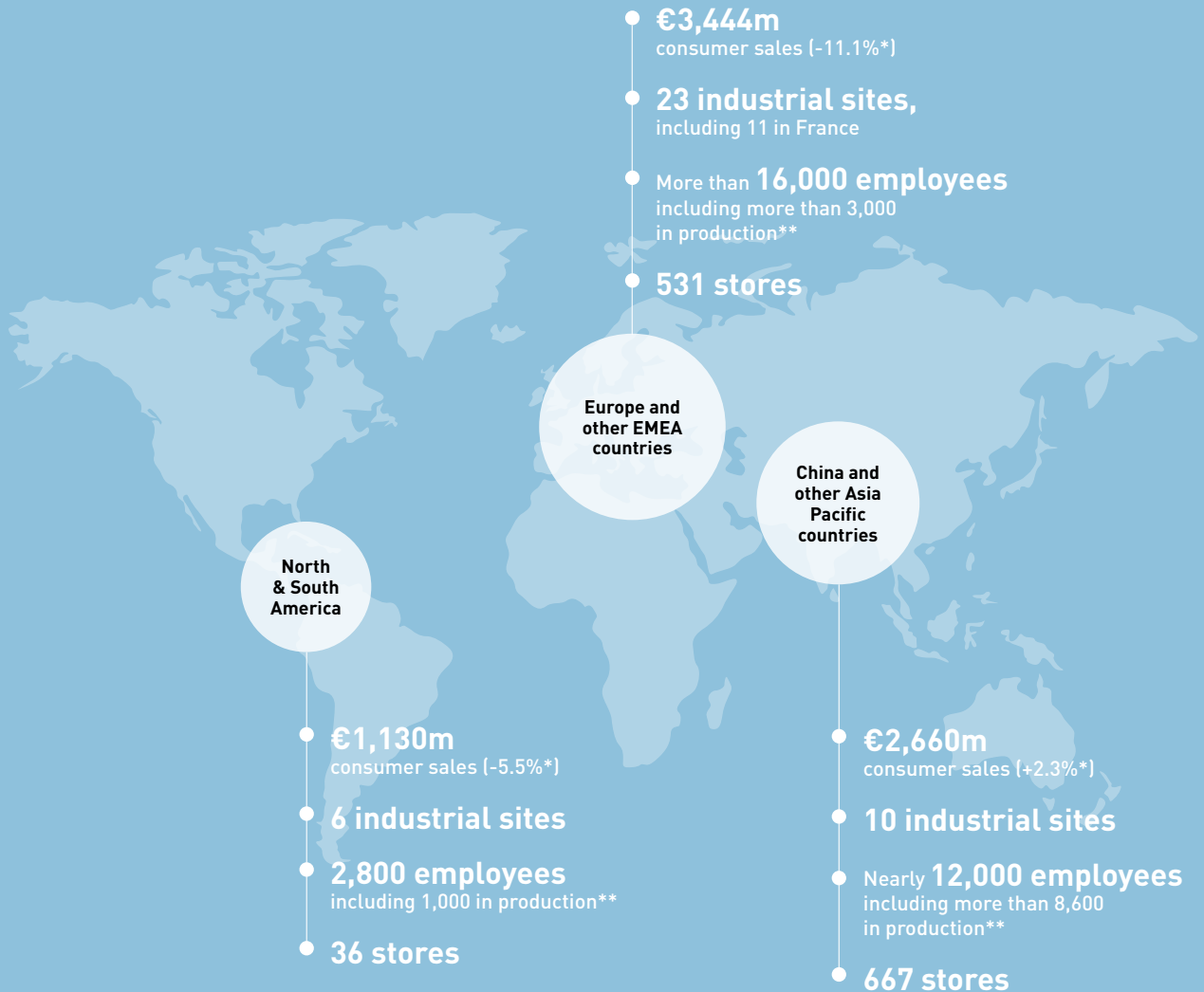
Groupe SEB is a key player in **Professional Coffee**, with several types of products: automatic espresso machines and professional filter coffee makers. The professional segment is rounded out by a premium **Hotel Equipment** division, and a more recent foray into the professional crepe maker, plancha and juice extractor sectors.



OUR HISTORY



OUR LOCATIONS



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

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

OUR 2022 KEY FIGURES

SALES

€7,960_m
-4.7% LFL*

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

ORFA

€620_m

NET PROFIT

€316_m

SALES BREAKDOWN

Other Asian countries

8%

China

27%

South America

4%

North America

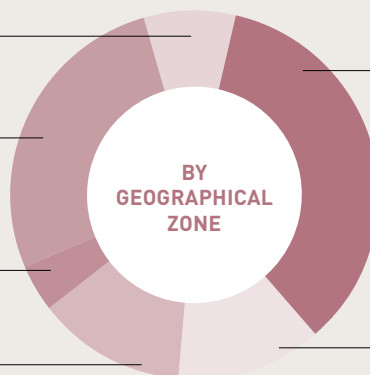
13%

Western Europe

35%

Other EMEA

13%



32

BRANDS

39

INDUSTRIAL SITES

MORE THAN

500

PATENTS FILED

11

PRODUCTS SOLD EACH
SECOND WORLDWIDE

MORE THAN

30,000

EMPLOYEES

NEARLY

1,250

RETAIL STORES

90% +

OF SMALL DOMESTIC
APPLIANCES

display the "product reparable
for 15 years" label

Groupe SEB
Campus SEB

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



www.groupeseb.com