



Press release

February 23, 2023 - 5:00 PM

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Groupe SEB at Viva Fabrica! Lyon

From February 23 to 26, 2023, Groupe SEB is participating in Viva Fabrica! Lyon, an event that aims to inspire and bring together young generations around industry. Groupe SEB is French family history, an entrepreneurial and industrial history which continues to promote French excellence every day. As an involved industrialist, Thierry de La Tour d'Artaise, Chairman of Groupe SEB, supports and chairs Viva Fabrica! Lyon.

For more than 165 years, Groupe SEB has been designing, manufacturing and marketing products to make consumers' everyday lives easier and more enjoyable and contribute to better living around the world. To maintain its position as the world leader in Small Domestic Equipment with its 33 emblematic brands, Groupe SEB relies on the know-how of the men and women working in its centers of expertise and research & development close to its factories (39 worldwide, including 10 in France).

Thierry de La Tour d'Artaise, Chairman of Groupe SEB and Chairman of Viva Fabrica! Lyon, comments: *"Industry is vital to our economy! It creates jobs and produces the goods and services we need every day. But it is much more than that! It's a rich and exciting world, which offers opportunities for all levels of education and all talents."*

A dive into the "made in France" industry

At Viva Fabrica! Lyon, employees from the Auvergne-Rhône-Alpes region, will be present at the Groupe SEB stand to present their work, today's industry and their passion for innovation. Visitors to the show are greeted by X-Ô Bot, a robot nearly 2.50 meters high, designed by one of Groupe SEB prototypers who patiently assembled it by recovering discarded vacuum cleaner parts.

The visit continues with a 100 m² stand divided into several spaces:

- The Marigny factory (74), presented as if you were there: an immersion in the Seb factory to discover how raclette machines are made. Visitors will be able to assemble a machine, as if they were working on a production line;
- The 70th anniversary of the Cocotte-Minute®: produced in Burgundy since 1953, this iconic product is on display and allows visitors to practice quality control;
- Sustainable development: a Green quiz is organized to understand the relationship between sustainable development and industry.

Next key dates - 2023

April 27 after market	Q1 2023 sales and financial data
May 17 2:30 p.m. (Paris time)	Annual General Meeting
July 26 after market	H1 2023 sales and results
October 26 after market	9-month 2023 sales and financial data

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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 more than 400 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 33,000 employees worldwide.

SEB SA ■

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