



September 10, 2024

1

## TO ATTRACT YOUNG TALENT TO THE WORLD OF INDUSTRY, GROUPE SEB GOLD SPONSOR OF THE WORLDSKILLS LYON 2024 COMPETITION

From September 11 to 14, 2024, Groupe SEB is a partner of the 47th WorldSkills World Skills Competition being held in Lyon at the EUREXPO park.

As Gold Sponsor, the TEFAL brand will also be equipping the young competitors with a wide range of products and cookware, a guarantee of quality and robustness to accompany the young talents during training and competition...and perhaps victory!

Proud of its 165-year history in France, the Group is committed to promoting French-style industrial excellence among young talent. With 44 industrial sites around the world, including 14 in France, Groupe SEB is a proud representative of "local manufacturing", and a proud ambassador of French industry and know-how. Born in Burgundy in 1857, Groupe SEB designs, manufactures and markets products to make life easier and more pleasant for consumers all over the world. This mission is made possible by the men and women working in the Group's centres of expertise and research and development centers close to its factories.

**Thierry de La Tour d'Artaise, Chairman of Groupe SEB, states:** *"We're very pleased to sponsor the WorldSkills Lyon 2024 Competition, an incredible event that brings together young talent around a wide range of professions, including those in industry. As an industry player with long and proud roots in France, I can only encourage the younger generation to choose this sector, which represents a wide range of professions: production, purchasing, procurement, logistics, product development... a formidable playground for imagining, designing and producing tomorrow's innovations. It is crucial that today's educational programs prepare our young people for tomorrow's professions!"*

### Tefal, a brand of excellence at the heart of the competition

World leader in cookware, TEFAL is proud to support competitors in the following areas:

- 32 - Patisserie and confectionery
- 34 - Cooking
- 35 - Restaurant service
- 41 - Health and Social Care
- 47 - Bakery

Located in the Auvergne-Rhône-Alpes region, and in particular in Haute-Savoie, the Rumilly industrial site is the main stove production site in France. It is also Groupe SEB's largest site in terms of units produced and number of employees.

Today, the site designs and produces all cookware distributed under the Tefal brand, for the European market and for export. The site is also home to an innovation center that prepares technical solutions for the kitchen of tomorrow.

At the end of the competition, the TEFAL products used will be redistributed to food aid associations in the Auvergne-Rhône-Alpes region.

**Come visit our stand showcasing the colors of the industry!**

At WorldSkills Lyon 2024, come and meet our regional employees to discover their jobs, today's industry and their passion for innovation.

It's also an opportunity to understand the different stages in the manufacture of Tefal frying pans and saucepans, from design to recycling.

■ **Groupe SEB stand: Hall 3.2**

**Next key dates – 2024**

<b>24 October</b>   after the stock market	2023 nine-month sales and financial data
--	--

Investor/Analyst Relations	Media Relations
<b>Groupe SEB</b> Financial Communication and IR Dept  Raphaël Hoffstetter Guillaume Baron  <a href="mailto:comfin@groupeseb.com">comfin@groupeseb.com</a>  Tel. +33 (0) 4 72 18 16 04	<b>Groupe SEB</b> Corporate Communication Dept  Cathy Pianon Anissa Djaadi Marie Leroy  <a href="mailto:presse@groupeseb.com">presse@groupeseb.com</a>  Tel. + 33 (0) 6 33 13 02 00 Tel. + 33 (0) 6 88 20 90 88 Tel. + 33 (0) 6 76 98 87 53  <b>Image Sept</b> Caroline Simon Claire Doligez Isabelle Dunoyer de Segonzac  <a href="mailto:seb@image7.fr">seb@image7.fr</a>  Phone +33 (0) 1 53 70 74 70

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



*World reference in small domestic equipment and professional coffee machines, Groupe SEB operates with a unique portfolio of 40 top brands including Tefal, Seb, Rowenta, Moulinex, Krups, Lagostina, All-Clad, WMF, Emsa, Supor, marketed through multi-format retailing. Selling more than 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 €8 billion in 2023 and has more than 31,000 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