



Press release

October 20, 2022 – 3:00 pm

Groupe SEB on display for the reopening of the Cité Internationale de la Gastronomie in Lyon

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As a founding member of the Cité Internationale de la Gastronomie in Lyon, Groupe SEB is pleased to accompany its reopening with an exhibition retracing its 165-year history.

Through its history and its brands, Groupe SEB has always defended the values of taste and homemade cooking, as well as nutrition and health. It is therefore proud to accompany this reopening with a modern, fun and immersive concept that celebrates its historical and patrimonial heritage.

Thierry de La Tour d'Artaise, Chairman of Groupe SEB, is delighted with this reopening: "As sponsors, we reiterate our support for the Cité Internationale de la Gastronomie in Lyon to continue and bring this wonderful adventure to life. We are convinced that this new formula will find its audience. Groupe SEB is also delighted to be an integral part of this reopening by offering an immersive experience that celebrates its 165 years of existence."

SEB Discovery: a journey through time

The SEB Discovery project will allow visitors to live an extraordinary experience by diving into the history of Groupe SEB. The visitor will be accompanied by two guides presenting its evolution through 6 major periods of its history, starting in Burgundy in 1857. A real journey through time with unique settings for each period.

This immersive experience based on the projection of a film also includes the exhibition of 8 emblematic products of Groupe SEB, representing all the universes of the house in which it is present.

This exhibition will be held from October 20, 2022 to January 22, 2023.



To go further

This reopening of the Cité Internationale de la Gastronomie is organized around exhibitions, events and professional meetings. Three exhibitions will mark this new beginning, with which Groupe SEB has also associated itself, in addition to its **SEB Discovery** exhibition:

- **Banquet**: a playful journey combining science and gastronomy, imagined and designed by the Cité des Sciences et de l'Industrie, with Lagostina utensils and cookware on display;
- **Bonnes tables, belles tables**: shows the importance and deciphers the codes of the art of dressing and service, promoted and coordinated by the three-starred chef Régis Marcon, with tableware (plates, glasses, carafes, etc.) and WMF cutlery.

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Upcoming event – 2022

October 24 | after market closes 9-month 2022 sales and financial data

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World reference in small domestic equipment, Groupe SEB operates with a unique portfolio of 32 top brands including Tefal, Seb, Rowenta, Moulinex, Krups, Lagostina, All-Clad, WMF, Emsa, Supor, marketed through multi-format retailing. Selling more than 417 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 of €8 billion in 2021 and has more than 33,000 employees worldwide.

SEB SA ■

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