



Press release

May 17, 2022 – 5:00 p.m

## GRUPE SEB INVESTS IN DOUBLING THE PRODUCTION AREA AT THE KRAMPOUZ SITE IN PLUGUFFAN (FRANCE)

1

This expansion reflects Groupe SEB's commitment to maintaining and promoting industrial know-how in France. Awarded the prestigious French Living Heritage Company label ("Entreprise du Patrimoine Vivant") since 2017, to distinguish excellent artisanal and industrial know-how, all Krampouz appliances are designed and made right here in Pluguffan, Finistère.

Groupe SEB has announced more than **€5 million in investment in 2022** to support the brand's growth in the French and international markets, most of it earmarked for the plant's extension. Krampouz is firmly anchored in its region and is committed to French craftsmanship and manufacturing.

**Revenue was up 32% year-on-year**, buoyed by robust growth in the domestic and export markets, making it imperative to expand the site in Brittany. The investment aims to **increase the plant's production capacity for all Krampouz cooking appliances**, for both the professional and home markets.

The expanded area will not only create room for **new machines and an updated industrial tool**, but also allows to grow the research and testing lab. A key component of the project, the site will also be home to new facilities designed with the wellbeing of staff in mind. The current site area will increase by almost 50% to 10,000 sq m.

The works, launched at the end of 2021 using local companies, will be completed in the summer of 2023. The various industrial and logistics areas will be up and running at the end of 2022.



## About Krampouz:

In 1945 in Finistère, talented electrician Jean-Marie Bosser set out to find an alternative to wood-burning stoves for making Breton pancakes (crêpes). He developed a stove topped with a cast iron plate. It was so successful that in 1949 he established a new company, Krampouz, which means "crêpes" in Breton. The Krampouz brand is now known all over the world and sold in 149 countries. The world leader in the professional crêpe-maker market, the company also applies its know-how and quality requirements to a broader range of professional cooking tools: planchas, waffle makers, multi-contact grills, grills, bain-marie... Sought-after for their excellence, the planchas, barbecues and crêpe-makers have been a resounding success with the general public.

Krampouz joined Groupe SEB in 2019 and its product line-up completes the Group's professional, premium and home kitchen electrics. Krampouz enjoys the advantage of the Group's extensive distribution network in France and around the world, further boosted by its DIY and gardening ranges where they are sold.

2

## Upcoming events – 2022

<b>May 19</b>   3:00 p.m.	Annual General Meeting
<b>July 21</b>   before market opens	H1 2022 sales and results
<b>October 24</b>   after market closes	9-month 2022 sales and financial data

### Investor/Analyst Relations

Groupe SEB  
Financial Communication and IR Dept

Isabelle Posth  
[comfin@groupeseb.com](mailto:comfin@groupeseb.com)

Tel.: +33 (0) 4 72 18 16 04

### Media Relations

Groupe SEB  
Corporate Communication Dept

Cathy Pianon  
Marie Leroy  
[com@groupeseb.com](mailto:com@groupeseb.com)

Tel. + 33 (0) 6 33 13 02 00  
Tel.: +33 (0) 6 76 98 87 53

Image Sept  
Caroline Simon  
Claire Doligez  
Isabelle Dunoyer de Segonzac

[caroline.simon@image7.fr](mailto:caroline.simon@image7.fr)  
[cdoligez@image7.fr](mailto:cdoligez@image7.fr)  
[isegonzac@image7.fr](mailto:isegonzac@image7.fr)

Tel.: +33 (0) 1 53 70 74 70

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

World reference in small domestic equipment, Groupe SEB operates with a unique portfolio of 30 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 ■

SEB SA - No. RCS 300 349 636 RCS LYON – with a share capital of €55,337,770 – Intracommunity VAT: FR 12300349636