



Press Release

July 1st, 2020 – 08:00 am

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Groupe SEB sells non-core Garden activity and contributes to the creation of a French leader in the Garden sector

EMSA GmbH, a subsidiary of Groupe SEB specialized in the design, manufacture and distribution of kitchen tools and accessories, based in Emsdetten/Germany, has concluded an agreement with Poétic SAS, the French market leader for planters in the garden sector, for the sale of its Garden activity. The offer, geographic presence and know-how of EMSA in the Garden segment is very complementary with Poétic, thus contributing to the creation of a European leader in the Garden sector.

Alongside its core business, EMSA has developed a related activity consisting in the production and distribution of flowerpots and garden accessories. Its innovative and diverse product portfolio is made of reliable, modern solutions for many different uses, from the small city balcony to the terrace or the large garden. The ranges “My City Garden”, “Landhaus”, “Casa” or “Country” are very popular with customers, particularly in the DACH region.

Poétic is the French market leader for planters in the garden sector. The brand provides a wide and high-quality product range for customers offering an extensive palette of products. The assortment is exclusively produced in France (Burgundy region). Poétic SAS is part of the ANVI Group, a well-diversified family business (garden, healthcare, industry), with a very sound and robust financial structure.

The EMSA Garden range complements Poétic’s assortment in all relevant price categories, both in terms of products and geographic presence. Expert in the Garden business, Poétic is thus reinforcing its presence in Europe and its innovation capacity.

As for Groupe SEB, this transaction reflects its strategy to review its business portfolio when necessary and to focus on its core business, thereby enhancing its performance. The Group will continue developing the kitchenware activities of EMSA, a renowned expert in food storage containers, thermo jugs and carafes.

Next key dates

July 23 | before market opens

H1 2020 sales and results

October 26 | after market closes

9-month 2020 sales and financial data

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Investor/Analyst Relations

Groupe SEB
Financial Communication
and Investor Relations

Isabelle Posth
Raphaël Hoffstetter

comfin@groupeseb.com

Phone: +33 (0) 4 72 18 16 04

Media Relations

Groupe SEB
Corporate Communication Dept

Cathy Pianon
Caroline Philips

com@groupeseb.com

Phone: + 33 (0) 6 33 13 02 00
Phone: + 33 (0) 6 49 82 28 45

Image Sept
Caroline Simon
Claire Doligez
Isabelle Dunoyer de Segonzac

caroline.simon@image7.fr
cdoligez@image7.fr
isegonzac@image7.fr

Phone: +33 (0) 1 53 70 74 70

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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 350 million products a year, it deploys a long-term strategy focused on innovation, international development, competitiveness and service to clients. With products being present in over 150 countries, Groupe SEB generated sales of approximately €7.3 billion in 2019 and had more than 34,000 employees worldwide.

SEB SA

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