



13 June 2023 – 2:00 p.m.

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GRUPE SEB INAUGURATES ITS GIGA LOGISTICS PLATFORM IN THE HAUTS-DE-FRANCE REGION

Stanislas de Gramont, Groupe SEB's CEO, accompanied by local partners, inaugurated the giga logistics platform located in Bully-les-Mines, in the Hauts-de-France region.

The logistics platform completed its first deliveries in April 2023, just two years after the first reflections and visits to the site.

A logistics platform for Groupe SEB's Small Domestic Appliances

Groupe SEB has chosen the Hauts-de-France region and more precisely Bully-Les-Mines, to invest €80 million in the creation of a new 100,000 m² logistics platform, within the Alouette business park. The site is ideally located close to a motorway ramp to reach the A21 and the A26 and close to a multimodal platform (rail, road and river transport). All the Group's Small Domestic Appliances brands are distributed in France and Western Europe (Belgium, Netherlands, Germany, Denmark, Austria and Switzerland).

Operated by FM Logistic, long-standing partner of Groupe SEB, this platform will enable the creation of 350 jobs between 2023 and 2025, with the ambition of reaching 500 staff by 2030.

Stanislas de Gramont, Groupe SEB CEO, commented: *"This new platform at Bully-les-Mines will enable the centralization of procurement and therefore optimize flows to our customers in France and Western Europe. It also illustrates Groupe SEB's ambition of contributing to the economic appeal of the regions in which it is present. Groupe SEB strives every day to disseminate the expertise of a French group throughout the world and we are proud to offer jobs in the region."*

Key figures

- 14 months work
- 80 million euro in investment
- 100,000 m² surface area
- 140,000 stockable pallets on average
- Up to 100 trucks per day
- Ambition of 500 staff by 2030

A platform at the heart of Groupe SEB's eco-logistic commitments

As part of its societal and environmental commitment, Groupe SEB has been committed for some time to a virtuous eco-logistics approach which includes rationalization of transport in terms of load rates, reducing distance traveled and developing alternative means of transport.

To optimize flows, digital solutions have been implemented to anticipate merchandise procurement and manage their arrivals as best as possible to prioritize customer orders. Transport is optimized to limit the number of trucks on the road, notably by using river transport from the Port of Lille and to limit distance traveled. Furthermore, trucks use alternative fuels and a biofuel tank will be installed by FM Logistic for trucks end-2024.

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In addition, the Bully-les-Mines platform will also be designed to limit its carbon impact throughout its life cycle and thus be more respectful of the environment. Certified "BREAM Very Good", significant technical resources have been mobilized for:

- energy management: enhanced insulation to the latest standards, notably for the roof and sidings, use of heat pumps in the office areas, etc.;
- water consumption: low water flow plumbing, recovery of rain water, etc.;
- and convenience of use of the building: monitoring of interior air quality, high frequency LED lighting, sound-proofing standards, etc.

Next key dates – 2023

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 34 top brands including Tefal, Seb, Rowenta, Moulinex, Krups, Lagostina, All-Clad, WMF, Emsa, Supor, marketed through multi-format retailing. Selling nearly 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 near €8 billion in 2022 and has more than 30,000 employees worldwide.

SEB SA ■

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