



Press release

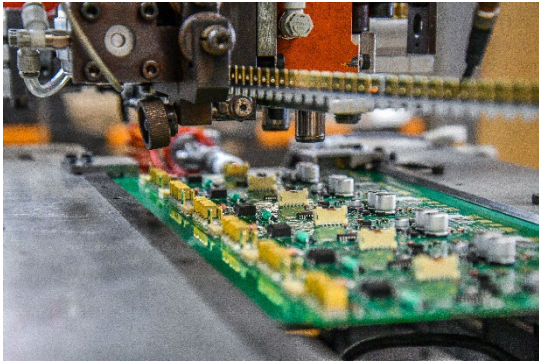
March 15, 2023 – 9:00 Am

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SAINT-LÔ IS ALWAYS ON THE CUTTING EDGE OF TECHNOLOGY

As Groupe SEB's electronics development center, the Saint-Lô plant is adding a new production line and diversifying its know-how. The industrial site, which employs around 100 people, now manufactures even more complex electronic cards for the professional coffee machines of the premium brand WMF.

60,000 components per hour... That's the speed of the new SMD (Surface Mounted Component) production line at Groupe SEB's Saint-Lô plant. This new line is used to assemble complex electronic cards for WMF professional coffee machines. The 1.2-million-euro investment was supported by the Normandy Region, counting for 25% of the total investment.



A future-oriented industrial site

The Saint-Lô site currently produces nearly 5 million electronic cards per year, corresponding to 10 to 15% of Groupe SEB's needs. These cards are mainly destined for French production sites. Between the end of 2023 and 2024, in order to secure the supply chain, a relocation of part of the European and Chinese production is planned and will increase production up to 7 million electronic cards per year.

The Saint-Lô site also specializes in man-machine interfaces, particularly for products specifically developed for consumers such as the Companion from Moulinex or the Perfection automatic coffee machine from WMF. The Group is now also considering developing these interfaces at Saint-Lô for the professional coffee sector.

Photo credit: l'Atelier du Photographe by Julien

About the Saint-Lô site:

Created in 1971, the Saint-Lô site specializes in the manufacturing of electronic cards for Groupe SEB. In 2001, the Group bought Moulinex-Krups and integrated the site. In 2011, Saint-Lô became the Groupe SEB Electronic Development Center. The teams carry out the design, industrialization, and production of high value-added electronic cards for all Groupe SEB production sites. In 2021, nearly 5 million electronic cards were manufactured. Comprising a design office and a factory, the Saint-Lô site is a dynamic local player in terms of training and recruitment. In total, the site employs nearly 100 people, including 23 people in the design office.

Next key dates - 2023

April 28 before market	Q1 2023 sales and financial data
May 17 2:30 p.m. (Paris time)	Annual General Meeting
July 26 after market	H1 2023 sales and results
October 26 after market	9-month 2023 sales and financial data

Investor/Analyst Relations

Groupe SEB
Financial Communication and IR Dept

Olivier Gernandt
Guillaume Baron

ogernandt@groupeseb.com
gbaron@groupeseb.com

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

comfin@groupeseb.com

Media Relations

Groupe SEB
Corporate Communication Dept

Cathy Pianon
Anissa Djaadi
Marie Leroy

presse@groupeseb.com

Tel. + 33 (0) 6 33 13 02 00

Tel. + 33 (0) 6 88 20 90 88

Tel. + 33 (0) 6 76 98 87 53

Image Sept
Caroline Simon
Claire Doligez
Isabelle Dunoyer de Segonzac

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

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

Find us on www.groupeseb.com



World reference in small domestic equipment, Groupe SEB operates with a unique portfolio of 33 top brands including Tefal, Seb, Rowenta, Moulinex, Krups, Lagostina, All-Clad, WMF, Emsa, Supor, marketed through multi-format retailing. Selling more than 400 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 33,000 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