



Press release

03 August 2023 – 8:30 a.m.

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Krups new partnership with Nescafé Dolce Gusto in Australia and New Zealand

Groupe SEB announces a new partnership between its brand Krups and Nescafé Dolce Gusto, for the distribution of coffee machines in Australia and New Zealand.

The agreement is expected to bring exciting innovation in portioned coffee to retail partners and consumers, further **strengthening the Nescafé Dolce Gusto brand locally**, throughout our strong international Krups brand and Groupe SEB's distribution experience.

Groupe SEB are Nescafé Dolce Gusto's biggest machine partner globally, with a strong relationship spanning 17 years since the system's inception. Groupe SEB has a significant local and global presence due to its great brand portfolio, which includes international brands such as Tefal, Krups, WMF, and All-Clad. With more than 165 years of history, Groupe SEB has become the ideal household companion, transforming the daily lives of billions of consumers worldwide.

Since 1846, the Krups saga has been marked by innovations, feats of daring, and iconic products, all designed to meet the needs of its clients. Krups, a historical German brand, has joined the Groupe SEB family in 2001.

Martin Brown, Nestlé Oceania General Manager Coffee and Dairy, commented:

“We've long admired Groupe SEB's reputation in driving innovation and success for the Nescafé Dolce Gusto brand globally, so to be able to announce a local partnership to help deliver our next stage of growth is truly exciting. We look forward to sharing further details of this partnership and together driving a strong & sustainable expansion in the portioned coffee category.”

Joe Tizzone, Groupe SEB General Manager in Australia & New Zealand commented:

“We are delighted to announce our partnership with Nescafé Dolce Gusto in Australia and New Zealand. Our two companies have enjoyed tremendous global success with an ongoing collaboration spanning a remarkable 17 years, so it made perfect sense for us to nurture this synergy on a local level. On one hand, Nestlé has long been an iconic household name, while Krups is an emblematic brand with a strong expertise in the coffee experience. We felt this would

be an excellent match as soon as we started communicating with the local team. We look forward to working closely with Nescafe Dolce Gusto to bring both retailers and consumers exciting and innovative products that we know will undoubtedly win the hearts of all, as we make a lasting impact on coffee enthusiast and households across Australia and New Zealand.”

Next key dates – 2023

October 26 | after market

9-month 2023 sales and financial data

| Investor/Analyst Relations | Media Relations |
|--|--|
| Groupe SEB Financial Communication and IR Dept | Groupe SEB Corporate Communication Dept |
| Olivier Gernandt Guillaume Baron | Cathy Pianon Anissa Djaadi Marie Leroy |
| ogernandt@groupeseb.com gbaron@groupeseb.com | presse@groupeseb.com |
| Tel. +33 (0) 4 72 18 16 04 comfin@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 |

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World reference in small domestic equipment, Groupe SEB operates with a unique portfolio of 35 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.