


2022

THE ESSENTIAL



A portrait of Thierry de la Tour d'Artaise, Chairman and Chief Executive Officer of Groupe SEB. He is a middle-aged man with grey hair, wearing a dark blue suit, a white shirt, and a red patterned tie. He is standing with his hands clasped in front of him, leaning on a dark railing. The background is a blurred indoor setting with large windows.

THIERRY DE LA TOUR D'ARTAISE

Chairman and Chief Executive Officer Groupe SEB

GROUPE SEB CELEBRATES ITS 165TH ANNIVERSARY IN 2022.

The year 2021 ended in a context still marked by the pandemic and will certainly be remembered as a year of constraints in our relations with others, but also of strong moments of friendship, solidarity and hope. **2021 will indeed be remembered as the year in which Groupe SEB achieved a record performance with sales exceeding €8 billion for the first time and a growth exceeding €1 billion.** This result reflects the relevance of our model and strongly committed teams.

Our Consumer business benefited from sustained demand from consumers, whose behaviour has changed, particularly since the health crisis, and consolidates its world leadership in small domestic equipment with sales of €7,431 million.

The Professional Services business enjoyed a gradual recovery from the second half of the year to reach €628 million, after a difficult year in 2020.

Our strategy has never been so offensive to conquer new consumers by anticipating their needs and the trends of our time.

We have continued to maintain this dynamic of product innovation, but also to pursue our production operations, to keep a close link with our customers and to ensure the delivery of all our products, despite the constraints. But we have not been content to simply resist, **we have carried out our projects with ambition, constancy and determination.**

We are proud of these results and continue our trajectory of strong, profitable growth and demonstrating the robustness and dynamism of our business model. **SEB is doing well, SEB is strong!**

Finally, in 2022, Groupe SEB celebrates its 165th anniversary. So more than ever, let's stay united and mobilised to continue our great history together! SEB, SEBO, SEBON, *c'est bien*. This slogan has not aged a bit. Proof that in order to be able to stand the test of time and duration, it is good to rest on our fundamentals.

T de la Tour d'Artaise

OUR UNIVERSES

Groupe SEB is present in nearly 150 countries. Over the years, it has built up strong positions on different continents thanks to a product offer that is both global and local, enhanced by an exceptional portfolio of brands.

SMALL DOMESTIC APPLIANCES

Everywhere at home, Groupe SEB supports consumers on a daily basis. In the kitchen with **Electrical cooking, Food preparation and Beverage preparation products**: deep fryers, rice cookers, electrical pressure cookers, informal meal appliances, waffle makers, grills, toasters, multicookers, coffee makers (filter and pod), espresso machines, electrical kettles, home beer-taps, soymilk makers, blenders, cooking food processors, kitchen machines, mixers, beaters...

In the other parts of the house with our **Linen, Home and Personal Care products**: irons and steam generators, garment steamers, canister vacuum cleaners with or without dust bag, steam and upright vacuum cleaners, vacuum sweepers, versatile vacuums, fans, heaters, air treatment appliances, hair care appliances, depilators, bathroom scales...



COOKWARE

Whether they are made from aluminum, stainless steel, copper, cast iron, coated or not, glass or even plastic, Groupe SEB's **cookware products meet all the consumers' expectations in the kitchen or on-the-go**: frying pans, saucepans pots, pressure cookers, bakeware, kitchen utensils, food storage containers, carafes, flasks, thermo mugs, cutlery...

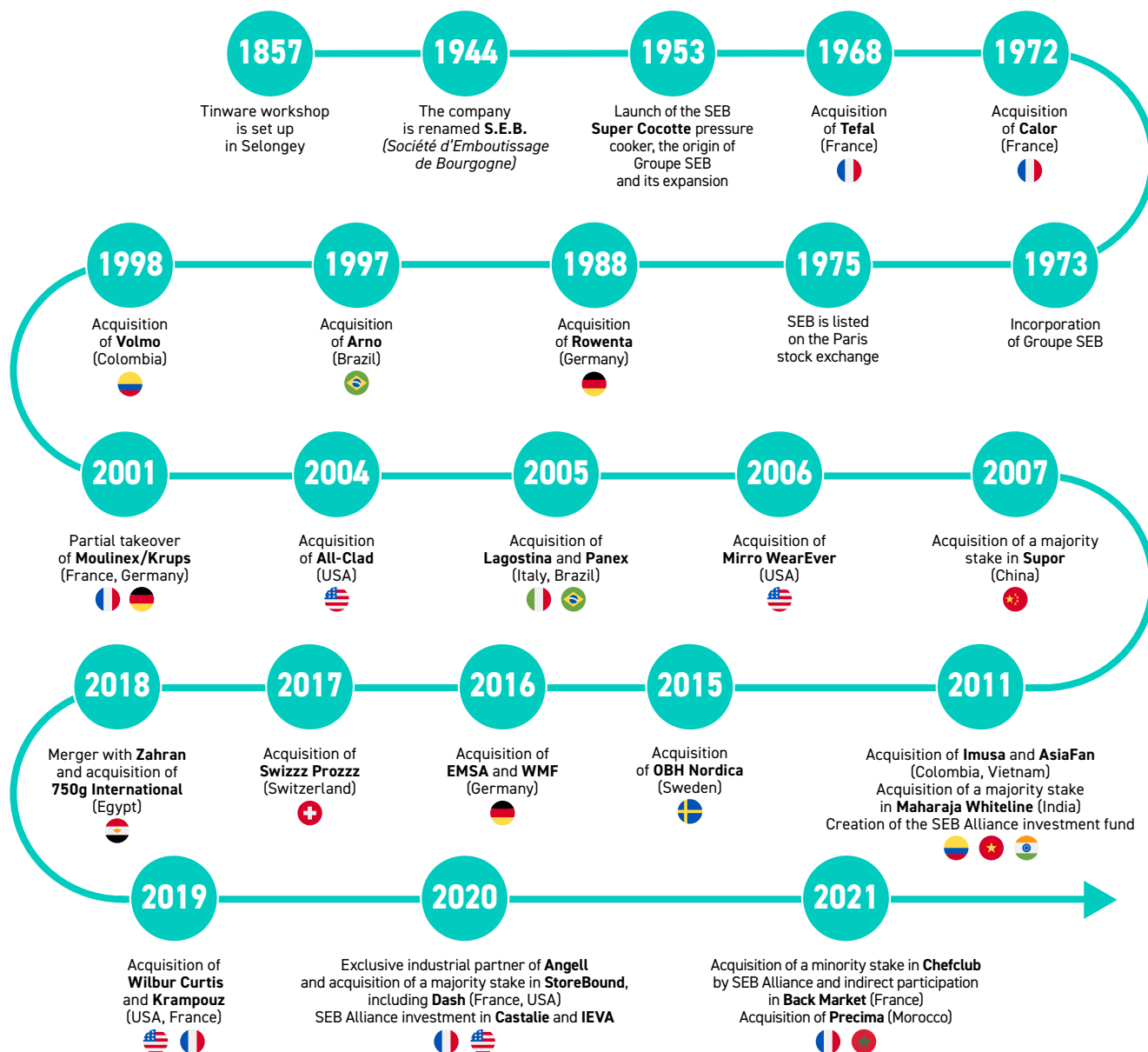


PROFESSIONAL

Groupe SEB is a key player in the **Professional Coffee** with its WMF and Schaefer brands for fully automatic espresso machines, and Wilbur Curtis for professional filter coffee preparation. The professional segment is completed by a premium **Hotel Equipment** division and, via our subsidiary Krampouz, by a range of crêpe-makers and planchas for the restaurant industry.



GROUPE SEB IN DATES



2021 IN BRIEF



SEB Alliance
10 years of innovative investments



**ALL-CLAD CELEBRATES
ITS 50TH ANNIVERSARY!**

WILBUR CURTIS
celebrates its 80th anniversary!



Lagostina
120 candles
for a brand that shines brightly



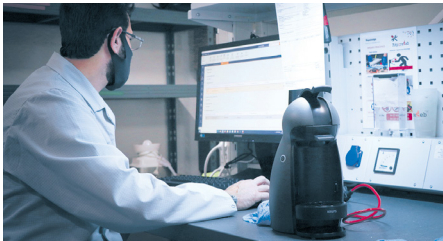
Nothing can stop the new
Rowenta X-0
vacuum cleaner anymore!

INCLUDEO

First inclusive
design range



LAUNCH OF RÉPARESEB IN PARIS



CREATION OF THE ECODESIGN LABEL
and launch of the first
range produced in Lourdes

ECO
design



**REPAIRABLE
FOR 15 YEARS**
at a reasonable price



OUR **KEY FIGURES 2021**

SALES

€ **8,059** m

+15.5% LFL*

* LFL: like-for-like (constant exchange and consolidation scope).

ORFA

€ **813** m

NET PROFIT

€ **454** m

31
brands

40
industrial
sites

Over
400
patents
filed

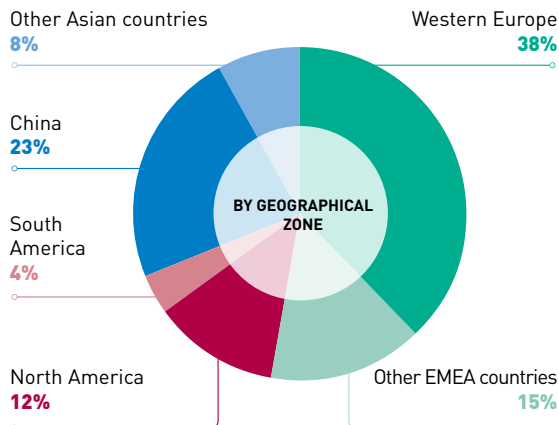
13
products
sold each second
worldwide

33,000
employees

1,300
own retail
stores

92%
of small
domestic
appliances
display the "product repairable
for 15 years" label

Sales **BREAKDOWN**



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