THIERRY DE LA TOUR D’ARTAISE
Chairman and Chief Executive Officer Groupe SEB

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.
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 Schaerer 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.
2021 IN BRIEF

SEB Alliance
10 years of innovative investments

Chefclub by le Falcon

All-Clad 50

ALL-CLAD CELEBRATES ITS 50TH ANNIVERSARY!

LAUNCH OF RÉPAIRESEB IN PARIS

WILBUR CURTIS
celebrates its 80th anniversary!

Lagostina 120 candles
for a brand that shines brightly

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

INCLUDEO
First inclusive design range

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

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

BY GEOGRAPHICAL ZONE

- Other Asian countries 8%
- China 23%
- South America 4%
- North America 12%
- Western Europe 38%
- Other EMEA countries 15%

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