



GROUPE
SEB

Press Release

Thursday April 20, 2023 – 10:00 a.m.

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FRENCH RESEARCH TAX CREDIT: ESSENTIAL SUPPORT FOR INNOVATION IN FRANCE

Selling nearly 350 million products worldwide, Groupe SEB showcases French expertise in the world of small domestic appliances. However, to cement its leader position and remain competitive, innovation is a strategic priority that enables the Group to maintain 11 industrial sites in France.

R&D investment, a performance driver enhanced by the French Research Tax Credit (RTC)

Around two-thirds of Groupe SEB products are manufactured internally, notably high value technological products in Europe. "Made in France" is a strategic priority for the Group, which is the focus of **45% of its R&D spend in France**. As a result, public funding such as **the French Research Tax Credit, provides essential financial support** for Research and Development (R&D). **To date, nearly 10% of Groupe SEB's R&D spend in France is financed by the country's research tax credit.**

Concretely, across the wide range of Groupe SEB's product families, innovation efforts focus on the development of cordless products, improved acoustics, innovative ironing solutions, the expansion of digital services to promote healthy recipes and new technologies for air purification. What do these innovations have in common? **These innovative solutions are all eligible for the French Research Tax Credit, and have contributed to developing new products designed and manufactured at one of the Group's industrial sites in France.**

Innovation in France equals resilience!

April 21 is the United Nations' World Creativity and Innovation Day. An event that raises awareness of how innovation is key to unleashing and harnessing the economic potential of nations. In response to globalization, Groupe SEB continues to innovate by maintaining expert hubs in France and throughout Europe, as close as possible to its R&D centers. **Each industrial site located in France works with a design team** and the Global Innovation Center is based in Ecully, near Lyon, at Campus SEB.

Listed among the **Top 20 patent filers according to the French National Institute for Intellectual Property (INPI)**, Groupe SEB affirms its commitment to innovation. From anthropology with the observation and study of uses, through to design and manufacturing, innovation is critical to the entire process. Whether in Rumilly (Haute-Savoie department) where the Group boasts the world's largest manufacturing plant for frying pans and saucepans; the Krampouz site in Brittany – accredited with the French Living Heritage Company label (*Entreprise Du Patrimoine Vivant*); Selongey in Burgundy, with its *Origine France Garantie* certification, and not forgetting Pont-Évêque in the Isère department which represents the last of Europe's facilities to manufacture irons; **Groupe SEB takes pride in its French roots** and continues innovating to meet the needs of millions of consumers the world over, all the while **France accounts for only 10% of total revenue**.

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Vincent Rouiller, Chief Innovation Officer, commented: *"Supporting innovation means supporting companies who choose France. Featuring among the top 20 patent filers, Groupe SEB is proud of its roots in France, where it focuses its business on Made in France facilities and R&D centers. Supported by the French Research Tax Credit which is the most generous among OECD countries, companies are incentivized to drive innovation in France. What's more, for the past several years, multiple countries have developed similar tax measures. Not only is it a vital tool to make our country competitive, but in the current economic climate, it is also a priority for boosting our manufacturing appeal".*

Groupe SEB innovation: key figures

- A Passion for Innovation, is one of the Group's five values;
- Product renewals: One-third of our product offering is renewed every year;
- Investment in innovation: €283m in 2022;
- Intellectual property: Groupe SEB holds around 20,000 patents and over 20,000 trademarks and designs;
- 503 patents registered in 2022;
- Among the Top 20 patent filers according to the French National Institute for Intellectual Property (INPI).

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

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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 nearly 350 million products a year, it deploys a long-term strategy focused on innovation, international development, competitiveness and service to clients. 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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