



## Press Release

26 May 2011

### **INAUGURAL €300-MILLION ISSUE OF 5-YEAR BONDS SUCCESSFULLY LAUNCHED**

Groupe SEB today successfully launched its first issue of five-year euro-bonds in a total amount of €300 million. The bonds mature on 3 June 2016 and pay interest at an annual rate of 4.50%.

The issue was largely over-subscribed, with the order book exceeding €600 million, attesting both to investor confidence in Groupe SEB's strategy and fundamentals and to their taste for the inaugural bond offering.

Unlike its short-term debt, rated A2 by Standard & Poor's, Groupe SEB's long-term debt is unrated and no credit rating has been requested for the current issue.

The issue has enabled Groupe SEB to:

- To lengthen the average maturity of its debt.
- Diversify its sources of financing, in addition to its existing syndicated lines of credit.
- Take advantage of an interesting financing opportunity.

Proceeds from the issue will help to finance the Group's sustained growth.

The bonds will be traded on the NYSE Euronext Paris stock exchange.

Lead managers for the issue were BNP Paribas, Crédit Agricole CIB, Natixis and Société Générale.

#### **Investors / Analysts**

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*The world leader in small domestic equipment, Groupe SEB operates in nearly 150 countries with a unique portfolio of top brands marketed through multi-format retailing. Selling some 200 million products a year, it deploys a long-term strategy focused on innovation, international development, competitiveness and service to clients. Groupe SEB has nearly 25,000 employees worldwide.*

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SEB S.A. ■

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