

Fonds Stratégique de Participations Acquires Stake in SEB SA

Groupe SEB is pleased to announce that in June French investment fund Fonds Stratégique de Participations (FSP) acquired a 5.25% stake in SEB SA. The transaction was one of FSP's first investments. It was carried out on a friendly basis, in full agreement with the Company's Board of Directors and management, and is intended to be a long-term holding. In this way, FSP has demonstrated both its confidence in the Group's business model and its willingness to effectively support the Group's growth, alongside the founding family, whose commitment remains steadfast.

Thierry de La Tour d'Artaise, Chairman and Chief Executive Officer of Groupe SEB, said:

"We are delighted to welcome Fonds Stratégique de Participations as a new shareholder, and we are honoured by their confidence in us. FSP's investment in SEB SA will further strengthen the stability of our core shareholder base, which serves as a critical cornerstone in the implementation of our long-term strategy. The fund's backing by strong financial partners also offers us a major advantage in driving our future growth."

As part of this long-term investment strategy, FSP will be represented on SEB SA's Board of Directors by an independent director, whose appointment will be approved by the Board and then proposed for ratification at the Annual General Meeting in 2014.

About Fonds Stratégique de Participations:

Fonds Stratégique de Participations is an open-ended investment company (SICAV) registered with French securities regulator Autorité des Marchés Financiers. It was created in August 2012 by four leading French insurers – BNP Paribas Cardif, CNP Assurances, Crédit Agricole Assurances through its Predica subsidiary, and Sogécap (Groupe Société Générale) – with the aim of acquiring important, long-term interests in French companies to support their strategy, strengthen the stability of their shareholder base and participate in their governance. FSP will primarily focus on French mid-caps. It currently holds two investments, including the one in SEB SA. FSP's assets are managed by Groupe Edmond de Rothschild.

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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 including Tefal, Rowenta, Moulinex, Krups, Lagostina, All-Clad, and Supor, 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.