

September 30, 2015

Groupe SEB strengthens its executive committee

In order to better serve its different markets and support international growth, Groupe SEB is strengthening its executive committee by creating:

- **Three Continental Divisions**, which will be in charge of the worldwide sales activity of the Group: Asia, Americas and EMEA (Europe, Middle East, Africa and India).
- **A "Products and Innovation" Division** that includes the Kitchen Electrics, Cookware and Home & Personal Care Business Units, as well as Innovation.

The Group's executive committee is now made up of nine members:

- **Thierry de La Tour d'Artaise**, Chairman & CEO
- **Bertrand Neuschwander**, Chief Operating Officer, who will assist Thierry de La Tour d'Artaise with Group management and supervise the following functions: Strategy, Partnerships, Brands & Communications and IT. He also oversees the Group's digital transformation.
- **Vincent Léonard**, Senior Executive Vice-President, Finance
- **Harry Touret**, Senior Executive Vice-President, Human Resources
- **Stéphane Laflèche**, Executive Vice-President, Industrial Operations
- **Frédéric Verwaerde** is now Executive Vice-President of the new Asia Continental Division. He was previously in charge of the Continents Division. He is now based in Hong Kong.
- **Cyril Buxtorf**, the new Executive Vice-President of the EMEA Continental Division, was previously in charge of Home and Personal Care. He continues working out of the Group's headquarters in Ecully.
- **Luc Gaudemard** becomes the new Executive Vice-President of the Americas Continental Division. He was until now in charge the European Division. He is now based in Parsippany, NJ (USA).
- **Philippe Crevoisier** becomes Executive Vice-President, Products and Innovation. He was previously in charge of Kitchen Electrics. He manages the new Division from the Group's headquarters.

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Philippe Crevoisier, 57, joined Groupe SEB in 2005 as Executive Vice-President of Kitchen Electrics (one of Groupe SEB's three Business Units) and Management Committee member. As part of his duties he was responsible for developing connected products and oversaw progress in the company's digital transformation. Philippe Crevoisier started his career with Thomson CSF and worked in various industrial departments for 10 years before moving to the small household appliances sector in 1988, first with Esselte Meto in France, then as Vice-President at Moulinex and Ariete in Italy and Kenwood in the UK.



Luc Gaudemard, 53, joined Groupe SEB in 2001 as Vice-President Marketing for Kitchen Electrics. He then ran the company's business in the United States for 3 years before being named Executive Vice-President, Europe and member of the Management Committee. Luc Gaudemard started his career as a Product Manager for Best Foods (Gerber, Alsa, Knorr), then worked for Yoplait for 13 years: first as Group Leader and then as Regional Sales Manager, Brand Manager, and Marketing Director. Luc Gaudemard graduated from EDHEC Business School and has an MBA from Georgia Southern University.



Cyril Buxtorf, 49, joined the company in 1997 as International Market Manager before taking the reins of the subsidiary in the CIS. During this time he managed the impact of the Russian crisis in 1998 and helped steer the subsidiary back to its market leader position. He was then appointed Head of the Eastern Europe, Turkey, Middle East, and Africa region, a position he held for two and a half years. In 2007, he was named at the Management Committee, first as Executive Vice-President, Europe, then in 2010 as Executive Vice-President of the Home and Personal Care Business Unit. Cyril Buxtorf graduated from EM Lyon and started his career as an export consultant in Germany, and then in marketing and internal audit with L'Oréal.

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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 25,800 employees worldwide.