

May 18, 2016

Acquisition

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Groupe SEB acquires German company EMSA

Groupe SEB is pleased to announce that it has signed an agreement to acquire the EMSA company. The acquisition, submitted to approval of the German and Austrian competition authorities, should be finalized in the coming weeks.

German-based EMSA, founded in 1949, designs, manufactures and sells kitchen tools and accessories. The company's core business is focused on three categories: thermo jugs and carafes; kitchen utensils; and food storage containers. EMSA's product offering relies on innovation and quality, combining functionality and design. Production is carried out at three industrial sites in Germany, China and Vietnam.

A well-known brand in German-speaking countries, EMSA primarily covers the core-range segment and boasts strong positions in Germany in thermoware and food storage containers, where it is the market leader. EMSA is also present in the rest of Europe and the Middle East.

Having grown solidly over the past few years, the company reported sales of €92 million in 2015.

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

"The acquisition of EMSA constitutes a strong strategic advantage for our continued development in the buoyant market of kitchen utensils and accessories. The combination of EMSA's expertise and Groupe SEB's worldwide presence will enable us to roll out products on an international base and to extend the range, which will boost sales growth. As such, we are delighted to welcome EMSA's teams into Groupe SEB."

● Upcoming events ●

May 19

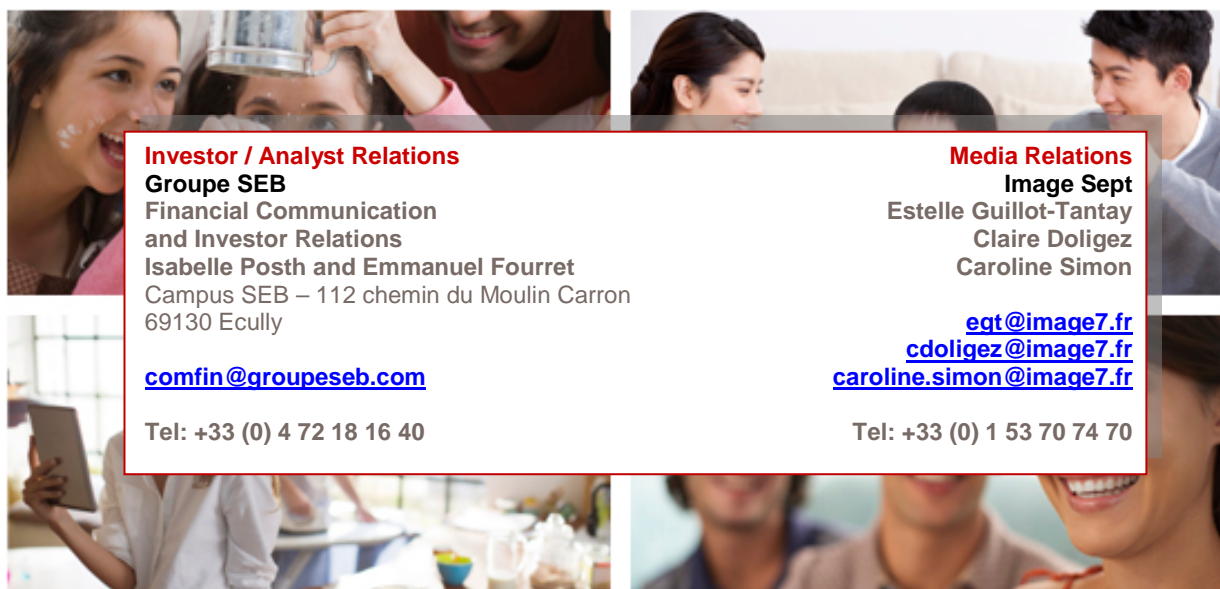
2016 Annual General Meeting

July 25

First-half 2016 sales and results

October 25

Nine-month 2016 Sales and Financial data



<p>Investor / Analyst Relations</p>	<p>Media Relations</p>
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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 26,000 employees worldwide.

SEB SA ■

SEB SA - N° RCS 300 349 636 RCS LYON – with a share capital of capital €50,169,049 Intracommunity VAT: FR 12300349636