



INVESTOR DAY FROM MARKET TO PLATE

PARIS – 13 NOVEMBER 2019



- | | |
|---|---------------|
| 1. Introduction | 8:00 – 8:15 |
| 2. Groupe SEB cooking expertise
<i>Nathalie Lomon – Senior Executive VP, Chief Financial Officer</i> | 8:15 – 8:45 |
| 3. Culinary trends: food for thought
<i>Isabelle Posth – VP Financial Communication & IR</i> | 8:45 – 9:10 |
| 4. Digital trends and Groupe SEB digital vision
<i>Guillaume Planet – VP Media & Digital Marketing</i> | 9:10 – 9:40 |
| BREAK | 9:40 – 9:55 |
| 5. Consumer journey: a 360° experience
<i>Thierry Lecourtier – Business Activation Manager</i> | 9:55 – 10:25 |
| 6. Cake Factory & Cuisine Companion cases
<i>Noémie Claudinon – CRM Project Manager</i>
<i>Stephan Caubit – Marketing Services Manager</i> | 10:25 – 11:00 |
| 7. Conclusion
<i>Nathalie Lomon – Senior Executive VP, Chief Financial Officer</i> | 11:00 – 11:10 |
| 8. Q&A | 11:10 – 11:30 |



01

INTRODUCTION

02

**GROUPE SEB
COOKING
EXPERTISE**

Cooking: a €43 billion market growing ~5% p.a.

Small Kitchen Electrics € 20 billion

€ 8 bn



Electrical
cooking

€ 6 bn



Beverages

€ 6 bn



Food
preparation

Cookware € 23 billion

€ 10 bn



Pots & Pans,
Pressure Cookers

€ 13 bn



Kitchen tools
and utensils

GROUPE SEB IS THE WORLDWIDE LEADER IN COOKING



4

Cooking: $\frac{3}{4}$ of Groupe SEB's Consumer business



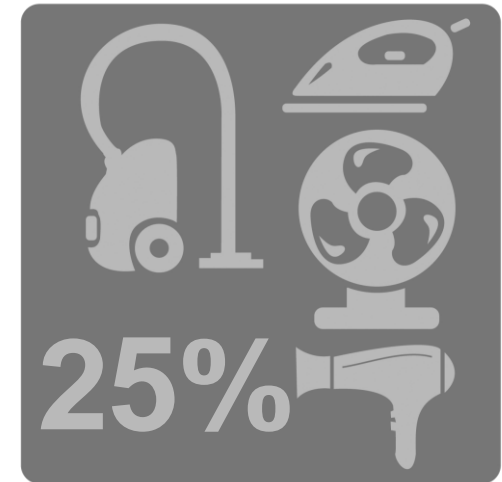
Kitchen electrics

- Electrical cooking **50%**
- Food prep **20%**
- Beverage **30%**



Cookware & Kitchenware

- P&P, PC* **80%**
- Kitchen tools & utensils **20%**



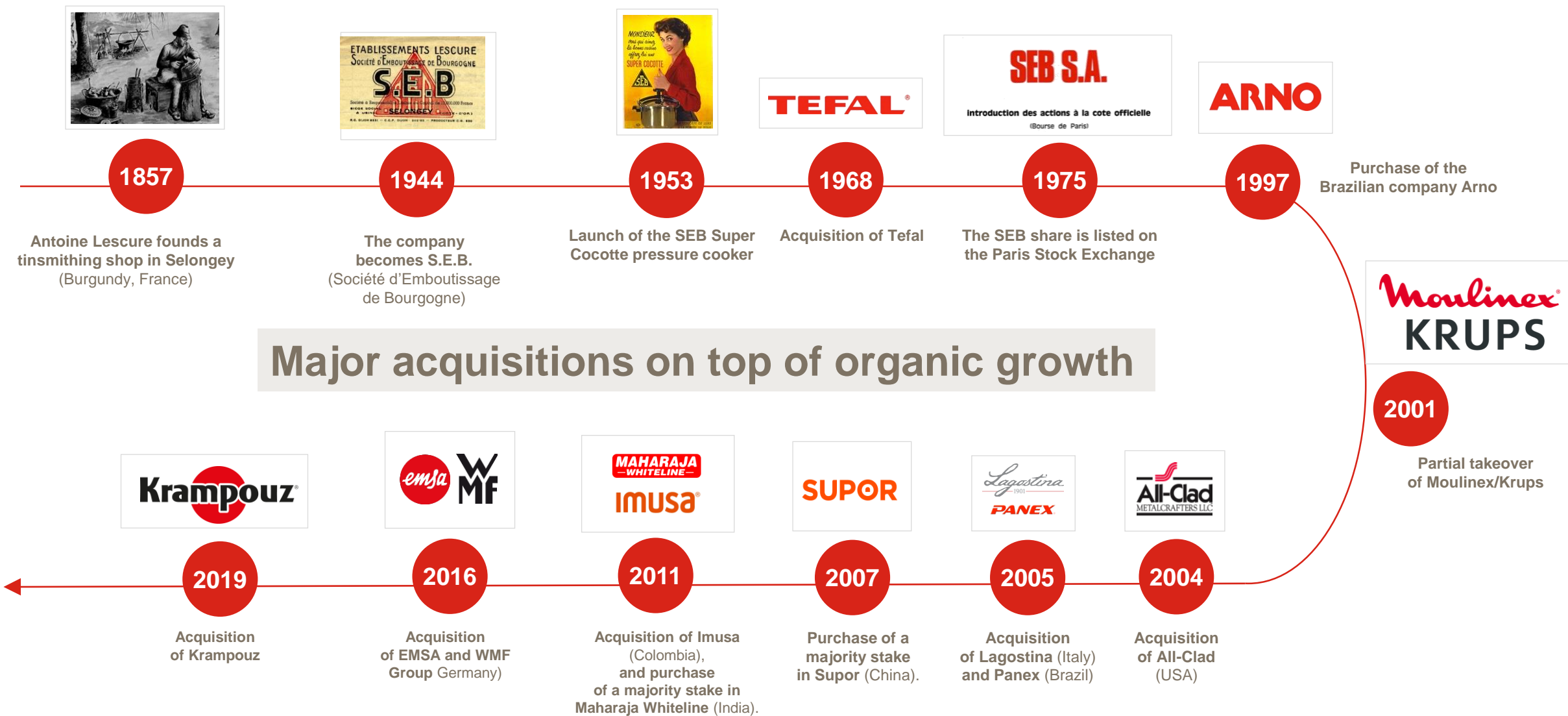
Home & Personal Care

Cooking: keeping alive the pioneer spirit of early days



Major innovations

Cooking: from regional roots to a global leadership position



Major acquisitions on top of organic growth

Leadership in the cooking industry is about expertise and legitimacy

- Featuring the **largest product portfolio**, both in cookware and kitchen electrics
 - Covering all segments and pricing points
 - Leveraging a **strong and sustainable brand equity** in cooking
 - Via global and local brands
 - Rolling-out a **worldwide** and **multi-local strategy**
 - Building on **innovation** and digitalization
 - Markets' insights, products and ecosystems, go to market approach...
 - From a sole product to an **integrated cooking solution**
 - Capitalizing on **industrial and technological know-how**
-

→ COOKING FOR GOOD

The largest product portfolio in the industry – Cookware & Kitchenware

COOKWARE



KITCHENWARE



The largest product portfolio in the industry – Kitchen Electrics

ELECTRICAL COOKING



BEVERAGES



FOOD PREPARATION



A strong and sustainable brand equity

Tefal / T-fal

THE worldwide iconic cookware brand



Fixed handle P&P



Stackable P&P (Ingenio)

Cookware: > 60% of Tefal ww revenue

A strong and sustainable brand equity

Tefal / T-fal

THE worldwide iconic cookware brand



➔ A wide product offering: multi-materials, coated/non coated...

A strong and sustainable brand equity

Tefal, a meaningful brand

- Innocuity of products
- Recycled materials

RESOURCE
PERFORMANCE ET DURABILITÉ



A strong and sustainable brand equity

Tefal, our global flagship brand in Kitchen Electrics



A strong and sustainable brand equity

SUPOR

#1 in Cookware

#2 in Small Kitchen Electrics



Enjoying the best brand awareness
in Small Kitchen Electrics

A strong and sustainable brand equity



Our brands are **references** as for cooking expertise and ranking **# 1 or # 2** in our Top-20 countries or in their native markets



A global and multi-local strategy

Groupe SEB is Japanese in Japan...



A global and multi-local strategy

Groupe SEB is Turkish in Turkey...



K p k
l m

**Tefal K p kl m ile
Muhabbeti K p rt n**





A global and multi-local strategy

Groupe SEB is Indian in India...



POWERFUL
MIXING GRINDING

SEE MORE

A global and multi-local strategy

Groupe SEB is Colombian in Colombia...



A global and multi-local strategy

Groupe SEB is Thai in Thailand...



Tefal

สวยสุด... ด้วยพลังปั่นสุญญากาศ
ผิวสวย สุขภาพดีได้อย่างเต็มที่



ปั่นระบบสุญญากาศ
ช่วยจับรักษาคุณค่าโภชนาการได้เต็มที่

50 X SMOOTHER
RESULTS*
พลังปั่นสูงละเอียด 50 เท่า*



2 โถ
Tefal NutriKeep 100 W
ใน Tefal NutriKeep

A global and multi-local strategy

Groupe SEB is Czech in the Czech Republic



Innovation

Since the 1953 Super Cocotte...

mon compteur à gaz tourne au ralenti

Pot-au-feu : 60 minutes
au lieu de 3 heures

Poule au riz : 40 minutes
au lieu de 1 h. 1/2

60% D'ÉCONOMISÉ
en GAZ
en TEMPS
avec la...



En trois mois mon achat a été récupéré. Après, tout est bénéfice.

1 SEB remplace 50 % de vos casseroles
2 SEB les suppriment pratiquement...

En 1958 600.000 SEB vendues.
A ce jour 1.500.000 en service.
Demain : chaque foyer aura une SEB

- Existe pour tous les besoins : de la 3 l. 5 pour les ménages sans enfants ; à la 22 litres pour les collectivités.
- A la portée de toutes les bourses :

A PARTIR DE : **5.500** Frs

Vous pouvez tout faire et bien faire avec une SEB
La cuisine de tous les jours, celle des jours de fête.

SUPER-COCOTTE

La Cocotte N° 1 d'Europe

SEB

CHATELAIN! Chaque appareil est livré avec le livre de recettes de la Cuisine Pression rédigé spécialement pour SEB par Françoise

SUPER
COCOTTE

SEB

La Bonne Cuisine



c'est le Bonheur

MONSIEUR
vous qui aimez
la bonne cuisine
offrez lui une
SUPER COCOTTE

SEB



LA COCOTTE DE LUXE
À LA PORTÉE DE TOUS

1956

Françoise Bernard's
first recipe book
for the **Seb** pressure cooker

More than 30 editions published
More than 10m copies sold

Seb régale vite



300 RECETTES

SEB

Innovation

... And the launch of a new concept by Tefal...



1963

TEFAL *A*

UNE IDÉE DE
GÉNIE

Remettre au goût du jour
LA CHANDELEUR

DEPUIS,
LE 2 FÉVRIER DE CHAQUE ANNÉE

TEFAL

VEND DES MILLIONS
DE CRÊPIÈRES

**PARTOUT
DANS LE
MONDE.**

Innovation

... We have continuously been committed to innovation

Overall, close to **500** patents filed ww / year → **More than half of them** in the cooking segment



→ **Homemade healthy and tasty food, safe and reliable products, respect for the environment**

Industrial and technological know-how

29 industrial sites manufacturing Kitchen Electrics/Cookware



One shared mission

Make consumers' everyday lives easier and more enjoyable...



... cook for good and contribute to better living around the world



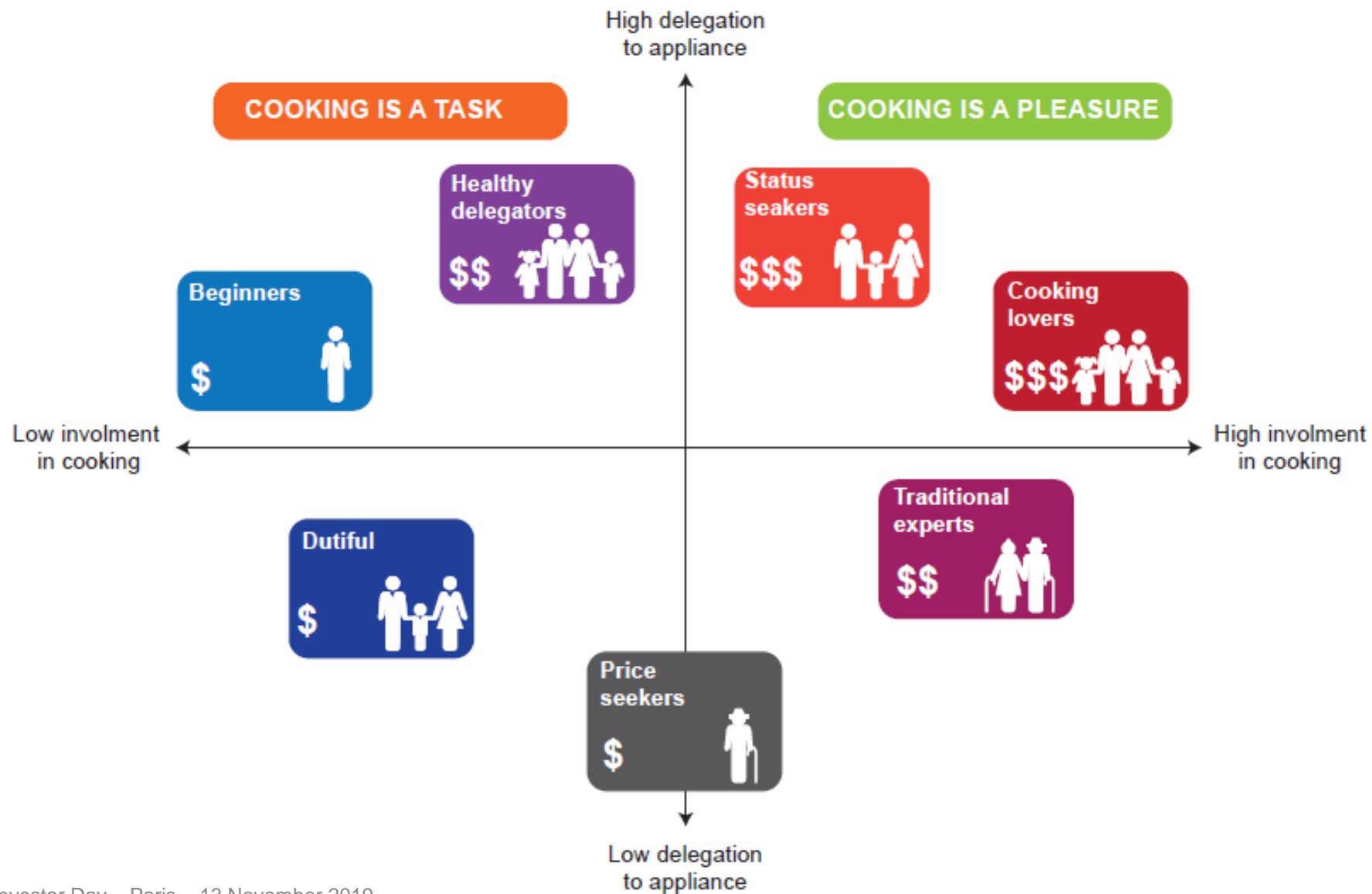
03

**CULINARY TRENDS :
FOOD FOR THOUGHT**

One shared mission to serve many different consumer types



Because consumers are different and paradoxical



And their everyday's lives have been changing rapidly

SIMPLIFICATION

- Smaller kitchens
- Less time to cook
- Seamless cooking and result in plate
- Food on the go
- Meal deliveries
- Meal substitutes

WELL-BEING

- Valorization of homemade dishes
- Healthier food
- Plate content under control
- Indulgence
- Shared moments

NEW BEHAVIOURS

- Rich consumer experience
- Traditional & multicultural food
- Special diets (vegan, veggie, flex...)
- Sense of belonging
- Personalization

ENGAGEMENT

- Naturality, organic food
- Food traceability
- Innocuity of materials
- Short supply circuits
- Reduced food waste
- Meaningful brands
- Circular economy

DIGITALIZATION

- E-commerce
- Apps
- Communities
- Shared experience on social networks
- Influencers
- Connected products

In large cities, kitchens
are getting smaller and smaller

-10% space in 10 years*

→ Multifunction appliances
and stackable P&P





Time flies...

Time spent cooking
-35% in 30 years

→ **COOKEO+**
120 recipes ready
in less than
15 minutes





Cooking is a task

Preparing meals is
a daily (tedious) task

Out of home meals
+12% in 3 years (ww)

→ **Easy to use
products**



Cooking know-how has been losing ground

Technical features and apps replacing cooking skills
to ensure scrumptious dishes

→ From the sole product
to an integrated cooking solution





Cooking is also a pleasure



Cooking as experts

**Best results require
the best tools**





Fun-cooking



**Reinforcing our leadership
in convivial cooking**





Food is about shared moments,
emotions and experiences...

➔ Clear correlation between social eating and social bonding and happiness



... and belonging
to a community



Consumers are overall more engaged



They are more informed and more concerned about what they eat

→ Traceability, transparency
(pesticides, additives...)

→ Short-supply circuits



They want to chose their food...

- Allergen-free
- Special diets: vegan, vegetarian, flexitarian...
- Nutritional interest and health benefits

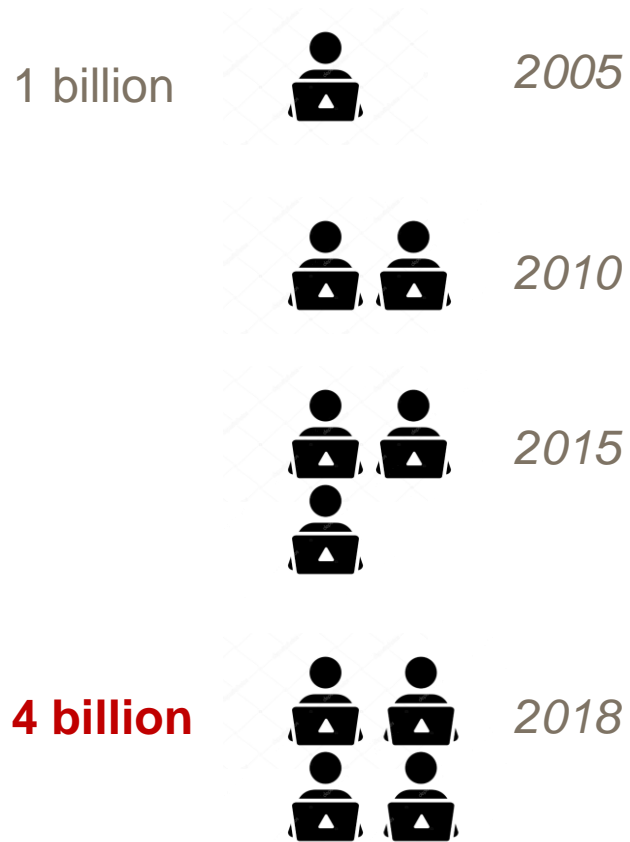


04

DIGITAL TRENDS
AND GROUPE SEB
DIGITAL VISION

In less than 15 years, digital has transformed the world

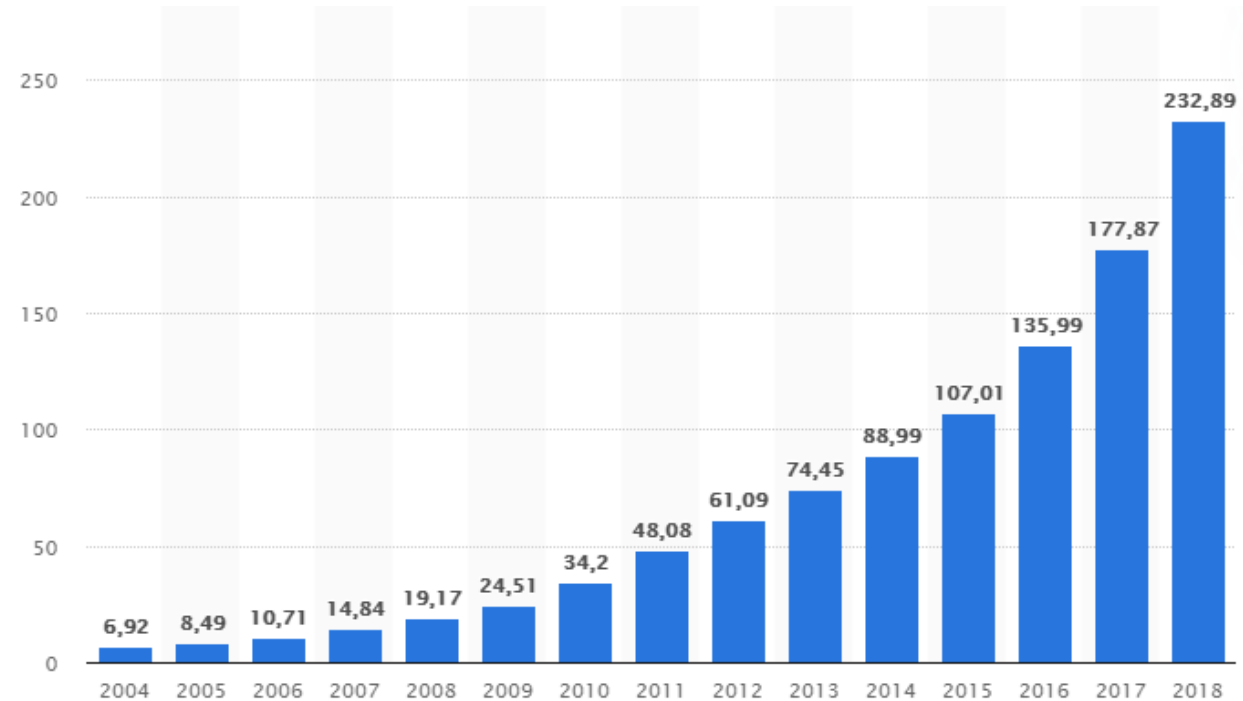
Internet users **x 4**



E-commerce platforms have boomed

➔ **ww Amazon sales x 33**

Amazon worldwide turnover from 2004 to 2018 (in USDm)



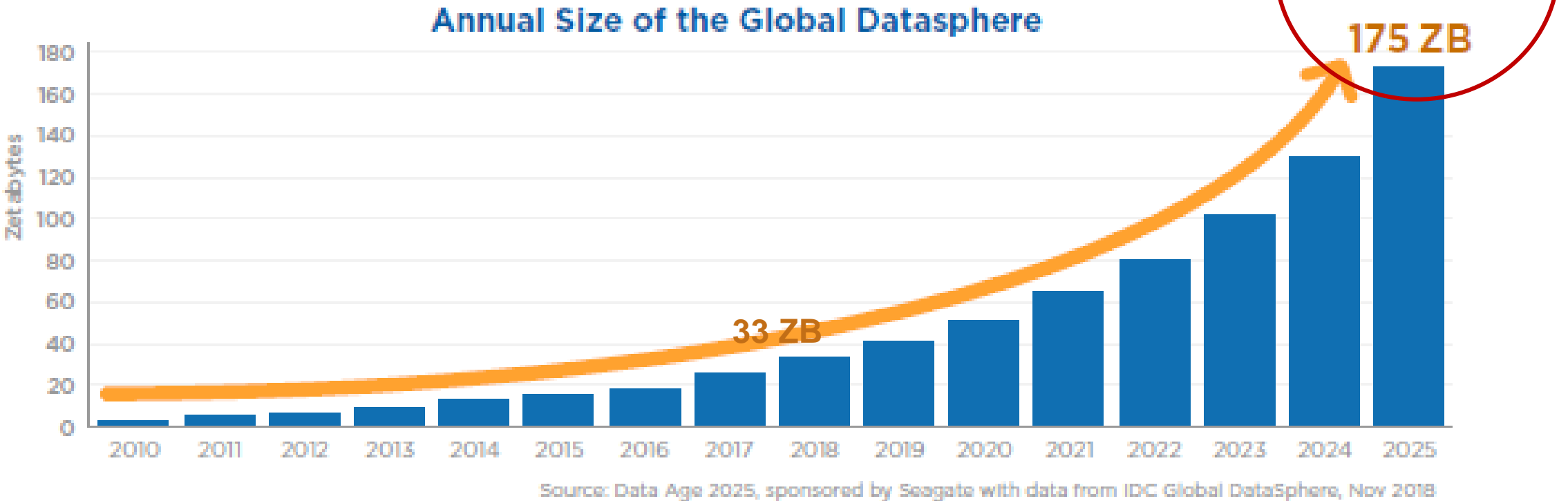
Giving consumers the opportunity to access infinite content

2019 This Is What Happens In An Internet Minute



Giving brands the opportunity to get infinite information on their markets

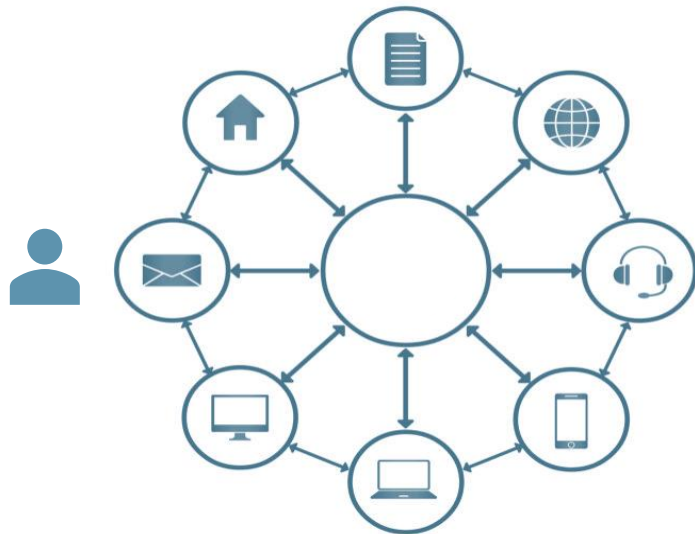
By 2025, skyrocketing datasphere...



... paving the way for a future in-depth understanding of consumers

Consumers' engagement in our categories is an opportunity to massively collect data

Systematize data collection across our touchpoints



Build products with associated services i.e. service-based offer



Capitalize on data to build a virtuous circle

KEEP working on PROSPECTS



ATTENTION

CONSIDERATION

PURCHASE

LOYALTY

START capitalising on USERS*



- ⇒ Create **additional value**
- ↑ consumer engagement
 - ↑ cross sell / up sell
 - ↑ consumer ambassadorship
 - ↑ consumer knowledge

Food / Cooking is particularly impacted by the digital transformation

Meal delivery
2019 ww est. revenue: USD 107bn
+17% yoy
Number of users (2019): ~ 1 bn
+15% yoy



**Food is becoming
a service**

Uber Eats, Deliveroo,
Foodcheri, Frichti...

Cooking is particularly impacted by the digital transformation

BEFORE PURCHASE

30% of media consumption is digital (**x3 vs 2010**)

DURING PURCHASE

75% of SDA purchases are influenced by a digital touchpoint
35-40% of SDA purchases are made online

AFTER PURCHASE

Cooking/food → Main center of interest on internet
2 on Facebook - # 3 on Google

Consumers are increasingly looking for other users' opinions



qual è il miglior robot da cucina

FILTRER



😊😊 5 Miglior Robot da cucina nel mondo

FareilMeglio · 899 vues · il y a 8 mois

5 Miglior Robot da cucina nel mondo 5. Redmond RMC-M450;
<https://amzn.to/2DzwXyq> 4.

★★★★☆ Un super compromis pour famille nombreuse !

7 mai 2018

Style: Robot seul

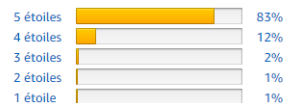
Je ne vais pas résumer toutes ces fonctionnalités car les descriptifs sont fait pour ça. En revanche je viendrai apporter mon avis sur ce robot que je possède depuis bientôt 3 ans.

Je suis maman de 3 enfants. Ce robot me facilite au quotidien la tâche, prépare de super soupes, purées, petits

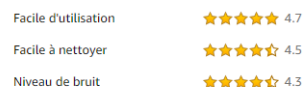
Commentaires client

★★★★☆ 4,7 sur 5

159 Evaluations clients



Par fonctionnalité



Images des clients



Voir toutes les images des clients

Lire des commentaires qui mentionnent

- panier vapeur
- lave vaisselle
- simple utilisation
- mode manuel
- vitesse de rotation
- gain de temps
- très pratique
- cet appareil
- moins cher
- très bon
- fait tout
- livre de recette
- prix en main

Électroarriket > Haushalts elektronik > Küchengeräte > Küchenmaschinen > Suche

Küchenmaschinen (9)*

Preis

- bis 90 €
- 300 € bis 500 €
- ab 500 €

Hersteller

- Krups

Serie

- Krups Prep & Cook

Produkttyp

- Multifunktions-Küchenmaschine
- Küchenmaschine mit Kochfunktion

Das kann die Küchenmaschine

Leistung

prep&cook

<p>Krups Prep & Cook HP 5031 Multifunktions-Küchenmaschine, 1.550 Watt, Zubereitungsmenge 2,5 l, Temperaturbereich 30 - 130 °C Note 2,5 ★★★★★ 114 14 Angebote 410,00 – 747,05 €</p>	<p>Krups i-Prep & Cook Gourmet HP 6051 Küchenmaschine mit Kochfunktion, Zubereitungsmenge 3 l, P... ★★★★★ 18 3 Angebote 729,00 – 958,66 €</p>	<p>Krups Prep & Cook HP 5031.XMAS Multifunktions-Küchenmaschine, 1.550 Watt, Zubereitungsmenge... ★★★★★ 13 2 Angebote 649,00 – 899,99 €</p>	<p>Krups Prep&Cook XL (HP50A8) Küchenmaschine mit Kochfunktion, 1.500 Watt, Temperaturbereich 30 - 150 °C, Mixeraufsatz, Damm... 3 Angebote 915,00 – 915,44 €</p>

Tous Publications Personnes Photos Vidéos Marketplace Pages Lieux

Filterer les résultats

PUBLICATIONS DE

- Tout le monde
- Vous
- Vos amis
- Vos groupes et vos Pages
- Public
- Choisissez une source...

Type de publication

- Toutes les publications



Companion & Cookéo Forever

Page · 3 K personnes aiment ça

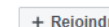
Redécouvrez le plaisir de cuisiner avec Cookéo & Companion de Moulinex.



Idées recettes COOKEO

Groupe · 283 K membres

Idées recettes avec le COOKEO de chez Moulinex ...
300 publications par jour

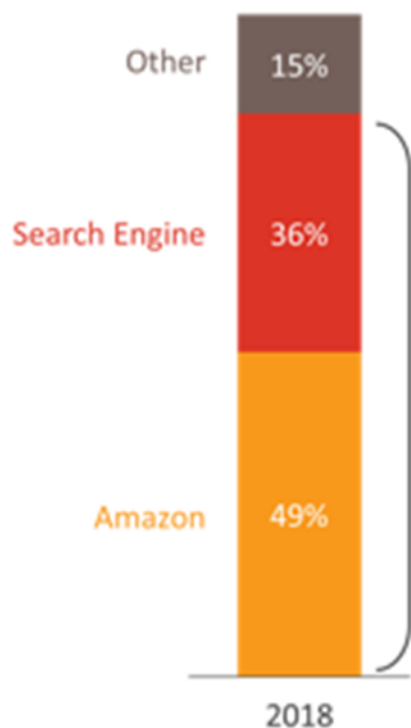


376 membres ont indiqué qu'ils habitent à Dijon

New intermediaries are prevailing

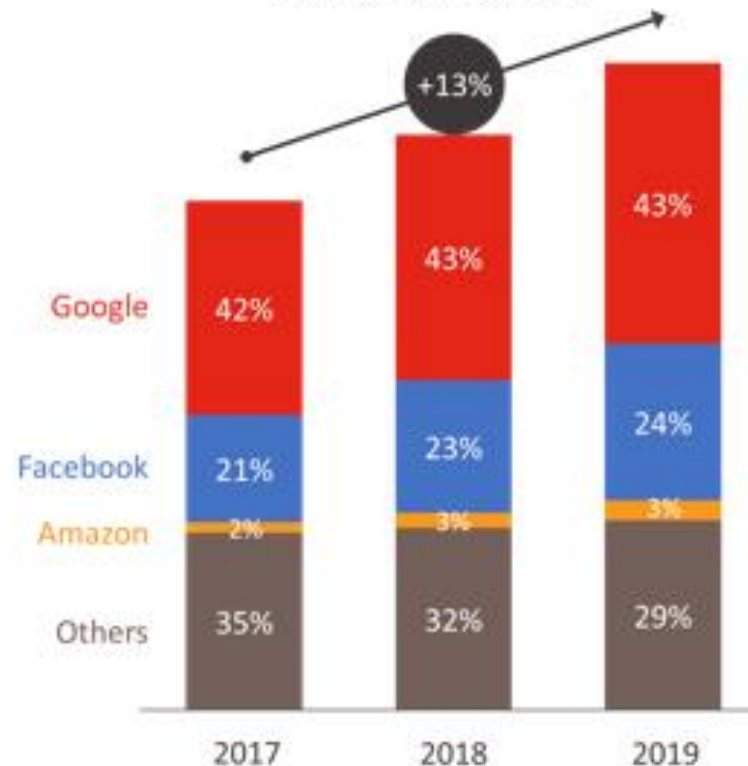
GAFAs are the starting point of ~85% of product search

Where Do You Begin Your Product Search?
N=2,000, US Customers



Google and Facebook capture 70% of digital media spend and 90% of the growth

Evolution of digital media spend
2017 to 2019 forecasts



Frontiers are blurred between offline and online worlds

60% of US consumers regularly use their mobile in Brick & Mortar retail



Build hybrid communication strategies

TELEVISION



DIGITAL (Paid-Owned-Earned)



CRM



POINT OF SALE



TECH & DATA

Influence marketing



 **audreymonpetitbikini** • S'abonner
Monpetitbikini.com

audreymonpetitbikini Work life 🎂 Merci @tefal_france de nous avoir gâté et de nous avoir offert le nouveau #tefalcakefactory pour qu'on puisse faire de bons gâteaux au bureau 🥰 On en a pas laissé une miette! (j'avoue que j'ai craqué j'en ai mangé mdr)

Afficher les 19 commentaires

camilleberlon Ptdr la story 😂😂

lesreveriesdemarine J'aurais craqué aussi 🥰🥰


celineophelie Il fait tellement envie ce beau gâteau 🍰. Je m'achèterai bien cette belle machine mais je la trouve un peu cher 🥰🥰🥰@tefalcakefactory

on_dirait_le_sud Tu m'as fait trop rire 🐱🐱

2 936 J'aime

17 OCTOBRE

Communities

 Cake Factory – Pâtisserie, recettes & astuces

Guillaume Accueil

& astuces

Groupe fermé

À propos

Discussion

Annonces

Membres

Évènements

Vidéos

Photos

Recommandations

Chercher dans groupe

Raccourcis

- Cake Factory – Pâtisser...
- T-Fal Actifyr air frye... +20
- Cook Expert Magi... +20
- Social@Groupe Seb
- Cuisine Companio... +20

Message

Ajouter photo/...

Vidéo en direct

Plus

Bonjour Guillaume. Écrivez quelque chose ici...

Photo/Vidéo

Rencontre

Sondage

Plus

NOUVELLE ACTIVITÉ

Lo Re

Nouveau membre · 15 h

GRUPE ADMINISTRÉ PAR

Tefal Tefal

109 264 personnes aiment ceci

AJOUTER DES MEMBRES

+ Entrez un nom ou une adresse e-mail...

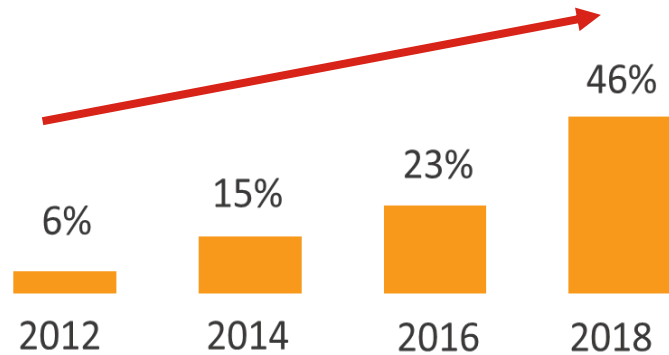
MEMBRES

5 111 membres

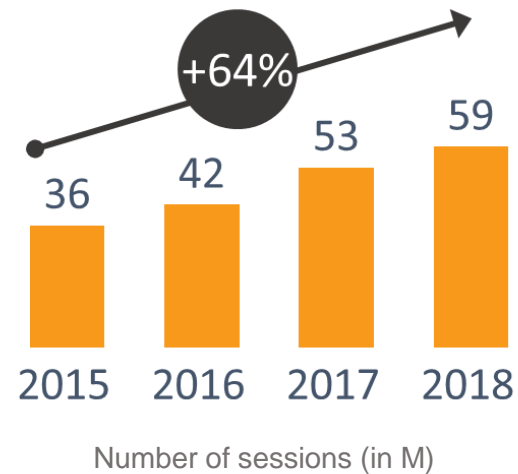
Growing investments in digital marketing and communication

Leading to increased impact on consumers' engagement

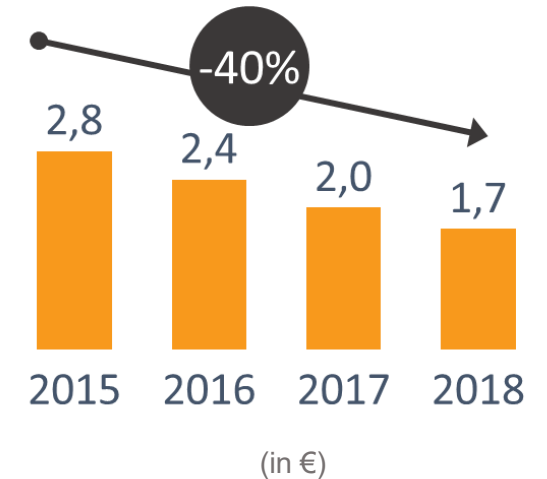
Share of digital in total media spend



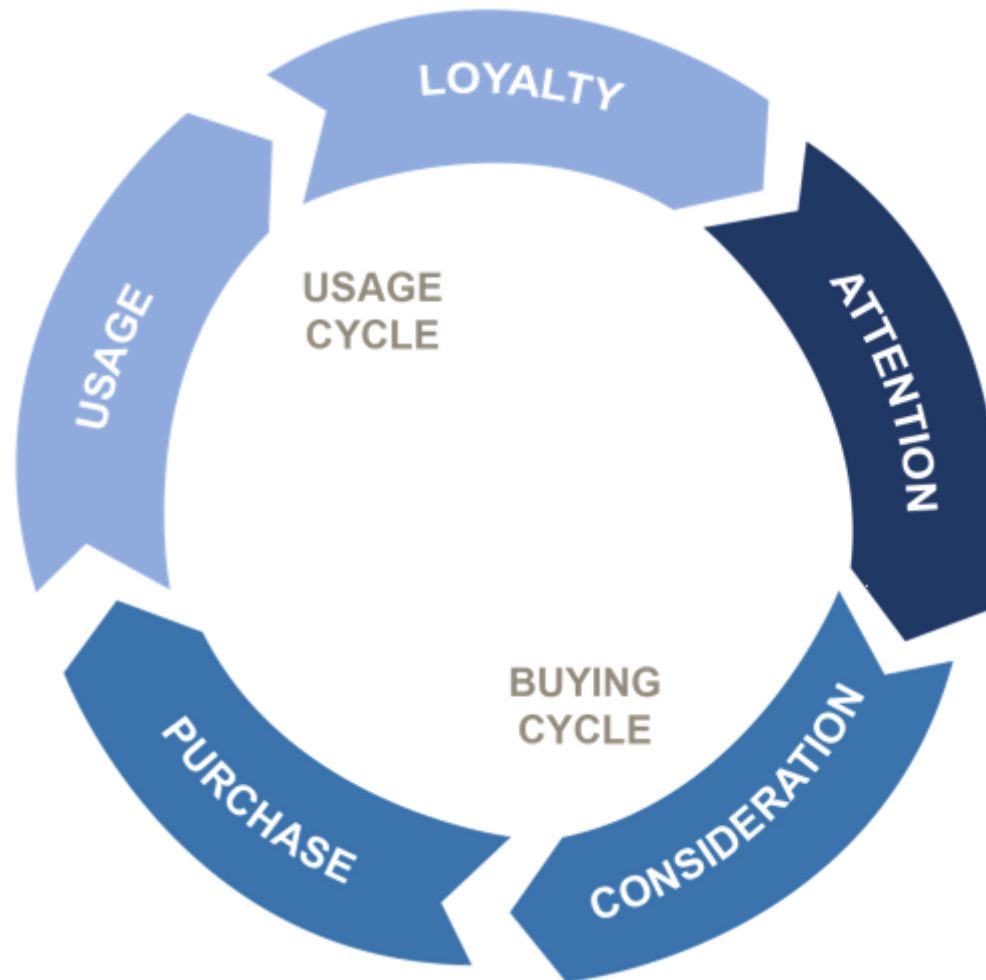
Improved reach



Decreasing cost per session



Engaging directly and personally consumers before, during and after their purchase





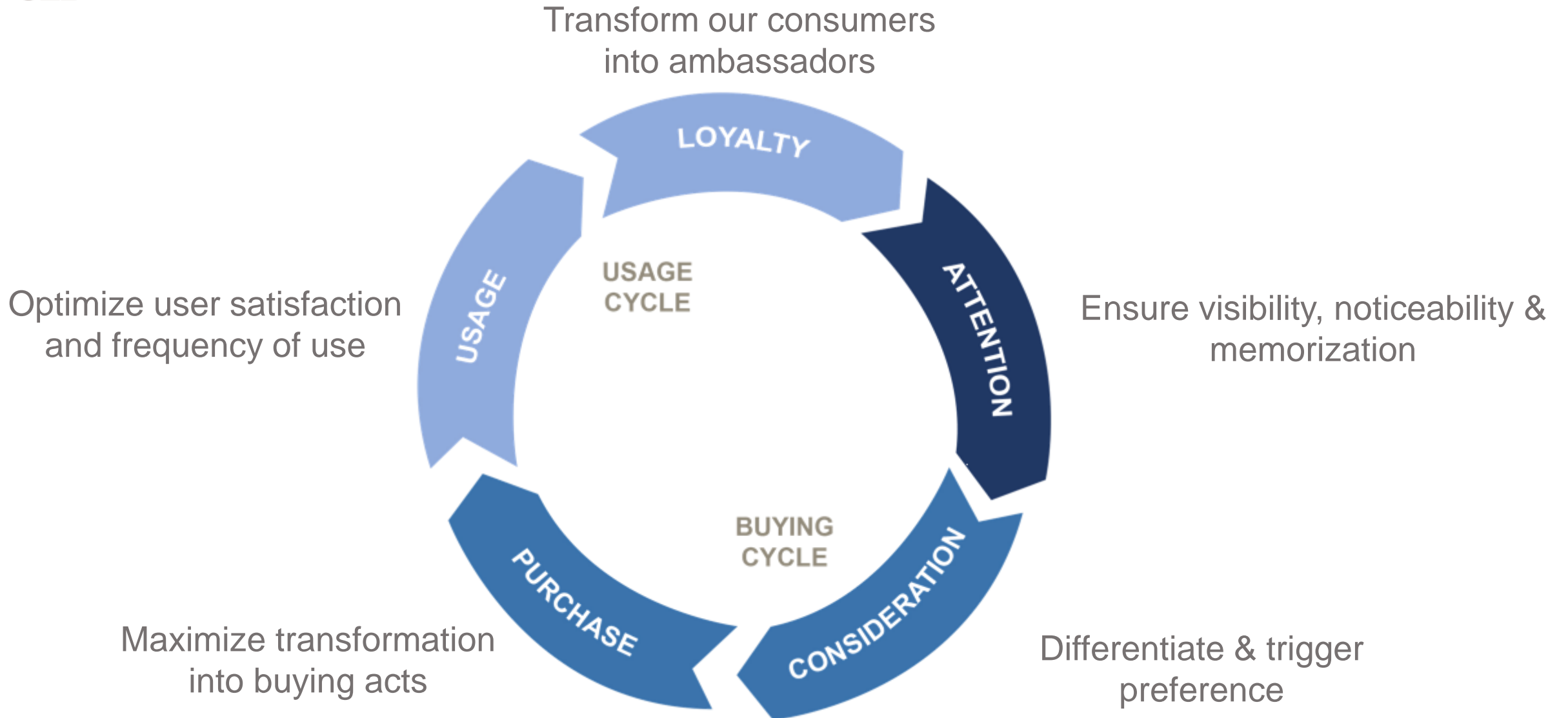
BREAK



05

**CONSUMER
JOURNEY: A 360°
EXPERIENCE**

In such a context, how do we...



Being consumer centric

- **Understanding consumers' journeys (insights & touchpoints)** in all their specificities
 - Identifying and selecting the **most relevant touchpoints** to initiate conversion with our consumers
 - Communicating through the **most appropriate formats and messages in an engaging way**
 - Keeping **brands' global consistency across fragmented touchpoints** in order to maximize brand memorization and attribution
-

It all starts from an insight



« I like to please my family and friends with **perfect grilling results** depending on each of their taste... but it's so hard to achieve ! »

Today's consumers fear failing their pastries...

“ My children and I love to bake and test new recipes. We would like to do it more often in various occasions but it's quite a lot of work and we are always afraid of not achieving good baking results even with an expensive oven. On top of this following the baking in an oven is quite constraining and dangerous for my children, ”

"I wish I could bake more pastries to please my family and my friends**"



"I am not very skilled in baking. I often fail my cakes...**"

Mothers often want to bake with their children, this is a sharing educative activity that is rewarding both for parents and children. They often do by themselves very easy recipes and stay in their comfort zone even if they are curious to discover and try new recipes. Yet they often **complain that the baking results are disappointing.**

*Field study SEB&YOU – Feb 2018 – on 31 people - France

« I never know what to cook, I'm out of ideas and I don't want to bother thinking ahead of all the meals I would have to prepare all week long... »



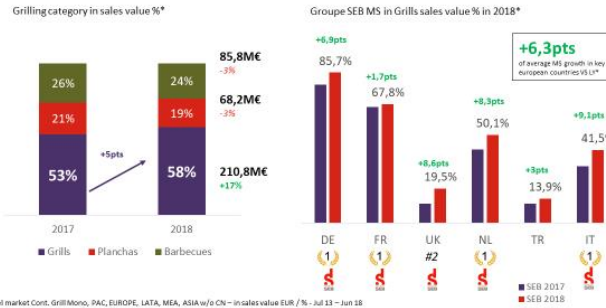
Sometimes I need to improvise and **make last-minute dishes** with what I have at hand. But most of the time it's not really a success as I'm not inspired.»

From a product promise to a marketing strategy



ELECTRIC GRILLS CATEGORY

Grills represent today **58%** of the grilling market
 The segment is very dynamic (**210,8M€**, **+48,7%** in 5 years), the **only one growing** in 2018 (**+17%** VS LY) in which **GROUPE SEB** is leader with **38,4% MS** (+7pts vs LY)



MARKETING STRATEGY

RECRUIT NEW CONSUMERS WITH A TRADE-UP ON OPTIGRILL RANGE BY IMPROVING CONSUMER'S EXPERIENCE

OBJECTIVES

- STAY THE UNRIVALLED REFERENCE OF THE MARKET
- INNOVATE TO KEEP CREATING VALUE ON THE OPTIGRILL RANGE

CONSUMER TARGET

COOKING LOVERS

Cooking is a pleasure for them, they like to **innovate and try new things**. They want to **cook like a professional** even if they delegate and be valued by people around them.
 They are **food lovers**, epicureans, and they want to **eat good quality food**.



Based on an in-depth analysis of consumers' habits



COOKING LOVERS

Cooking is a pleasure for them, they like to innovate and try new things. They want to cook like a professional even if they delegate and be valued by people around them.

They are food lovers, epicureans, and they want to eat good quality food.



COOKING LOVERS

BEHAVIORS

- They use pans, grills or barbecues to grill meat without guaranteed results
- For vegetables, they use pan, wok, oven or steaming solutions with less precision and flavor than OptiGrill
- They like to receive guests and cook original recipes for them, at a professional level
- They are willing to pay the price of quality appliances
- They buy modern, stylish appliances

EXPECTATIONS

Grill meat and other ingredients easily and be sure to get perfect results to please everyone around the table whatever their preferences are.

MAINLY
18-34 years old (30%)
& 45-54 (25%)

UPPER-CLASS (44%) UPPER-MID CLASS (26%)

57 % have kids
& live in a flat (50%)
or in a house (46%)

MALE 51% FEMALE 49%



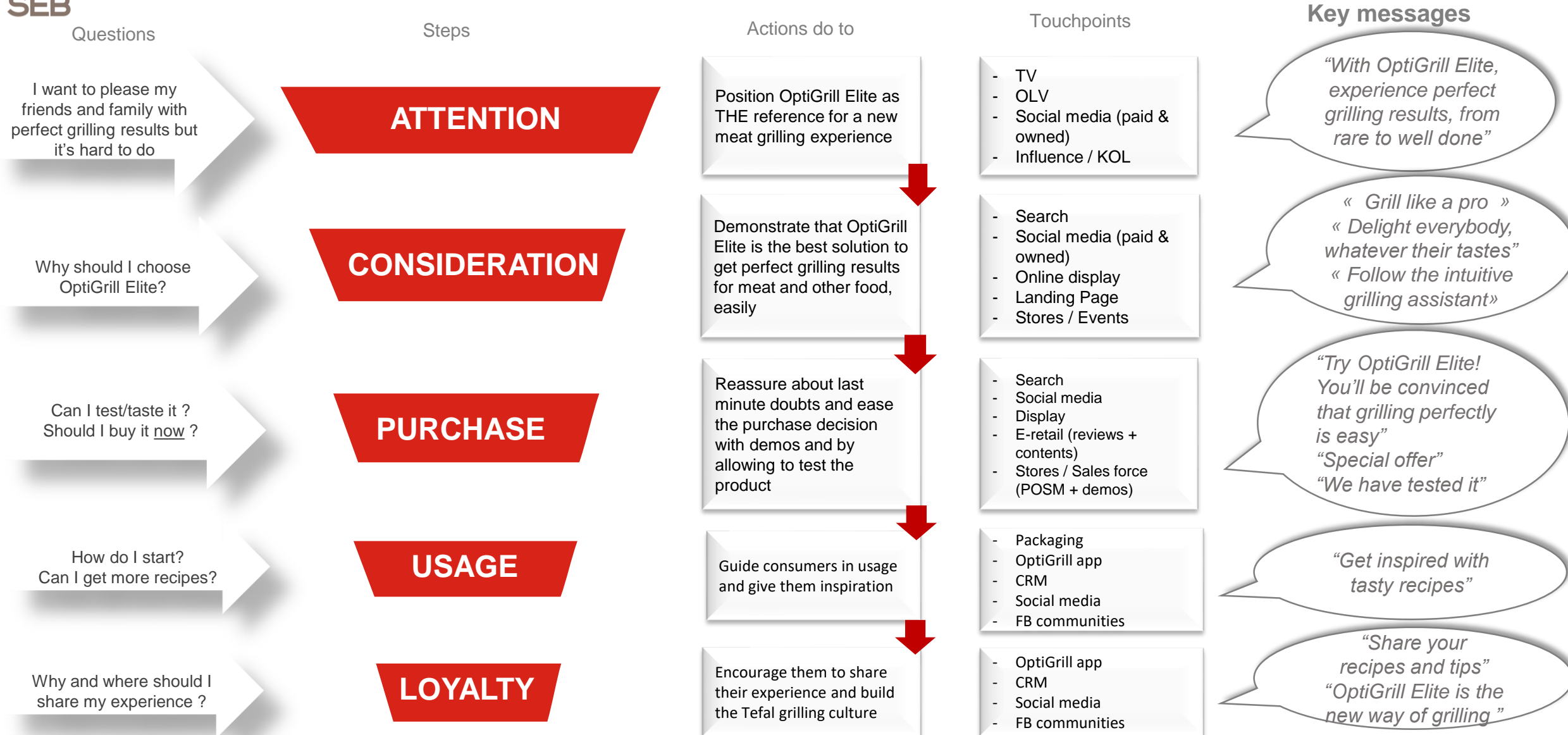
COOKING LOVERS

MEDIA HABITS

- They are connected on social networks
- They follow food and lifestyle bloggers and like to take quality photos of their meals to post them online
- They surf on cooking websites to get information and buy online They read cooking magazines
- They watch TV cooking shows



Build-up of the Consumer Journey



Asset development and activation plans

ATTENTION Build awareness

1



Always on:
Social media (FB, IG, YT)
Chef endorsement : co-branded contents on chef's own channels and brand channels

Burst:
TV campaign + sponsoring 2x / year
OLV : 2x / year
Influence : ~3 micro and 2 macro influencers
Partnerships with meat/food brands:
 co-branded contents and consumer offer
Press release: 3x a year

TV campaign + OLV



Partnerships with meat/food brands



Partnership with influencers & Grilling communities



Sponsored posts (Owned Social Media)

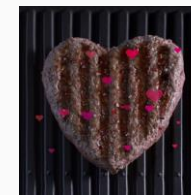
Traditional

Social media posts



Conextualized

Valentine's day



Meatless day



CONSIDERATION Educate on product & key benefits

2



Always on:
Social media (FB, IG, YT) : catchy recipe videos and customized content according to key moments (summer/winter, rainy day, event...)
Brand website : landing page and detailed product sheets

Burst:
Trade & sales force training
Online display : retargeting audience from Attention phase on interest websites, driving to landing page (CTR >1%)
Partnerships with Optigrill communities ambassadors : shared content, contests, exclusivities, product VIP offers...
Social display: redirect to landing page

Product videos



Landing page



Retargeting banners



Owned Social Media

GIF videos



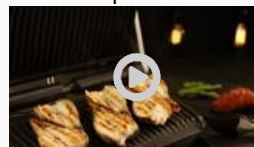
posts



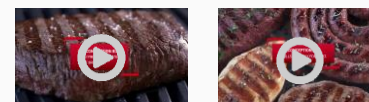
How To videos



Recipe videos



Retargeting Bumper Ads



Ease of use

Versatility

Display (Canvas)

PURCHASE Trigger sales

3



Always on:
Best in class product pages on retailers websites
Reviews campaigns : >20 reviews/retail
Premium merchandising executions : 80% DV
In-stores demonstrations : >60 days / year
Retail catalogues

Burst:
POS materials : massification at launch
Product demonstrations : in stores or during events
Online display : retargeting audience from Consideration phase on interest websites, driving to retailers websites (CTR >1,5%)
Consumer offers depending on key moments and events of the year (football cup, meat fest, burger day...)

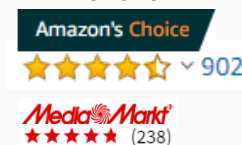
Retargeting banners



Premium e-retail webpage



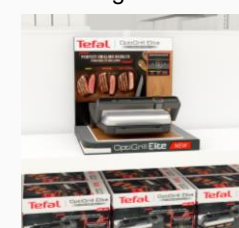
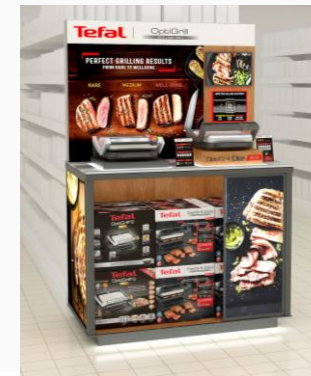
Reviews



FB Collection



Premium merchandising



New packaging



SEO/SEA guidelines

Keyword	Search Volume on Google (monthly)
how to cook steak	18130
how to cook salmon	12100
how to cook pork chops	9900
how to cook meat beef	9900
how to make meatballs	8100
medium rare steak	8100
cooked chicken temperature	5400
beef cooking times	4400
how to cook beef joint	4400



Road to market guidelines for a perfect local execution

ROAD TO MARKET GUIDELINES

OPTIGRILL ELITE

AGENDA

1. INTRODUCTION
2. PRODUCT
3. BUSINESS CASE
4. MARKET ACTIVATION

MARKETING STRATEGY

RECRUIT NEW CONSUMERS WITH A TRADE-UP ON OPTIGRILL RANGE BY IMPROVING CONSUMER'S EXPERIENCE

OBJECTIVES

- STAY THE UNRIVALLED REFERENCE OF THE MARKET
- INNOVATE TO KEEP CREATING VALUE ON THE OPTIGRILL RANGE

CONSUMER TARGET

COOKING LOVERS

Cooking is a pleasure for them, they like to innovate and try new things. They want to cook like a professional even if they delegate and be valued by people around them.

They are food lovers, epicureans, and they want to eat good quality food.

OPTIGRILL ELITE CLAIM

PERFECT GRILLING RESULTS FROM RARE TO WELL-DONE

KEY BENEFITS

1. PERFECT GRILLING RESULTS
2. INTUITIVE EXPERIENCE
3. VERSATILITY

VERSATILITY

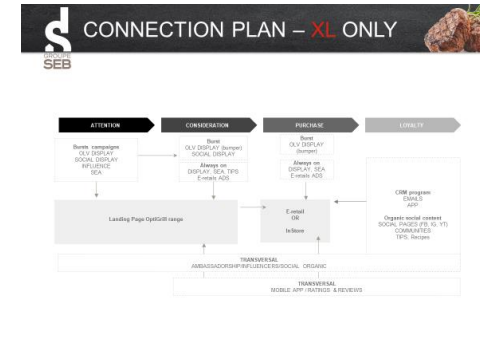
Endless grilling possibilities, everyday

NEW 12 automatic cooking programs to explore new meal ideas with Optigrill Elite

KEY ACTIONS AND MESSAGES

DELIVERY TIMINGS

	CONCRETS	TIMINGS
ATTENTION	1 PVC	Available
	2 QM - meat grilling	Available
	3 Social media carousel	Available
	4 Lifestyle pictures	Available
	5 Get content	Available
	6 Packaging	Available
	7 Activation KV	Available
	8 Product pictures	Available
	9 Benefit pictures	Available
	10 Fundamental video	Available
CONSIDERATION	11 Call videos	Available
	12 Recipe videos	Available
	13 Program videos	Available
	14 How to videos	Available
	15 QM (burner side left)	Available
	16 Social media post (carousel / canvas)	Available
	17 Digital banner side left	Available
	18 Optigrill premium perf	Available
	19 Landing page	Available
	20 Tag content	Available
PURCHASE	21 Shelf display	October
	22 Premium shelf display	October
	23 Shopper trailer	Available
	24 Gondola and Brand name	Available
	25 Shelf cracker	Available
	26 Washbar + sticker (to pack)	Available
	27 3D interactive video	Available
	28 Display banner and	Available
	29 Facebook post Collection	Available
	30 Instagram post for pack	Available
USAGE & LOYALTY	31 How to clean my Optigrill?	Available
	32 How to clean my Optigrill?	Available



ATTENTION ASSETS

OLV + bumper ad focusing on perfect meat grilling results

OLV - 20s - available in 16/9 / 11
<https://dam.groupeseb.com/158bfd45410266cf/>
 Bumper ad - 6s - available in 16/9 / 9/16 / 1/1
<https://dam.groupeseb.com/7419843ca0540bc5/>

CONSIDERATION ASSETS

Facebook assets

Facebook canvas

PURCHASE ASSETS

Demonstration kit

Agenda

1. OPTIGRILL ELITE
 - What you need to know
2. HOW TO USE THE PRODUCT?
 - Product overview
 - How does the product work?
 - How to clean the product?
3. DEMONSTRATION: How to show the main benefits of Elite VS traditional grills?
 - Demonstration guidelines
 - Recipe demonstrations
 - Green Smoothies
 - Red-Zinger Breakfast Smoothies
 - Fat-burning Pineapple Smoothies
 - Ultimate Deluxe Kale Smoothies
4. FREQUENTLY ASKED QUESTIONS

To train sales force, marketing teams and demonstrators.

Available in the DAM in Powerpoint version and PDF/illustrator versions for printing.

PURCHASE ASSETS

Amazon A+ page guidelines

Telet Optigrill Elite intelligent grill, perfect grilling for meat, chicken, salmon, veggies and more, electric, grill, indoor grill, 12 automatic programs, 12 automatic cooking programs, 12 automatic cooking programs, you know when to add and remove your meat, whether for rare, medium or well done.

EASY-TO-USE INDOOR GRILL, 12 automatic programs for meat, chicken, vegetable, fish, vegetables and more, with no need for monitoring and the assurance to have perfect grilling results.

PROOF OF PERFORMANCE, 10 YEARS WARRANTY.

RESTAURANT QUALITY SEARING, searing boost function.

ENDLESS POSSIBILITIES: recipe book included and more recipes in OptiGrill application.

EASY TO CLEAN: removable dishwasher non-stick plates.

PURCHASE ASSETS

Best in class merchandising executions

- Tefal logo in relief with red backlighting
- Printed back panel
- Aluminum base
- Backlit bases under each product
- Printed recipe visuals
- Light under the furniture
- Aluminum and anthracite furniture finishes
- Wood slab
- Screen displaying product video
- Slab in relief with red LED light around
- Wood base with product name printed

Create for tomorrow a seamless Consumer Experience

Imagine
the great
Laura's consumer journey
with
Groupe SEB

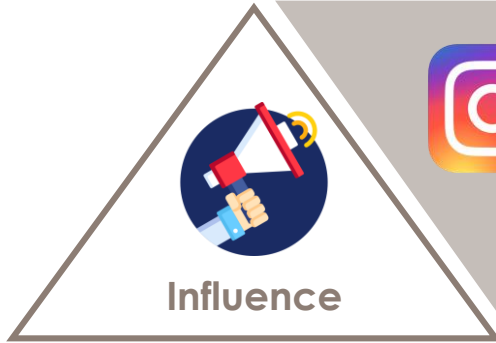


06

2 BUSINESS CASES:
CAKE FACTORY
&
CUISINE COMPANION

Initiate conversation & recommendation via micro-influencers...

Cake Factory, the Group's first 100% digital launch

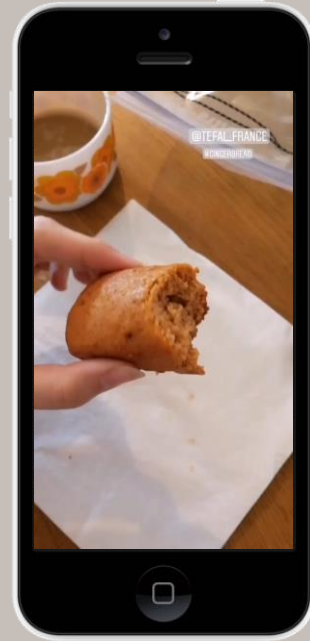
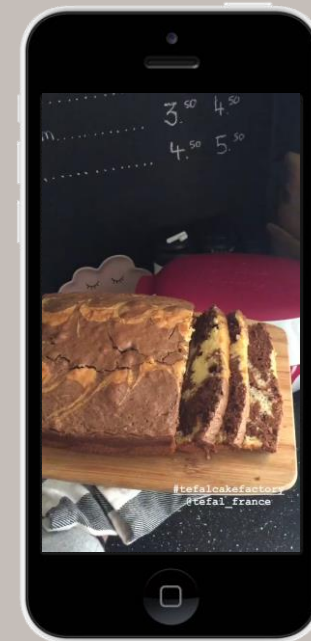


50 micro-influencers
> **50** pictures
> **300** stories

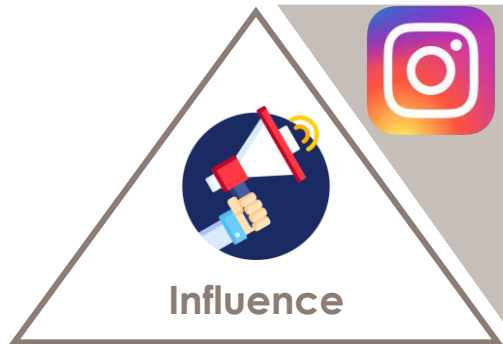


1 million people reached

Generation of user content/conversation

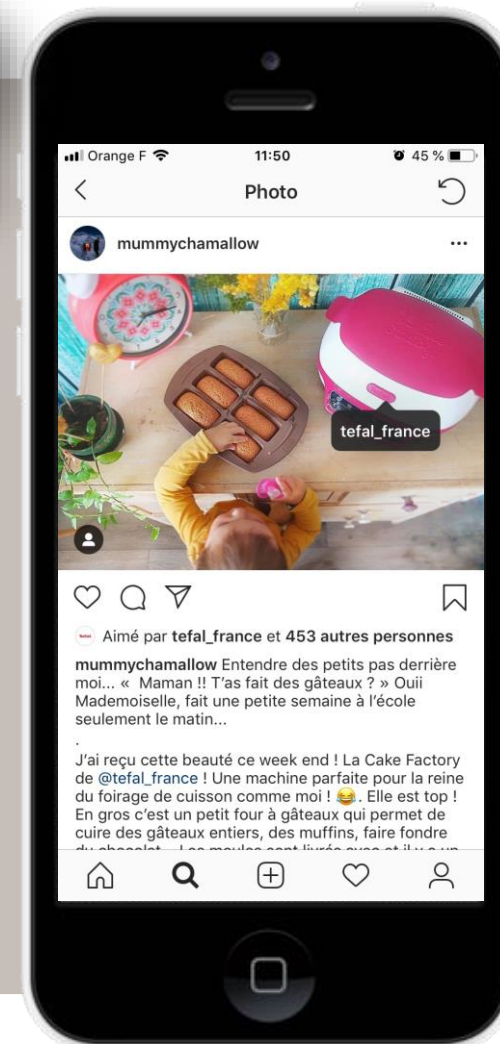
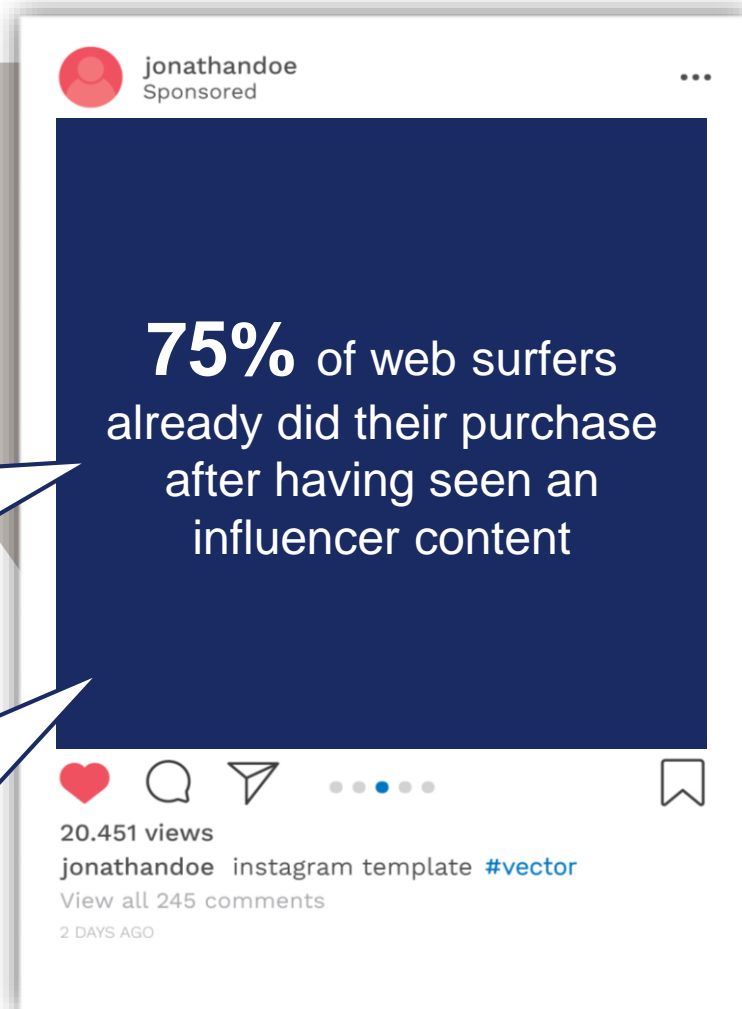


... building-up a strong recommendation flow



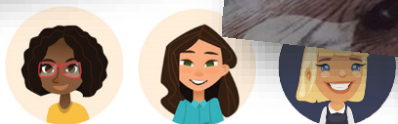
misstinguette37 J'ai craqué direct aussi, une tuerie et plein de recettes sur l'application c'est extra 👍

balfama_ À chaque story tu me donnes envie d'acheter cet appareil ! Et cuisiner fait tellement du bien, cela détend et voir le sourire sur les gens qui mangent ensuite est un bonheur immense ❤️



The Cake Factory Facebook community

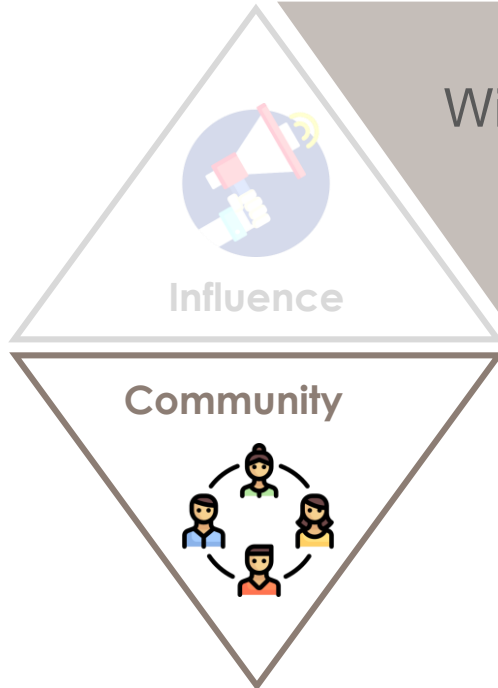
« Cake Factory – pâtisserie, recettes et astuces »



Internal administrators

sumer
the followers

The community, a very strong start



Within two months after launch

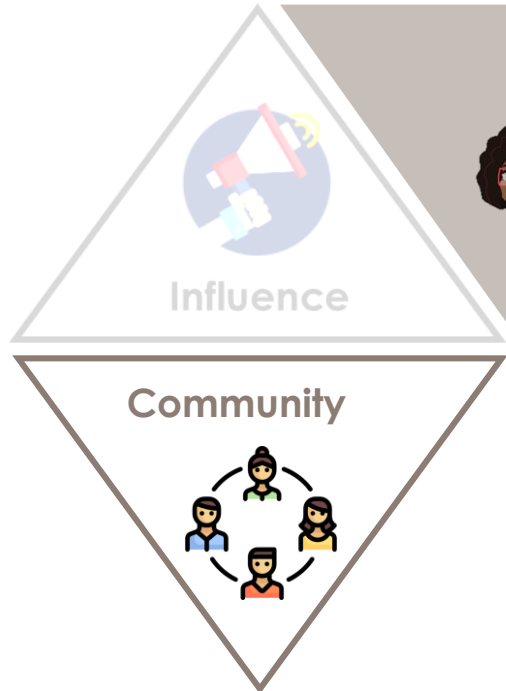
- **20,000** members

- Over 15,000 posts, **1 post each 5 min!**

- **4,000** interactions/day



The community, key learnings



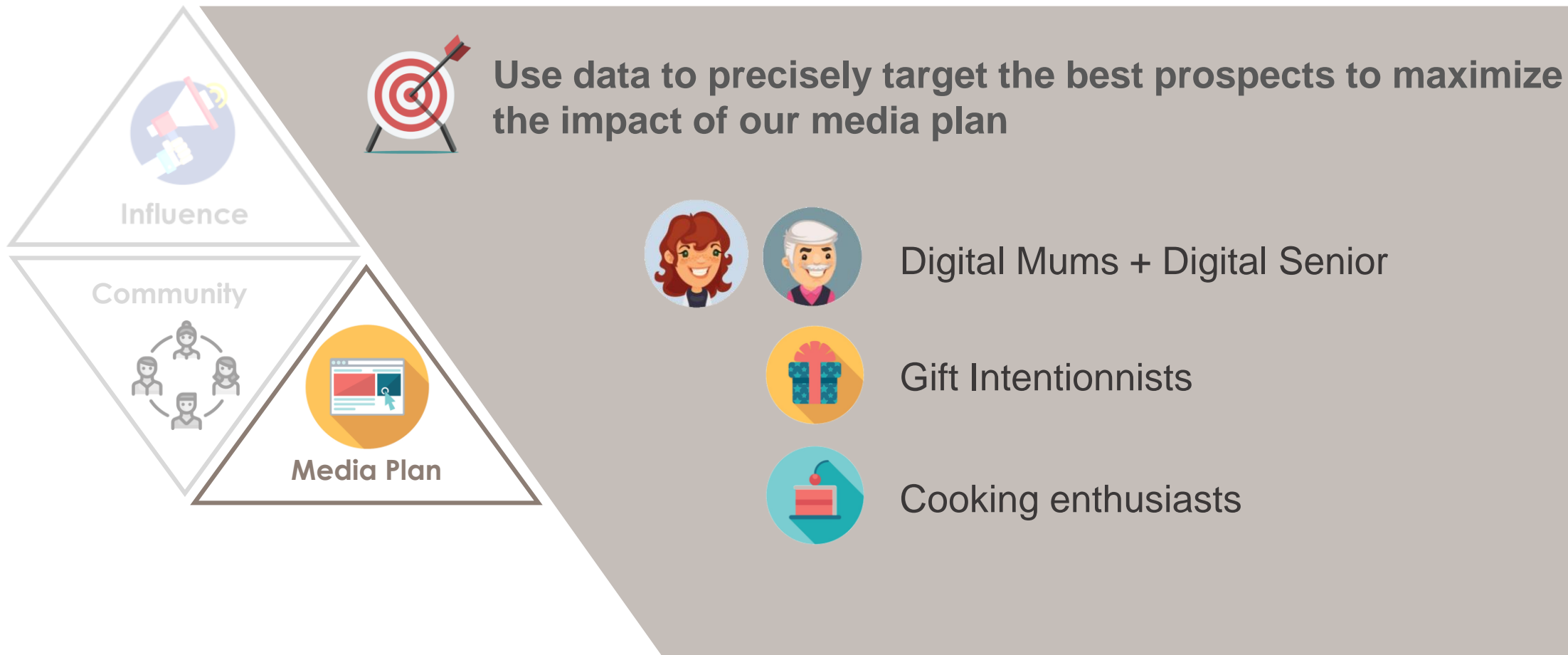
- Daily direct contact with users/followers
- Identify recipes and accessories the followers would like to have
- More than consumers → Followers become real **ambassadors / prescriptors**

Li Cal 😊 Arrêtons de nous plaindre 5 Minutes, y'a plus grave dans la vie ..
 aucun achat de nos jours et sans risques.
 Tefal à un service après vente au Top !! Le produit est quand même garantie 2 ans !! Pièce et main d'œuvre.
 S'il venait à y avoir un souci, BEAUCOUP de témoignages disent aussi qu'elles ont eu un appareil neuf en échange quasiment de suite !

 On ne vois toujours que ce qui ne va pas .. évidemment c'est plus simple.

 Je suis Une cliente + que satisfaite de son cake factory !! Qui a eu un souci mais tres vite réglée sans soucis.. avec en prime les moules en double puisqu'on m'a repris que l'appareil défectueux 😊
 😊😂😂

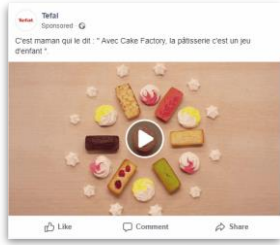
Media plan – Identify prospects



Media plan – Address prospects with the right assets at the right moment



Consideration banners



Video

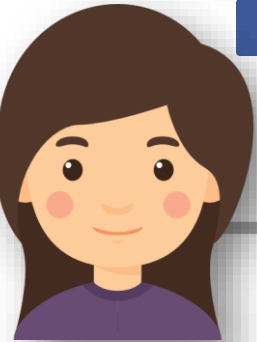


Insta stories

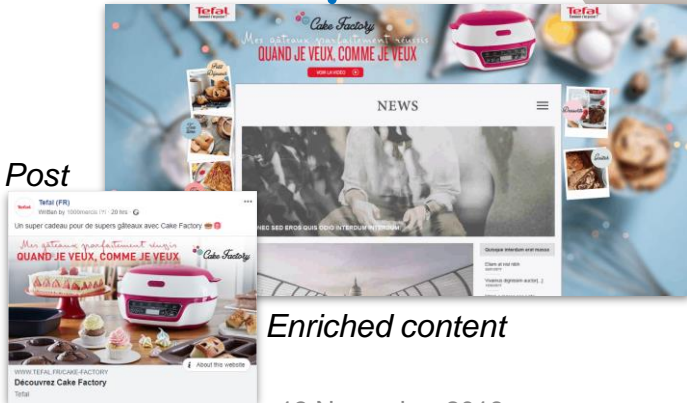


Purchase banners

Collection



Page Post



Enriched content

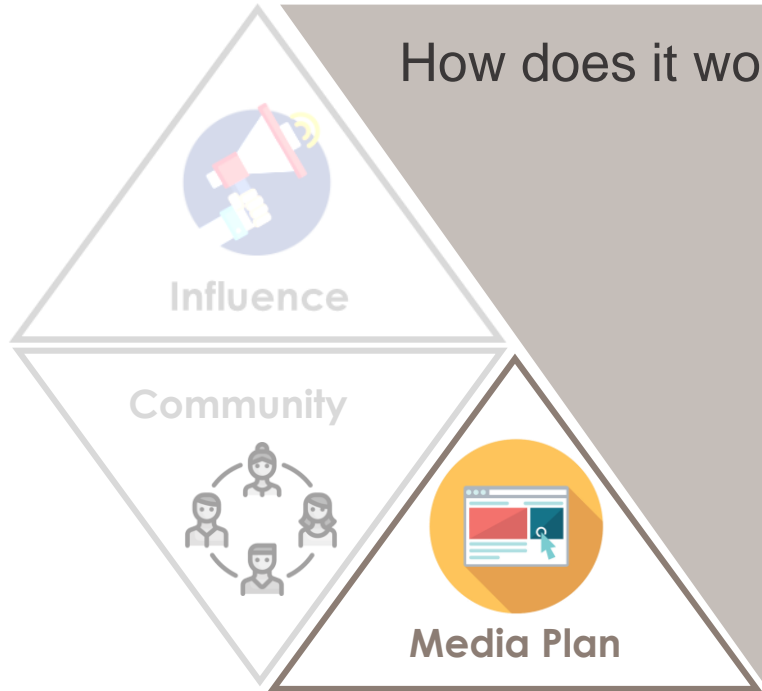


Carrousel

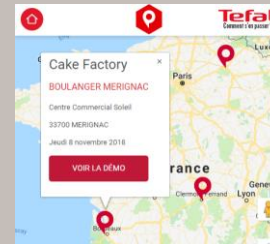


Canvas

Media plan – Generate traffic to the PoS



How does it work?

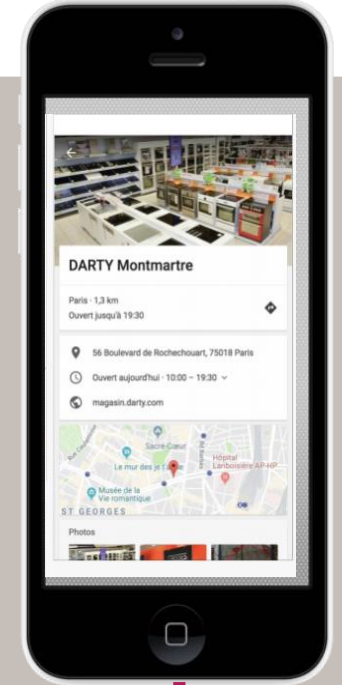
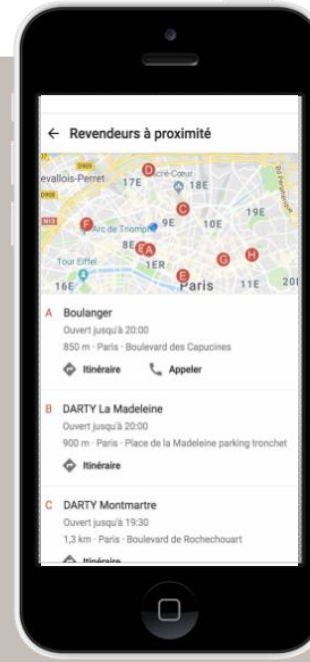
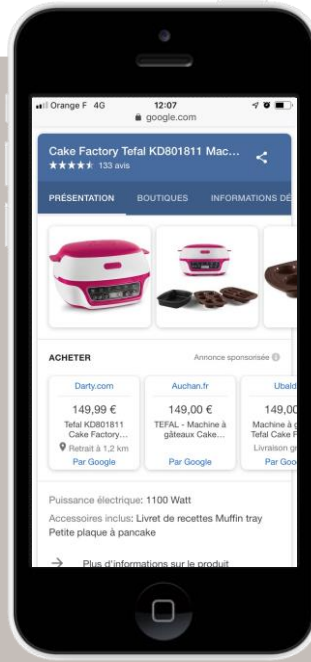
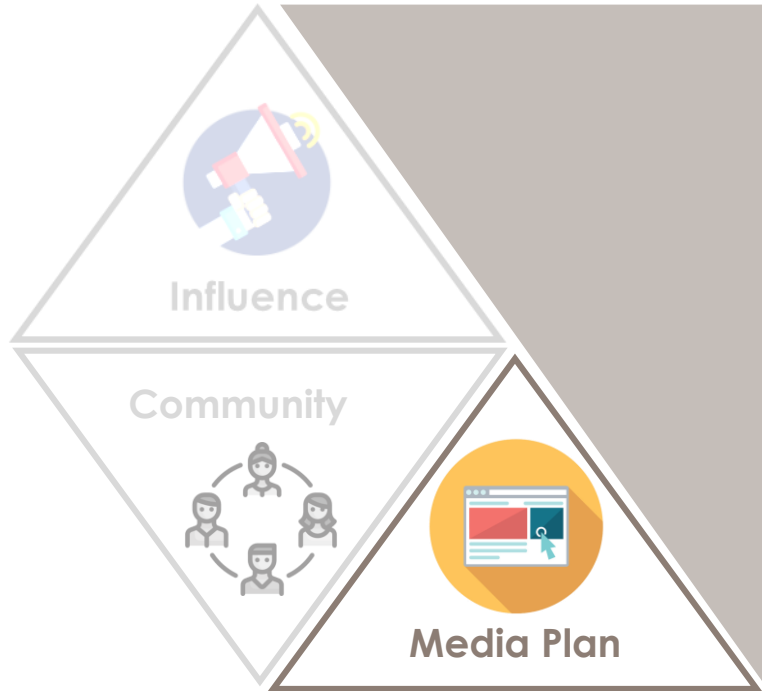


Démolocator

Print the display to the hot prospect close to a store with a product demonstration.



Media plan – Generate traffic to the PoS

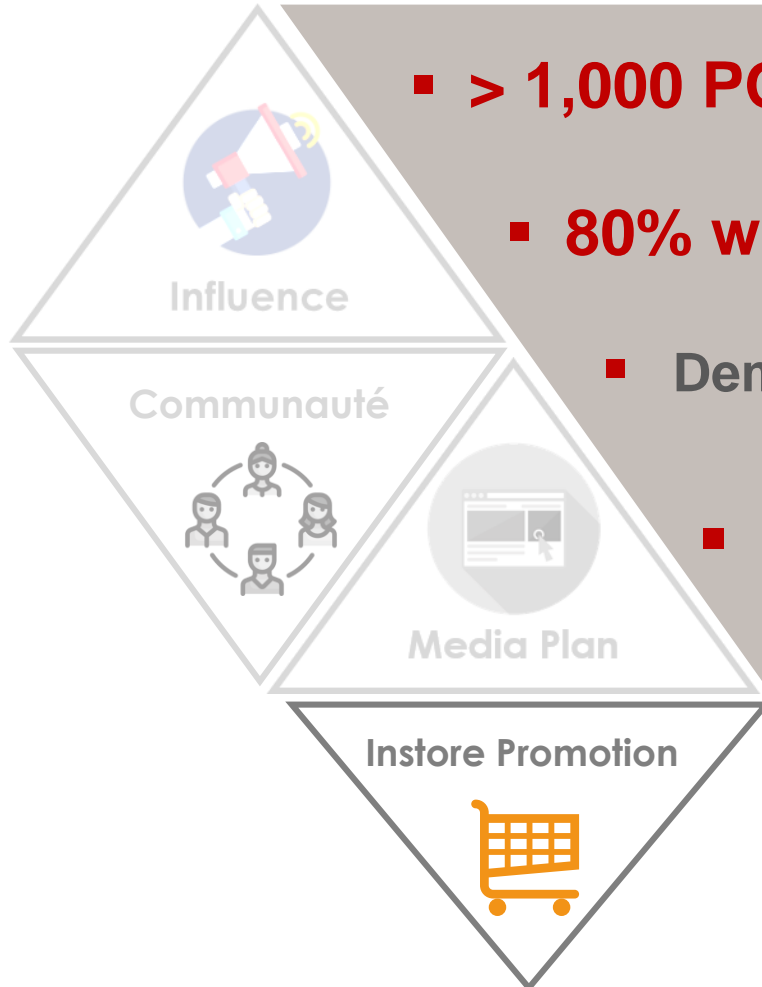


Journey

1. The surfer clicks on extension
2. And is redirected to a retailer mapping
3. Retailer description appears

Instore promotion

Product demonstration, visibility and sales conversion



- **> 1,000 POS**, > 50% Weighted Distribution

- **80% with POSM**

- **Demonstration on Retailer's initiative**

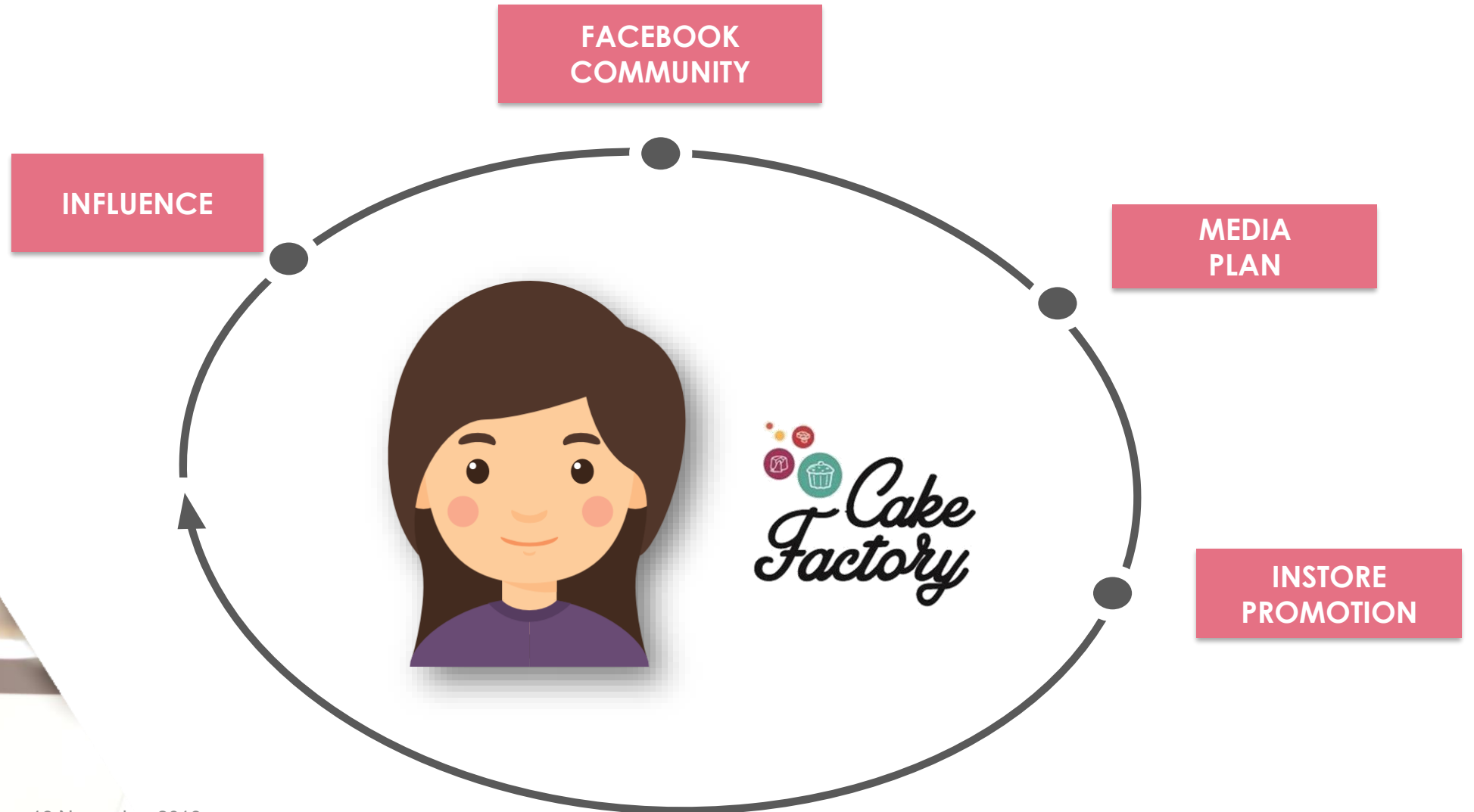
- **#1** convivial cooking hitlist



Animation cake factory et companion ce week end ré
DARTY LE MANS: coût pour GSF: 2 totems 😊😊😊



The virtuous circle of recommendation





06

2 BUSINESS CASES:
CAKE FACTORY
&
CUISINE COMPANION

The Companion open system : a UNIQUE value proposal

- Cooking food processors: a rapidly developing segment
- A competitive segment
 - The open system: a differentiating asset



The free app at the heart of the Companion open system



INTUITIVENESS



COMMUNITY



All the Companion users download the App



50% use the App **3x** a week



50% download it before purchase



4.6 on iOS

INSPIRATION

From usage to EXPERIENCE

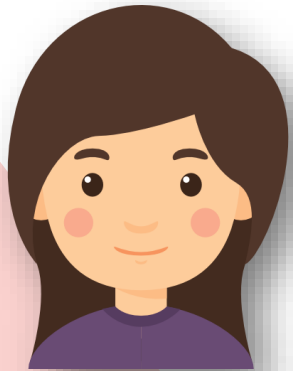


Live the immersive and unique Companion experience



Moulinex

A daily experience to solve the customer's daily concerns



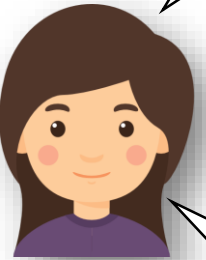
- ✓ +30 years old
- ✓ Active
- ✓ Young children
- ✓ Healthy delegator
- ✓ 6h30 cooking/week

« I want to **keep control** of what my family eats as much as possible »

« I often **lack time** during weekdays and yet I do not want to serve ready-to-use food »

« I try to always cook home made meals with fresh ingredients but it requires a **flawless organization** and **skills** that I miss sometimes. »

A daily source of cooking inspiration



« I have no idea
what to cook
tonight! »



Over **1,500 step by step recipes**

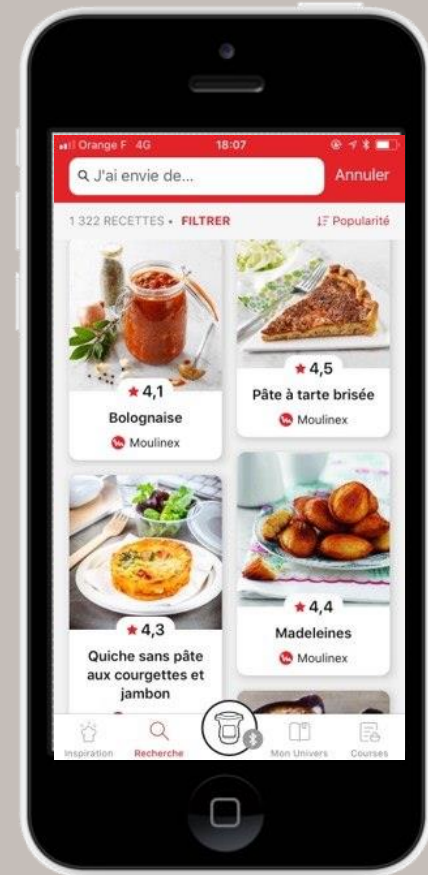


Personnalized recommendation of recipes

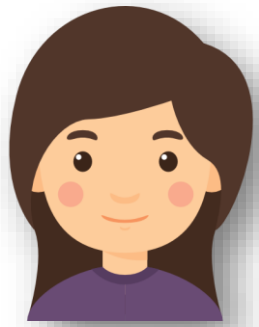
« What could I cook
with the stuff in my
fridge? »



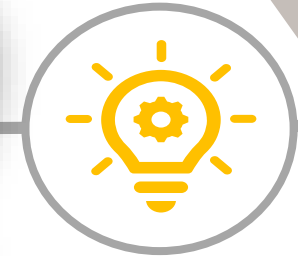
Recipe suggestion « in my fridge »



An intuitive experience to simplify daily cooking



NO IDEA



Recipe
suggestion

SHOPPING CART?



Service
shopping list

HOW TO COOK?



Step by step
recipe

DIRTY HANDS



Vocal
assistant



Communities to share tips or recipes

« I got a super curry recipe, I wanna share it »



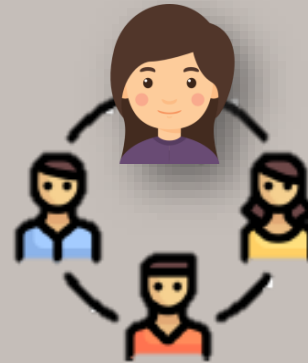
« I look for a crazy idea for my son birthday cake »

Facebook communities
> 150k members

UGC* in the App represents almost **1/3** of our recipe database



« I want to know how to look after my Companion? »



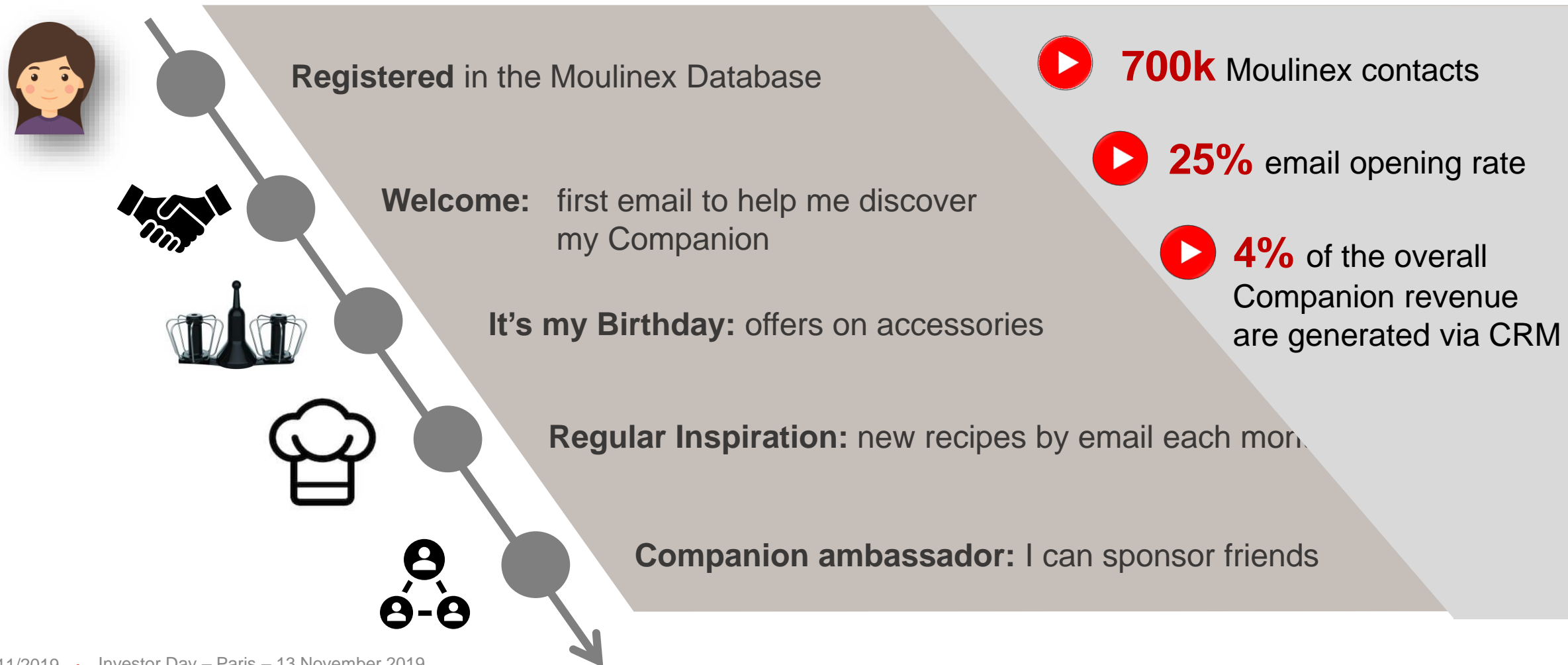
Thousands of Companion users interact on the **Moulinex assistance community**



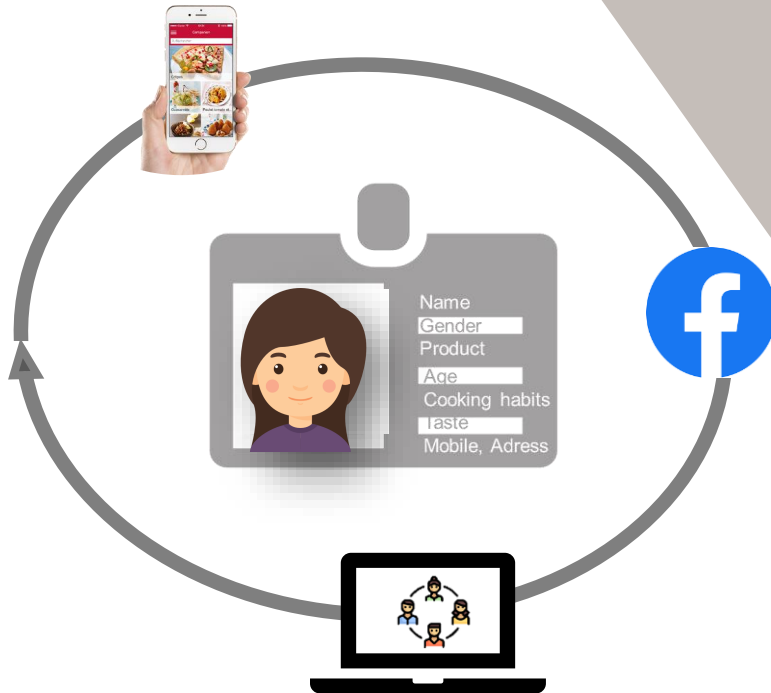
* User generated content

« Moulinex never stops guiding and inspiring me »

The Moulinex loyalty program



The Companion open system: a precious source of customer knowledge



- ▶ Source of nominative and behavioral data → Better understand our customers → Opportunities:
- ▶ **Personnalization** to optimize the engagement and ambassadorship
- ▶ **Media optimization:** look alike of users, predictive models..



07

CONCLUSION

Key take-aways from this Investor Day

- The Cooking market overall is promising, fast changing and multi-trends
- End-consumers are manifold, complex and increasingly digital
- Groupe SEB is the **global #1** and **THE expert in Cooking**
 - Multi products, multi brands, multi local, multi channel
 - Going beyond the sole appliances, towards **integrated cooking solutions**
- The Group's digital strategy roll-out leads to **continuous, rich and personnalized interactions** with/between end-consumers
 - Data is key to understand consumers' cooking habits and fuel the innovation virtuous circle

Innovation in all its aspects will continue to be a major growth driver in Cooking



08

THANK YOU

Q&A