



AIRBAKE ALL-CLAD ARNO ASIAVINA CALOR CLOCK IMUSA KRUPS LAGOSTINA MAHARAJA WHITELINE MIRRO
MOULINEX PANEX PENEDO REGAL ROCHEDO ROWENTA SAMURAI SEB SUPOR TEFAL T-FAL UMCO WEAREVER

Press release

22 April 2014

Bertrand Neuschwander is appointed Chief Operating Officer of Groupe SEB

Following a proposal from its Chairman, Thierry de La Tour d'Artaise, the Board of Directors has appointed Bertrand Neuschwander as Chief Operating Officer of Groupe SEB.

Groupe SEB has doubled its size over the last ten years, and intends, through this nomination, to strengthen its operational efficiency and accelerate its growth.

Bertrand Neuschwander will be responsible for the operational management of Groupe SEB under the leadership of Thierry de La Tour d'Artaise.

Commenting on his appointment, Thierry de La Tour d'Artaise declared: *"His achievements, since joining the Group, make Bertrand the natural candidate for the position of Chief Operating Officer."*

An engineering graduate from the Institut National Agronomique de Paris-Grignon, with an MBA from INSEAD, Bertrand Neuschwander was CEO at Devanlay/Lacoste after having led the AUBERT Group for nine years. He began his career in 1987 with Arthur Andersen, moving to Apax Partners & Cie in 1991.

He joined Groupe SEB in 2010, first as Senior Executive Vice-President for Business Units and then, since 2012, as Senior Executive Vice-President for Strategy and Business Units.

Press contact

Image Sept

Estelle Guillot-Tantay - Caroline Simon

7, rue Copernic

75116 PARIS

Tél : 33 (0) 1 53 70 74 93

Fax : 33 (0) 1 53 70 74 80

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.

GROUPE SEB ■

SEB Développement S.A.S

Chemin du Petit Bois | BP 172 - 69134 ECULLY Cedex France | T.+33 (0)4 72 18 18 18 • Fax +33 (0)4 72 18 16 55
Société par Actions Simplifiée au capital de 3 000 000 € | 016 950 842 R.C.S Lyon | T.V.A FR 94016950842