

Press release

Geislingen/Steige, 15th March 2019

One Company – three Brands

Groupe SEB acquires American player Wilbur Curtis and becomes one of the leaders in the US professional coffee equipment

Groupe SEB is glad to announce the acquisition of Wilbur Curtis, the second largest American manufacturer of professional coffee equipment. Founded in 1941, Wilbur Curtis manufactures and markets equipment for the preparation of hot and cold beverages, mainly filter coffee and cappuccino machines. Sustained investment and a continuous commitment to innovation have enabled Wilbur Curtis to offer many of the US market's best-in-class product offerings.

Wilbur Curtis' sales have been increasing steadily, amounting to more than \$90M, primarily in the US. Major customers include coffee roasters, specialty coffee retailers, convenience stores, fast-food chains, hotels and restaurants. Wilbur Curtis has built and maintains a long-term relationship with its customers, leveraging its professional salesforce and ensuring extensive national coverage. Its high-performance production facility located in Montebello, California, employs 300 people.

Thierry de La Tour d'Artaise, Chairman and CEO of Groupe SEB stated :

«Following the acquisition of WMF in 2016, Groupe SEB confirms its determination to pursue expansion in the professional coffee industry, which offers great development opportunities worldwide. As a specialist in filter coffee machines in the United States, Wilbur Curtis represents for the Group -that is already present on this market with Schaerer and WMF full-automatic espresso machines- a very valuable strategic complement to its product offering and customer portfolio. As a result, Groupe SEB becomes one of the leaders in the professional coffee business in the United States.»

Press release**Further information:**

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About the WMF Group

For more than 160 years, the WMF Group brands have been synonymous with the best cooking, drinking and eating culture. Every day, several hundred million people worldwide use WMF, Silit and Kaiser products to prepare, cook, eat, drink and bake at home. Or they enjoy speciality coffees and dishes made with WMF, Schaeerer and HEPP products in the gastronomy or hotel industry. Our employees are passionate about bringing people together – be it at home, on the road or in upscale restaurants – and providing them with precious and delicious moments to share. And they can do this with products that produce the best culinary experiences thanks to an excellent design, perfect functionality and best quality. Our traditional company was founded in 1853 in Geislingen an der Steige, Germany and has been a part of the French Groupe SEB consortium since the end of 2016.