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M.8091 – SEB Internationale / WMF Group

SECTION 1.2

Description of the concentration

- [1] SEB Internationale S.A.S. intends to acquire 100% of the shares in and sole control over Finedining Topco GmbH which indirectly holds all shares in WMF Group GmbH and its subsidiaries (“WMF Group”). The Transaction constitutes a concentration within the meaning of Article 3(1)(b) of Council Regulation EC No. 139/2004.
- [2] SEB Internationale S.A.S. is a wholly-owned subsidiary of SEB S.A., a French-based publicly listed global manufacturer of small household appliances, i.e. small non-electric kitchen appliances, small electric kitchen appliances and small electric appliances in the area of home and personal care.
- [3] SEB S.A.’s business segment of small non-electric kitchen appliances covers (i) the designing, manufacturing and distribution of cookware, such as pots, pans and pressure cookers in various sizes and made of various materials, (ii) bakeware products, including baking pans, (iii) cutlery sets, (iv) various non-electric kitchen devices, mainly for food preparation and processing and (v) a variety of food storage containers.
- [4] SEB S.A.’s business segment of small electric kitchen appliances includes the designing, manufacturing and distribution of a broad range of food cooking and preparation appliances, such as sandwich makers, electric barbecue and indoor grills, waffle makers, toasters, steam cookers, mixers, blenders, kitchen machines, espresso machines, coffee makers and water kettles.
- [5] In the business segment of small electric appliances in the area of home and personal care, SEB S.A. designs, manufactures and distributes electrical devices such as hair dryers, epilators, linen and garment care equipment such as irons and as well as home care/cleaning equipment such as vacuum cleaners and heaters.
- [6] The brand portfolio of SEB S.A. is made up of the following six international brands: (i) Tefal, (ii) Moulinex, (iii) Krups, (iv) Rowenta, (v) Lagostina and (vi) All-Clad. SEB S.A. also offers its products under local brands including Calor (France and Belgium), EMSA (Germany), OBH Nordica (Scandinavia) and SEB (France) within the EEA.
- [7] WMF Group is a manufacturer and distributor of coffee machines and tableware for professional use as well as for electric and non-electric food and kitchen appliances.

- [8] Under its brands WMF and Schaerer, WMF Group designs, manufactures and distributes professional coffee machines. The distribution of professional tableware equipment for hotels and restaurants is made under the brands WMF and HEPP.
- [9] WMF Group's business segment of electric kitchen appliances covers a wide range of products, such as mixers, smoothie makers, blenders, toasters, water kettles, raclettes and grills, waffle makers and kitchen machines.
- [10] The non-electric food and kitchen appliances business segment of WMF Group covers (i) the production and distribution of various home- and tableware products, such as cutlery sets made of different materials or dining and drinking appliances, (ii) cookware, including pots, pans and pressure cookers in various sizes and made of different materials, (iii) kitchen utensils for food and drinking preparation purposes, (iv) food storage containers and (v) bakeware products.
- [11] Electric and non-electric food and kitchen appliances are distributed by WMF Group under its WMF, Kaiser and Silit brands.