



The 10th Leonardo da Vinci prize is awarded to the french family business Groupe SEB by Michel Barnier and Patrick Martin, **this thursday, 28 October 2021, in Lyon**

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**CHÂTEAU DU CLOS LUCÉ -
PARC LEONARDO DA VINCI**

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Thierry de La Tour d'Artaise, Chief Executive Officer of Groupe SEB © DR

The tenth Leonardo da Vinci Prize is awarded to Thierry de La Tour d'Artaise, representative of the 6th generation of the founding family of Groupe SEB, in the presence of a very large audience of international business leaders, diplomats and business school professors from all over the world. The award, co-founded by the Henokiens Association and Château du Clos Lucé, aims to promote family entrepreneurship as a dynamic and sustainable growth model, reflecting the values held by its creators.

The trophy is presented to Thierry de La Tour d'Artaise by Michel Barnier, former Minister and Brexit negotiator with the European Commission, and Patrick Martin, Vice President of MEDEF.



Trophy for the Leonardo da Vinci Prize
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THE WINNING BUSINESS RECEIVES THE AWARD FOR ITS VALUES OF TRANSMISSION AND INNOVATION, THE INSPIRATIONS OF LEONARDO DA VINCI

This is the second time in 10 years, after Daher in 2013, that a French family business has received the prestigious international award. Since its creation, it has also been awarded to British, Italian, German, Japanese, Dutch and Austrian businesses.

Faithful to its traditions and history, the Lescure family, founders of Groupe SEB, have passed on their know-how and values from generation to generation, in the same way that Leonardo da Vinci passed his knowledge on to his pupils. The Leonardo da Vinci Prize rewards five fundamental values:

1. HISTORY AND TRADITION
2. BUSINESS AND FAMILY
3. LOYALTY AND COMMITMENT
4. MEMORY AND TRANSFER
5. INNOVATION ET MODERNITY

INNOVATION, MODERNITY AND TRADITION



For many years, Groupe SEB has been developing a responsible model, combining ethics, social and environmental responsibility. By participating in the democratisation of small domestic equipment, the family-owned Groupe SEB is achieving its objective of improving the daily lives of consumers and contributing to better living throughout the world.

Groupe SEB's innovation strategy is part of a well-thought-out approach to creating product offering. The launch of a new product is the result of listening to consumers and carefully analysing their expectations, inventing breakthrough concepts or new functionalities, using new technologies and proposing distinctive designs. The Group's value-creating innovations are largely based on digital technology, with the development of connected products to improve the everyday lives of consumers, and services offered as part of a global ecosystem.

With an innovation community of more than 1,500 people, the Group also creates partnerships with innovative start-ups thanks to its investment company SEB Alliance which follows their development.

“Through its history and that of its leaders over eight generations, Groupe SEB perfectly illustrates the vision, commitments and loyalty of a family in the service of tradition, a profession and a region, while demonstrating innovation and successfully spreading throughout the world.”

François SAINT BRIS, President of Château du Clos Lucé



DIVERSIFICATION AND ACQUISITIONS

SEB is the world leader in the field of small domestic equipment. Since 1930, the company has adopted a mass production model and has experienced strong growth by marketing reliable and innovative products. The Group invented the Cocotte-Minute pressure cooker in 1953, which marked the beginning of a series of innovations at the cutting edge of technology and perfectly suited to the new consumer trends of the time. SEB gradually broadened its activities by introducing new household appliances and acquiring rival companies such as Moulinex/ Krups in 2001 and the Chinese group Supor in 2007.

Today, the company has a portfolio of 31 powerful and complementary brands, which are the pillars of its profitable and sustainable growth strategy (Tefal, Rowenta, Moulinex, Krups, Seb, Calor, WMF, Supor, to name a few). It employs 33,000 people at 40 different industrial sites —of which 10 in France— and is established in over 50 countries. Groupe SEB, with its global headquarters in Écully, near Lyon, had a turnover of 6.94 billion euros in 2020.



164 YEARS OF HISTORY



SEB's Super-Cocotte
pressure cooker

- 1857 Antoine Lescure sets up a tinware workshop in Selongey (Burgundy)
- 1944 The tinware factory becomes the SEB factory (Société d'Emboutissage de Bourgogne)
- 1953 SEB revolutionises cooking with the launch of its deep-drawn aluminium Super-Cocotte pressure cooker
- 1967 SEB invents the first odourless electric deep fryer
- 1968 Acquisition of Tefal FRANCE
- 1972 Acquisition of Calor FRANCE
- 1973 Creation of Group SEB
- 1975 SEB listed on Paris Stock Exchange
- 1988 Acquisition of Rowenta GERMANY
- 1997 Acquisition of société ARNO BRAZIL
- 1998 Acquisition of Volmo COLOMBIA
- 2001 Partial takeover of Moulinex/Krups FRANCE/GERMANY
- 2004 Acquisition of All-Clad USA
- 2005 Acquisition of Lagostina ITALY et de Panex BRAZIL
- 2006 Acquisition of Mirro WearEver USA
- 2007 Purchase of majority stake in Supor CHINA
- 2011 Acquisition of Imusa COLOMBIA, of Asia Fan VIETNAM and purchase of a majority stake in Maharaja Whiteline INDIA
- 2015 Acquisition of OBH Nordica SCANDINAVIA
- 2016 Acquisition of EMSA and Group WMF GERMANY
- 2019 Acquisition of Wilbur Curtis USA and Krampouz FRANCE
- 2020 Purchase of a majority stake in StoreBound USA

SEB IN KEY INFORMATION

Year founded	1857
Founder	Antoine Lescure
Headquarters	Écully, France
Turnover	6.94 billion euros in 2020
Number of employees	33,000 in 2020



ABOUT THE LEONARDO DA VINCI PRIZE

Founded in 2011 by the Henokiens Association and Château du Clos Lucé, the Leonardo da Vinci prize is awarded to a family business for its ability to pass on to future generations a set of cultural values and knowledge that constitutes an intangible and living heritage, essential for success and continuity. Through this prize and its winners, the Henokiens and Château du Clos Lucé seek to bear witness to the capacity of multigenerational companies to adapt, to show they can serve as a model for the economy of tomorrow and to encourage the transmission of the cultural and traditional values and innovation that characterise them. The Leonardo da Vinci trophy was created by the jeweller Mellerio, a member of the Henokiens. It is inspired by the aerial screw invented by Leonardo da Vinci, embodying the values of elevation, progress and vision that the Leonardo da Vinci Prize seeks to promote, recognise and honour.

www.vinci-closluce.com/en/leonard-prize
www.henokiens.com/content.php?id=3&lg=en

THE INTERNATIONAL HENOKIENS ASSOCIATION, created in France in 1981, brings together bicentennial family businesses from around the world. Descendants of the founders are still the owners or majority stakeholders of the 51 member companies in 9 countries. Through its members and the values they embody, the association aims to promote the concept of the family business as an alternative to multinationals.

www.henokiens.com

CHÂTEAU DU CLOS LUCÉ, located in Amboise, is the residence where Leonardo da Vinci settled in 1516 at the invitation of King Francis I. Appointed “First Painter, Engineer and Architect to the King”, he worked tirelessly on numerous projects before passing away 500 years ago. The Saint Bris family, who have owned the property since 1855, opened the house and the Leonardo da Vinci Park to the public almost a hundred years later, in 1954. The family’s mission is to pass on the universal heritage, memory and knowledge of Leonardo da Vinci’s work to as many people as possible. Thanks to digital technologies, Clos Lucé is continuing its digital transformation and in June 2021 opened the “Leonardo da Vinci Painter and Architect Galleries”, a new cultural facility covering 500 square metres. Visitors will be immersed in the creative process and in the entire painted work of the Renaissance genius in an immersive audiovisual show.

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