



Key dates

- **1948:** Creation of the Guy Degrenne company. It aimed to develop stainless steel flatware for everyone
- **1967:** The production factory was set up in Vire (Calvados, France) in a 40,000 m² production unit
- **80's:** Acquisition of two porcelain factories, the first one in Limoges and the second one in Alföld (Hungary).
Opening of a new factory in Siam (Thailande) for flatware to support international development and demand
- **1996:** Opening of the first Guy Degrenne boutique (Paris)
- **2008:** Start of “**Degrenne Paris**” for international development

Key Figures

Creator of shared emotions

- **4 production sites:**

- ✓ 2 sites in France
- ✓ 1 site in Hungary
- ✓ 1 site in Thailand

- Above **990 employees.**

- **€86.1 million** turnover in 2013

- **113 points of sale** in France including 25 boutiques, 12 franchises, 53 concessions in department stores, 16 factory stores, 4 e-commerce websites, 2 online boutiques, and 1 corner in a department store.

- More than **33 Point** of sales overseas.

- One premium brand – Degrenne Paris (tableware & kitchenware) dedicated to Retail & HORECA markets



*Entreprise
du Patrimoine
Vivant*

*L'excellence
des savoir-faire
français*

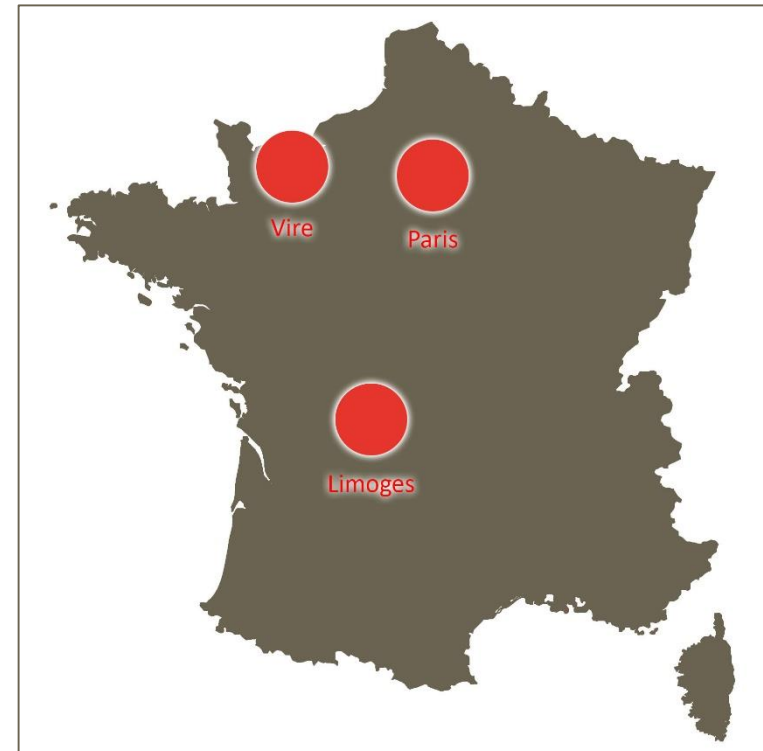


Key Figures



- **France:** Country of origin with 2 factories for flatware, buffet, hollowware and porcelain
- **Hungary:** Porcelain factory
- **Thailand:** Flatware factory

- **Paris:** Head Office
- **Vire:** Headquarter & main SS factory
- **Limoges:** Porcelain factory



Manufacturing Sites



Guy Degrenne
STAINLESS STEEL
Vire (France)
44 000 m² - 287 employees
16 millions pieces/year



Alföld
PORCELAIN Hungary
38 000 m² – 260 employees
10 millions pieces/year



Porcelaine Degrenne
PORCELAIN Limoges (France)
4 000 m² - 35 employees
500 to 550 pieces/year



Siam Tableware
STAINLESS STEEL
Thailand
4 000 m² - 202 employees
30 millions pieces/year



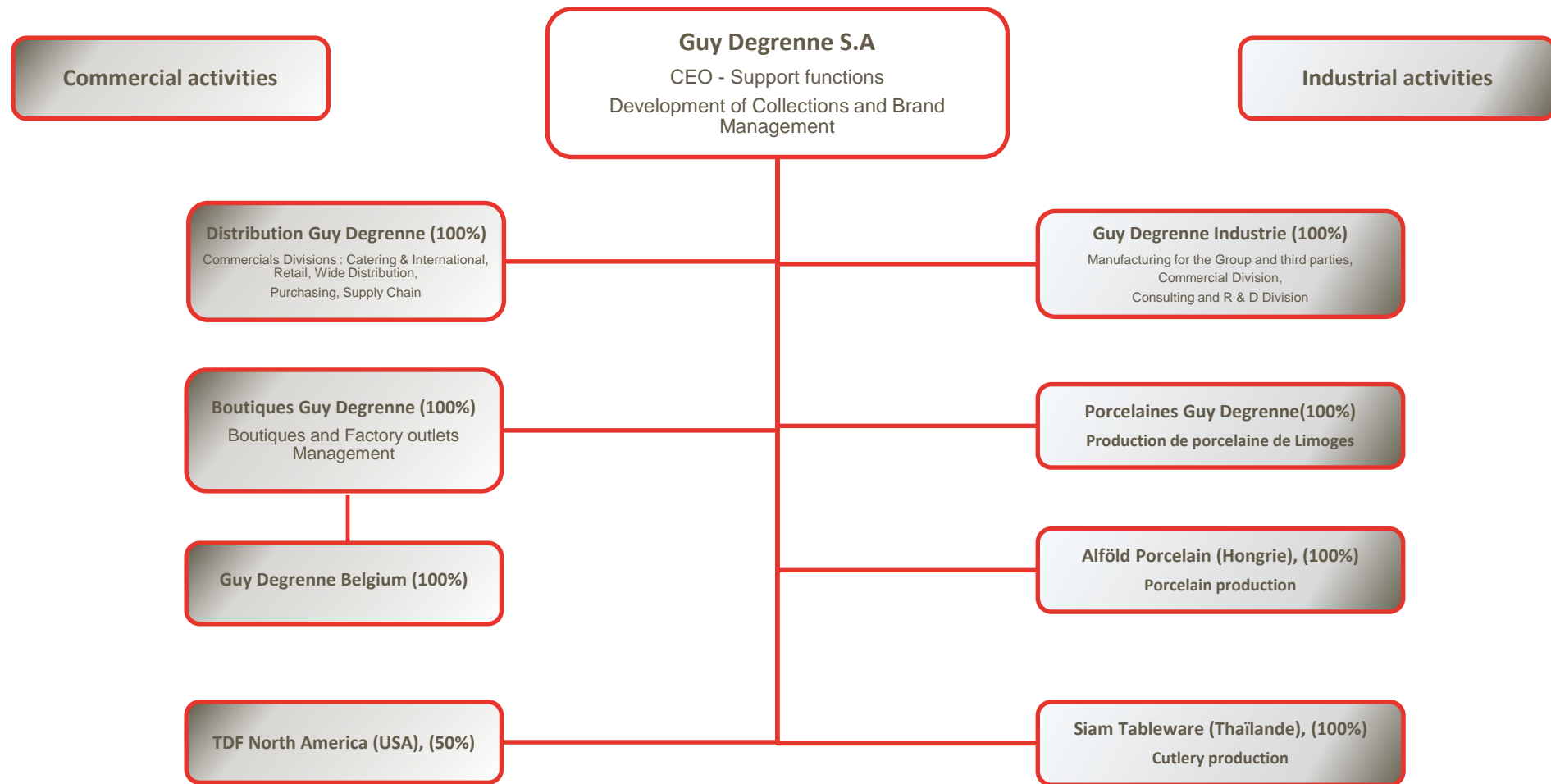
Our Industrial Know-how

Degrenne Paris Group Industrial Pole is proud of its genuine know-how, based on 65 years of industrial experience

- Performance research and **development office** for the conception of our products and those of our clients (CATIA Dassault Software)
- **Top rank** industrial equipment (CAO)
- **Laboratory** test
- **Quality** control
- The company is ISO 9001 v2000 accredited and a certified supplier to numerous organization

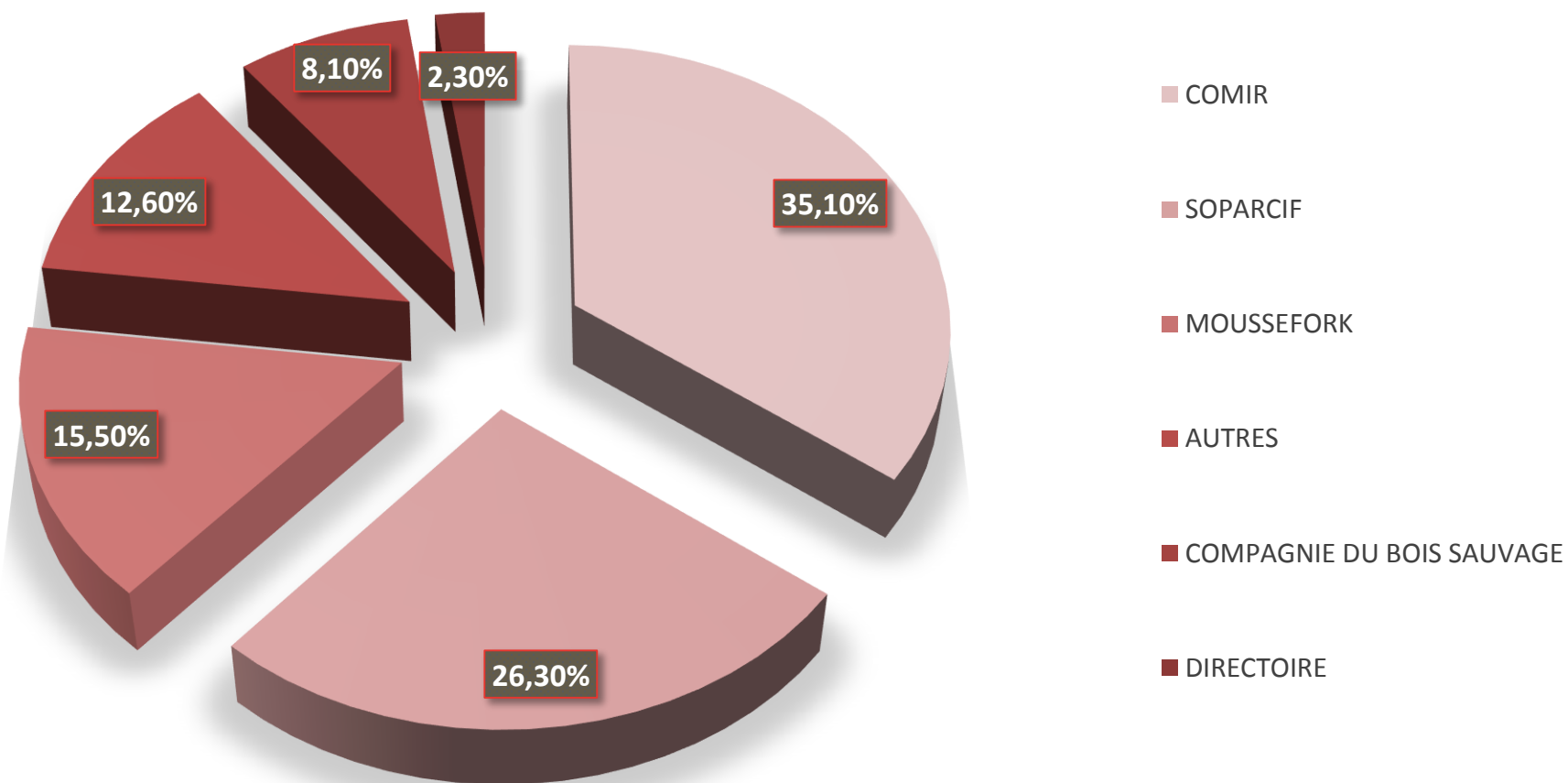


Group Flowchart



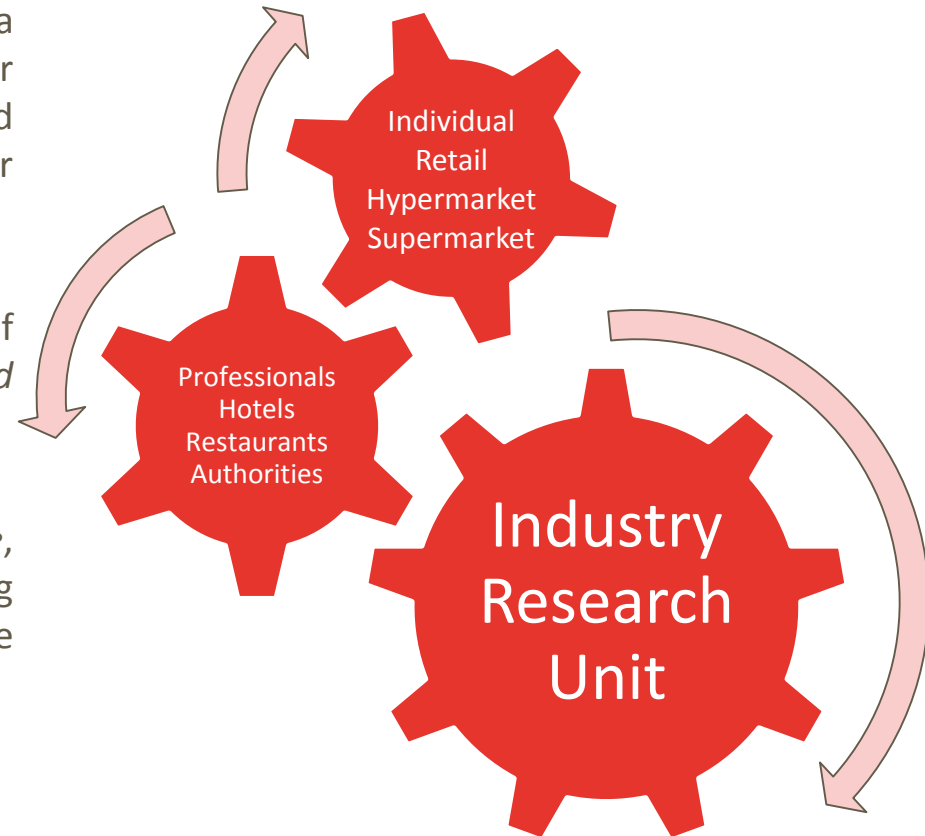


Shareholders

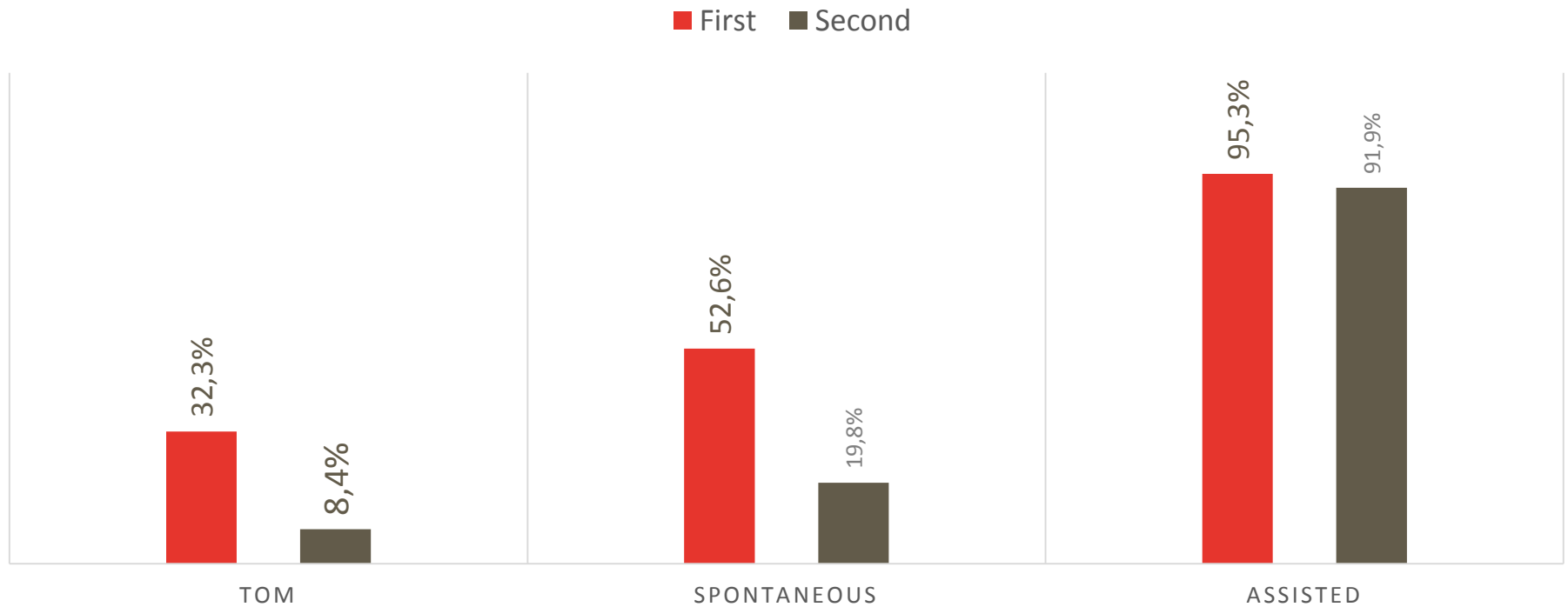


Cornerstone

- Since its creation in 1948, Degrenne Paris has been cultivating the *art of being unique*. Its founder gave a second life to the armor-plating of tanks left over from the battle of Normandy in 1945. The recycled steel was used to produce the very first matrices for stainless steel cutlery, an innovation in itself.
- Degrenne Paris offers a comprehensive range of tableware *dedicated to restaurateurs, hoteliers and individuals all around the world*.
- *From cutlery to dishware, crockery and glassware*, each design is carefully crafted by catering professionals to meet their needs and withstand the test of time.
- *Used by the great chefs worldwide*, honored with awards for innovation, *Degrenne products set themselves apart through their elegance and quality*.



A Famous Tableware Brand - France



Top of mind notoriety : « Which brand comes first to your mind? »

Total spontaneous notoriety : Top of mind + « what other brands ? »

Assisted notoriety : « Among the followings, which are the brands which you know? »

Brand Values

An innovative and premium timeless Brand

- A **strong brand name** with historical values
- The strength of a **stainless (steel) brand**
- The strength of an **innovative brand**
- The strength of **brand of excellence**
- Much more than tableware, **it's a state of mind!**

 Degrenne
Paris
Creator of shared emotions

Our Ranges



Flatware – Porcelain – Hollowware – Glassware – Buffet – Accessories – Kitchenware – Children range



Iconic Products

The Salam Teapot

Its name signifies “peace” and “welcome”. It is equipped with a felt-lined lid, a clever procedure that allows the tea to stay hot twice as long as a classic teapot, in other words for practically two hours.

30,000 Salam Teapots are sold every year around the world, in other words
1 Salam every 15 minutes!



XY Collection

Created in 2009, XY takes inspiration from current culinary trends, the XY offers a new approach that takes part in the pleasure of tasting. Designed with French Chefs, the collection has been developed around food and textures

Over 500,000 pieces sold

Iconic Products

API range

The **API** range was developed with and for the food service professionals enabling them to express their creativity.

The diverse shape of API allows unique and surprising combinations for dining tables.



Evento

Degrenne Paris offers recipients that keep items hot or cold as required. Besides, the evento range offers recipients for dairy products, juices cereals, dried fruits and more, that goes perfectly with recipients made from traditional materials such as wood and wicker.







Our HORECA Partners



www.lescuisiniersdelarepublique.com



www.meilleursouvriersdefrance.info



www.maitrescuisiniersdefrance.com



www.eurotoques.org



www.coupe-georges-baptiste.fr



www.toquesfrancaises.net



www.anpcr.asso.fr



adeauville.com/siteclient/toquesnormandes



restaurateurs-alsace.fr



aflyht.net



traiteurs-de-france.com



www.cdre-france.fr



www.centreformation-alainducasse.com



www.tecomah.fr



www.ferrandi-paris.fr



École de Management
Hôtellerie
Restauration
& Arts Culinaires
institutpaulbocuse.com

They trust us

Marriott
PARIS
CHAMPS-ELYSEES




HOTEL MARTINEZ
CANNES




HOTEL PLAZA ATHÉNÉE
PARIS




FOUR SEASONS HOTEL
George V
Paris



CHATEAUX ET HOTELS COLLECTION

LE MARRIOTT - Champs Elysées - Paris
LE CARLTON - Cannes
HOTEL BYBLOS - Saint-Tropez
HOTEL FOTZ ROY - Val Thorens
HOTEL MARTINEZ - Cannes
HOTEL TRIANON PALACE - Versailles
LA COMPAGNIE DES COMPTOIRS-FRERES POURCEL - Montpellier
LE FUTUROSCOPE - Poitiers
LE KILIMANDJARO - Courchevel
LE MAJESTIC - Cannes
LE PALAIS DE LA MEDITERRANEE - Nice
MONTECARLO BAY - Monaco
RESTAURANT LE FOUQUET'S - Paris - Cannes -Toulouse - Lille
CASINO BARRIERE - Deauville - Toulouse - Lille
GRAND HOTEL - Cabourg
HOTELS PULLMAN
MAISON PIC - Valence
PIERRE GAGNAIRE - Paris
BRASSERIE LOISEAU - Paris
RESTAURANT TANTE LOUISE - Paris
RESTAURANT TANTE MARGUERITE - Paris
LE PLAZA ATHENEE - Paris
LE PERSHING HALL - Paris
LE CRILLON - Paris
L'APICIUS - Paris
HOTEL SOFITEL - Biarritz - La Défense - Lyon - Paris
RESTAURANT LA TASSEE - Lyon
RESTAURANT LE CROCODILE - Strasbourg
AUX PESKED - St Brieuc
MARC MEURIN - Lille
RESTAURANT MAMMA BIANCA - Luxembourg
HOTEL DU PALAIS - Biarritz
LES BARMES DE L'OURS - Val d'Isère
HOTEL ALTA PERA - Saint Veran
LE KAILA - Les Ménuires
LE KASHMIRE - Val Thorens
LE KOH I NORE - Val Thorens
LE KILIMANDJARO - LE KZ - Courchevel

BUDDHA BAR SHU - Moscou - Monaco
GUANAHANI St Barthelemy
CHEVAL BLANC Maldives
RADISSON Riyadh
MERIDIEN - Chicago
GRAND HYATT - Bombay - Calcutta
INTERCONTINENTAL - Mexico - Bahrain
ELEVEN MADISON New York City
SHANGRI-LA - Kuala Lumpur
NEW MILLENIUM HOTEL - Abu Dhabi
BEACH ROTANA - Abu Dhabi
SHANGRI-LA HOTEL - Santa Monica Californie
CORINTHIA - Prague
MAUBOUSSIN - New York
PENINSULA BEVERLY HILLS - Los Angeles
MIRAGE - Las Vegas
ST REGIS - ATLANTA - BAHIA BEACH - Puerto Rico
COSMOPOLITAN - Las Vegas
DAN HOTEL - Israel
LEELA - CHENNAÏ - GUARGAON Delhi
INTERCONTINENTAL Jeddah-Sanya
GRAND HOTEL INTERCONTINENTAL Paris - Johannesburg - Pékin - Hong Kong
RITZ CARLTON - NYC Central Park - San Francisco
SOFITEL - Washington - Montevideo - Saigon - Dubaï
NOVOTEL - Arcachon - Milan - Brecia
HOTEL HILTON - Lyon - Tapeř - Louxor
W HOTELS & RESIDENCES - Doha (Qatar)
St REGIS HOTELS & RESIDENCES - Mexique - Floride - Ile Maurice
TOKYO STATION HOTEL - Japon
MGM - Vietnam - Californie
WESTIN - Santa Fe - Singapour - Qindao -
PULLMAN - Delhi - Shangaï - Moscou - New York
FAIRMONT - Kiev -
CHÂTEAU FRONTENAC - Québec
SHERATON - Edimbourg - Moscou
ROTANA - Abu Dhabi
FOUR SEASONS - Toronto - Shangai - Shenzhen - Moscou
WALDORF ASTORIA - New York
GOLDEN TULIP - Liban
LOTTE JAMSIL - Corée
LANGHAM - Chicago


**WALDORF
ASTORIA**
HOTELS & RESORTS



New York



Sheraton



Edimbourg-Moscou

Fairmont
HOTELS & RESORTS



Kiev



THE LEELA PALACE

CHENNAI