



MAISONS
DU MONDE

First Quarter 2021 Sales
12 May 2021

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FORWARD LOOKING STATEMENTS



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01 **FIRST QUARTER 2021 KEY HIGHLIGHTS** | J. Walbaum

02 **FIRST QUARTER 2021 SALES REVIEW** | R. Massuyeau

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Agenda



01

FIRST QUARTER 2021 KEY HIGHLIGHTS

Julie Walbaum

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Omnichannel model and differentiated offering deliver outstanding sales growth

FIRST QUARTER 2021 SALES



Q1 21 sales of €331 million (+36%; LFL +37%)

| Sales growth driven by:

- Record online sales: up 76%
- Very strong store sales: up 19%
- Robust underlying consumer demand

| Very solid growth vs pre-pandemic level:

- +18.1%; LFL+11.9% vs Q1 2019

Q1 2021 operational milestones and achievements

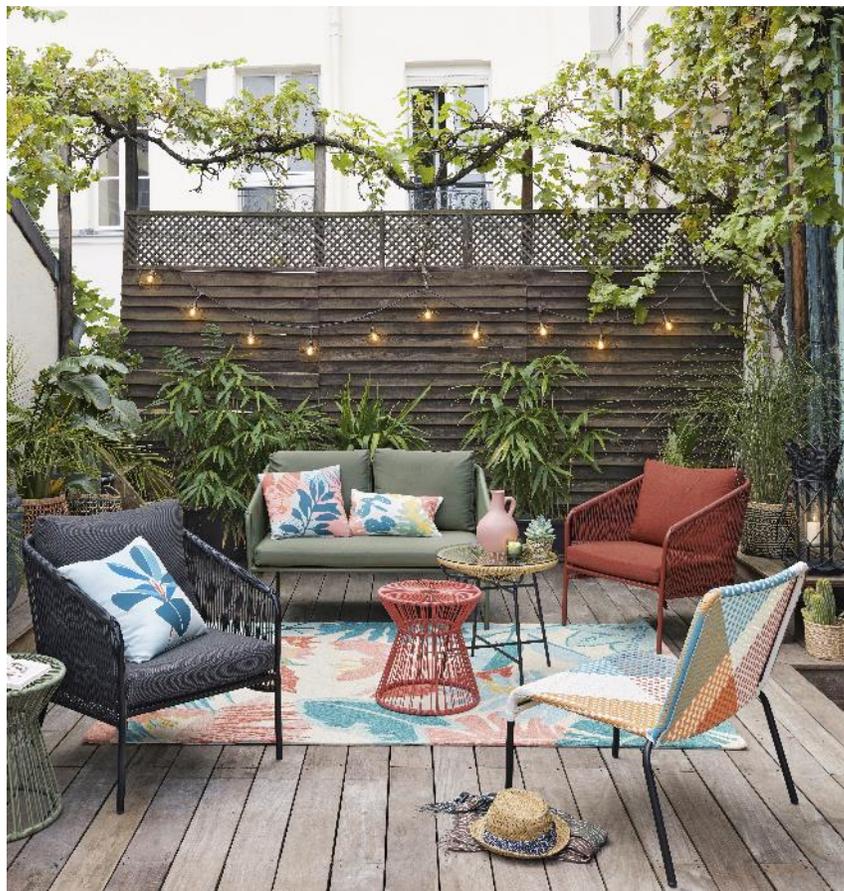
FIRST QUARTER 2021 SALES



- | Launch of new 2021 furniture and decoration collections
- | Continuing ramp-up of our selective marketplace
- | New “Maisons du Monde Hôtel & Suites” opening in Marseille
- | Construction begins on new distribution center
- | MDM: France’s #2 favorite home decoration brand for the third consecutive year
- | MDM awarded “Prix Excellence Client”

Record Q1 2021 online sales: +76%

FIRST QUARTER 2021 SALES



| **Online sales: 37% of Group sales**

| **Growth across all countries**

- Particularly strong in France, Belgium, Germany and Switzerland

| **Traffic: +68%**

| **New Online customers: +54%**

| **Sustained ramp-up of our selective marketplace**

- Number of brands: > 400 (x 2 since launch)
- Customer satisfaction at par with MdM e-commerce
- Increase in overall e-commerce conversion rate

A new omnichannel country added in Q1 2021



Wien,
Austria

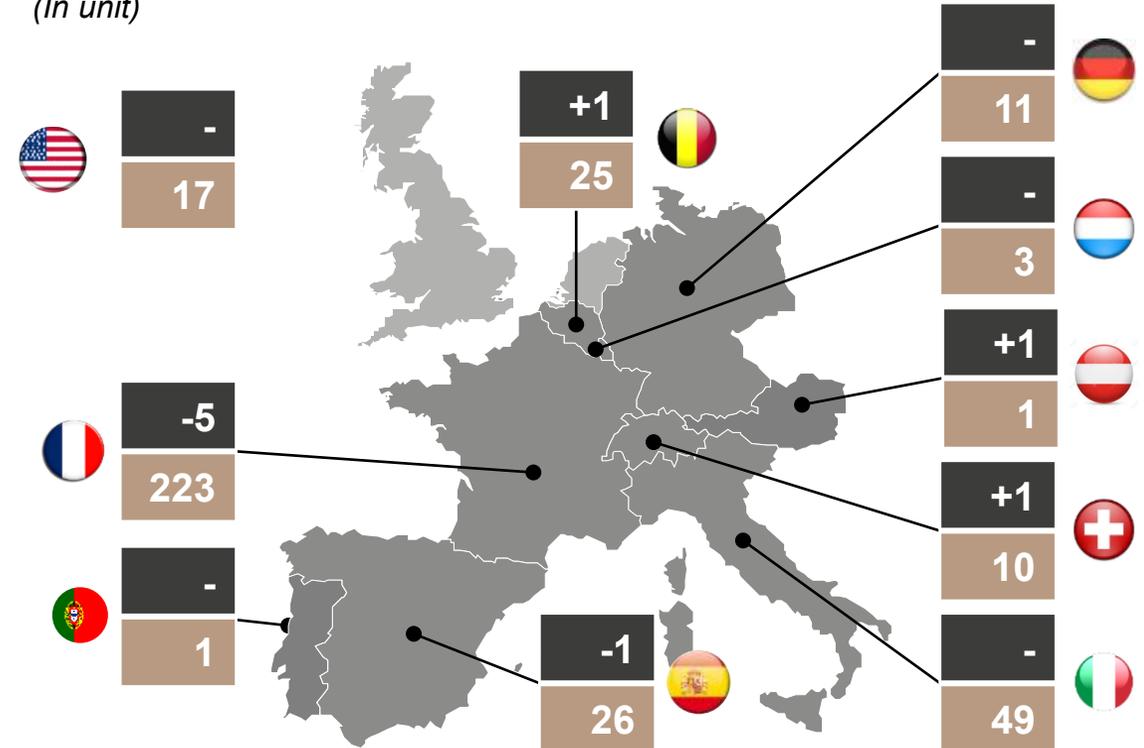
Q1 21

- 5 openings :
 - **Our first store in Austria**
 - Spain x2, Belgium, Switzerland
- 8 closures (France x5, Spain x3)
- 366 stores at end Q1 21
- Sales area stable at 433,400 m²



STORE NETWORK AS OF 31 MARCH 2021

(In unit)



Net store openings over January-March 2021
 Number of stores as of 30 March 2021



02

FIRST QUARTER 2021 SALES REVIEW

Régis Massuyeau

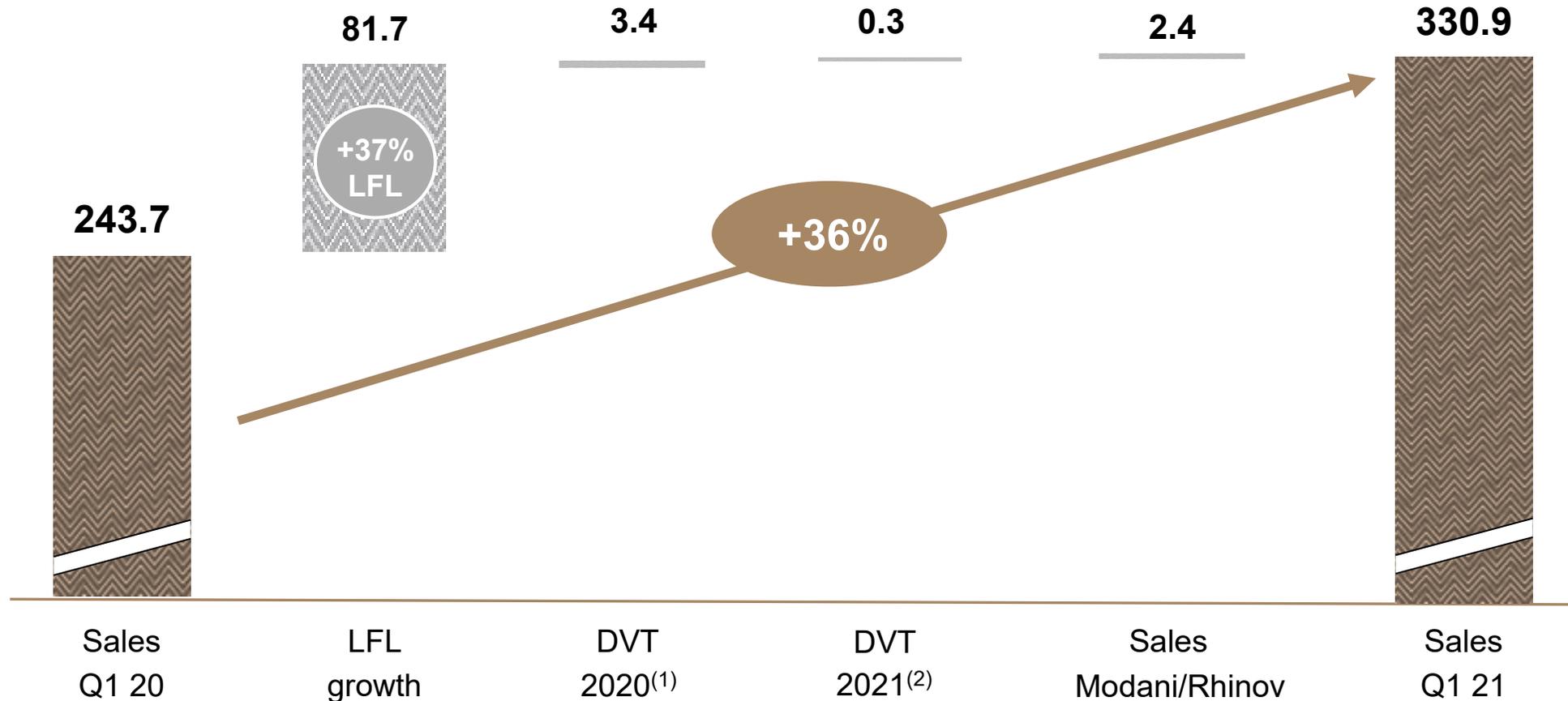
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Like for like drives outstanding sales growth

FIRST QUARTER 2021 SALES

SALES EVOLUTION

(in €m)



Omnichannel model delivers growth in all segments

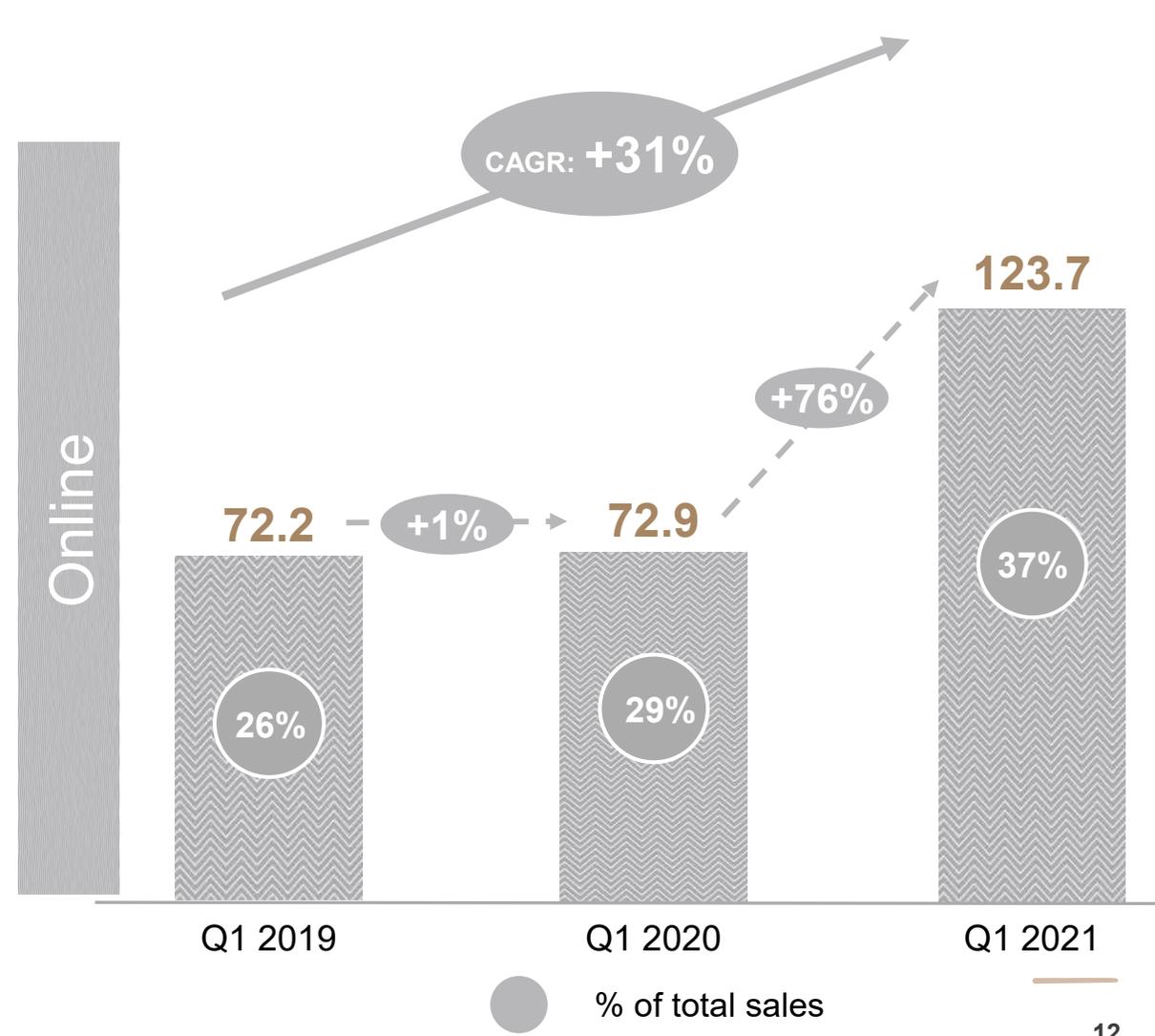
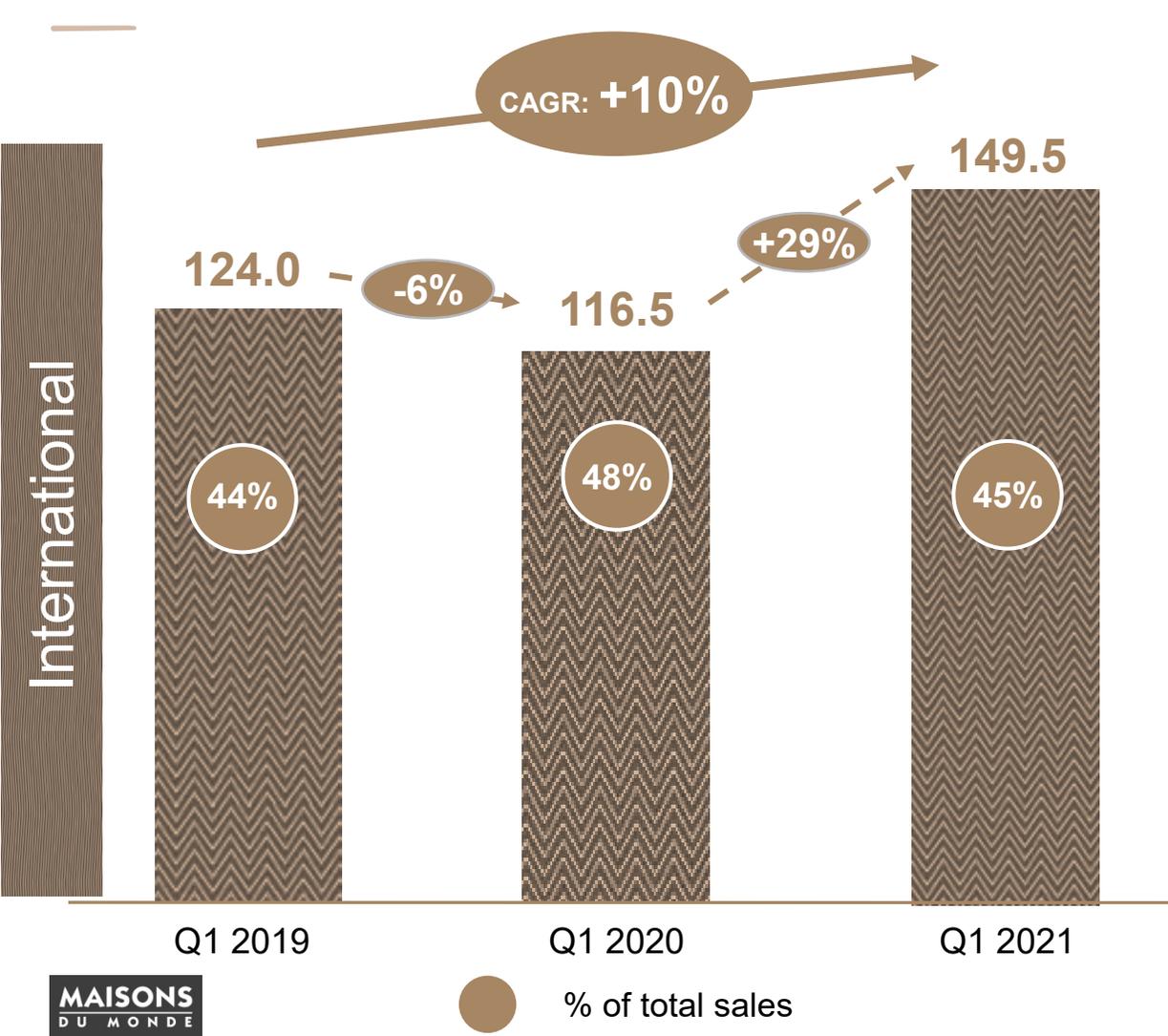
FIRST QUARTER 2021 SALES

Sales of €331 mn (+36%) fueled by strong activity across the board



International rebounds, online accelerates

FIRST QUARTER 2021 SALES





03

2021 BUSINESS INITIATIVES & OUTLOOK

Julie Walbaum

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While maintaining cost and cash management discipline:

- | Keep strengthening our **offering**
- | Reinforce our brand proposition and **customer proximity**
- | Selectively **rebuild inventories** while actively managing sourcing constraints
- | Sustain our efforts towards **environmental and social responsibility**
- | Further enrich our **omnichannel proposition** by preparing the launch of the marketplace in the French store network and a second online market, both planned for 2022

A well-oriented Q2 but uncertain H2 environment

FIRST QUARTER 2021 SALES



| Q2:

➤ Store network

- ❖ c. 75% of stores closed in April
- ❖ c. 40% of stores closed in May

➤ Online orders:

- ❖ Yoy increase in order intake for Q2
albeit lower than Q1 due to high comparable base
- ❖ Marketplace still exceeds initial expectations

| H2:

- Pandemic in India to impact sourcing
situation being closely monitored
- Additional transportation and raw material cost inflation

Despite uncertain environment FY guidance fully confirmed



Sales:

- High single-digit top line growth yoy, with a broadly stable store count at year end

EBIT:

- An improved EBIT margin, increasing by up to 50 basis points vs 2020

FCF:

- Higher than 2020 level



04

Q&A

Julie Walbaum
Régis Massuyeau

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05

APPENDIX

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Historical sales

FIRST QUARTER 2021 SALES

(In €m)	FY 18	Q1 19	Q2 19	Q3 19	Q4 19	FY 19	Q1 20	Q2 20	Q3 20	Q4 20	FY 20	Q1 21
Sales	1,111.2	280.3	283.7	283.7	377.8	1,225.4	243.7	245.2	321.3	371.9	1,182.1	330.9
<i>Change vs. N-1</i>	+7.4%	+9.9%	+12.6%	+9.2%	+9.7%	+10.3%	-13.1%	-13.6%	+13.3%	-1.5%	-3.5%	+35.8%
<i>LFL Change vs. N-1</i>	+3.1%	+2.4%	+6.5%	+3.0%	+2.8%	+3.6%	-8.3%	-16.2%	+9.8%	-2.2%	-6.6%	+36.6%
Maisons du Monde	1,085.4	271.4	272.4	271.3	365.8	1,181.4	231.7	236.2	308.8	356.1	1,132.2	316.1
<i>Change vs. N-1</i>	+7.4%	+6.4%	+10.7%	+8.0%	+9.8%	+8.8%	-14.6%	-13.3%	+13.8%	-2.3%	-4.0%	+36.4%
<i>LFL Change vs. N-1</i>	+3.1%	+2.4%	+6.5%	+3.0%	+2.8%	+3.6%	-19.3%	-15.3%	+10.6%	-2.6%	-6.5%	+36.4%
Modani	25.9	8.9	11.4	11.9	11.9	44.1	11.3	8.4	11.7	14.9	46.3	13.7
Rhinov	-	-	-	0.5	0.6	1.2	0.7	0.6	0.8	1.0	3.0	1.1
Sales breakdown												
France	58.3%	55.8%	53.3%	53.4%	56.6%	54.9%	52.3%	50.8%	52.8%	55.4%	53.1%	54.8%
International	41.7%	44.2%	46.7%	46.6%	43.4%	45.1%	47.7%	49.2%	47.2%	44.6%	46.9%	45.2%
Stores	77.3%	74.2%	73.0%	74.3%	78.7%	75.3%	71.2%	52.7%	71.8%	69.4%	67.0%	62.6%
Online	22.7%	25.8%	27.0%	25.7%	21.3%	24.7%	28.8%	47.3%	28.2%	30.6%	33.0%	37.4%
Decoration	55.7%	53.2%	48.1%	50.7%	61.6%	54.0%	51.7%	45.3%	55.8%	62.4%	54.9%	53.0%
Furniture	44.3%	46.8%	51.9%	49.3%	38.4%	46.0%	48.3%	54.7%	44.2%	37.6%	45.1%	47.0%

Evolution of the Maisons du Monde store network⁽¹⁾

FIRST QUARTER 2021 SALES

Store network	Number of stores at end of:												
	FY 18	Q1 19	Q2 19	Q3 19	Q4 19	FY 19	Q1 20	2Q 20	Q3 20	Q4 20	FY 20	Q1 21	
<i>(In units)</i>													
France	221	221	224	227	233	233	228	227	227	228	228	223	
Italy	45	45	47	48	48	48	48	48	48	49	49	49	
Spain	23	23	24	24	27	27	27	27	27	27	27	26	
Belgium	22	21	21	22	24	24	23	23	23	24	24	25	
Germany	10	10	10	10	11	11	11	10	10	11	11	11	
Switzerland	7	7	8	8	9	9	9	9	9	9	9	10	
Luxembourg	3	3	3	3	3	3	3	3	3	3	3	3	
Portugal	-	-	1	1	1	1	1	1	1	1	1	1	
Austria	-	-	-	-	-	-	-	-	-	-	-	1	
United Kingdom	4	4	4	4	-	-	-	-	-	-	-	-	
United States (MDM)	1	1	1	1	2	2	2	-	-	-	-	-	
United States (Modani)	13	14	15	16	18	18	19	18	18	17	17	17	
Number of stores	349	349	358	364	376	376	371	366	366	369	369	366	
<i>Net openings</i>	<i>+25</i>	<i>0</i>	<i>+9</i>	<i>+6</i>	<i>+12</i>	<i>+27</i>	<i>-5</i>	<i>-5</i>	<i>0</i>	<i>+3</i>	<i>-7</i>	<i>-3</i>	
Sales area (K sqm)	398.4	398.6	408.1	416.7	432.3	432.3	431.3	428.5	429.1	434.6	434.6	433.4	
<i>Change (K sqm)</i>	<i>+35.2</i>	<i>+0.2</i>	<i>+9.5</i>	<i>+8.6</i>	<i>+15.6</i>	<i>+33.9</i>	<i>-1.0</i>	<i>-2.8</i>	<i>+0.6</i>	<i>+5.5</i>	<i>+2.3</i>	<i>-1.2</i>	