



Maisons du Monde unveils its company purpose and creates a Brand & CSR executive position headed up by Nathalie Rozborski

Since it was founded, Maisons du Monde has been offering customers furniture and home decor that bring together extensive know-how and inspiration from all over the world. The company has been committed to corporate citizenship and responsibility for a long time, namely through the launch of its CSR approach ten years ago and the creation of its foundation in 2016. Today, Maisons du Monde wants to take this further by formalising its company purpose, in the firm belief that combining performance and sustainability will enable the Group to best operate in the world of tomorrow. This ambitious project is in line with the successful development of the company.

**“Inspiring everyone to open up to the world,
so that we create unique, heartfelt and sustainable places, together”**

After 18 months of work with all its stakeholders, the company was able to define its company purpose and carry out an in-depth reflection on what needed to be preserved and what should be changed. All company's roadmaps have been aligned around this meaningful project.

In line with its original mission, Maisons du Monde wants to enable everyone to create homes that reflect each person's personality and story, welcoming places where to live and gather. Sustainability has become over the years a key pillar of this vision. Maisons du Monde believes that openness is key to achieving this goal. This means being truly open to others, whether from here or elsewhere, and to the needs of the planet.

“Openness has always been at the heart of Maisons du Monde's philosophy, and we believe it is an essential part of moving towards a more inclusive and sustainable world. Economic performance should not be our sole ambition. But it is essential for enabling us to step up our efforts and take action above and beyond our own interests. Performance and responsibility must go hand in hand. Overarching these two objectives, there is our company purpose, which resonates with, and enhances our corporate culture. This is thanks to all of our employees who have committed to carrying out this major collaborative project.”

Julie Walbaum, Chief Executive Officer of Maisons du Monde

From creating eco-friendly products to actively reducing its carbon footprint across its value chain, from committing to workplace well-being and equal opportunities to reinforced governance, Maisons du Monde commits to measurable and lasting action.

Announcing a new Brand & CSR Executive Director

Continuing its evolution from creator-distributor to truly a benchmark brand in the home decor world, Maisons du Monde is adding a Brand and CSR executive position to its Executive Committee, in order to bolster the brand's positioning and reputation in its main European markets. The strategic importance of CSR is therefore increased, translating the acceleration of the company's commitment in recent years.

This role will be held by Nathalie Rozborski, until now deputy CEO of NellyRodi, historically a leading agency in lifestyle trends. Under her guidance, it has become a high-performing consulting firm in business and creative strategy, helping companies to implement brand strategies for long-term economic performance. Nathalie will report to Julie Walbaum, CEO.

Her goals will of course be guided by the Group's company purpose.

"I am particularly pleased to welcome Nathalie to our team. Through her in-depth understanding of societal trends, her international outlook and her modern vision of strong brands, Nathalie will be instrumental in helping us achieve our goal: to become the most desirable and sustainable home and living brand in Europe."

Julie Walbaum, Chief Executive Officer of Maisons du Monde

"I am delighted to be joining the Maisons du Monde team. Working alongside Julie Walbaum and the Executive Committee, my plan is to bring clarity, consistency and authenticity to the future Maisons du Monde brand. Being able to build upon the European industry leader and turn it into the most desirable and sustainable brand in Europe is an amazing adventure, enabling us to truly meet the needs and new habits of modern families."

Nathalie Rozborski, Brand & CSR Executive Director of Maisons du Monde

About Maisons du Monde

From furniture to home accessories, Maisons du Monde has been creating original and inspiring interiors for every room and every style for over 25 years. Throughout the year, the Maisons du Monde Artistic Department, with the support of the design office, purchasing and quality teams, captures trends from around the world to create exclusive furniture and home decor collections. Each year, the brand offers four furniture collections: indoor, outdoor, kids and business. In terms of decor, the brand releases one collection per season: Autumn/Winter and Spring/Summer. Maisons du Monde operates in many countries such as France, Italy, Spain, Belgium, Switzerland, Germany, Portugal, Luxembourg, Austria and the United States. It also has an e-commerce platform available in all countries where its shops are located, as well as in the Netherlands and the United Kingdom. This platform has been enhanced in France by a marketplace which offers selective and complementary products to the Maisons du Monde offering. Maisons du Monde is a responsible trader and creator committed to a sustainable development approach. Each year, it offers increasingly stylish and eco-friendly collections.

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