

Maisons du Monde, European leader in inspiring and affordable homes, is launching its Good is Beautiful brand movement to embed sustainable development in its strategy.



Good is Beautiful is a fundamental movement that links the past, the present and the ambitions of Maisons du Monde to create a positive impact throughout its ecosystem. It is built on five pillars.

Maisons du Monde wants homes that are as joyful as they are responsible, as stylish as they are committed, as trendy as they are sustainable. This is why the Group is committed to becoming Europe's most desirable and sustainable home decoration brand, and is unveiling its Good is Beautiful movement.

Ultimately, Maisons du Monde aims to unite all entities sharing its values around the Good is Beautiful movement, so that everyone can play a part in creating the world of tomorrow.

They are five commitments reflected in practical initiatives in their respective fields.

"In its raison d'être", Maisons du Monde puts openness and sustainability at the heart of its vision. Our aim is to play a positive role in society, with genuine ambitions and meaningful initiatives. We also want to make this commitment more visible, and are keen for our customers and partners to join the movement." Julie Walbaum, Chief Executive Officer

"Good is Beautiful is about proving that acting responsibly can be attractive and fun, including in the homeware, décor and design sector. The development of a more responsible offer, but also a more virtuous approach to energy management and a strong social commitment are key to this groundbreaking initiative for the Maisons du Monde group. Nathalie Rozborski, new Chief Brand and CSR Officer

Good is Beautiful, a movement built on five commitments. So that good and beautiful go hand in hand.

40% responsible products by 2025: this is the target for the brand, which has already incorporated 20% of its offer into its trendy and responsible

"Good is Beautiful" range.



are committed to offering our customers a choice of products that are: ecoresponsible, Made in Europe or preserve crafts locally or around the world." Agathe Lacoste, Offering Director. Maisons du Monde partner sellers, working through the marketplace,

"Interiors deserve to be as stylish as they are sustainable, which is why we

can also join the Good is Beautiful movement.





Monde Foundation. At the same time, in keeping with its raison d'être, the Group has been supporting social and solidarity economy associations for several years by providing warm living spaces for those who need them most. Maisons du Monde aims to create 100 "Good is Beautiful" living spaces

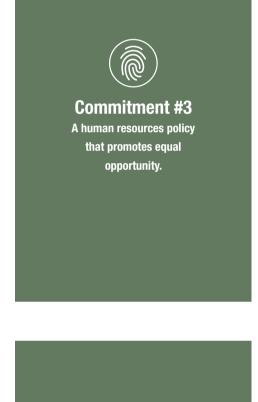
After 10 years of sponsoring initiatives, Maisons du Monde created the Maisons du Monde Foundation in 2015. It makes a big contribution to the preservation of forests and trees in France and internationally,

"We always work with local populations and choose projects that combine social and environmental impact to ensure their sustainability.'

Charlotte Jonchère, Head of Development for the Maisons du

wherever there is an urgent need to act.

by 2025, in partnership with local organisations such as Emmaüs, the French Red Cross or the Fondation des Femmes, to which more than 100,000 products are donated each year.



Maisons du Monde's achievements: 50% of women in the company's top 100, signing of the diversity charter and stronger commitment to young people. Maisons du Monde, which is about to launch an in-house "Good for Women" movement to promote gender equality, also supports

opportunity to grow and develop."

The group is committed to a human resources policy where everyone can find their place within a strong team that values diversity and inclusion. For Sophie Mouhieddine, Human Resources Director of Maisons du Monde: "We need to believe deeply in people and the richness of our differences as a source of creativity! Everyone should have every

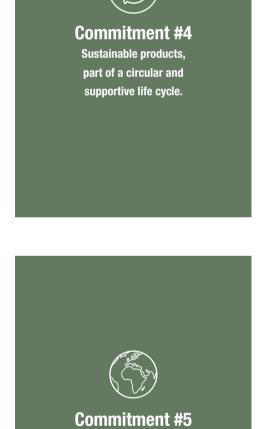
the Dema1n.org mentoring scheme run by Article 1, aimed at young people from disadvantaged backgrounds, with a target of mentoring 500 young people by 2025.

Giving a second life to products is the promise of Rémi-Pierre Lapprend, CSR Director of Maisons du Monde: "Because our products deserve to last and live several lives, we have set up a repair and reconditioning centre. By 2023, we will have a second-hand product range."

Each year, more than 20,000 products are repaired in the Maisons du

Monde workshops in Saint-Martin-de-Crau. The Group works with

partners in the social and solidarity economy to promote the reuse of products, most notably through a nationwide partnership with Emmaüs.



Transform all Maisons du Monde

Reducing carbon intensity by 25% by 2025 reflects the Group's determination to change its internal practices and reduce its environmental footprint. To support a strong and sustainable transition, Maisons du

Monde is committed to action at all levels: product design, transport with its commitment to the FRET21 initiative, energy consumption and renewable electricity supply in sales outlets with ISO 5001 certification.

business lines to cut their environmental footprint. join the Good is Beautiful movement: • Promotion of the Group's five commitments in the brand's 357 stores and on its website www.maisonsdumonde.com • Identification of "Good is Beautiful" responsible products in stores, online and in Maisons du Monde catalogues. • Workshops, meetings and events highlighting its commitment on all the Group's social networks. Maisons du Monde key Group information: 8 EMPLOYEES | 18,00

An on-site system and an unprecedented communications strategy to inspire Maisons du Monde customers to

furniture and over 7.5 million décor SKUs customers in Europe

Kingdom, Netherlands, Austria

Today,

selection

40% by 2025

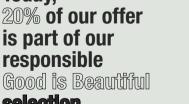
across

Europe France, Spain, Germany, Italy, Luxembourg, Portugal, Switzerland,

Belgium, United

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Press contacts



Maisons du Monde Hôtel & Suites

in Nantes, Marseille

and La Rochelle

(COMMITMENT #3

Target: double this to

the company's top 100 500 young people

50% women in

mentored by 2025



COMMITMENT #4

20,000 products

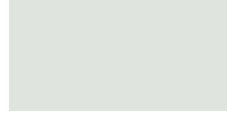
repaired in our

living spaces

100 Good is Beautiful

products on the Group's marketplace,

launched in France in 2020



workshops each year



100% of our stores powered with renewable electricity

*Maisons du Monde – Inspiring everyone to open up to the world, so that we create unique, heartful and sustainable places, together.

Maisons

du Monde

Foundation.