

MAISONS DU MONDE

GOOD IS BEAUTIFUL THE MOVEMENT'S FIRST ANNIVERSARY, FOLLOWING YEARS OF COMMITMENT

Maisons du Monde, the European leader in inspiring and affordable homes, launched the brand's Good is beautiful movement in 2022 to cement sustainable development at the heart of its strategy.

Good is beautiful is a movement that represents Maisons du Monde's core ambitions, in order to generate a positive impact on its entire ecosystem. This movement rests on five pillars of commitment that require concrete actions so that beautiful and good can go hand in hand. **One year after its launch, find out how far the brand has progressed towards its objectives:**

Commitment 1. Offer a responsible and on-trend range of products



Maisons du Monde has now achieved the milestone of having 30% of its products in its responsible and on-trend Good is beautiful selection. Since the beginning of this movement a year ago, the Group has continued its efforts and expanded its responsible selection by 10%, by developing more products made from eco-friendly materials, products Made in Europe or products that preserve know-how. The target for 2025 is to have responsible products make up 40% of its offering.



Commitment 2. Work with grassroots organisations to protect the environment and help those in need



As a key part of the Good is beautiful movement, the Maisons du Monde Foundation provides support and financial assistance to grassroots organisations to help preserve trees in France and overseas, wherever urgent action is needed. Since its launch in 2015, the Foundation has already supported 53 projects carried out by and for local populations across 19 countries, donating €6.8 million. The target for 2025 is to reach €10 million donated.

Maisons du Monde is committed to its partner associations to create living spaces for those who need it most. The furniture and decoration company firmly believes that feeling good at home is a basic human right, and that creating spaces that are both cosy and reassuring enables people to rebuild and move forwards. Since the launch of Good is beautiful, 29 welcoming living spaces have been developed in collaboration with several associations, including emergency accommodation for women who have been victims of domestic violence and discrimination with the Fondation des Femmes, centres for the Children and Families branch of the French Red Cross, reception centres for women with cancer with Ma Parenthèse, and a living space for people with disabilities with La Chevalerie. The target for 2025 is to create 100 living spaces.

In addition, Maisons du Monde donates thousands of products each year to Emmaüs communities throughout France to fight poverty. The proceeds from these sales in charity shops helps to fund their activities and support the association's social mission.



Commitment 3. Promote equal opportunities

The brand shows its commitment to equal opportunities through its human resources policy, emphasising how much richer diversity makes us by enabling everyone to open up to the world. There are three main areas of focus:



Disability

The number of employees with disabilities who work at Maisons du Monde has doubled in 18 months, and the Group is actively working to raise awareness among its managers - 70% of whom have now received training on this subject.



Young people and social diversity

A quarter of Maisons du Monde employees are under 25 years of age and the average age at the company is 36. Following this trend, it welcomed 150 apprentices from the class of 2022 to the head office and stores, effectively doubling that workforce in the last two years. Every year, 400 interns are also taken on in France. To bring the company's inclusion of young people from all walks of life even further, Maisons du Monde has partnered with the IGS Group to create a sales cohort and a sales manager cohort. A mentoring scheme has also been developed in collaboration with the organisation Article 1 to help young students to enter the world of work and encourage Maisons du Monde teams to invest in initiatives that promote diversity and equal opportunities. By 2025, 500 young people will have taken part in this mentoring scheme.



Gender equality

Women make up 66% of Maisons du Monde employees and 70% of internal promotions in the company are women. The Group also dedicates a specific wage increase budget for women, making it possible to adjust salaries year-on-year in the event of wage inequalities. A new ambitious equality agreement has also just been signed to ensure that societal developments are more closely followed, even exceeding them on three main themes: parenthood, equality and work-life balance, and female leadership.



Commitment 4. Offer a circular and social life cycle in the interests of solidarity

Maisons du Monde is committed to extending the life of its products by promoting solutions for re-use and repair. Because it happens that products can become slightly damaged (small bumps, slight defects), the Group has set up a repair and refurbishing service. These workshops giving products a new lease of life are located in the south of France, in Saint-Martin-de-Crau. As soon as possible, decommissioned products or customer returns are refurbished by Maisons du Monde craftspeople specialising in wood, textile and leather. Every year, 25,000 items of furniture and sofas are repaired in the workshops.



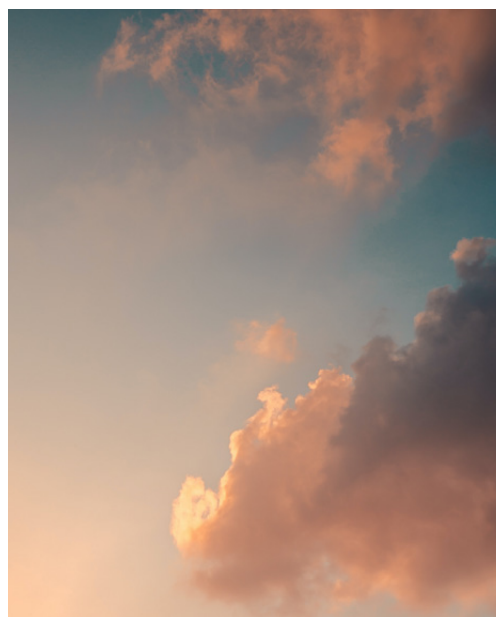
Maisons du Monde is doubling down on its commitment to engaging in a circular economy by launching a second-hand collection in 2023.



Commitment 5. Transform our business lines to reduce our environmental footprint

Maisons du Monde's target for 2025 is to reduce the carbon intensity of its activities by 25%, by overhauling its internal practices and thereby decreasing its environmental footprint. Since 2018, the Group has reduced its carbon intensity by 19.1%. Maisons du Monde is committed at all levels to achieving this goal and to a robust, sustainable transition. This includes product design, transport with its commitment to the FRET21 initiative, energy consumption and use of renewable electricity at points of sale with its ISO 5001 certification.

These actions were rolled out in 2016 and have led to the Group's average consumption dropping by more than 20% between 2016 and 2021. In addition, 98% of the Group's stores are supplied with renewable electricity through green power purchase agreements. Since 15 October 2022, a preventive energy-saving plan has been implemented across the Group's stores and headquarters. This involves limiting the temperature to 18°C on sales floors and 20°C in offices and staff areas; reducing the intensity of lighting on signs and in windows, and switching off all signs when the last store closes; and keeping store doors closed and activating winter mode for automatic doors.



All of these actions mean that beautiful and good can go hand in hand.

Maisons du Monde is the European leader in affordable, desirable and sustainable homes.

As a brand characterised by openness and dialogue, it unites its 7 million customers around desirable and sustainable lifestyles. Atmospheres for the home across multiple styles can be found in its constantly renewed range of furniture and decor. With optimism, creativity, commitment and proximity as its core values, the brand is based on a high-performance, omni-channel model. Digitalisation and customer service drive this love brand and its raison d'être: «To inspire people to be open to the world, so that together we can create unique, welcoming and sustainable places to live». In 2022, Maisons du Monde launched the brand's Good is Beautiful movement, to cement sustainable development within its strategy. This movement rests on five pillars. Allowing beauty and goodness to go hand in hand.

presse@maisonsdumonde.com
maisonsdumonde.com