

Governance

**CHANGES TO THE MAISONS DU MONDE
EXECUTIVE COMMITTEE**

Maisons du Monde, the market key player in inspiring, accessible and sustainable homes, has announced changes to its Executive Committee that place the customer front and centre.

Since March 2024, Maisons du Monde has been rolling out its Inspire Everyday plan, promising every customer that it will always strive to be more accessible, inspiring and committed, and able to provide better experiences and service. The Group has decided to make its governance more customer-centric in order to respond to these challenges while continuing to accelerate its transformation.

Creation of a Head of Omnichannel role focused on the omnichannel customer experience.

Christophe Lapotre, previously the Group's Chief Store Operations Officer, has been appointed Head of Omnichannel. This role will enable Maisons du Monde to accelerate the transformation of its branch network (in connection with changes to the real estate portfolio and rolling out partnerships/franchising) and address the Group's omnichannel challenges, including e-commerce and the marketplace.

Creation of a Head of Branding, Merchandise and Sustainability role, embodying our brand expression to customers through all points of contact.

Guillaume Lesouef has been Head of Marketing, Merchandise and Sustainability since 2023, and has now been entrusted with all areas of loyalty, customer relationship management, communication, marketing and service development, including integrated interior design consultation services with Rhinov (a Bordeaux-based firm with 80 interior architect employees).

Head of Strategy joins the Executive Committee.

Aude Rimlinger, Head of Strategy, is also joining the Executive Committee and will continue to provide her support as the Inspire Everyday plan is implemented.

Also of note is the arrival of Vincent Cotteaux, who has been appointed Head of IT, Data and Methods and will report directly to François-Melchior de Polignac. Vincent has had a long and successful career heading up IT operations at renowned groups including BUT, Darty, Monoprix and more recently Lapeyre.

François-Melchior de Polignac, CEO at Maisons du Monde, commented as follows: "This restructured and simplified Executive Committee firmly anchors the Group's goals to bringing the Inspire Everyday 2026 strategic plan to fruition. An Executive Committee of experts working together to continue to fast-track the Maisons du Monde plan."

As of today, the Maisons du Monde Executive Committee comprises seven members:

François-Melchior de Polignac: Chief Executive Officer

Denis Lamoureux: Head of Finance

Ingrid Crambes-Tisserand: Head of Human Resources

Christophe Lapotre: Head of Omnichannel

Guillaume Lesouef: Head of Branding, Merchandise and Sustainability

Cédric Paris: Head of Supply Chain

Aude Rimlinger: Head of Strategy

French brand, Maisons du Monde is the European key player in inspiring, accessible and sustainable interior design and decor. With 7 million customers, a marketplace and a turnkey 3D house planning service, the brand offers a unique and high-performance omnichannel model around atmospheres for the home across multiple styles, ranging from the classic to the contemporary or even the feel of far-flung places. "To inspire people to be open to the world, so that together we can create unique, welcoming and sustainable places to live" — that is Maisons du Monde's *raison d'être*. True to the brand's strategy, the launch of the Second Chance range of imperfect products in 2023 served to reinforce the company's environmental and social commitment. In 2024, the Group launched its Inspire Everyday plan, whereby it promised every customer that it would always strive to be more accessible, inspiring and committed, and able to provide better experiences and service. Discover the collection and commitments on www.maisonsdumonde.com.

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