



**Maisons du Monde files its document de base
with the French Autorité des marchés financiers (the “AMF”)
as a first step towards its initial public offering**

Press Release

Nantes, April 19, 2016

- **Maisons du Monde is a creator of inspirational lifestyle universes, showcasing distinctive affordable decoration and furniture collections across multiple themes and styles. In 2015 the Group generated €699 million of Customer sales and EBITDA of €95 million.**
- **Maisons du Monde has developed a highly differentiated business model combining a unique ability to inspire and delight customers with an industrialized design-to-cost process and an omnichannel strategy (online Customer Sales representing more than 17% of Customer Sales in 2015).**
- **Maisons du Monde has successfully rolled-out its model in Europe, with Customer Sales outside of France representing 34% of its total Customer Sales in 2015.**
- **Maisons du Monde’s unique model has driven best-in-class and resilient financial performance, including uninterrupted double-digit top-line growth (+21% CAGR over the past 15 years) through business cycles, superior like-for-like growth and industry leading margins.**
- **Maisons du Monde’s five-year ambition is to continue to deliver double-digit Customer Sales growth, thanks to like-for-like performance supported by further deployment of the omnichannel strategy, acceleration of its store expansion, in France and internationally.**

The group Maisons du Monde (the “Group”), a European leader in affordable and inspirational homeware today announces the registration of its document de base with the AMF under number I.16.022 on April 18, 2016.

The registration of the document de base is the first step towards an initial public offering of Maisons du Monde SA’s shares on the regulated market of Euronext Paris. The completion of the offering is subject to a number of factors including, among others, receiving the AMF’s visa on the prospectus for the IPO and favorable market conditions.

Maisons du Monde’s document de base is available on the websites of the company (www.maisonsdumondeipo.com) and of the AMF (www.amf-france.org). A printed copy is available free of charge upon request to Maisons du Monde at Le Portereau, 44120 Vertou. Maisons du Monde draws your attention to Chapter 4 « Risk Factors » of the document de base registered with the AMF.

Gilles Petit, Chief Executive Officer of Maisons du Monde, declared: *“The planned IPO of Maisons du Monde marks a new phase in the development of our Group. In 20 years, we have become a unique player in the affordable inspirational segment of the European decoration and furniture market. Thanks to its winning model, Maisons du Monde has a clear roadmap to deliver high growth, in France and abroad, in-stores and on-line. The planned IPO will provide us with the strategic flexibility to accelerate our expansion across Europe and deliver on our growth ambition. We are very pleased with our strong 2015 growth. The first quarter of 2016 confirms this solid dynamic with double digit Like-for-Like sales growth and the continued growth of our store space, positively impacting our Q1 EBITDA margin.”*



Maisons du Monde, a creator of lifestyle universes

Maisons du Monde has developed a unique concept based on a differentiated customer proposition, offering a large range of design-driven and affordable decoration and furniture products, displayed through effective visual merchandising. Through this combination of a unique product offering and merchandising know-how, the Group offers its customers an immersive and inspirational shopping experience.

The Group has implemented an industrialized design-to-cost process that allows it to capture and roll-out emerging design trends, leveraging its experienced in-house team of design, collectioning and sourcing professionals. Its design-to-cost model enables the Group to offer original and compelling products at affordable prices while maintaining industry-leading margins.

The Group's development has been underpinned by a multi-format and omnichannel strategy that has followed its customers' habits and that has demonstrated its replicability and scalability across geographies. Maisons du Monde is a leader in e-commerce in the European decoration and furniture market, with more than 17% of its Customer Sales generated online and 34% of its total Customer Sales generated outside France in 2015.

Building upon its deep customer fan base, well-known brand, unique business model and two decades of experience in the European decoration and furniture market, Maisons du Monde is fully committed to continuing to inspire and delight its customers while driving its growth in France and internationally across all of its channels.

For the year ending December 31, 2016, the Group believes that it will achieve Customer Sales in the range of €800 to 815 million compared to €699 million in 2015, driven by mid-single digit like-for-like Customer Sales growth, full effect of stores opened in 2015 as well as a targeted network expansion of 20 net store openings, with a Consolidated EBITDA margin above 13% of consolidated Customer Sales. As part of the contemplated IPO, the Group will raise its capital by approximately €150 to 180 million and expects to reach a net debt to EBITDA ratio equal to or below 2.25x at December 31, 2016.

For the 2017 to 2020 period, the Group's ambition is to continue to deliver a double-digit top-line growth (12-14% per annum), pursue its disciplined store expansion, opening 25 to 30 stores (net) on average per year, in France and in its existing geographies in Europe to reach 50% of international Customer Sales in 2020, sustain a similar level of profitability (above 13% EBITDA margin), leverage its online leadership position to grow its online Customer Sales from approximately 17% to more than 25% of its Customer Sales.

www.maisonsdumondeipo.com

Contact

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About Maisons du Monde

Maisons du Monde is a creator of inspirational lifestyle universes in the homeware industry, offering distinctive and affordable decoration and furniture collections that showcase multiple styles. The Group develops its business through an integrated and complementary omnichannel approach, leveraging its international network of stores, websites and catalogs.

The Group was founded in France in 1996 and has profitably expanded across Europe since 2003. The Group generated €699 million of Customer Sales and an EBITDA of €95 million during the year ended December 31, 2015. The Group operated 262 stores in seven countries as of December 31, 2015, including France, Italy, Spain, Belgium, Germany, Switzerland and Luxembourg and generated more than 34% of its Customer Sales outside France in the year ended December 31, 2015. Additionally, the Group has been able to integrate a complementary and comprehensive e-commerce platform which has grown at a CAGR of 36% from 2010 to 2015 and which generated more than 17% of the Group's Customer Sales for the year ended December 31, 2015 from sales in 11 countries (all of the countries in which the Group operates stores plus Austria, the Netherlands, Portugal and the United Kingdom).

"The Company's registration document registered under number I.16.022 on April 18, 2016 with the French Autorité de marchés financiers (the "AMF") in connection with the Offering (the "Registration Document"), is available on the websites of the Company (www.maisonsdumondeipo.com) and of the AMF (www.amf-france.org) and free of charge and upon request to the Company.

The Company draws the public's attention to Chapter 4 "Risk Factors" of the Registration Document. The Registration Document does not constitute a prospectus within the meaning of Directive 2003/71/EC of the European Parliament at the Council of November 4, 2003, as amended, in particular by Directive 2010/73/UE. Any public offering of the Company's securities in France will only be made after the delivery by the AMF of a visa on a prospectus composed of the Registration Document and a securities note that will be subsequently submitted to the AMF.

No communication and no information in respect of this transaction or of the Company may be distributed to the public in any jurisdiction where a registration or approval is required. No steps have been or will be taken in any jurisdiction (other than France) where such steps would be required. The issue, the subscription for or the purchase of the Company's shares may be subject to specific legal or regulatory restrictions in certain jurisdictions. The Company assumes no responsibility for any violation of any such restrictions by any person.

This announcement is not a prospectus within the meaning of Directive 2003/71/EC of the European Parliament at the Council of November 4th, 2003, as amended, in particular by Directive 2010/73/UE (together, the "Prospectus Directive").

With respect to the member States of the European Economic Area (each, a "relevant member State"), other than France, no action has been undertaken or will be undertaken to make an offer to the public of the shares requiring a publication of a prospectus in any relevant member State. As a result, the new or existing shares of the Company may only be offered in relevant member States (i) to qualified investors, as defined by the Prospectus Directive; or (ii) in any other circumstances, not requiring the Company to publish a prospectus as provided under article 3(2) of the Prospectus Directive.

The distribution of this press release is not made, and has not been approved, by an "authorized person" within the meaning of Article 21(1) of the Financial Services and Markets Act 2000. As a consequence, this press release is directed only at persons who (i) are located outside the United Kingdom, (ii) have professional experience in matters relating to investments and fall within Article 19(5) ("investment professionals") of the Financial Services and Markets Act 2000 (Financial Promotions) Order 2005 (as amended), (iii) are persons falling within Article 49(2)(a) to (d) (high net worth companies,



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Certain industry and market data included in this press release has come from third-party sources. Third-party industry publications, studies and surveys generally state that the data contained therein have been obtained from sources believed to be reliable, but that there is no guarantee of the accuracy or completeness of such data. While the Company believes that each of these publications, studies and surveys has been prepared by reputable sources, it has not independently verified the data contained therein. In addition, certain of the industry and market data contained in this press release comes from the Company's own internal research and estimates based on the knowledge and experience of its management in the markets in which it operates. While the Company believes that such research and estimates are reasonable and reliable, they, and their underlying methodology and assumptions, have not been verified by any independent sources for accuracy or completeness and are subject to change without notice.

This press release may include certain forward-looking statements, beliefs or opinions, including statements with respect to the business, financial conditions, business strategies, expansion and growth of operations, results of operations and plans, trends and objectives and expectations of the Company and its subsidiaries. Forward-looking statements are sometimes identified by the use of words such as "believes", "expects", "may", "will", "could", "should", "shall", "risks", "intends", "estimates", "aims", "plans", "predicts", "continues", "assumes", "positions" or "anticipates" or the negative thereof, other variations thereon or comparable language. Forward-looking statements included in the information reflect the Company's beliefs and expectations and involve risk and uncertainty because they relate to events and depend on circumstances that will occur in the future. These risks and uncertainties include those discussed or identified in Chapter 4, "Risk Factors" of the Registration Document. Although the Company has attempted to identify important factors that could cause actual results to differ materially, a number of other factors might cause actual results and developments to differ materially from those expressed or implied by these statements and forecasts and there can be no assurance that statements containing forward-looking information will prove to be accurate as actual results. The past performance of the Company and its subsidiaries cannot be relied on as a guide to future performance. Accordingly, no representation is made that any of these statements or forecasts will come to pass or that any forecast results will be achieved. Any forward-looking statements included in this press release speak only as of the date hereof and the Company expressly disclaims any obligation or undertaking to release any update or revisions thereto to reflect any change in expectations or any change in the events, conditions or circumstances on which such forward-looking statements are based."