



MAISONS

D U M O N D E

Third-quarter & nine-month 2024 sales

Paris, 24 October 2024

Disclaimer

Forward-looking statements



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└ Your speakers today



**François-Melchior
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CEO



**Denis
Lamoureux**
CFO



AGENDA

- 1.** Q3 2024 HIGHLIGHTS
- 2.** BUSINESS REVIEW
- 3.** FINANCIAL REVIEW
- 4.** Q4 2024 KEY PRIORITIES
- 5.** Q&A SESSION



1

Q3 2024 Key Highlights

TRANSFORMATION PLAN “INSPIRE EVERYDAY” MAKING STEADY PROGRESS

PRICE &
ASSORTMENT
REDUCTION



STORE NETWORK
OPTIMIZATION



SIMPLIFICATION OF
THE ORGANIZATION



FINANCIAL
DISCIPLINE



Q3 SALES DOWN 14.3% ON A LIKE-FOR-LIKE BASIS, NOT ADJUSTED FOR STORES UNDER RENOVATION DURING THE QUARTER

(in EUR million)	Q3 2024	Q3 2023	% Variation	9M 2024	9M 2023	% Variation
Sales	213.5	252.3	-15.3%	704.7	795.7	-11.4%
Lfl	207,7	242.4	-14.3%	684.4	764.7	-10.5%

Improved resilience in September at -9.4% Lfl

THE CHALLENGING MACRO BACKDROP HAS IMPACTED CONSUMER CONFIDENCE AND DISCRETIONARY SPENDING

Consumer confidence

95

+2 points but remains below its long-term average (100 Jan. 1987-Dec. 2023)

High savings capacity

Source: CREDOC & INSEE (France)

Real Estate

-30%

property sales to private individuals vs 2023

High interest rate

Source: CREDOC & Fédération des Promoteurs Immobiliers de France – FPI (France)

Furniture market

-6.8% in volume / -6.6% in value

Q3 2024 vs Q3 2023

Deterioration compared to Q2 2024

Slight improvement in September

Source: Banque de France (France)



2

Q3 2024
Business Review

Transformation plan ongoing, full impact will become clearer in the quarters ahead

PRICE & ASSORTMENT REDUCTION



- Finalization of the price reduction campaign on nearly 3,000 references
- Assortment reduction on track

-20% ref.
Autumn/Winter
2024 vs 2022

STORE NETWORK OPTIMIZATION



- 20 stores renovated & currently 41 in progress completed early Nov.
- First store created by an affiliate partner

Consistent
outperformance
of new concept
stores

SIMPLIFICATION OF THE ORGANIZATION



- Retail & Digital operations consolidated under a single Executive leadership
- High-impact collaboration in stores: Store & Regional Director x Merchandising x Downstream Supply Chain

Think Global,
Act Local to focus
on Customer

FINANCIAL DISCIPLINE



- Inventory & Capex reduction under control
- Tight monitoring of cost savings

-€45m cost
saving plan 2024
on track

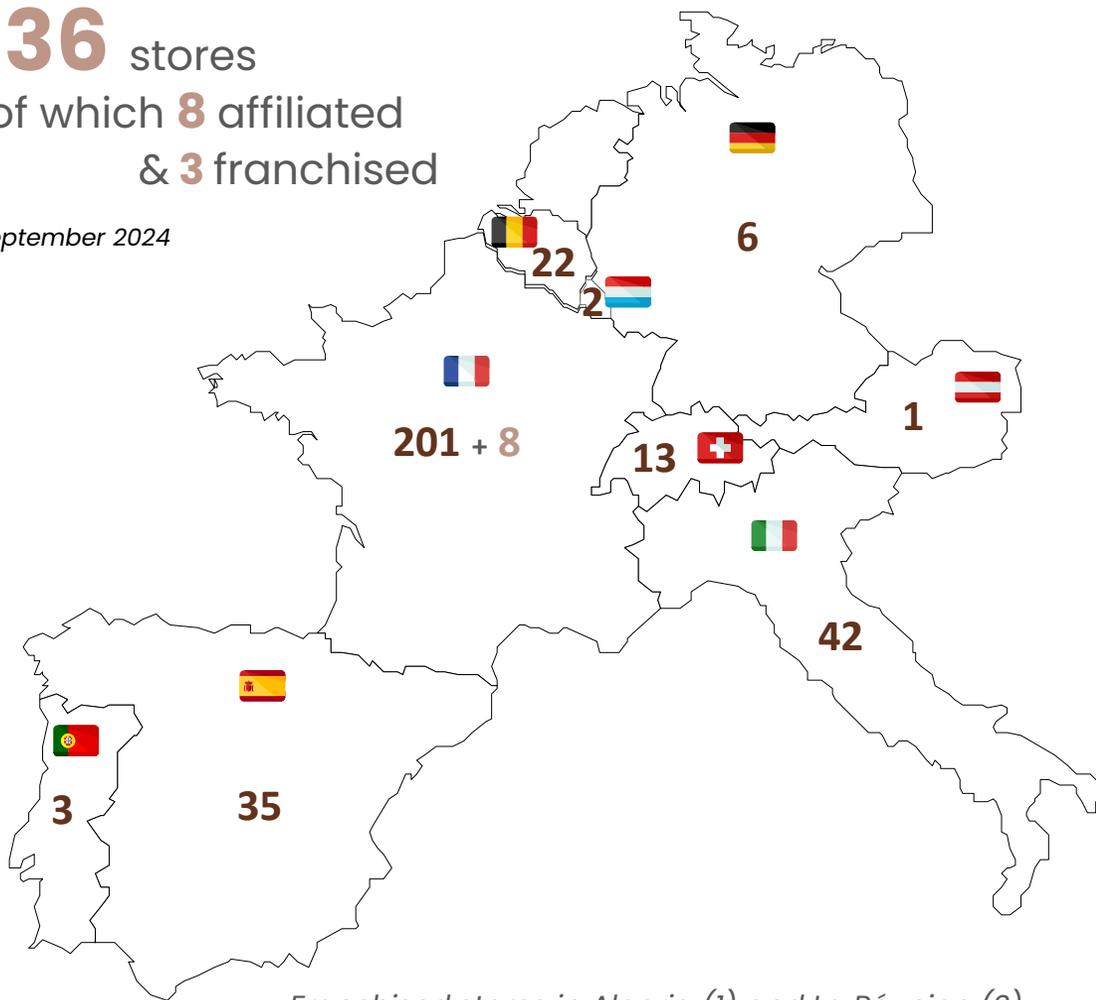
Reconnecting with
our Customer
is a priority



Store network's adaptation on track

336 stores
of which **8** affiliated
& **3** franchised

30 September 2024



Franchised stores in Algeria (1) and La Réunion (2)

Acceleration of the store network transformation before the end-of-season peak



Taking a step further with our affiliate partners by expanding into white spots

Maiden store created by an affiliate partner





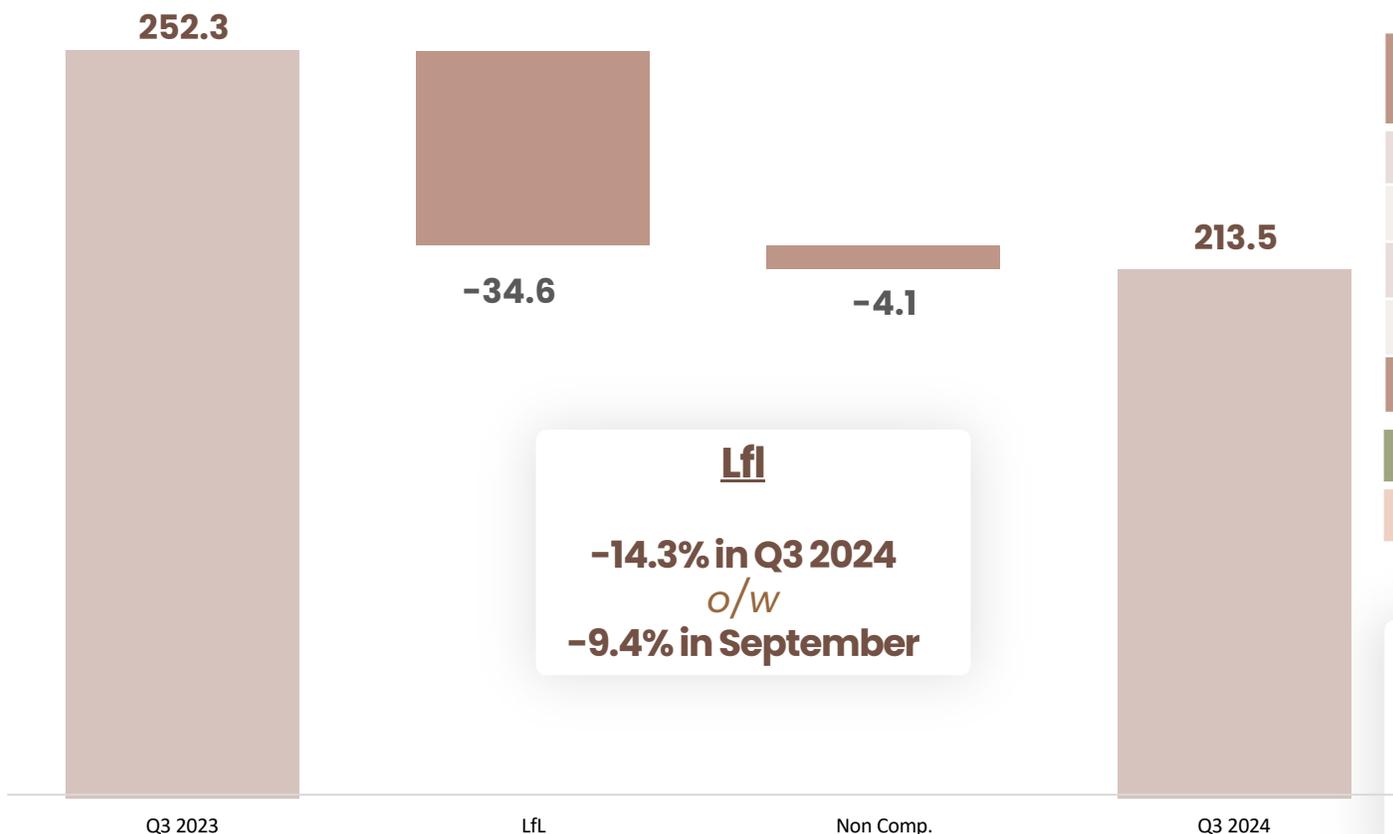
3

Q3 2024
Financial Review

Q3 2024 Sales impacted by the deep transformation of the Group, trend improved in September

SALES LIKE FOR LIKE

(in €m)



STORE NETWORK EVOLUTION

(in number of stores)

30 September 2024	Own stores	Affiliated stores	Franchised stores
Opening	1	1	-
Relocation	2	-	-
Transfer	3	2*	-
Closing	13	-	1
Total network	325	8	3
31 December 2023	340	5	4
30 September 2023	344	3	4

* The 3rd store transferred to affiliate will reopen in October 2024

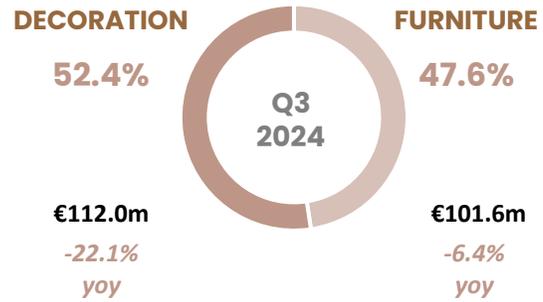
Retail sales
Lfl and excluding stores under renovation during Q3

-7.3% in September

Q3 2024 sales breakdown



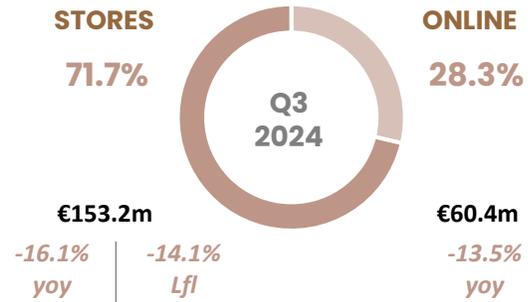
BY CATEGORY



Decoration sales impacted by product implementation delays and last year's better end-of-season sales performance

Furniture outperformed with modest decline vs Decoration

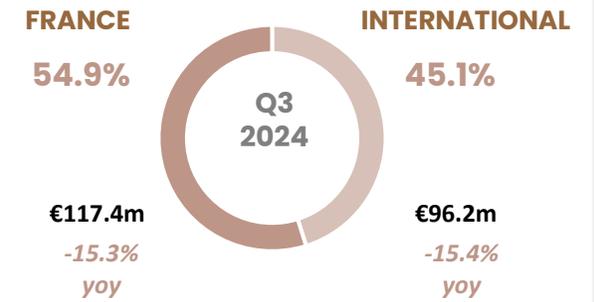
BY CHANNEL



Inventory reduction limited end-of-season sales in stores vs last year
Delays in receiving Autumn-Winter collection

Online sales declined amid reduced traffic, but Marketplace growth continued in Italy and Spain

BY GEOGRAPHY



French sales decrease amplified by store renovations and traffic disruption by Olympic Games (Paris region)
Better resilience in September

Similar trends observed in International sales, also affected by store network optimization



4

Q4 2024 Key Priorities

Reconnecting with our Customer

AUTUMN-WINTER 2024 CATALOGUE



Available in stores and as a supplement in Fashion & Home Decoration magazines across France
440,000 copies

FIRST LOYALTY PROGRAM & WEB TV PLATFORM IN FRANCE



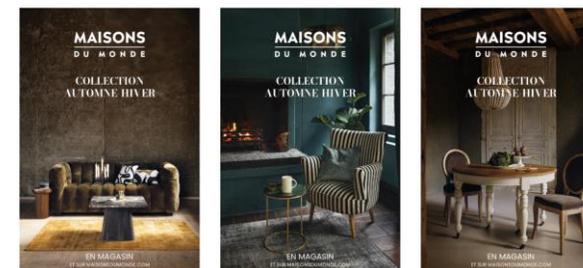
A relational, emotional, and service-oriented program



Breakthrough Innovation in the Home Decoration Market

ADVERTISING CAMPAIGNS

To enhance Brand visibility & Reinforce Customer engagement



Continued modernization and optimization of the store network

New regional shopping center concept store tailored to meet Customer expectations

- 2 pilot stores to be opened in November: Nice Cap 3000 & Montpellier Polygone



Attract



Open storefronts to attract customers and blur the line between the mall and the store

Facilitate



Implementation of self-checkout to streamline payment for small baskets

Inspire



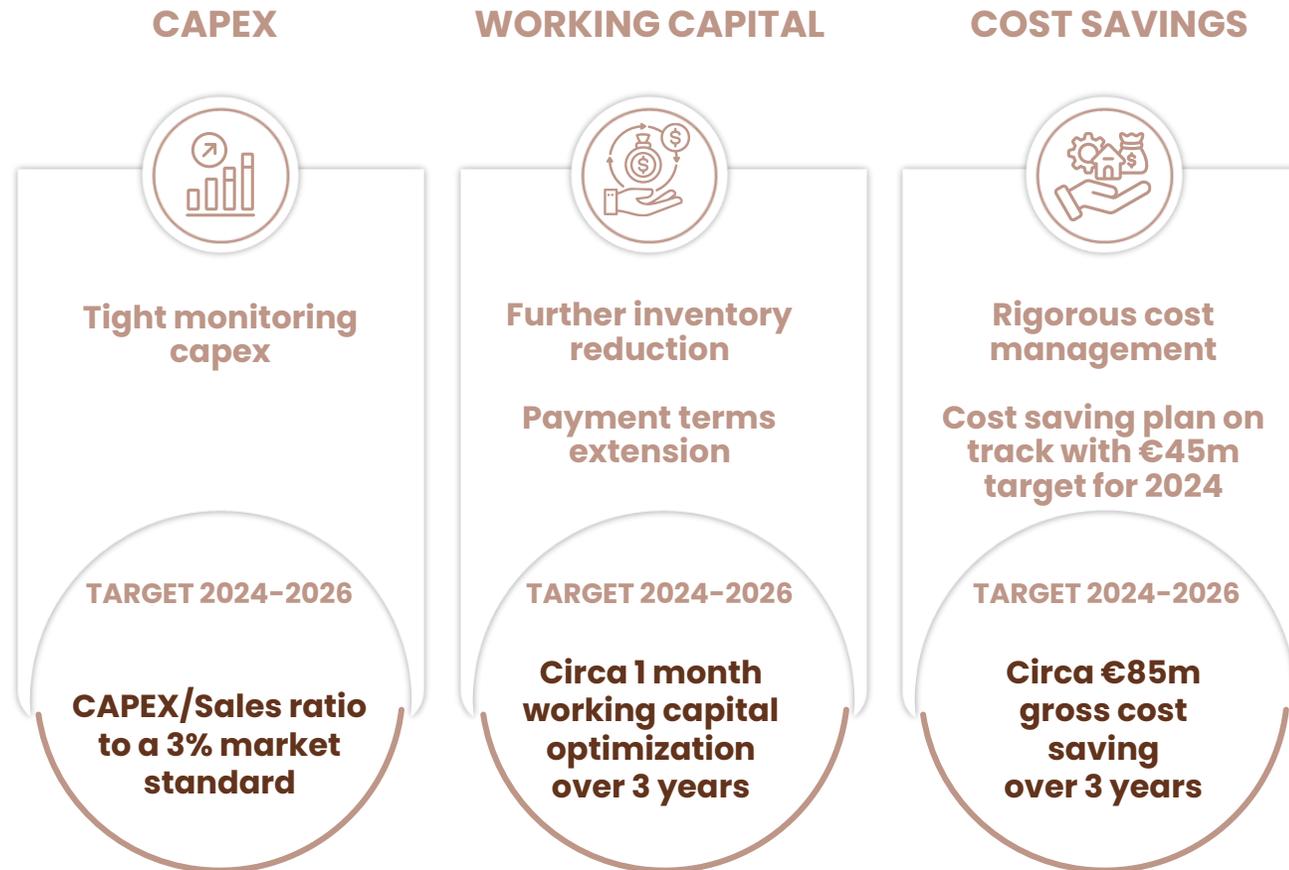
An aspirational journey including a wishlist zone

Serve & retain



A service-oriented space: Click & Collect and advice point

Financial discipline: A cornerstone in a still challenging environment





5

Q&A Session



Thank you

FINANCIAL AGENDA

- **4 February 2025**
Q4 and FY 2024 Sales
- **11 March 2025**
FY 2024 Results
- **15 May 2025**
Q1 2025 Sales
- **25 July 2025**
Q2 Sales and HY 2025 Results
- **23 October 2025**
Q3 and 9-month Sales 2025





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DU MONDE

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