



Opening of 2 Maisons du Monde stores in Portugal, Porto on October 30 and Lisbon in the 3rd quarter of 2021



Saturday, October 30, 2021



**Mar Shopping IKEA
Av. Dr. Oscar Lopes
4450-745, Matosinhos**

After its arrival in Faro in 2019, Maisons du Monde is continuing its development in Portugal with the opening of two new addresses in the third quarter of 2021 in the cities of Porto and Lisbon.

In Porto, in this new space totaling 640 sqm, customers will discover all the home decor universes. To strengthen its presence, Maisons du Monde is announcing a future address of 1 400 sqm in Lisbon in November 2021.

An offer for all styles ... and desires!

Furniture, decor items, lightings, textiles or tableware will be set in stylish and inspiring spaces. At Maisons du Monde, we keep an eye on trends and showcase the best styles. To inspire our customers, our furniture and decorative accessories encompass all styles to reflect their personalities, their emotions, and their tastes. Whether our customers are looking for a gift idea, a specific item, a unique home accessory or want to place an order, Maisons du Monde will satisfy all their decorating desires.

In Porto and Lisbon: two newly hired teams will assist customers

In Lisbon and Porto, two teams newly hired of 15 and 16 people respectively, will be on hand to welcome them and advise them. They will be able to accompany them to work on a home decor project thanks to the "Decor Workshop" presenting all the brand's styles, all the sofa shapes, colors and materials, as well as wood samples, with the different stains and shades...

Inspiration will be in the air for customers and interior decor fans at the Maisons du Monde store in Porto and soon in Lisbon, where they will discover the new Fall-Winter and Christmas collections and the furniture collections of the brand.

A responsible store

Maisons du Monde is committed to responsible retailing. That is why we work on various elements: improving waste sorting, reducing energy consumption to limit our environmental impact and optimizing store accessibility for people with disabilities. Like 97% of the Group's stores, the Porto and Lisbon stores are supplied with 100% certified renewable electricity and equipped with LED lighting to reduce energy consumption.

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 a complementary omnichannel approach, leveraging its international network of stores, websites and catalogues. The Group was founded in France in 1996 and has expanded profitably across Europe since 2003, reporting sales of €1,182 million and EBITDA of €241 million in 2020. At 31 December 2020, the Group operated 369 stores in 9 countries including France, Belgium, Germany, Italy, Luxembourg, Portugal, Spain, Switzerland and the United States, and derived 47% of its sales outside France. The Group has also built a successful complementary and comprehensive ecommerce platform, whose sales grew by over 30% per year on average between 2010 and 2020. This platform, enriched by the launch of a marketplace in France in November 2020, accounted for 33% of the Group's sales in 2020 and is available in the countries where it operates stores plus Austria, the Netherlands and the United Kingdom.