

MAISONS DU MONDE

MAISONS DU MONDE OPENS THREE NEW STORES : ROUEN BARENTIN, PAU LONS AND HOGNOUL

INNOVATION – Maisons du Monde is ever closer to its customers with its Inspire Everyday plan and is now updating its concept with a redesigned customer route. Products and services for every style and every desire, at affordable prices!

Affirming the inspirational, accessible and sustainable model, to meet the ever-changing tastes and needs of Customers.

The Maisons du Monde store concept is a cornerstone of the French company's success story, along with its website and marketplace. It has won over a great many Customers not only in France but also elsewhere in Europe, where the Group achieves 50% of its turnover. Customers are drawn to Maisons du Monde due to its inspiring nature and accessibility, as well as the unparalleled multi-style atmospheres found in each of the stores in its European network. This historic concept, which blends a mixture of decorative identities and constitutes the very essence of Maisons du Monde, has met with such success over the years, both in France and further afield, that it has even inspired other brands.

These changes to the Customer route and testing pilots, make it even more accessible, more committed, and better able to provide the services its Customers both need and desire. With this in mind, the updated concept has been designed to create a harmonious combination of the useful and the enjoyable, while also making accessibility desirable. In particular, it provides spaces by grouping together key categories such as home

furnishings, lighting and outdoor living – always at affordable prices. Accordingly, Customers will discover living room, dining room, tableware or bedroom essentials, creating the perfect balance between inspiration, contemporary design, current trends and influences from around the world.

Enhancing Customer experience and satisfaction.

Determined to cater to a wide range of styles, with the support of the integrated Rhinov decoration service, to satisfy all of the Customers desires and cater to all their projects, these redeveloped stores will move to the rhythm of the seasons, with a range of colours and styles to reflect the personality, emotions and tastes of each Customers. From gifts and specific ideas, to choice finds or placing an order, Maisons du Monde can satisfy any furnishing, project, home staging or decorating need.

This new approach, with its three pilots fully integrating current Customer expectations, is one of the pillars of the Inspire Everyday plan, and will contribute to the brand's expansion across its store network, which is set to grow from 350 stores today to 400 stores by 2026.

About Maisons du Monde :

Maisons du Monde is the key player 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. Discover the collection and our commitments on www.maisonsdumonde.com

Press contacts

Pierre Barbe – Communication Director
pbarbe@maisonsdumonde.com
(+33) 6 23 23 08 51

Carole Alexandre – Investor relations
calexandre@maisonsdumonde.com
(+33) 6 30 85 12 78