



MAISONS
DU MONDE

Q1 2024 SALES

Paris, 16 May 2024

Disclaimer

Forward-looking statements



This presentation contains certain statements that constitute "forward-looking statements", including but not limited to statements that are predictions of or indicate future events, trends, plans or objectives, based on certain assumptions or which do not directly relate to historical or current facts.

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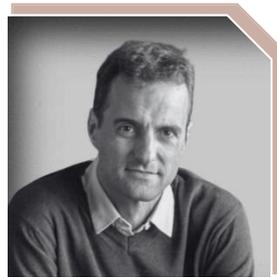
└ Your speakers today



François-Melchior de Polignac
CEO



Denis Lamoureux
CFO



Gilles Lemaire
Deputy CFO

Q1 2024 highlights



Q1 2024 SALES

In line with expectations
and consistent with
2024-2026 transformation plan
assumptions

€247.7m sales

-9.5%

yoy

-8.1%

lfl and excluding UK
online activities

INSPIRE EVERYDAY

Launch of action plans
on track

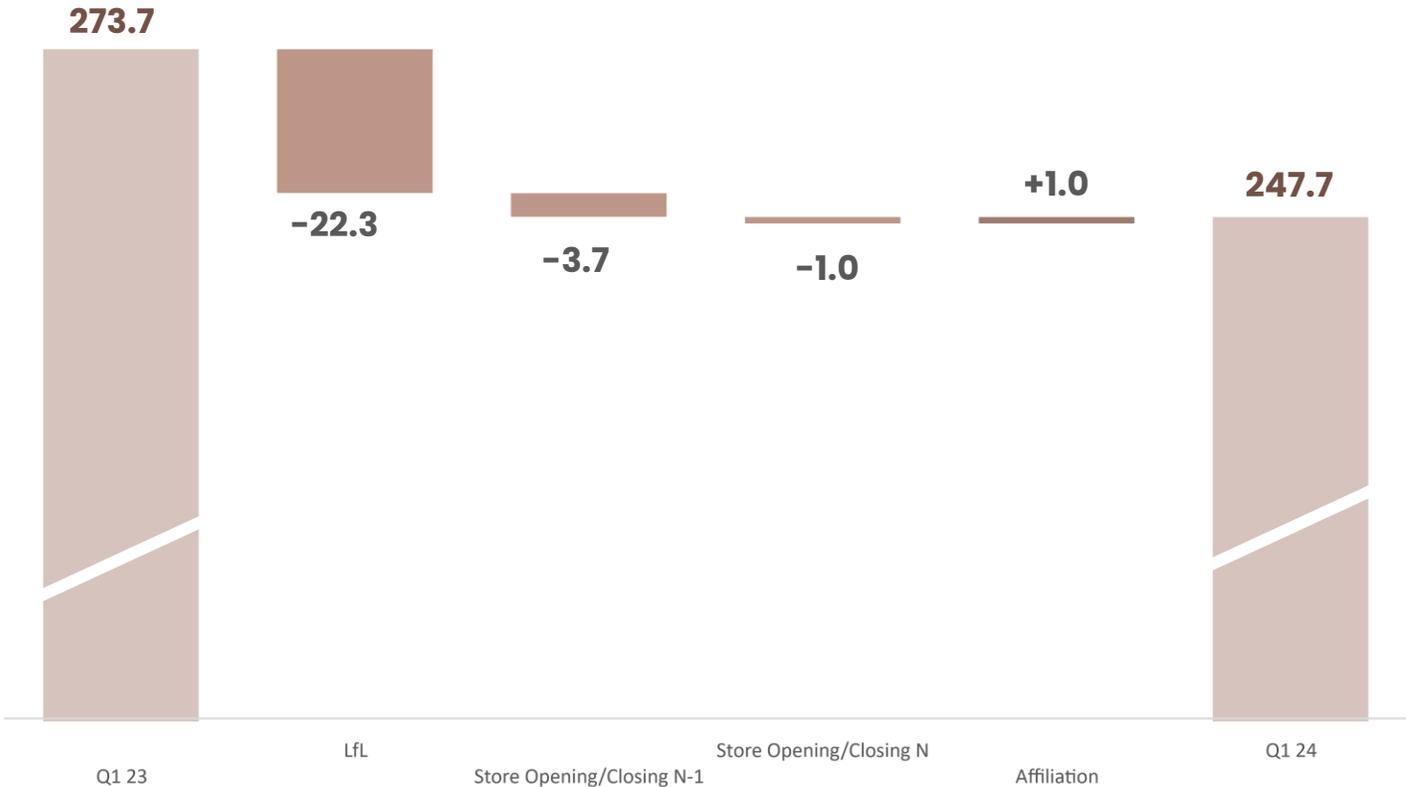
Teams fully onboarded
to deliver
Inspire Everyday journey

Q1 2024 sales down, as anticipated

reflecting weak consumption dynamics and scope effects

SALES EVOLUTION

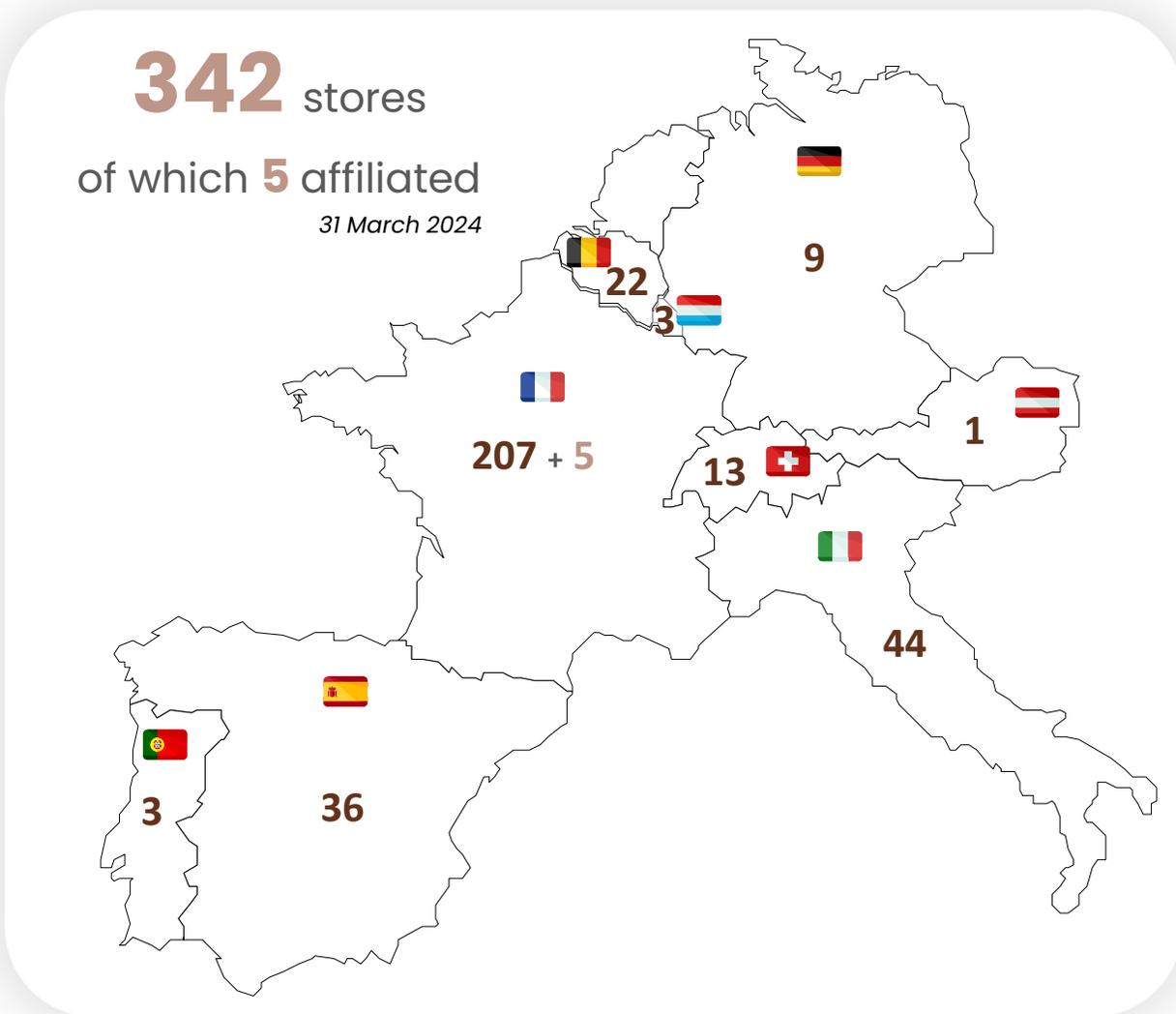
(in €m)



-8.1%
Lfl and excluding UK
online activities

Store network

Pursuing our retail store network optimization



3 new pilot stores opened
With a renewed concept

Rouen Barentin, Pau
and Hognoul (Belgium)

By 2026
Retail network
c. 400 stores
o/w around 30% under
affiliation/franchise

Q1 2024	Own stores	Affiliated stores
Opening	1	-
Relocation	2	-
Closing	4	-
Total network	337	5

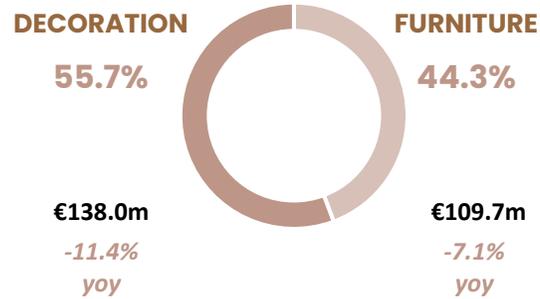
31.12.2023	340	5
Q1 2023	352	-

Q1 2024 sales breakdown

highlights contrasting performance



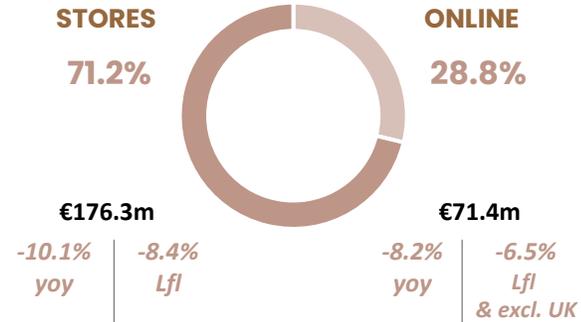
BY CATEGORY



Decoration sales primarily impacted by less impulse buying

Furniture sales mainly driven by better product availability, promotional initiatives, and flexible payment options such as free shipping and *buy now-pay later*

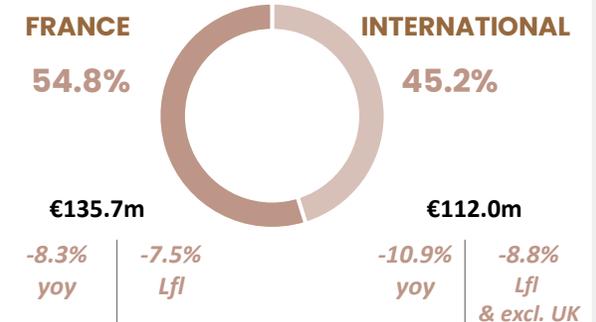
BY CHANNEL



Stores and online sales, reflecting weak consumption dynamics

Marketplace (in-store and online) fueled by Spain, Italy and Germany's ramp up, showcasing local brands

BY GEOGRAPHY



Relative resilience of France sales, notably benefiting from its marketplace

Sales underperformance in Switzerland relative to the rest of the Group has been effectively tackled through pricing adjustments



Inspire
EVERYDAY

Launch of action plans on track

RETHINK OUR OFFER



Address price accessibility challenge



- **Price reduction on targeted c. 2,200 products**
- **Above 20% quantity sold**

LOCAL EMPOWERMENT THROUGHOUT STORE NETWORK



Commercial Tool

Financial monitoring



- **Store performance tool rolled out across Europe**
- **Real-time commercial performance to drive business**

PARTICIPATE IN CIRCULAR ECONOMY



Implement a 2nd life platform for our products

Develop repair options



- **Second Chance offering rolled out in stores**
- **Supporting Maisons du Monde's brand attractiveness**

Launch of action plans right on track

ENHANCE IN-STORE EXPERIENCE



Improve store merchandising

Adapt offer and layout depending on store role

Increase geographic adaptation both internally and through affiliation and franchise entrepreneurial model



- **Three new pilot opened in March 2024**
Rouen Barentin – Pau Hognoul (Belgium)
- **Renewed concept**
- **Significant assortment reduction**
- **Driving positive Customer response**

ROUEN – Barentin

A store highly appreciated by Customers

- **Easier circulation and projection in the different living spaces**
- **Realistic and inspirational scenography**
- **Appealing layout by living spaces**
- **Easier shopping for grouped product categories (Tableware, textile, lighting...)**

Rouen Barentin – Renewed concept

Inspiration



Story living: showcasing products in our own furniture

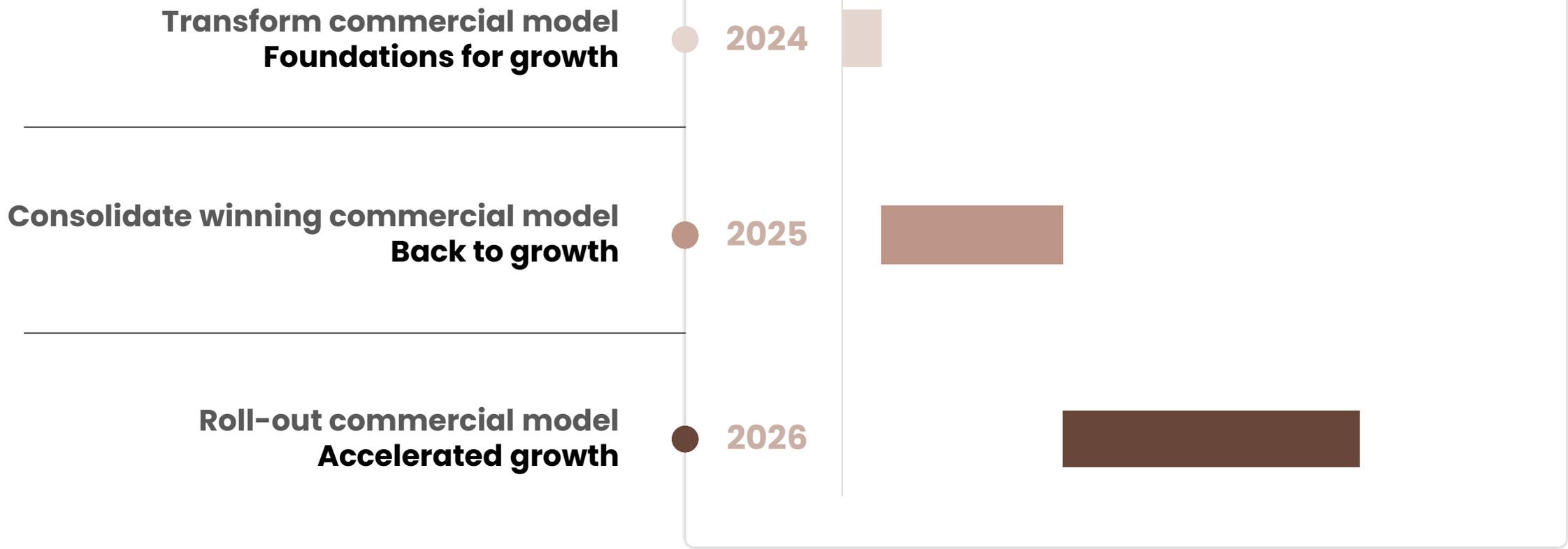


Combination of grouping by use/needs



2024-2026 financial trajectory

Cumulative FCF 2024-2026 above €100m



Over the three-year period, the Group will maintain its 30%-40% dividend payout ratio

5. Q&A SESSION



Thank you

FINANCIAL AGENDA

21 June 2024 ●
Annual General Meeting

29 July 2024 ●
Half-Year 2024 Results

23 October 2024 ●
Q3 2024 Sales

