



PRESS RELEASE

MANAGEMENT EVOLUTION TO LEAD MAISONS DU MONDE INTO A NEW PHASE

- **Julie Walbaum promoted to CEO, effective July 1**
 - **Gilles Petit to remain as special advisor to the new CEO and member of the Board to ensure a smooth transition**
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Nantes, 3 May 2018

Maisons du Monde (Euronext Paris: MDM, ISIN Code: FR0013153541), a European leader in affordable and inspirational decoration and furniture homeware, announces that Julie Walbaum will become Chief Executive Officer, effective July 1. She will succeed Gilles Petit, who will remain a special advisor to the CEO and member of the Board of Directors to ensure a smooth management transition.

Julie Walbaum's nomination was today approved by the Board of Directors of Maisons du Monde, following an extensive search that also included external candidates. She has been Maisons du Monde's Executive Director, Digital, Customer Marketing and Customer Care since 2014 and has been instrumental in growing the Group's online and multichannel capabilities. Prior to joining Maisons du Monde, she was co-founder and Managing Director of Westwing France, an e-commerce start-up selling home decoration and furnishing products, and has 11 years of experience in management consulting at McKinsey & Company and Deloitte Consulting.

Under Gilles Petit, the company was successfully listed on the Euronext Paris stock exchange in 2016 and has consistently posted solid double-digit growth in sales and profitability, rolling out its multichannel model across seven European countries.

Sir Ian Cheshire, chairman of the Board of Directors, declared: *"Having led Maisons du Monde's ramp-up in digital and shown strong leadership abilities, Julie Walbaum was a natural choice as Gilles Petit's successor to continue the Company's profitable growth trajectory. On behalf of the Board of Directors of Maisons du Monde, I would like to thank Gilles Petit for having taken this initiative to ensure a smooth management transition and prepare Maison du Monde for the future. The Board of Directors thanks Gilles Petit for his outstanding leadership and I know we can rely on him to remain closely involved as special advisor to Julie Walbaum and as a Board member."*

Gilles Petit declared: *"After three years at Maisons du Monde's helm, I thought it was the right time to transfer operational responsibilities to a very worthy successor. I am very pleased to be passing on the baton to Julie Walbaum, whose energy and track-record make her the right person to lead the Company in its next phase. I look forward to working alongside her over the next several months as her special advisor."*

Julie Walbaum declared: *"I am very honoured and excited to have been selected to be the new CEO of Maisons du Monde. In my current role, I have been able to see the company's huge potential and I look forward to being able to lead it into a new stage of growth. I am fortunate to be able to count on the support and guidance of Gilles Petit and the Executive Committee as I take on this new role."*



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 catalogues. The Group was founded in France in 1996 and has profitably expanded across Europe since 2003. The Group posted sales of €1,011 million and EBITDA of €139 million for the year ended 31 December 2017. In 2017, the Group operated 313 stores in seven countries including France, Italy, Spain, Belgium, Germany, Switzerland, and Luxembourg, and derived over 38% of its sales from outside France. The Group has also built a successful complementary and comprehensive online shopping website, sales from which grew 35% per year on average between 2010 and 2017. The website is available in eleven countries: the seven countries where the Group operates stores plus Austria, the Netherlands, Portugal and the United Kingdom. In 2017, online sales represented 21% of the Group's sales.

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