



MAISONS
DU MONDE

Third Quarter 2020 Sales

27 October 2020

DISCLAIMER

FORWARD LOOKING STATEMENTS



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01 **THIRD QUARTER 2020 REVIEW** | J. Walbaum

02 **THIRD QUARTER 2020 SALES REVIEW** | E. Bosmans

03 **2020 OUTLOOK** | J. Walbaum

04 **Q&A** | J. Walbaum, E. Bosmans

05 **APPENDIX**

Agenda



01

**3rd QUARTER 2020
KEY HIGHLIGHTS**

Julie Walbaum

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Omnichannel model drives strong sales growth

Q3 20 sales of €321 million (+13%; LFL +10%)

| Total sales driven by:

- Success of Autumn-Winter decoration collections
- Timing of seasonal sales (mainly in July 20 vs June 19)
- Working through high order backlog at 30 June

| Store sales:

- Robust sales growth with stable store network (366 vs 364 at 30 Sept 19)

| Online sales:

- Order value up 8% yoy, linked to limited furniture availability
- Sales growth driven by delivery of pending orders



Focused on customer experience & strategic priorities



| **Strengthening of our inspiring and multi-style offer:**

- Enhancement of our Autumn-Winter themes through updated collectionning approach

| **Improvement of in-store experience:**

- Optimization of merchandizing plans
- In-store roll-out of Rhinov in France

| **Successful digital commercial initiatives:**

- Continuous efforts on marketing optimization
- Product bundling operation

| **Preparation of our Marketplace launch:**

- Go-live of first step of technical replatforming program
- Successful onboarding of 100+ vendors

Continuing active management of store portfolio

No change in number of stores in 3rd quarter

Key highlights



Q3 20

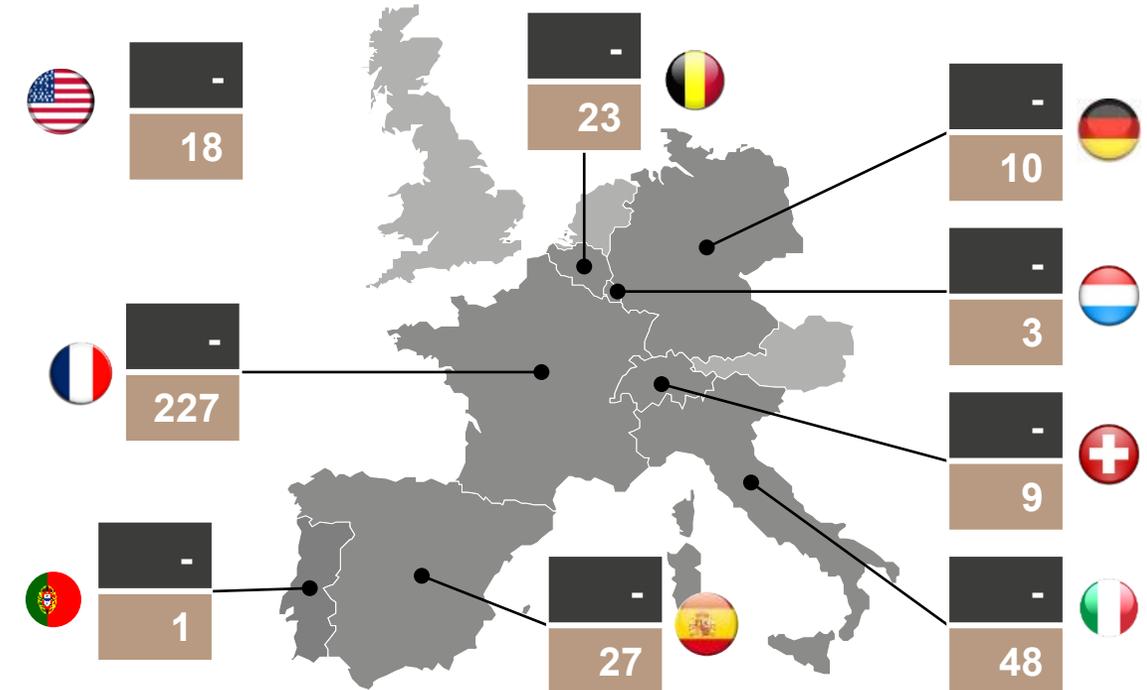
- 2 openings (Saint Etienne & Grenada Nevada)
- 2 closures (Béziers & Grenada Pulianas)
- 366 stores at end Q3 20
- Sales area of 429,100 m² (428,200 m² at end Q2 20)

Rest of Year

- Q4 20 forecast: c. 2-3 net openings
- FY 20 forecast : c. 7-8 net closures (10 net closings at 30 Sept 2020)

STORE NETWORK AS OF 30 SEPTEMBER 2020

(In unit)



■ Net store openings over July-September 2020
 ■ Number of stores as of 30 September 2020



02

THIRD QUARTER 2020 SALES REVIEW

Eric Bosmans

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Strong increase in geographies, channels & categories

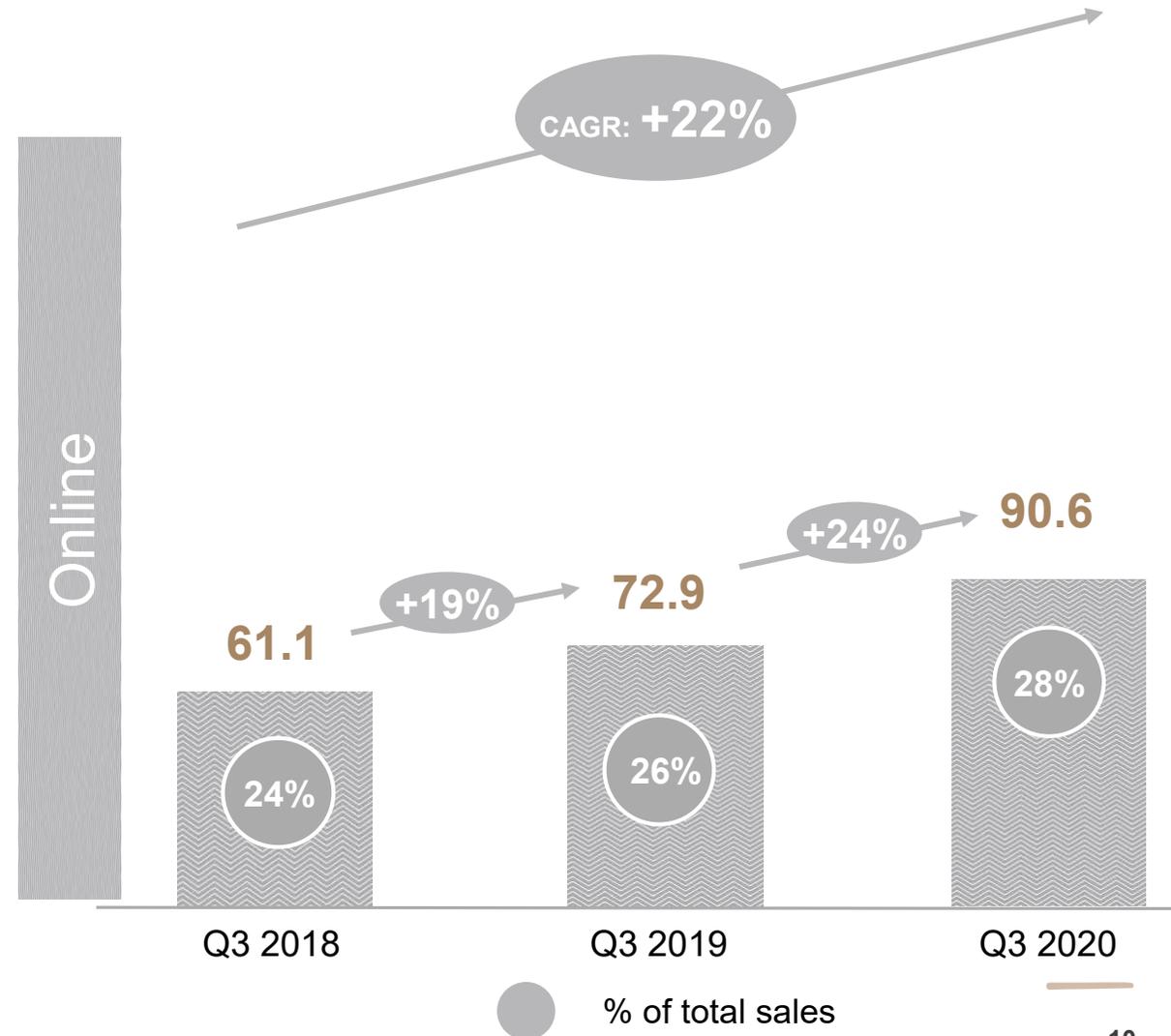
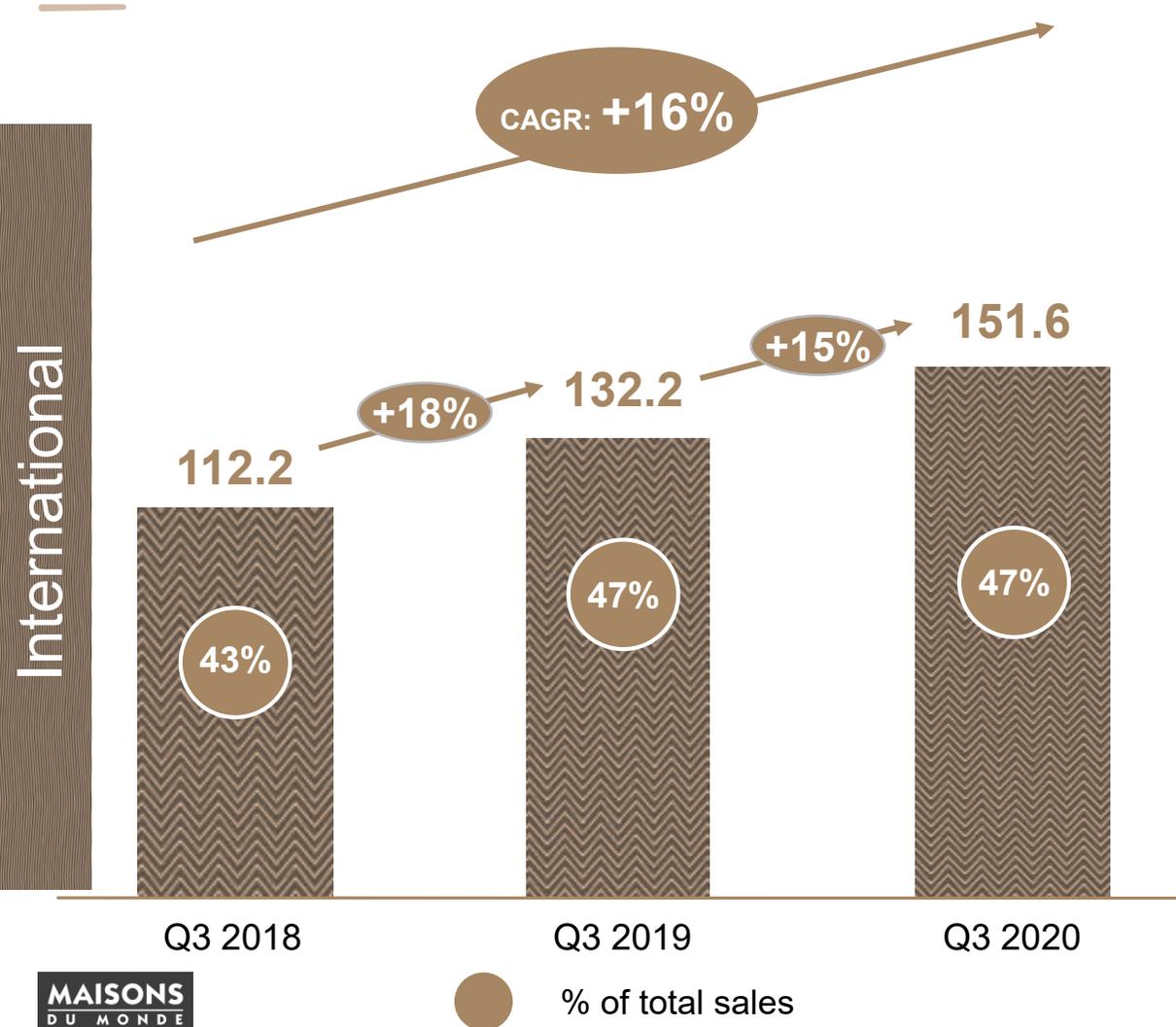
Sales of €321 mn (+13.3%) fueled by stores, online and decoration



International and online sales

Robust double-digit growth

THIRD QUARTER 2020 SALES

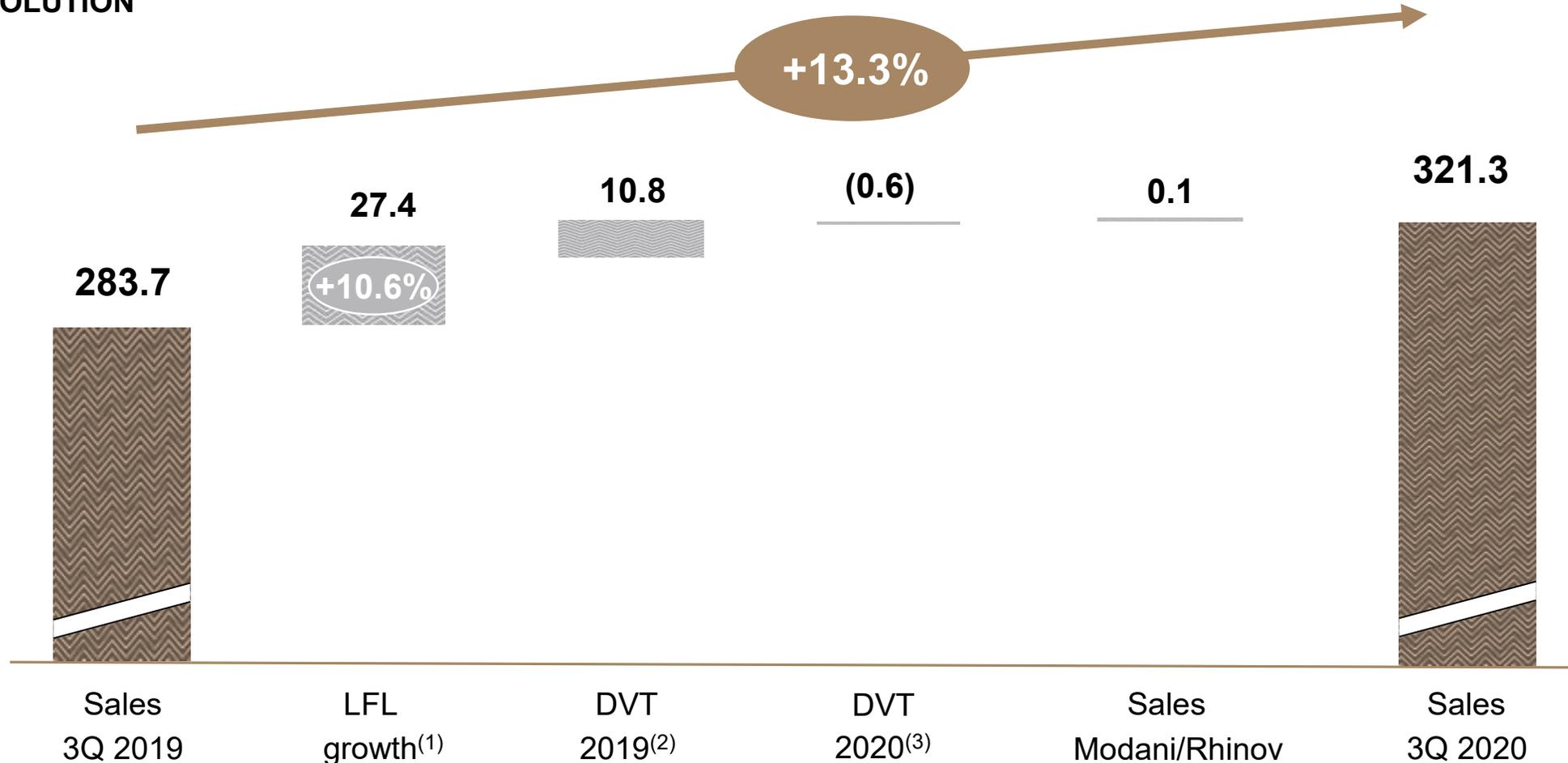


Sales

Strong sales growth driven by like-for-like

SALES EVOLUTION

(in €m)



Note: (1) LFL Maisons du Monde
(2) Development 2019 includes gross openings and closures for Maisons du Monde
(3) Development 2020 includes gross openings and closures for Maisons du Monde, pro rata temporis for the period



03

2H 2020 BUSINESS INITIATIVES & OUTLOOK

Julie Walbaum

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Current activity

Sustained activity in October

THIRD QUARTER 2020 SALES



| Store sales:

- Traffic only slightly down yoy despite social distancing measures
- Commercial activity up mid single-digit: Decoration sales up double-digit, somewhat offset by furniture inventory challenges

| Online orders:

- Order backlog at 30 September 2020 normalizing
- High-teen increase in order intake, resulting from higher growth in decoration orders and lower growth in furniture orders

| Low inventory:

- Slow rate of deliveries from suppliers globally
- Normalization expected in 2021

Commercial and development priorities for the rest of year



Our priorities remain to:

- | Continue to offer our customers a **quality and safe omnichannel experience**
- | Work towards a normalized supply level by **rebuilding inventory**
- | Launch the Maisons du Monde curated **marketplace**
- | Continue the development of our **warehouse** in Northern France

2020 outlook

Cautious given current high uncertainty

| Expected FY 2020 sales performance:

- Down mid-single digit yoy assuming most stores in Europe remain open through year-end

| Year-end store network:

- c. 368-369 stores (vs 376 YE19)

| Comfortable group liquidity

- Provides the required headroom to address all Covid-19 scenarios in the coming months





04

Q&A

Julie Walbaum
Eric Bosmans

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05

APPENDIX

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Historical sales

THIRD QUARTER 2020 SALES

<i>(In €m) *</i>	FY 18	Q1 19	Q2 19	Q3 19	9M 19	Q4 19	FY 19	Q1 20	Q2 20	Q3 20	9M 20
Sales	1,111.2	280.3	283.7	283.7	847.7	377.8	1,225.4	243.7	245.2	321.3	810.2
<i>Change vs. N-1</i>	+7.4%	+9.9%	+12.6%	+9.2%	+10.5%	+9.7%	+10.3%	-13.1%	-13.6%	+13.3%	-4.4%
<i>LFL Change vs. N-1</i>	+3.1%	+2.4%	+6.5%	+3.0%	+3.9%	+2.8%	+3.6%	-8.3%	-16.2%	+9.8%	-8.5%
Maisons du Monde	1,085.4	271.4	272.4	271.3	815.1	365.8	1,181.4	231.7	236.2	308.8	776.7
<i>Change vs. N-1</i>	+7.4%	+6.4%	+10.7%	+8.0%	+8.3%	+9.8%	+8.8%	-14.6%	-13.3%	+13.8%	-4.7%
<i>LFL Change vs. N-1</i>	+3.1%	+2.4%	+6.5%	+3.0%	+3.9%	+2.8%	+3.6%	-19.3%	-15.3%	+10.6%	-8.2%
Modani	25.9	8.9	11.4	11.9	32.1	11.9	44.1	11.3	8.4	11.7	31.4
Rhinov	-	-	-	0.5	-	0.6	1.2	0.7	0.6	0.8	2.0
Sales breakdown											
France	58.3%	55.8%	53.3%	53.4%	54.2%	56.6%	54.9%	52.3%	50.8%	52.8%	52.1%
International	41.7%	44.2%	46.7%	46.6%	45.8%	43.4%	45.1%	47.7%	49.2%	47.2%	47.9%
Stores	77.3%	74.2%	73.0%	74.3%	73.8%	78.7%	75.3%	71.2%	52.7%	71.8%	65.8%
Online	22.7%	25.8%	27.0%	25.7%	26.2%	21.3%	24.7%	28.8%	47.3%	28.2%	34.2%
Decoration	55.7%	53.2%	48.1%	50.7%	50.7%	61.6%	54.0%	51.7%	45.3%	55.8%	51.4%
Furniture	44.3%	46.8%	51.9%	49.3%	49.3%	38.4%	46.0%	48.3%	54.7%	44.2%	48.6%

Evolution of the Maisons du Monde store network⁽¹⁾

THIRD QUARTER 2020 SALES

(In units)	Q1 18	Q2 18	Q3 18	4Q18	FY 18	Q1 19	Q2 19	Q3 19	Q4 19	FY 19	Q1 20	Q2 20	Q3 20
France	214	217	217	221	221	221	224	227	233	233	228	227	227
Italy	42	42	45	45	45	45	47	48	48	48	48	48	48
Spain	20	20	21	23	23	23	24	24	27	27	27	27	27
Belgium	21	21	21	22	22	21	21	22	24	24	23	23	23
Germany	9	9	9	10	10	10	10	10	11	11	11	10	10
Switzerland	6	6	6	7	7	7	8	8	9	9	9	9	9
Luxembourg	2	3	3	3	3	3	3	3	3	3	3	3	3
Portugal	-	-	-	-	-	-	1	1	1	1	1	1	1
United Kingdom	-	3	4	4	4	4	4	4	-	-	-	-	-
United States (MDM)	-	-	-	1	1	1	1	1	2	2	2	-	-
United States (Modani)	n.a.	10*	13	13	13	13	15	16	18	18	19	18	18
# Stores	314	331	339	349	349	348	358	364	376	376	371	366	366
France	214	217	217	221	221	221	224	227	233	233	228	227	227
International ⁽²⁾	100	114	122	128	128	127	134	137	143	143	143	139	139
# Gross openings	4	7	10	11	32	3	12	9	17	41	2	1	2
France	4	3	2	4	13	3	3	5	7	18	1	1	1
International ⁽²⁾	0	4	8	7	19	0	9	4	10	23	1	0	1
# Closures	(4)	0	(2)	(1)	(7)	(4)	(2)	(3)	(5)	(14)	(7)	(6)	(2)
France	(3)	0	(2)	0	(5)	(3)	0	(2)	(1)	(6)	(6)	(2)	(1)
International ⁽²⁾	(1)	0	0	(1)	(2)	(1)	(2)	(1)	(4)	(8)	(1)	(4)	(1)
# Net openings	0	7	8	10	25	(1)	10	6	12	27	(5)	(5)	0
France	1	3	0	4	8	0	3	3	6	12	(5)	(1)	0
International ⁽²⁾	(1)	4	8	6	17	(1)	6	3	6	15	0	(4)	0
Sales area (K sqm)	365.6	379.7	386.6	398.0	398.0	397.5	407.7	416.2	432.3	432.3	431.0	428.2	429.1
Change	+2.5	+14.1	+6.9	+11.4	+34.9	(0.5)	+10.2	+8.5	+16.1	+34.3	(1.3)	(2.8)	+0.9

Note: (1) Excluding franchise stores
(2) Including Modani
* Acquired in May 2018