

**9 November 2011**

**Agreement signed between Mr Bricolage Group and SEVEA Group,  
France's 5<sup>th</sup> biggest garden-centre group with 192 affiliates, mainly in  
the Villaverde and Baobab networks**

**The Club, the central services unit of Les Briconautes and its affiliates, subsidiary of Mr Bricolage Group, and the SEVEA Group, the newco made of the merger between Villaverde and Pollen, announce that they have entered into a commercial partnership aimed at grouping together the purchases made by the two groups, using the power of the Mr Bricolage Group's product listing and the SEVEA Group's know-how in the garden-centre sector.**

**An agreement rich in synergies, continuing the partnership with the Pollen Group**

The partnership signed between Mr Bricolage Group and SEVEA Group is a continuation of the existing agreement between the Club central purchasing unit and the Pollen Group, and will take effect on 1<sup>st</sup> January 2012.

The SEVEA Group represents:

- 82 garden centres with Villaverde: 72 franchised stores under Villaverde brand and 10 affiliates ;
- 110 garden centres with Pollen: 45 franchised stores under Baobad brand and 65 affiliates.

Management of the new group, represented by its Chairman Georges Cuggia and its Deputy Chairman Yves Mollier, and of the Club, represented by its CEO Guy Beghin, has decided to continue their collaboration by extending it to the scope of consolidation resulting from the merger.

This partnership, which is rich in synergies, has numerous advantages which are perfectly consistent with the strategy of the two groups:

- It will enable SEVEA Group to optimise economic performances and sales figures of the 192 garden centres it represents (Villaverde network, Baobab network, affiliates), by allowing it to make purchases under the best possible conditions;

- It will enable Mr Bricolage Group to strengthen its positioning as a leading local independent retailer, in the garden-centre sector, complementing the 66 garden centres which are already affiliated to the Club.

### **Confirmation of the appeal of the Mr Bricolage Group**

This agreement gives credibility to the multi-network offering of Mr Bricolage Group, the only group to present independent retailers with an offering on four levels (Mr Bricolage network, Les Briconautes network, L'Entrepôt Du Bricolage network, affiliate status in the DIY and garden-centre sector).

#### **ABOUT THE MR BRICOLAGE GROUP**

**WWW.MR-BRICOLAGE.COM**

**Mr Bricolage is the no. 1 in the local DIY market in France (586 stores) and has 56 stores in nine other countries. Its Mr Bricolage, Catena, Les Briconautes and Les Jardinautes chains combined have over 1,600,000 m<sup>2</sup> of retail space. It also has 201 affiliates in the DIY sector and 66 affiliated garden centres. With nearly 12,000 employees, the group's networks represent total annual turnover including tax of €2.1 billion and purchases of some €800 million.**

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### **Confirmation of the SEVEA Group's positioning as the leader in independent garden centres**

This agreement strengthens the efficiency of the SEVEA Group, the fundamental characteristic of which lies in the fact that its capital is entirely held by its members, which are under Villaverde and Baobab brands or affiliates. This enables the group to offer a very wide choice to independents wishing to join the group.

#### **ABOUT THE SEVEA GROUP**

**The SEVEA Group is the result of the merger of the Villaverde and Pollen Groups and is the 5<sup>th</sup> biggest player in the garden-centre sector and the no. 1 network of independent garden centres in France. It has 192 garden centres (Villaverde network, Baobab network, affiliates) and represents €400 million in turnover and €170 million in purchases.**

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