

**3 July 2012**

## **Acquisition of « Le Jardin de Catherine », and development of cross-channel strategy**

**Mr. Bricolage SA takes over the company Le Jardin de Catherine that runs the online shopping sites [le-jardin-de-catherine.com](http://le-jardin-de-catherine.com) and [la-maison-de-catherine.com](http://la-maison-de-catherine.com), specialised in home and garden design. The Group plans to further the development of the two existing sites along with its Mr. Bricolage online shopping website in synergy with its network of local stores.**

---

Mr Bricolage SA announced the acquisition of 75% of the capital of the company Le Jardin de Catherine on 2 July 2012, from the CM-CIC Capital and Sigma Gestion funds and the company's founders, for €11.250 million, paid for entirely in cash and self-funded in 2012.

Mr Bricolage SA also holds the call option to buy the remaining 25% of the capital from the founders, in 3 to 5 years, and subject to future performance.

### **Le Jardin de Catherine, specialised in the home and garden sector on the Internet**

Le Jardin de Catherine was founded in 2006 and is based in Reims. This company runs the online shopping sites [le-jardin-de-catherine.com](http://le-jardin-de-catherine.com) and [la-maison-de-catherine.com](http://la-maison-de-catherine.com), that were respectively set up in 2006 and 2008 by its founders Eric Poncin and Catherine Poncin.

With about 1.4 million unique visitors per month, these two e-commerce sites have become the benchmark of home and garden designing. Their strength lies mainly in their large assortment of referenced products (garden tools, garden furniture, pools, DIY tools, living room furniture and home furnishings, etc.), the services they offer, and their expertise in customer relationship management.

Spurred by its leading position, Le Jardin de Catherine has recorded an annual growth of about 40% of its sales since its creation, reaching the turnover (included taxes) of nearly €25 million in the past 12 months.

### **Online sales and Web-to-store - the new drivers of growth**

Integrating Le Jardin de Catherine was a decisive step in the Group's cross-channel development strategy and is set to becoming a new growth driver for Mr Bricolage SA, along two major dimensions, namely online sales and Web-to-store.

[le-jardin-de-catherine.com](http://le-jardin-de-catherine.com) and [la-maison-de-catherine.com](http://la-maison-de-catherine.com) websites will benefit from the conditions of purchase of the Mr Bricolage Group and will be developed while using the Mr Bricolage stores as pick-up points for the online sales.

Besides, the Mr Bricolage stores could then sell a wide range of their products online in the Mr Bricolage sites specific to each store, and would take advantage of the customer traffic generated by the Web.

To generate this growth, Mr Bricolage SA can rely on a team with long-standing experience in the online sales business and technologies. Eric and Catherine Poncin will continue to head Le Jardin de Catherine and Hervé Delille (former Managing Director of [conforama.com](http://conforama.com)/[La maison de Valérie](http://La maison de Valérie)) will join the Group Mr Bricolage as the Chief Operating Officer in charge of the e-commerce strategy.

France's no. 1 local DIY retailer, the Mr Bricolage Group will soon take a position in the highly-promising home and garden design market segment on the Internet.

---

## About the Mr Bricolage Group (figures at 31 March 2012)

Mr Bricolage is France's leading local DIY retailer (581 stores) with 62 stores in 10 other countries. With its Mr Bricolage, Catena, Les Briconautes, Les Jardinautes and L'Entrepôt Du Bricolage chains, the Group also has 279 affiliates. With more than 12,000 employees, the group's networks account for the total annual sales of some €2.3 billion (incl. taxes).

## About Le Jardin de Catherine

Le Jardin De Catherine.com



La Maison De Catherine.com



Founded in 2006, Le Jardin de Catherine has designed and operates the le-jardin-de-catherine.com and la-maison-de-catherine.com sites for home and garden design sales online. With its team of 43 employees, the company generates sales of about €30 million (incl. taxes), has over 400,000 customers and more 600,000 packages delivered since its creation. It offers a collection of about 5,000 products of which 80% is stored in 2 logistics platforms in Reims and Vitrolles.

---

### Next press release:

**2012 half-yearly sales on 25 July after market close**

---

### **Investor and Shareholder contacts**

Mr Bricolage SA  
Eve JONDEAU  
Tel.: + 33 (0) 2 38 43 21 88  
eve.jondeau@mrbricolage.fr

ACTIFIN  
Nicolas MEUNIER  
Tel: + 33 (0) 1 56 88 11 11  
nmeunier@actifin.fr

### **Media contact**

ACTIFIN  
Charlène MASSON  
Tel: + 33 (0) 1 56 88 11 11  
cmasson@actifin.fr

[www.mr-bricolage.com](http://www.mr-bricolage.com)