

Mr.Bricolage SA

Acceleration of international development

- **4 new stores in Belgium**
 - › Mr.Bricolage's Belgium central unit, PROVA SA⁽¹⁾, has acquired Alexandre SA (€12 million annual revenue including VAT)
 - › Better coverage of Wallonia region and higher purchase volumes
 - › Group now has 43 stores in Belgium
- **69 stores outside France at 30 June 2013**
 - › An acceleration of development in line with the Group's strategy

Mr Bricolage SA announces the acquisition, by PROVA SA⁽¹⁾, of the Alexandre SA group, adding 4 new stores to its network in the region of Wallonia.

The Alexandre Group makes annual revenue (incl. VAT) of around €12 million. These 4 stores, currently branded as Alexandre, should be renamed Mr.Bricolage in 2014 to take full advantage of the brand's image and recognition.

⁽¹⁾PROVA SA, which is 35% owned by Mr Bricolage SA, is the network services central unit for Mr.Bricolage branded stores in Belgium and also runs 8 directly-owned stores.

This structural acquisition raises the number of stores owned by the Belgian subsidiary to 12 and the total number of stores in Belgium to 43 at 30 June 2013. In the first half-year, the network has also opened a new Belgian store in Gilly.

At 31 December 2012, Belgium generated €106 million in revenue (incl. VAT), 51% of all revenue under the Mr.Bricolage brand outside France.

International: a key vector for development, particularly by master-franchises

Internationally, the Mr Bricolage group has prioritised development by master-franchises, without any capital stake, with clearly defined roles for each partner:

- Local development managed by the master-franchisee;
- Transferring of know-how on concept, services and technical assistance by Mr Bricolage SA.

The main geographical regions targeted are Eastern Europe and the Mediterranean basin, South America, Western and Equatorial Africa.

Next press release:

> Q2 2013 revenue: Thursday 25 July 2013, after market close

About Mr Bricolage Group

Mr Bricolage is France's no. 1 local DIY retailer (830 branded or affiliated stores) and has 69 stores in ten other countries. The group operates under the Mr.Bricolage, Les Briconautes and L'Entrepôt Du Bricolage brands and also through some 300 affiliates.

With nearly 12,000 employees, the Group's networks represent total annual turnover including tax of over €2.3 billion. In July 2012, the Group acquired Le Jardin de Catherine, the company that runs the le-jardin-de-catherine.com and la-maison-de-catherine.com websites. The Group is currently also rolling out a cross-channel strategy via its e-commerce website, www.mr-bricolage.fr, launched at end-2012.

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**For all of the Group's financial information please visit
www.mr-bricolage.com**