

Mr.Bricolage sa

International development

- **Strengthening Mr.Bricolage's presence in Africa**
 - › Without equity stake
- **Conclusion of a master franchise partnership with the Yeshi Group**
 - › Development of the Mr.Bricolage brand in 4 countries: Ivory Coast, Congo, Gabon and Senegal

Mr Bricolage SA announces that it has signed a new strategic international agreement. This partnership will bolster Mr.Bricolage's presence in Africa.

Master franchise agreement with the Yeshi Group

Mr Bricolage SA and the Yeshi Group have signed an agreement to develop a network of Mr.Bricolage DIY stores in Ivory Coast, Congo, Gabon and Senegal: the five-year objective is to open at least five points of sale, with a potential total of nine stores. The first store should be launched in 2015.

These four countries have a total of 40 million inhabitants in whom a middle class and new consumer habits have appeared. They represent a high-potential DIY market.

The Yeshi Group was founded in 1979 in Ivory Coast. It exists in 8 African countries and specialises in the sales, distribution (hardware, tools, appliances,...), transformation and construction sectors. It already distributes hardware, tools and appliances in its 13 stores, implanted in Ivory Coast, Congo, Gabon, Senegal and Cameroon. The Yeshi Group generates a turnover of Euros 300 million and employs more than 2,000 people.

The terms of the partnership agreement stipulate progressive development with no equity commitment for Mr Bricolage SA, whose income from the partnership will come from royalties. The roles of each partner to the agreement are clearly defined:

- As the master franchisee, the Yeshi Group will be in charge of local development.
- Mr Bricolage SA will provide its know-how on concept, services and technical support.

Developing Mr.Bricolage in these countries will also further support the brand's presence elsewhere in Africa (Morocco, Cameroon, Ivory Coast, Congo, Gabon and Senegal).

Financial communication agenda:

> **1st quarter 2014 turnover: 14 May 2014, after market close**

About Mr. Bricolage (on 31 December 2013)

Mr Bricolage is France's no. 1 local DIY retailer (809 branded or affiliated stores at 31 December 2013) and has 69 stores in ten other countries. The **Mr Bricolage group** operates under the Mr.Bricolage and Les Briconautes brands, as well as through some 290 affiliates.

The Group continues to implement its multi-channel strategy through its store and webstore networks (the mr-bricolage.fr national site and over 250 local store-related websites).

Mr Bricolage SA (MRB - FR0004034320) is listed on NYSE Euronext Paris Compartment C and is included in the Gaia Index (a selection of 70 SMEs) the CAC Mid&Small and CAC All-Tradable index.

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For comprehensive financial information on the Group, please visit
www.mr-bricolage.com