

Mr.Bricolage SA

2018 FIRST-QUARTER BUSINESS

La Chapelle-Saint-Mesmin, 10 May 2018, 8am – Mr.Bricolage SA, which groups together local independent home improvement and gardening stores, is reporting on recent commercial trends for its stores, where footfall levels have been affected in particular by weather conditions.

The level of sales at end-March and through to mid-April, although already expected to be down with the impact of the REBOND plan, is not currently in line with the full-year target for an improvement in net profit. Footfall in the stores has been significantly affected by the bad weather conditions seen this spring, particularly for the Gardening department, which represents 18% of the Group's sales, compared with an industry average of 14%.

At end-March, in a contracting market, the volumes of business for Mr Bricolage in continental France are down by around -8.4% on a total-store basis, with a -24.1% drop for the Gardening department. On a like-for-like store basis, the overall contraction comes to around -4.5%, compared with the stability expected. The contraction is logically more marked for the directly-owned stores, whose business revitalization is a core feature of the REBOND plan launched at the end of 2016.

In this context, Mr.Bricolage has rolled out various measures to reduce costs and manage stocks effectively. Mr.Bricolage also expects the recent advertising campaigns to deliver benefits, with more robust commercial performance levels.

The trends observed since mid-April show a significant improvement, with strong growth for the Gardening department.

The major actions planned with the third phase of the REBOND plan launched at the start of the year are still the priority, including accelerating the renewal of the product selection, resizing the directly-owned store network and relaunching digital activities.

Despite this challenging environment, the third phase of the REBOND plan sets out a roadmap for sustainable growth over the longer term, particularly with:

- The launch and deployment of a completely new store concept at various pilot sites, aiming to further strengthen proximity with customers, adapt to local needs and specific features, and offer new services with a digital focus;
- Dynamic commercial development to implement the range changes and accelerate the strong progress made by the own-brand INVENTIV;
- The drive to capitalize on its digital expertise, illustrated recently by the Group's participation in the "French Days" event, the French equivalent of Black Friday.

The Group will be releasing its earnings for the first half of 2018 on Wednesday 25 July after close of trading.

About Mr.Bricolage (figures as of end of 2017)

The Mr. Bricolage Group, which develops well-known brands Mr.Bricolage and Les Briconautes, is a French specialist in DIY local independent retail with 687 outlets operating under the brands or through affiliates. Internationally, the Group is present in 8 others countries with 68 stores.

Mr.Bricolage SA (MRB FR0004034320) is listed in compartment B of Euronext Paris and is part of the Enternext PEA-PME 150 and CAC All Shares index.

Mr.Bricolage SA is eligible for the PEA-PME savings plan.



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