



Press release

As Mr.Bricolage celebrates its 45th anniversary, the Group unveils its new brand, *Mr.Bricolage Relais*, to accelerate its development and become the leading network of local home improvement stores in France.

Orléans, France, January 23, 2025, 2:00pm CET – The Mr.Bricolage Group’s members-entrepreneurs and employees are meeting up today at its headquarters in Orléans to celebrate the 45th anniversary of the Mr.Bricolage brand. On this occasion, following approval by the Board of Directors during its meeting yesterday evening, the Executive Leadership Team revealed the outlines of *Mr.Bricolage Relais*, a new brand within the Mr.Bricolage portfolio, to build even closer links with its customers and ramp up its development in mainland France. By the end of the first quarter of 2025, 40 stores will be under this new banner.

“The creation of a new banner is a first in the history of our Group! Mr.Bricolage Relais represents a major milestone for the Mr.Bricolage Group and reflects our brand’s long-standing presence in France’s economic landscape over the past 45 years.

With Mr.Bricolage Relais, we will continue to develop our strong roots nationwide and deploy our know-how working closely with people across France. With Mr.Bricolage Relais, we are opening up new opportunities for our entrepreneurs to benefit from the power of the Mr.Bricolage brand and the excellence of our range of local products and services”, confirmed Christophe Mistou, Mr.Bricolage Group CEO.

I - *Mr.Bricolage Relais*: capitalizing on the full potential of the Mr.Bricolage brand throughout France

In a complex and uncertain economic environment, local independent stores¹ are becoming increasingly attractive, while the home improvement and gardening sector faces growing levels of competition. In this area, Mr.Bricolage is able to count on two major assets:

1. The power of a brand that is known by 82% of French people² and recognized by its customers for its relevant local offering;
2. A network of around 672 thriving stores, operating under the *Les Briconautes* banner or affiliated with the Group³.

To get closer to its customers and open up its offering to its entrepreneurs, **the Mr.Bricolage Group is launching the *Mr.Bricolage Relais* brand** with a view to:

¹ The number of franchised points of sale increased by 9% between 2022 and 2024 - [Fédération Française de la Franchise](#), May 2024

² IFOP survey for Mr.Bricolage, April 2023

³ At 30 June 2024, the Group had 672 Les Briconautes banner or affiliate stores.

- becoming the leading network of local home improvement stores in France;
- offering new opportunities for entrepreneurs looking to develop successful retail activities within a secure, flexible framework, aligned with the challenges facing the retail sector today and tomorrow.

All the *Mr.Bricolage Relais*⁴ stores will incorporate the core foundations behind Mr.Bricolage's expertise: (1) an accessible range of products aligned with local needs, (2) services focused on proximity, and (3) personalized customer support.

From the first quarter, 40 stores, previously operating under the Les Briconautes brand or affiliated with the Group, will adopt the *Mr.Bricolage Relais* banner.

II - 45 years of local services supporting home improvement and gardening for people across France

Mr.Bricolage's journey began in the 1960s, led by a dozen independent hardware stores who decided to pool their purchases to compete more effectively. Together, they founded the ANPF, the national association for promoting home improvement. In 1980, aware of the importance of structuring themselves to accelerate the development of their activities, they created a joint brand: Mr.Bricolage.

The Group unites together 1,091 points of sale in France and around the world to support all home improvement and gardening projects. Every day, the teams working on the ground in these stores bring to life the core values of proximity, solidarity and service, which have always guided the brand and its founders.

For this anniversary year, special operations are planned in stores across the Mr.Bricolage networks in France.

ABOUT THE MR.BRICOLAGE GROUP

The Mr.Bricolage Group, which develops the banners Mr.Bricolage and Mr.Bricolage Relais, is the French specialist for local independent home improvement retail. As of June 30th, 2024, the Group has 1091 stores operating under the banners or through affiliates, including 78 international stores across eleven countries. Mr.Bricolage SA is listed on Euronext Growth Paris (ISIN: FR0004034320 - ALMRB).

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⁴ The differences between the Mr.Bricolage and Mr.Bricolage Relais brands will generally be imperceptible for customers and mainly relate to contractual terms and membership conditions.