

PRESS RELEASE

Nantes, October, 23rd, 2025

3rd quarter and 9-month sales 2025 highlights

**Transformation yielding results in a volatile market environment,
Net sales Q3 2025 +5,9% LfL**

- **Growth on Retail and International**

- Retail delivered +8% LfL with Southern Europe confirming its dynamism
- New concept for shopping center continues to deliver double digit growth, new re-opening in Italy

- **Stabilization of Online and France**

- France sales returned to slight growth (+2% LfL) in a challenging environment marked by historically high savings rates, low consumer confidence and store disruptions linked to strikes
- Online sales also stabilized, growing by +1%: MdM sales remained broadly flat and Marketplace regained momentum

- **Inspire Everyday Initiatives supporting Q3 results**

- Earlier launch of seasonal products thanks to enhanced S&OP process ensuring better product availability
- Good performance of new categories

Francois-Melchior de Polignac, CEO commented: *“The past quarters have been challenging, marked by deep internal transformation executed within a difficult macro-economic environment. We are now beginning to see the initial effects of this strategy on our sales, as evidenced by our positive Q3 results. However we remain cautious due to current uncertainties and fully committed to transforming the company, with an unwavering focus on Customer Satisfaction, cost-reduction initiatives, and improving our cash position by reducing excess inventory.”*

AUDIO WEBCAST FOR INVESTORS AND ANALYSTS: October 23rd, 2025 at 6:00 p.m. CET /

Webcast Connection: <https://edge.media-server.com/mmc/p/xphy3rb3>

SALES PERFORMANCE FOR THE THIRD QUARTER AND 9-MONTH 2025

€ in millions	Q3 25	Q3 24	Var. Q3'24-25	YTD 25	YTD 24	Var. YTD'24-25
Group GMV	257,5	246,3	4,6%	770,5	807,1	(4,5%)
Group Sales	224,7	214,1	4,9%	669,2	706,4	(5,3%)
Like-for-like sales	217,5	205,4	5,9%	647,8	677,3	(4,4%)
Sales by geography						
France	120,2	117,4	2,4%	358,6	383,2	(6,4%)
% of sales	53,5%	54,8%	(1,3ppt)	53,6%	54,2%	(0,7ppt)
International	104,5	96,7	8,0%	310,6	323,2	(3,9%)
% of sales	46,5%	45,2%	1,3ppt	46,4%	45,8%	0,7ppt
Sales by distribution channel						
Stores	163,6	153,7	6,4%	483,0	498,0	(3,0%)
% of sales	72,8%	71,8%	1,0ppt	72,2%	70,5%	1,7ppt
Online	61,0	60,4	1,1%	186,3	208,4	(10,6%)
% of sales	27,2%	28,2%	(1,0ppt)	27,8%	29,5%	(1,7ppt)
Sales by product category						
Decoration	120,7	112,4	7,4%	352,9	367,1	(3,9%)
% of sales	53,7%	52,5%	1,2ppt	52,7%	52,0%	0,8ppt
Furniture	104,0	101,7	2,2%	316,3	339,4	(6,8%)
% of sales	46,3%	47,5%	(1,2ppt)	47,3%	48,0%	(0,8ppt)

Q3 2025 sales details

Group net sales stands at € 224,7m with growth for both channels (online & stores).

Store sales increased by 6.4%, and by +8.9% on a like-for-like basis, supported by both a rebound in traffic (+7%) and an improved conversion rate (+7%), which is a positive signal regarding the attractiveness of our offer, confirming the strong engagement of our customers with the brand.

During the quarter, the Group continued to transform its network, transferring two stores to the affiliation model and deploying the New Concept in La Défense (Paris). A test Outlet store has been opened in Corbeil Essones (Paris).

Online sales reached € 61.0 million, a slight improvement compared with last year (+1.1%). Performance remained contrasted across channels: MdM web sales stabilized (-0.5%), while marketplace sales grew sharply, driven in particular by Spain and Italy, where the offer has been significantly enriched.

Decoration products (+7%) outperformed furniture (+2%), reflecting better product availability and depth of assortment, a higher promotional intensity, and enhanced in-store merchandising, which provides greater visibility and space to smaller decorative items.

Sales in France increased by 2%, while international sales rose by 8% confirming the international zone remains more resilient. This performance was supported by strong momentum in Spain and Italy.

Other

In Q3, the Group has seen the first positive quarter since 2021, and a reduction of inventory as planned. Nevertheless, given the difficult macro-economic conditions in France and the risk of prolonged uncertainty, the Group has decided to continue its discussions with its banking partners to adjust the financing of its business plan.

Disclaimer: Forward Looking Statement

This press release contains certain statements that constitute "forward-looking statements," including but not limited to statements that are predictions of or indicate future events, trends, plans or objectives, based on certain assumptions or which do not directly relate to historical or current facts. Such forward-looking statements are based on management's current expectations and beliefs and are subject to a number of risks and uncertainties that could cause actual results to differ materially from the future results expressed, forecasted or implied by such forward- looking statements. Accordingly, no representation is made that any of these statements or forecasts will come to pass or that any forecast results will be achieved. Any forward-looking statements included in this press release speak only as of the date hereof and will not give rise to updates or revision. For a more complete list and description of such risks and uncertainties, refer to Maisons du Monde's filings with the French Autorité des marchés financiers.

Financial agenda

January 30th, 2026 : Q4 and FY 2025 sales

March 10th, 2026 FY 2025 results

About Maisons du Monde

Maisons du Monde is the leading player in inspiring, accessible, and sustainable home and decoration. The Brand offers a rich and constantly refreshed range of furniture and decorative items in a multitude of styles. Leveraging a highly efficient omnichannel model and direct access to consumers, the Group generates over 50% of its sales through its online platform and operates in 9 European countries.

corporate.maisonsdumonde.com

Contacts

Investor Relations

Denis Lamoureux
Tel: (+33) 6 46 35 09 95
dlamoureux@maisonsdumonde.com

Press Relations

Pierre Barbe
Tel: (+33) 6 23 23 08 51
pbarbe@maisonsdumonde.com

Michelle Kamar
Tel : (+33) 6 09 24 42 42
michelle@source-rp.com