

# Maxeda DIY Group Highlights & Facts 2015

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## Continue Strategic Growth



# Introduction

## Foreword

Welcome to the 2015 key figures and highlights of our Group.

In 2015 we have continued our strategic growth in a challenging market, despite growing competition. We outperformed the DIY market as a whole and thus won market share, both in the Dutch and the Belgian market.

We opened stores and piloted new concepts in the Benelux, invested in our online and marketing

proposition and delivered on synergies while improving the efficiency in our Benelux organization. Furthermore, in the past year we have strengthened our financial position. In July 2015, a group of financial investors acquired the majority of the shares of Maxeda, which resulted in increased stability providing more room for investments in the company's growth:

- we opened 14 new stores and refurbished 8 stores;
- we further invested in a more centralized Benelux organization, working efficiently together and developed further our employee and customer journey;
- we further invested in our online multichannel infrastructure and marketing and rolled out our Benelux marketing proposition 'For the Makers', both for Brico and Praxis;
- we optimized our Supply Chain and our distribution center in Willebroek resulting in a new partnership that will start in October 2016 with ID Logistics, one of the fast growing and innovating logistic service providers of Europe.

The above resulted in an increase in annual sales to EUR 1.34 billion. This could only be achieved by the hard work, drive and commitment of our colleagues and suppliers to whom I would like to express my sincere appreciation. Since we operate in an highly competitive retail market and want to reinforce our leading position, with a greater focus on operations, we welcomed on 1 May 2016 Guy Colleau as our new CEO. I'm confident that under his leadership, together with my colleagues of our Executive Leadership Team and our teams in Service Centers and Stores, we will continue to be focussed on serving our customers, our makers with best products and services.

Luc Leunis  
CFO Maxeda DIY Group



## Our stores

### Brico

Brico, which is the DIY market leader in Belgium, offers a wide range of DIY, home decoration and gardening products, combining known brands with own brands. Brico delivers inspirational products and services for all makers, experienced or not. As a result of ongoing expansion, Brico today has a network of 147 stores. Brico operates Brico, Brico City and Brico Dépôt stores.



### Brico Plan-It

Brico Plan-It is a chain of 11 mega stores in Belgium. Brico Plan-It offers as multi specialist the widest possible range of products for home improvement projects, from building materials to home decoration and garden products.



### Praxis

Praxis is a leading DIY brand in the Netherlands. Praxis meets the needs of all makers, both experienced and new DIY enthusiasts, offering the best choice of products and prices. Praxis operates a total of 145 stores as Praxis, Praxis Megastore, Praxis Megastore & Tuin, Praxis Tuincentrum and Praxis 'Om de Hoek' city store.



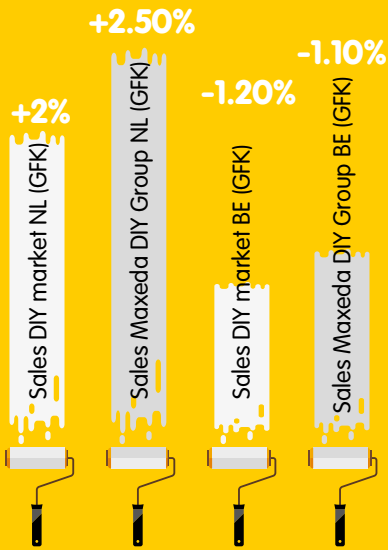
### Formido

Formido is a chain of smaller DIY stores that supply the local needs of DIY enthusiasts in the Netherlands. The 84 Formido stores are mainly franchised (66 stores) and are located in the suburbs of larger cities and towns.



# Key figures 2015

## Market share



## Key figures

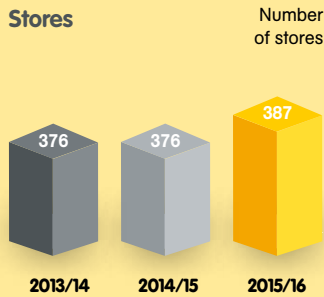
Net sales in million Euros **1,337**

Number of stores **387**

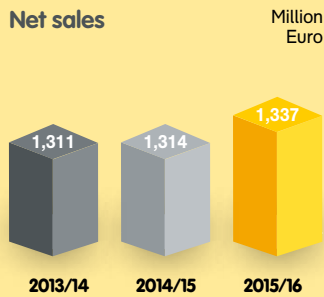


Praxis and Formido = NL, Brico and Brico Plan-It = Belgium & Luxembourg

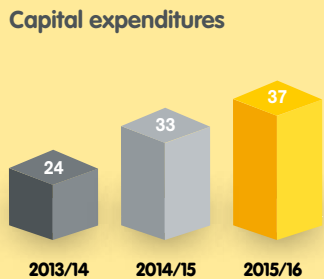
## Stores



## Net sales



## Capital expenditures



## Facts



## Average number of visitors per week



## Own or exclusive brands



## New stores



## Refurbished stores



## Formats

	Total stores	Own stores	Franchise stores	Average floor space m <sup>2</sup>
Brico	147	52	95	2,433
Brico Plan-It	11	11	0	8,702
Praxis	145	117	28	4,084
Formido	84	18	66	2,183
<b>Total</b>	<b>387</b>	<b>198</b>	<b>189</b>	<b>3,188</b>



DIY Group

## For the Makers proposition in the Benelux

In 2015 we launched our For the Makers proposition in Brico and Praxis. We want to be there For The Makers. By building real customer contact, supported by innovative products and services. In our stores, with workshops, helping them make anything. And online, through services, makers platforms and webstores we want to stimulate everyone to be a maker. We think making is special. It doesn't matter if you fix something or create something new, making something by yourself gives you satisfaction.

VOOR DE  
MAKERS **praxis**

VOOR DE  
MAKERS **BRICO**

## Sustainable milestones: 96.8% FSC, boost reduction CO<sub>2</sub> emissions by recycling and ban glyphosate



In 2015 we followed our sustainable road and participated in a healthy environment.

At Praxis, we banned the Bee-unfriendly glyphosates at all stores and since two years, 96.8% of our sourced wood has a FSC-label. Our customers contributed a lot: 45% more electrical devices were collected at Praxis

compared to the year before. Of these materials 80% is reused. This avoids approximately 99,000 kg CO<sub>2</sub> emissions. Since April 2015 every Praxis store has a Wecycle collector unit.



## Praxis goes green: new pilot concept garden center

As from mid-March customers in Amsterdam, Heerlen, Beverwijk, Venlo and Roermond were introduced with the new concept **Praxis Tuincentrum** which fully focuses on green. Praxis Tuincentrum has a special renewed 'green' look and feel, with new ranges and outdoor living. In October 2015 new Praxis Tuincentrum stores were opened in Groningen and Zoetermeer.



## Culture Values: Open, Active and Positive

We want to be there For the Makers. We achieve this through our Open, Active and Positive approach. In 2015 we introduced our new culture values in Belgium and the Netherlands. Through several internal programs we launched the way we work together and towards our customer.





## Brico Plan-It Anderlecht launches new Deco Department



At Brico Plan-It several new concepts started since 2015. An inspirational remodeling of a new deco department was successfully launched at Brico Plan-It Anderlecht, fully geared to the needs of the customer. Later on it was rolled out at Brico Plan-It Châtelineau. In the course of 2015 a new paint concept was designed which was rolled out at Brico-Plan-It Anderlecht in 2016.

## For the Makers platforms in BE and NL

In 2015 we went live with our For the Makers platforms in BE and NL. Since then thousands of make recipes were shared and our youngest talented maker was 5 years old! Did you know that all homemade creations in Belgium and the Netherlands can also be offered on the Makers Market? This can be seen on [www.voordemakers.be](http://www.voordemakers.be), [www.pourlesmakers.be](http://www.pourlesmakers.be) and [www.voordemakers.nl](http://www.voordemakers.nl).



## New pilot concept city store: Praxis om de Hoek

On 31 March 2015 Praxis opened its first pilot store according to new city-concept **Praxis om de Hoek** in Amsterdam. One month later a new city pilot store was opened in Rotterdam. The stores are located in the city center, in residential areas, with an assortment focused on all basic DIY projects.



## Brico opens new stores in Blankenberge and Overmere



## Priority to service optimisation at Brico



Thanks to the success of the in 2014 introduced F4S (free for sales) project, Brico gave the service optimization programme extra priority in 2015. The project was initiated as Brico wanted to expand time available for the sales teams in stores in order to provide customers with the best service and, by doing so, even make a bigger difference.

In the first half of 2015 Brico opened two brand new DIY stores. On 2 April 2015 a new Brico store opened in Blankenberge. The store has 1,000 square meters floor surface. On 17 July Brico opened a 1,775 square meters store on the Dendermondse Steenweg in Overmere.

## Praxis awarded 1000th mbo certificate



On Saturday 12 September 2015 the 1,000th Praxis mbo certificate was awarded. With these courses Praxis wants to invest in professionalizing its employees and offer them the opportunity to develop themselves.

## Brico Mouscron moved

Brico Mouscron moved to a new, larger location on 15 October. This franchise store has an area of 3,300 square meters of which 400 square meters garden.



## New loyalty programme

In 2015 a new **loyalty programme** was launched for Brico and Brico Plan-It. With the new accompanying customer card, customers can collect points for extra discounts. Customers will also receive all sorts of exclusive offers and, what's more, can have free use of various services.

## Pilots and news in stores Formido



In May 2015 after a few adjustments, Formido Mill reopened with a new entrepreneur, who also is a franchisee of Formido stores in St. Michielsgestel and Beek en Donk. Since 1 July 2015 Formido in Dussen was taken over by Hennie van Ingen. The new entrepreneur has been working for Formido for several years as Assistant Manager in the Formido store in Zaltbommel. Buying the establishment in Dussen enables her to accomplish her dream of starting an own store. In December 2015 Formido Putten has been equipped with a new paint store and a plaza for seasonal products. The store is also a pilot store for new formula elements.





## New Brico stores in Grez-Doiceau, Mettet and Beringen

During the second half of the year Brico opened more new stores.

On 27 August we opened a new store in Grez-Doiceau which, including a garden center, has a total of 1,600 square meters floor surface.

On 29 October a new Brico in Mettet in the Namen region was opened.

The store has a floor surface of 2,000 square meters. By the end of November another new Brico store was opened in Beringen.



## Successful start maker workshops at Brico and Praxis

At Brico in Flanders and at Praxis we successfully started in 2015 with 'maker workshops' for our customers. Some 150 participants registered in the first few weeks and many afterwards followed. The most popular workshop is Basic DIY (75% of the participants are women), followed by the maker workshop Tiling, which attracts mainly men (75%). In 2015 customers rated the maker workshops with an average score of 8.7.



## Formido best webshop 2014 - 2015



Less than two years since the launch, Formido.nl was nominated by its customers as the **Best Webshop** 2014 - 2015 in the category DIY. Formido now supplies 10,000 DIY products throughout the Netherlands, and this number is growing every week. This award is a great boost for Formido and its chosen strategy. In two years the webshop has developed into a valuable purchasing channel that supports the stores.

## Praxis Megastores refurbished



Praxis refurbished several Megastores in 2015. For instance, Praxis Groningen Damsterdiep and Praxis Zoetermeer were fully refurbished and festively reopened on 14 October 2015.



## Home Delivery

After the launch of the new Brico and Brico Plan-It websites and the development of the E-shop in 2014, Brico and Brico Plan-It rolled out Home Delivery in 2015. At Praxis Home Delivery was introduced in 2014.

## Formido launches new DIY card



Early 2015 Formido introduced a new DIY card; a card that combines saving for points with advice and discounts, geared precisely to the needs of the card holder. The Formido DIY Card learns from the user and accurately identifies the personal needs. On the basis of the profile, Formido is able to send customised special offers.

## Praxis Google's best findable DIY store online

On 26 November Praxis won the award for the Best SEO configuration (visibility in Google) of the Netherlands for the whole DIY industry.



## Brico City Jette & Brico City Knokke



Early 2015 Brico opened two new Brico City stores. The stores opened in Knokke (400m<sup>2</sup>) and Jette (550 m<sup>2</sup>) and are specially focused on helping customers nearby their homes in realizing their smaller DIY projects.

## Product of the year - Perfection Eco Paint

Our own brand Perfection paint with Decovery® won the Product of the Year award in the Netherlands and sells with great success in our stores in Belgium as well. We are proud by this recognition of our customers and pleased with the success of this new sustainable product in paint.



## Praxis Christmas trees home delivered with Uber

On Wednesday 9 December Praxis, along with taxi service Uber, home delivered Christmas trees at customers' homes in the city centers of Amsterdam, The Hague and Rotterdam. With this successful, original initiative, it was easier for customers in crowded cities to bring Christmas into their homes.

