

# Continuing sustainable growth and market leadership











#### Welcome to the Highlights and Key Figures of our group for 2020/21.

First of all, I would like to sincerely thank our 7,000 employees for their exceptional performance this last year. Looking back at this time, they have provided the best service to our customers, from our stores as well as from their homes, and helped them in realising their do-it-yourself projects. They have shown their flexibility, creativity and resilience. They have displayed solidarity, team spirit and stood by one another in these extraordinary times. Through their hard work and dedication we have been able to continue our sustainable growth and market leadership as the leading DIY retailer in the Benelux.

In 2020/21, Maxeda DIY Group continued with its 'Make it Easy' strategy. While doing so, we have further developed our five engines of growth (Store, Product, People, Digital and Home), so that we create a seamless omni-channel customer experience and remain top-of-mind among DIY customers in the Benelux.

The global spread of COVID-19 during 2020/21 has had a large impact on our organisation. Due to the measures taken by the government, at the start of the corona crisis we had to close our Brico stores in March. Our Praxis stores, however, remained open. Later in April, we were allowed to open our Brico stores once more. Our focus during this period lay on helping our customers as well as possible both in the stores and online, whilst at the same time the health and safety of our workers and customers on the front line had the highest priority. Various health and safety measures were taken and our stores were re-organised accordingly.

Due to the enormous increase in the do-it-yourself activities, at the start of the corona crisis there was a strong increase in visitor numbers and turnover, both online and offline. In part thanks to our teams at Brico and Praxis being able to make a quick switch, our online activities accelerated. Within a

short time we further developed and expanded our digital platform via websites, mobile applications, Cross Dock 3.0, 'Order and Collect' and 'Shopping by appointment'. Despite Supply Chain having to endure various challenges regarding the stocks and transport of products from abroad, our teams still managed to ensure that our stores were adequately stocked. Later in the year, the government measures in the Netherlands forced us to close our Praxis stores (not including 'Order and Collect' and 'Shopping by appointment') until 28 April 2021.

Despite COVID-19, we have invested EUR 43 million. allowing us to continue our sustainable growth. We have invested this amount in various areas. We opened stores in Belgium and the Netherlands, but also had to say farewell to 5 stores. We have entered into new collaborations in the Benelux, developed our new 'Phygital' concept, and improved the efficiency and synergy in our Benelux organisation. We have invested in training programmes for our employees aimed at optimising time management, and improving the customer service and DIY knowledge, as well as facilitated various learning possibilities as a result of COVID-19. On top of this, we have also further developed our CSR policy. We wish to assume our responsibility in aiming towards sustainable business operations and being involved in various initiatives in Belgium and the Netherlands, such as the Brico schools project and Doe-Het-Zelf Doe-Het-Duurzaam, And thanks to the good financial performance of the group and the favourable financial market conditions, we were able to refinance our current bond debt with the issuing of new bonds and could reduce our bond debt from FUR 475 million to FUR 420 million.

In 2020/21, with 341 stores (221 of our own stores and 120 franchise stores), we managed to realise the largest market share in the Belgian DIY market through our store formulas Brico and BricoPlanit, and the second largest market share in the Dutch DIY market through our Praxis store formula. 2020/21 was a strong financial year for the Maxeda DIY Group which resulted in a stable annual turnover of EUR 1,562 billion. The operational results increased by 54% from EUR 111 million to EUR 171 million.

Both the Belgian and Dutch DIY market has grown considerably in the last year due to the shift from the consumer focus to home improvement. We remain optimistic for 2021/22 that this positive trend will continue, although we expect that this will be at a slower pace. Despite the considerable market uncertainty due to COVID-19, we are speeding up investments in order to support our increasing digital and omni-channel ambitions and to thereby improve the customer experience both in the store and online. We continue looking for ways to be more flexible, work more efficiently and to reduce costs.

It was a challenging year for us in many ways, but with our 'Make it Easy' strategy we have laid a strong foundation for the future. We continue to work towards our ambitions and to become the leading multiformat omni-channel DIY retailer in the Benelux. I am proud to be part of the Maxeda family and wish to thank my colleagues once more for their hard work and dedication during these extraordinary times.

#### Luc Leunis

CFO Maxeda DIY Group



#### The largest DIY retail chain in the Benelux

Maxeda DIY Group is the largest DIY retailer in the Benelux with Praxis in the Netherlands and Brico and BricoPlanit in Belgium and Luxembourg. These retail chains are represented by 341 stores, both owned and in franchise form, Maxeda DIY Group has more than 7.000 employees, around 60% of which work in the Netherlands, Together the stores have a total surface area of over 1 million m<sup>2</sup> with more than 1.5 million customers each week in the stores and online.



#### Our store formulas



Brico is the DIY market leader in Belgium with a wide range of DIY products, and home decoration and garden products, combining well-known brands with the company's own brands. Brico supplies inspirational products and services for all makers, both experienced and beginners. Brico currently has a network of 136 stores in Belgium and Luxembourg: Brico

Brico



#### BricoPlanit

(including Briko Dépôt) in Belgium. As a from building materials to home decoration and



#### **Praxis**

Praxis is a leading and well-known DIY brand in the Netherlands, Praxis responds to the wishes of all makers, from beginners to experienced DIY enthusiasts, with the best range of products. Praxis has 192 stores: Praxis, Praxis Megastore, Praxis Megastore & Tuin and Praxis City.





#### Our people

Maxeda DIY Group continues to further develop its activities through investing in our employees and customers, by working together as one team in an open, active and positive culture. Our cultural values form an important foundation to how we deal with one another and our customers.

Through various initiatives we give our employees tools for applying these cultural values in their daily work. This is reflected in how they act with the customers as well as with one another. We believe that by being Open, Active and Positive, we enjoy working together even more and thereby make a difference!

#### Make it Easy

Through the 'Make it Easy' strategy we wish to make things easier for our makers through our five growth engines (Store, Product, People, Digital and Home), so we create a seamless omni-channel customer experience and become top-of-mind among DIY customers in the Benelux.

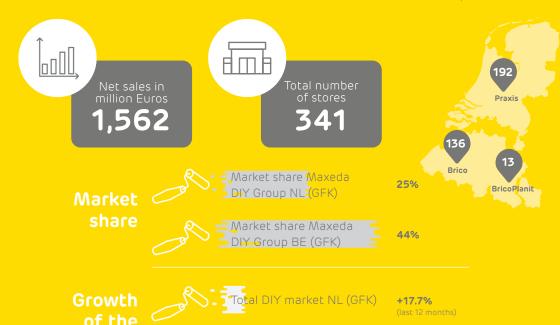




### BE-NL

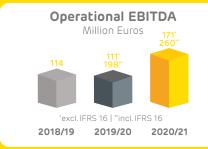


\*DOS = own store, FOS = franchise store

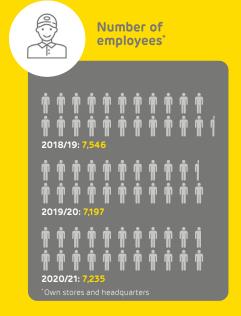
















DIY market\*



The stores in Belgium, Luxembourg and the Netherlands are the most important sales channels for Maxeda DIY Group. The store formulas Brico, BricoPlanit and Praxis comprise a total of 341 stores. We invest in new formats based on our redefined customer proposition (Small Box, Mid Box, Big Box) and are constantly improving the store experience for our customers. We are opening stores at new locations so that we are better accessible for customers, and are also improving existing stores by, for example, expanding them or giving them a new look & feel.



### New stores & remodelings

Despite the corona pandemic, Maxeda DIY Group is investing in expanding its store formulas and remodelings of existing stores. Praxis opened three stores (Uithoorn, Nijkerk, Umuiden) after extensive structural renovations and one new store in Oegstgeest, all with a new look & feel. The new Praxis logo was also added to the front of 17 stores. In Belgium, Brico opened two new stores (Maisière and Aarschot), the stores in Borsbeek and Laken were fully renovated and a start was made on the renovation of Brico in Froyennes. BricoPlanit started two major renovation projects (Bruges and Jambes) which will be completed in 2021. Many new concepts have been integrated in all the stores in order to offer evermore solutions to make the life of the customer easier.



### Headsets at Brico

After a test carried out by the Wilrijk team in December 2019, 6 other Brico stores decided to use headsets. This new way of working has many advantages for employees, as they can respond more effectively to the questions of customers at the info points or shelves. They can also quickly share operational information with colleagues without having to leave the department, thereby improving the store operation. Using the headsets also considerably reduces the number of tannoy calls having to be made in the store, which creates a more pleasant atmosphere. It is expected that more stores will follow in 2021.



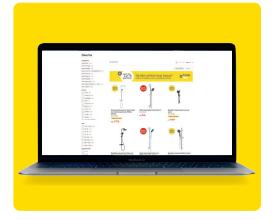
### Development of Praxis Phygital concept

Even though customers are ordering products increasingly more online, we still see a clear demand for visiting the physical store, for example for specific questions or to first see and feel the product. In order to combine the advantages of online, such as an extensive product range and inspiration, with the advantages of the physical store, such as the help provided by experts and being able to have a good look at a product, we have introduced the Phygital concept for Praxis. In this concept, the advantages of online and the physical store reinforce one another for an optimal customer experience. For example, through the use of QR codes and configurators. Praxis Hoogeveen is the first store that we opened in 2021 with the Phygital concept. This concept will be developed further in the coming year and will be rolled out in more stores.





Our extensive product range is aimed at providing optimal help to our customers in their DIY jobs. We are therefore constantly improving and updating the products we offer. Every year, we change a large number of product ranges in order to keep what we offer up-to-date so we can provide the customer with their very best products. We also focus on making products available online and optimising the stocks.







#### Online products

In the last year, we have worked hard on expanding the number of online products as well as expanding and updating the information provided with the online products on our Brico and Praxis websites. In 2020, we expanded our online product range by 33%. A total of almost 14,000 new products were added to the online range. In addition, almost 6,000 products were provided with better product information to make it easier for the customer to decide whether the product is suitable. As a result, some 2.500 products are either 'modified', added or updated with better information every month, Also, our E-Commerce Distribution Centre, which is aimed at providing products to customers online, has been extensively expanded. This now comprises 24,000 products that can be sent directly to the customer.

### Product range expansion and change

Maxeda DIY Group is always busy with improving and expanding its product range. In doing so, we do our best to meet the needs of the customers as well as to inspire them. We follow the trends and try to offer innovative products as much as possible. Examples include robotic lawnmowers and water-saving showers. The product range was also expanded and improved in 2020. The products on the decoration, lighting and bathroom departments were updated, for example. Three of the most important changes this year took place in the product ranges of wall paint, baretools and hardware/construction. But customers can find not only a large product range in the store but also increasingly more products online.

#### **Supply Chain**

In 2020, we focussed on two major subjects: Cross-dock 3.0 and stock optimisation. With Cross-dock 3.0 we switched from two hubs to a single distribution centre for all Praxis stores. Here use is made of an automatic sorting machine for processing the packages and the goods are delivered by a single lorry to the stores. The advantages of this include a quicker scanning process and an improved operational performance. In 2021, this step will also be made for Belgium. We had also focused on the optimisation of the stocks by reducing the stocks of slow movers (products that we sell on average one to two times each year) and increasing the stocks of the bestseller products (products that we sell a lot).





Our 7,000 people together form one of the motors of growth for our business. They have a passion for what they do and are ready and willing to help colleagues and customers. We believe that by being Open, Active and Positive, we enjoy working together even more and thereby make a difference. By investing in our employees and customers, and working together as one team, we are able to achieve results more easily, and together we ensure we can all grow. Everyone is welcome.



### Praxis Makers Beurs & Brico Makers Fair

Following the good example of Brico, in February 2020 Praxis organised a products fair in the Werkspoorkathedraal in Utrecht. At the Praxis Makers Beurs 1,700 Praxis employees could become acquainted with almost 100 suppliers and the (latest) products. In addition, there were various interactive informative workshops where products could also be tested. In March, the annual Makers Fair took place in Belgium where 1,500 Brico and BricoPlanit employees could discover the latest products of 125 suppliers. Here, too, employees could take part in various interactive workshops to gain information and test products.



## Recruitment platforms Brico/BricoPlanit & Praxis/ Maxeda

In May 2020, Brico and BricoPlanit launched the joint recruitment platform www.jobs.brico.be. The aim is on the one hand to increase the visibility and accessibility of the vacancies both internally and externally, and on the other to simplify the recruitment process for the stores, Potential candidates can find detailed information here about our organisation and read the experiences of our employees. Praxis has developed a recruitment platform that is intended solely for employees. A secure online environment makes job applications even more easy and vacancies are displayed exclusively to internal candidates within Praxis/Maxeda DIY Group. The creation of this new platform allows vacancies to be announced exclusively internally, and internal candidates are given priority. Vacancies for the stores as well as the head office can be found here. This helps to improve the career prospects for employees within Praxis/Maxeda as well as make the recruitment process as transparent as possible.



#### Upgrade Maxeda Academy

In September 2020, Maxeda launched an upgrade of its Maxeda Academy, an online learning platform with a wide range of classical, online and combination training courses where employees can continue to work on their technical knowledge and personal development. Not only has the platform been given a new look and feel, but various substantive improvements have also been carried out. New functionalities have been added, for example, to simplify the use and navigation. In addition to the upgrade of the Academy, many training courses have been facilitated and organised online, in part due to COVID-19.



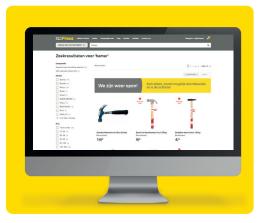


Increasingly more customers are able to find the store formulas of Maxeda DIY Group online as well, and growing numbers of customers are buying their DIY products online. Digital is therefore experiencing considerable growth; we have managed to expand our online product range by 33% this year, with almost 14,000 new products being added to the online range. In addition, our E-Commerce Distribution Centre, which is aimed at providing products to customers online, has been extensively expanded. This now comprises 24,000 products that can be sent directly to the customer.



### Focus on online brochure and magazines

In order to be able to reach all our customers effectively through all channels, in 2020 we gave more attention to the online Praxis brochure. A collaboration was set up with WePublish in order to find the best brochure layout and content for online. By testing various versions of the online brochure we were able to optimise it further, and thereby hope to eventually realise greater traffic and conversion. For Brico we have published online only magazines. The first was fully dedicated to paint and was published in html5, so that customers could page through the magazine and click anything of interest. The text could also be read out. The purpose of these magazines is to inspire customers and help them further with their decoration projects. We hope to publish these magazines more frequently.



### New search engine for websites

In 2020, we worked hard on replacing the search engine tool for the websites of both Brico and Praxis. This new tool went live in January 2021. With this new search engine, customers are able to find online products more easily and quickly. This new tool not only understands search requests better but it is also self-learning. This means that it learns from the terms the customer enters during his search and from where the customer clicks. This makes the tool much easier to maintain. The first test results with the new search engine shows that 10% more customers are satisfied with their search results and what they click. We will continue to develop and improve the search engine in the coming year.



### Reserve & Go and Order & Collect

Although Reserve & Go is strictly speaking not a new service in Belgium, we are constantly improving our online offer and also want to make it even more easy to collect orders in the store. That's why in 2020 we set up a special counter in many Brico and BricoPlanit stores for collecting orders and, where possible, arranged reserved parking spaces for Reserve & Go customers. Customers can make a reservation online and then quickly collect their order in the store of their choice via Reserve & Go. Various modifications were also carried out at Praxis. This included an increase in the online product range, and customers now being able to pay in advance to then go to the 'Order & Collect' service without having to enter the store.



### Highlights 2020/21



The engine for growth Home focuses on all solutions that we as Maxeda DIY Group can offer customers in services and innovations that make their lives easier. We also provide a range of services that simplify DIY jobs around the house, by, for example, providing assembly help and renting tools and equipment.



### Praxis & Zoofy partnership

On 1 December 2020, Praxis and Zoofy entered into a partnership to further develop the doit-for-me service for DIY products. Through the collaboration with Zoofy, Praxis offers an assembly service with the sale of its products and responds to the do-it-for-me trend. We see increasingly more consumers looking for the convenience of having DIY products installed for them. Thanks to the service provided by Zoofy, Praxis customers can now also book an installer when buying their products. Zoofy connects a local, screened installer with the customer and ensures the job is carried out quickly. The assembly service is primarily related to smaller assemblies and installations in and around the house and is being introduced in phases on Praxis.nl.



### Solar panels at Praxis

Since the middle of 2020, customers have been able to go to Praxis to rent or buy solar panels. In this way, Praxis encourages customers in making their homes more sustainable which is in line with its CSR policy. Praxis works with Solease for this new service. Offering the option to rent solar panels removes some of the major obstacles such as the necessary investment and organisation (repairs, insurance and monitoring). This makes it easier for households with a lower income to step over to solar energy and makes solar panels accessible for everyone. Customers can obtain a free and obligation-free roof check to assess their roof for suitability and capacity.



### Successful collaboration with Pwiic

As part of our 'Make it Easy' strategy, Brico and BricoPlanit launched the community platform Pwiic at the end of 2019. This has been successfully positioned within our range of services in order to assist those less experienced DIY enthusiasts with their jobs around the house. Pwiic has more than 2,000 handymen in Belgium ready to tackle small to medium-size DIY jobs. The largest range of services can be found in the Brussels. Walloon Brabant and Flemish Brabant regions, as well as in the Liège, Namur and Hainaut regions. We are currently recruiting evermore handymen in Flanders in order to be able to guarantee our wide range of services. In 2020, more than 90 requests per day were registered, mainly for painting, gardening and outdoor jobs. Jobs such as tiling or laying floors as well as small repair and assembly tasks were also popular. The platform, which has been a real success with our customers, is expanding further throughout the country.



#### March 2020

Start of corona crisis: Busy in the stores, introduction of safety measures in the stores. Colleagues from the head office start working from home.

#### March

stores of Brico and BricoPlanit have to close.

#### March

Busy online: Due to the closure of the stores, Brico.be becomes busy. The 4 SHD stores, the central warehouse and IT work hard to keep everything running and to make everything possible online.

#### March

Donations: Brico and Praxis donate, for example, masks to hospitals and clinics, and flowers and plants to old people's homes.

#### March

Appeal to customers: Praxis places an advertisement in the national newspaper to ask customers to keep to the measures and announces 8h00 closing during weekday

#### June

1.5 metres office: The offices in Brussels and Amsterdam are made corona-proof so that a small number of colleagues can again come to the office 1 to 2 times per week.

#### April

After a period of four weeks, the stores in Belgium are allowed to open up again, but with strict safety measures.



#### April

Scaling up SHD stores: Brico scales up to 11 SHD stores for sending online orders and makes it possible for franchisers to deliver products bought online to the customers.

#### April

Joint VWDHZ campaign: Praxitakes part in a joint campaign the DIY branch 'Samen klarer we deze grote klus' (Together w take care of this big job) to sho what is necessary to carry oul odd jobs responsibly and to as customers for their understanding.



Restrictions in Belgium: Brico and BricoPlanit are allowed to remain open but only sell essential products. The other products, including for example the Christmas range, may only be sold online and via 'Reserve & Go'.

#### December

Netherlands: Praxis stores have to close, but 'Order & Collect' is possible.



#### April 2021

Praxis stores are open again for customers without 'Shopping by appointment'





#### Most important matters during corona crisis







#### Safety of store workers & customers

The safety of our store workers and customers were, of course, the highest priority right from the beginning. We implemented a large number of safety measures, from masks to hygiene columns and from plexiglass at the checkouts to cleaning the shopping trolleys. In addition, we informed customers about these measures through, for example, posters, advertisements in newspapers, online newsletters, commercials and our websites.

#### Online acceleration

As the stores had to close, first in Belgium and then in the Netherlands, it was necessary to have a major acceleration of our online activities. The websites were made suitable for large numbers of visitors and the number of available products was significantly increased. 'Reserve & Go' (Belgium) and 'Order & Collect' (The Netherlands) were also made possible. The possibility to pay upfront and to reserve a time slot for 'Shopping by appointment' was also added to the Praxis website.

#### **Training courses**

Employee training naturally remained very important during the corona period. Because this was (usually) no longer possible physically, we quickly had to switch to online lessons. This allowed us to continue providing our employees with important information and enabled them to provide our customers with optimal advice. The welcome sessions for new employees in Belgium were carried out entirely digitally. These digital welcome sessions were very much appreciated by the new employees.



### CSR projects in Belgium and the Netherlands in 2020/21

BE-NL

As the major DIY retailer in the Benelux, Maxeda DIY Group very much shoulders its responsibility in aiming towards sustainable business operations. We believe that the positive long-term effects of this on the environment, society and our organisation will be very rewarding. Our Corporate Social Responsibility (CSR) strategy focuses on three focus themes: our store operation, our people and our products.

Gered Gereedschap
32,000

tools refurbished
and sent via Gered
Gereedschap



# 2.6M kWH savings

The solar panels so far sold/rented via Praxis are good for: 2.6M kWH savings per year / 132 tonnes of CO emissions, which is equal to 1.3 million car kilometres or the annual absorption of 6,600 trees.

Wecycle/Recupel 144,597 kg

electric waste and bulbs collected via Wecycle-Recupel



Dementia friendly project

classical courses

39
e-learning courses



in Praxis stores
recognisable via
Duurzaam Klussen
logo.



Certified wood 88,4%

of the wood is shown to be certified



Brico social support €10,000

Brico supports schools with €10,000 and sponsors Aquarium to hospital.



New HQ Brussels

Brico builds sustainable head office in Brussels.

Stibat/Bebat 60,108 kg

batteries collected via Stibat/Bebat



Determination of carbon footprint

Maxeda starts determining carbon footprint



complete a training course

### CSR projects in Belgium and the Netherlands in 2020/21

### BE-NL



Praxis has been a partner of Gered Gereedschap for more than 20 years and provides customers the possibility of handing in tools in the special collection boxes in the stores. The tools are then collected by the workshops of Gered Gereedschap which refurbish them for a second life in various African countries.

### Sustainable packaging

In collaboration with other DIY chains, Maxeda has developed a 'Standard Sustainable Packaging' for its stores. This comprises guidelines for purchasers and suppliers in order to reduce the pressure on the environment through product packaging as much as possible. In addition, we constantly look for new ways to package our products with as little plastic as possible.





#### Solease

Praxis works in partnership with Solease in renting and selling solar panels. Customers can carry out a free roof check online, and if their roof is suitable for solar panels choose the option that hest suits them



### Wecyle/Recupel

Customers can deposit batteries, (energy-saving) bulbs, fluorescent tubes and small electrical equipment in the designated collection boxes. For this, Praxis works with Wecycle, and Brico and BricoPlanit with Recupel who organised the collection and recycling of the deposited items.

### Together Dementia friendly

Via e-learning and classical training courses, Praxis employees learn how to deal better with customers with dementia. This will help these customers to function independently for longer. Stores can also acquire the 'Dementia friendly' certificate when at least two employees have followed the classical training course and at least 80% the e-learning course.





Praxis is taking part in the joint campaign of the Association of Chain Stores in the DIY sector (VWDHZ), Milieu Centraal and Communication Concert. The purpose of this is to encourage house owners to carry out DIY activity sustainably. The house owner buys the sustainable articles in the store, and using the receipt and a unique code can request money back through an online platform. The sustainable products can be recognised by the *Duurzaam Klussen logo*.



### CSR projects in Belgium and the Netherlands in 2020/21

**BE-NL** 

#### Certified wood



As the largest DIY chain in the Benelux, Maxeda plays an important role in the trade of wood and products containing wood. We feel responsible for the continuity of natural raw materials and sustainably managed forests. That is why we consider it important that a large portion of our products are certified (FSC or PEFC).

### Brico social support



In 2019, Brico launched the Klushelden (DIY Heroes) project, which with a budget of €10,000 helps primary schools to renovate their buildings or recreational areas. Brico also stimulates the collaboration between schools, parents and our employees. As the annual Run for Hope could not take place this year, Brico decided to sponsor an aquarium for the paediatrics department of the UZ Leuven university hospital.

# New head office in Brussels



Brico is busy realising a new head office in Brussels. This will be a sustainable Almost Energy Neutral building (Bijna Energieneutrale (BEN) building). It will also be fitted with solar panels, the rainwater will be reused as much as possible and the offices will be heated by climate ceilings. Every effort is made to carry out modular and circular building, so that as much as possible of the material of the current head office can be reused or recycled.

#### Stibat/Bebat



All Maxeda stores have a collection point for batteries so that they can be recycled by Stibat (the Netherlands) and Bebat (Belgium). Batteries can thereby be processed safely and responsibly, and important raw materials can be recycled and used again in industrial applications.

### Determining carbon footprint



As the largest DIY retailer in the Benelux, we want to play our part in reducing the emission of greenhouse gases. In order to find out how best we can do this, a start has been made on determining our carbon footprint (the impact on the environment through the emission of  $\mathrm{CO}_2$  and other greenhouse gases). The emission of greenhouse gases such as  $\mathrm{CO}_2$ , water vapour, nitrous oxide and methane from all processes are determined in each area. In this way, we can find out where and how we can reduce these emissions in the years to come.

### Personnel development



We offer all our employees an online learning platform. The Academy has a wide range of learning activities so that employees can work on their technical knowledge and personal development through classical and online training courses, as well as combination courses. This can include courses on safety, courses for management employees, practical training courses aimed at DIY knowledge and skills, and online training courses covering areas such as productivity, communication and personal strength.

