

Key Figures 2021/22



Net sales

€1,504 million



Operational EBITDA

€112 million



Capital expenditures

€44 million

Store formulas

Total stores



Own stores



Franchise stores



Brico

135

58

77

BricoPlanit

14

14

-

Praxis

190

146

44

339

218

121



Employees*

7,308



* Own stores and headquarters

Financial year 1-2-2021 - 30-1-2022

Highlights 2021/22



Roll out **hybrid working** at Maxeda DIY Group



Launch new **introduction program** Praxis stores

Digital Makers Fair Praxis & Brico/BricoPlanit

80% of vacancies Brico/BricoPlanit stores filled **internally**



Launch **new Brico app**

>1.6 million members

Go live **chat and chatbot** at customer service Praxis



Praxis-Plus **2-year anniversary**

>2 million members



+38% growth in turnover compared to 2020



successful launch online magazines at Brico



19 Store openings and refits at Brico and Praxis



Introduction **Physigital concept**

5 **Praxis**

1 **Brico**

37 conversion projects at Praxis

+

16 conversion projects at Brico/BricoPlanit



+31% 22,000 new **online products**



139 range reviews at Praxis

141

range reviews at Brico/BricoPlanit



Automation & robotization at Willebroek distribution center



Cooperation **service partners**



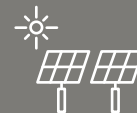
40,260

DIY jobs performed by Zoofy, Casius and PWICC



8,600

waste and storage containers rented with Praxis Kluscontainer



1,329 contracts

Brico Solar

20,281 panels

Maxeda's sustainable initiatives 2021/22



Large-scale **qualitative** and **quantitative** research among customers on sustainability



ESG Roadmap
drafted until **2030**

17,500

transactions processed with **sustainable gift cards**

Praxis



>88.6%

Certified wood
(FSC & PEFC)



Sustainable packaging

35,100 kg

less plastic

112,500

tools **refurbished**
and sent via Gered
Gereedschap



>135,000 kg

electric waste and
bulbs collected via
Wecycle/Recupel



Brico

supports schools
with Brico School project for

€10,000



Employees
development

5,993

participants complete
a training course



50,218 kg

batteries collected
via Stibat/Bebat