



## Christophe Mistou appointed CEO of Mr Bricolage SA

On 29 February 2016, the Board of Directors of Mr Bricolage SA appointed Christophe Mistou as its new Chief Executive Officer. He brings extensive experience of the mass retail sector, specialized in home improvements, and will be responsible for leading the new strategic phase in the Mr Bricolage Group's development.

Since 1992, first as a department manager, then as a store Director, product Director, commercial Director of Castorama France and Director of brands and product development at Kingfisher, Christophe Mistou (48, economic sciences graduate, married, one child) has reinvented his professional and retail environment at every stage.

As a member of Castorama France's management committee from 2008 to 2012, in his role as commercial Director, he created a new research and development unit focused on designing new technological applications, new products and new store concepts. In charge of the brand's development and commercial results, he has increased both margins and profits across the stores.

Christophe Mistou joined the Kingfisher Group's holding structure in 2012, heading up sourcing and the own-brand range to date. In this position, he has fully capitalized on the globalization and economies of scale made possible by mass purchasing, while building a business and strategic approach that is unique among leading global retail brands. He is also familiar with the requirements for listed companies.

A man of dialogue and vision, Christophe Mistou's motto is: "*Doing better means making things simpler, for ourselves and for our customers*". Working closely with Paul Cassagnol, Chairman of the Board of Directors, he has consistently put this into practice to drive the Mr Bricolage Group forward into a new phase of growth.

**The Group will release its full-year earnings on 9 March 2016 after close of trading.**

**About the Mr Bricolage Group** (figures at 31 December 2015)

**The Mr Bricolage Group**, which owns the well-known brands Mr.Bricolage and Les Briconautes, is the French specialist for DIY retail, with 766 outlets operating under the brands or through affiliates. It also has a network of partners in line with its mass purchasing strategy. Internationally, the Group is present in 11 countries with 72 stores. Supporting its networks, it has an active digital strategy designed to enhance the attractiveness of its various outlets.

Mr Bricolage SA (MRB FR0004034320) is listed on Euronext Paris Compartment C and is part of the Euronext PEA-PME 150 and CAC All Shares indices.

**Mr Bricolage SA is eligible for the French PEA-PME savings plans.**



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For the Mr Bricolage Group's financial information, see:

[www.mr-bricolage.com](http://www.mr-bricolage.com)

<http://www.mr-bricolage.fr/media/communiques-et-info-reglementees/index.html>