2018
first-half earnings
Mr.Bricolage

Continued implementation
of the REBOND strategic plan

Mr.Bricolage in brief

Market leader for local independent home improvement and gardening stores

- **Brand with strong proximity[1]**
  Hyper-proximity brand
- **Network services, key to Mr.Bricolage's success**
  Organization supporting store development:
  Mr.Bricolage, Les Briconautes and affiliates
- **Network of 65 directly-owned stores[2] in France**
  Currently being resized to sustainably turn around performance
- **Members, majority historical shareholders**
  60.15% of Mr.Bricolage SA's capital and 69.96% of gross voting rights (at 30 June 2018)
- **Group bouncing back with the REBOND plan**
  3-year strategic plan launched in November 2016 to establish new dynamics and look ahead to 2020

At the heart of a network of **761 stores in 9 countries**, with a volume of business including taxes of **€1.01bn** for the first half of 2018

(1) 85% global awareness for the Mr.Bricolage brand – Source: IFOP survey, November 2017
(2) At 30 June 2018

Mr.Bricolage Group: 761 stores
leader for proximity

France: 694 stores, local independent retailers, home improvement specialists, who share strong values

Mr.Bricolage

320 stores

256 member stores
64 directly-owned stores

Les Briconautes

105 stores

104 member stores
1 directly-owned store

Affiliates
under their own brand

269 affiliate stores

International: present in 8 countries

Mr.Bricolage

67 stores

Belgium (45), Bulgaria (11), Morocco (5),
Mauritius (2), Andorra (1), Cyprus (1), Macedonia (1), Madagascar (1)
Master Franchise being developed in Sub-Saharan Africa

Resizing the directly-owned store network

New dynamics for members and affiliates

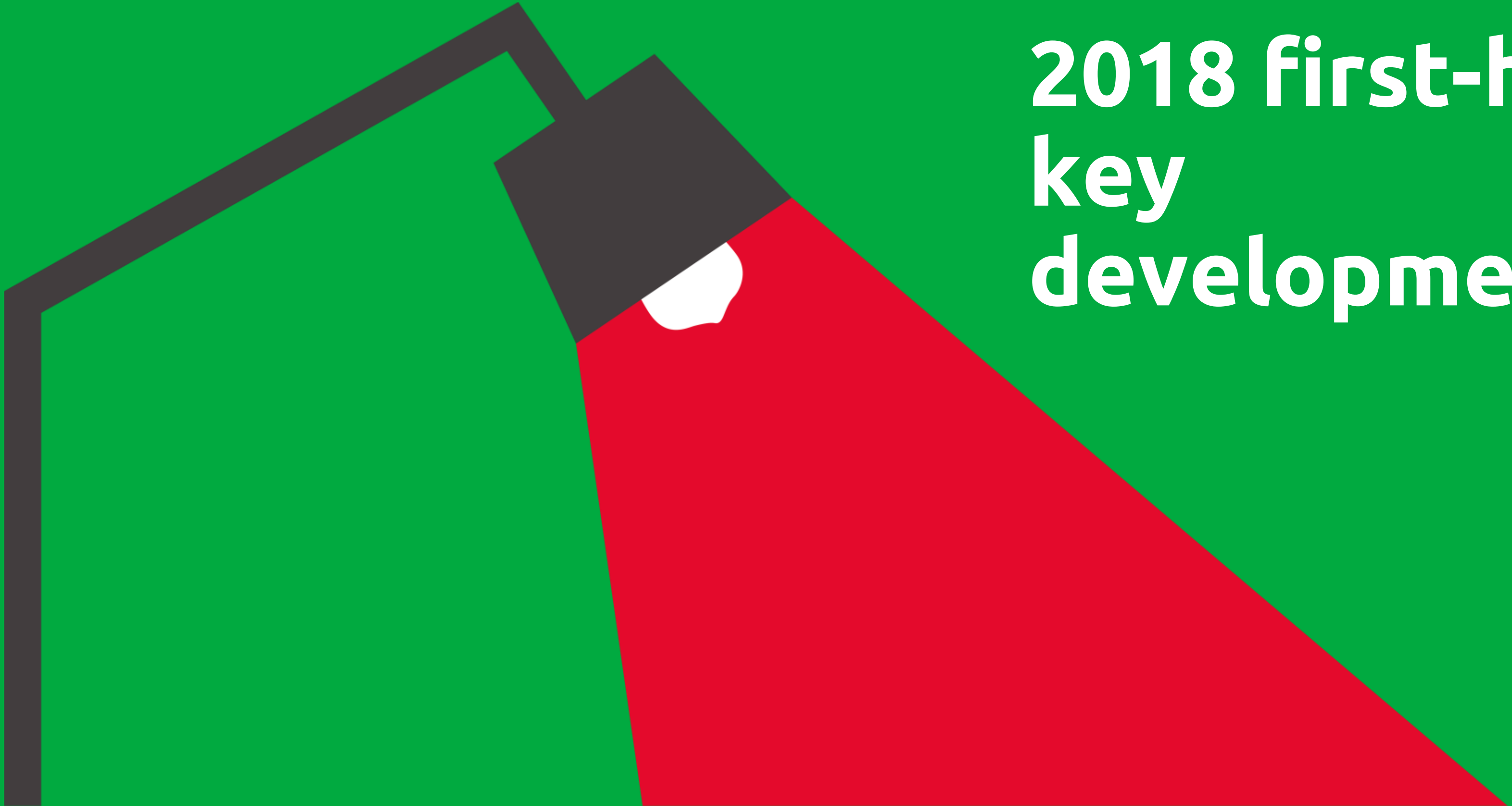
Selective areas for international growth

Contents

1. 2018 first-half key developments

2. 2018 first-half business and earnings

3. Outlook for 2018



2018 first-half key developments

Continued progress with the REBOND plan in H1 2018 against a backdrop of store footfall affected by the bad weather conditions

Higher than average rainfall levels in France: 1

+40% for winter 2017-2018

+20% for spring 2018

Organization

Continued resizing of the directly-owned store network

2 store sales
Ambérieu en Bugey and Brignoles

1 acquisition
Achères

IS standardization

44% of stores equipped at 30 June 2018 (vs. 31% at end-2017)

Product selection

New ranges rolled out

13 priority ranges made available to the network in the 1st half of 2018

Digital-customer experience

Web-to-store strategy and improved customer experience

70,000 listings and related services

89% of stores visible on mr-bricolage.fr site i.e. 261 stores at 30 June 2018

80% of e-commerce transactions benefit the stores

New accessible services for people with **hearing, visual** or **physical disabilities**

FACIL'iti

sourd line

Specific tutorials, sign language hotline, adaptive website for improved visual comfort, etc.

1 *Source: Météo France*

Three “100% new concept” pilot stores

Brand’s dynamic development accelerated by the inauguration of 3 pilot stores

“City”
Orléans

836 sq.m

“M”
Avranches

4,550 sq.m

“L”
Parthenay

7,055 sq.m

➡ Expected to gradually contribute towards improving the Group’s overall performance

Further strengthening the customer strategy
Simplicity
Proximity
Service

Optimizing processes
Sales
Logistics
Systems

2018 first-half business and earnings

Networks volume of business including taxes at 30 June 2018

Volume of business incl. taxes (€m)	30 Jun 2018	Change on total store basis	Change on like-for-like store basis[1]
In-store sales	**1,007.3**	**- 4.1%**	**- 0.4%**
France	***887.7***	*- 4.9%*	*- 1.3%*
Mr.Bricolage	655.2	- 5.2%	- 1.5%
Les Briconautes	92.7	- 14.1%	- 0.3%
Affiliates [2]	139.7	+ 3.6%	+ 4.4%
International	***119.6***	*+ 1.6%*	*+ 5.3%*

France

Contraction in business for directly-owned stores as expected

- 65 stores at 30 June 2018, versus 66 at 31 December 2017

Impact of spring's bad weather conditions

Revitalizing the network: store network expanded by +7 stores

International

+5.32% (like-for-like store basis)

- Belgium and Bulgaria are continuing to deliver strong performances

Yeshi Group partnership: new growth driver

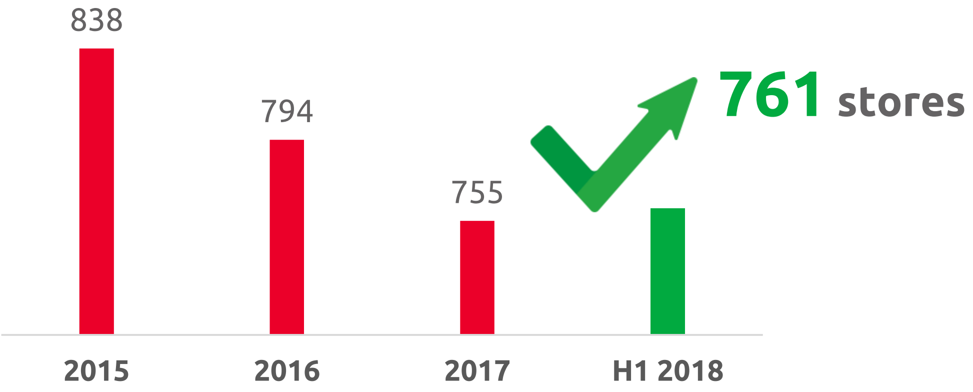
- 1st store opened in Abidjan in Ivory Coast (13 July 2018)

(1) The changes on a like-for-like store basis are calculated based on 387 Mr.Bricolage stores, a panel of 60 Les Briconautes stores and 17 affiliates.

(2) Sales from the le-jardin-de-catherine.com site have been added to the estimated sales for affiliates, with the overall change in these sales representing +4.43% (+3.58% exclusively for affiliates on a total store basis).

Networks' continued development accelerated by the REBOND plan in H1 2018

Change in store network



International

1 closure
- Belgium

2 transfers / expansions
- Belgium

Details for France

Mr.Bricolage

3
net closures

2
transfers / remodelings / extensions

Les Briconautes

2
net openings

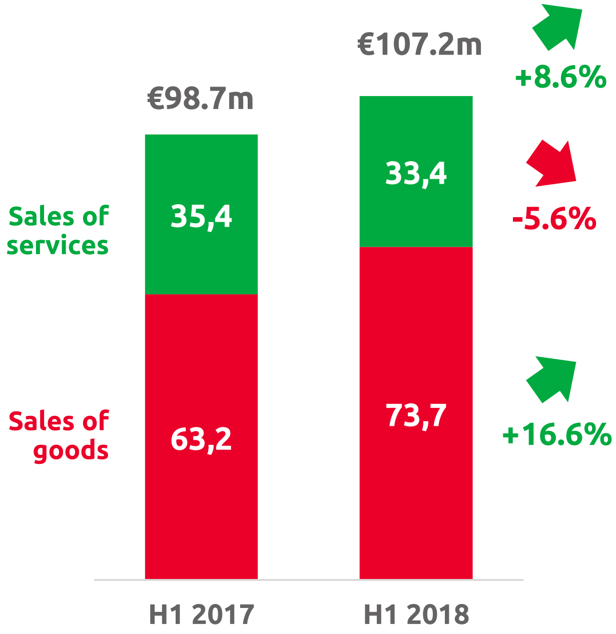
Affiliates

7
net new affiliates rallied around the brand

Network services

Growth confirming the Group's realignment

Network services business driven by the increase in sales of goods



Organization supporting store development

Network services, key to Mr. Bricolage's success

Virtuous model

Mr.Bricolage SA
H1 2018
consolidated accounts

Consolidated turnover

Turnover excluding tax €m	30 Jun 2018	30 Jun 2017	Year-on-year change
Network Services turnover	**107.2**	**98.7**	**+ 8.6%**
Sales of goods	73.7	63.2	+ 16.6%
Sales of services	33.4	35.4	- 5.6%
Retail turnover	**135.4**	**171.0**	**- 20.8%**
Total consolidated turnover	**242.6**	**269.7**	**- 10.0%**

Network Services: +8.6%

In line with the Group's realignment

Sales of goods (+16.6%): growth in volumes passing through the Group's logistics unit

Sales of services (-5.6%): in line with the volumes of business and purchases for the period

Retail: -20.8%

Resizing the directly-owned store network

- 15 stores closed and 8 sold over the last 12 months (-16.8 pts)
- Bad weather conditions at the start of the year

Consolidated income statement

€m	30 Jun 2018	30 Jun 2017	Change (%)
Consolidated turnover	**242.6**	**269.7**	**-10.0%**
EBITDA[1]	**8.4**	**20.8**	**-59.4%**
Current operating profit	**2.6**	**12.4**	**-79.3%**
Non-current operations and expenses	-	*(1.4)*	-
Operating profit	**2.6**	**11.0**	**-76.7%**
Network Services	*10.7*	*16.2*	*-34.2%*
Retail	*(8.1)*	*(5.2)*	*-56.3%*
Financial income (expense)	**(1.4)**	**(0.8)**	**-79.6%**
Profit before tax	**1.1**	**10.2**	**-89.0%**
Share of profit (loss) of associates and assets held for sale	(0.5)	0.8	-160.6%
Tax	(0.4)	(3.4)	-87.0%
Net profit	**0.2**	**7.6**	**-97.8%**

Contraction in operating profit:

- Non-recurring income from sales recorded in 2017 (€1.6m)
- Low level of sales at the start of the year
- Additional promotional operations carried out in line with this
- Resources allocated for the REBOND plan maintained (€2.6m)

Increase in the cost of debt

Lower contribution from associates and assets held for sale, linked in particular to the sale of the subsidiary in Bulgaria

(1) *EBITDA : "Current operating profit" + "Depreciation and amortization".*

Condensed balance sheet at 30 June 2018

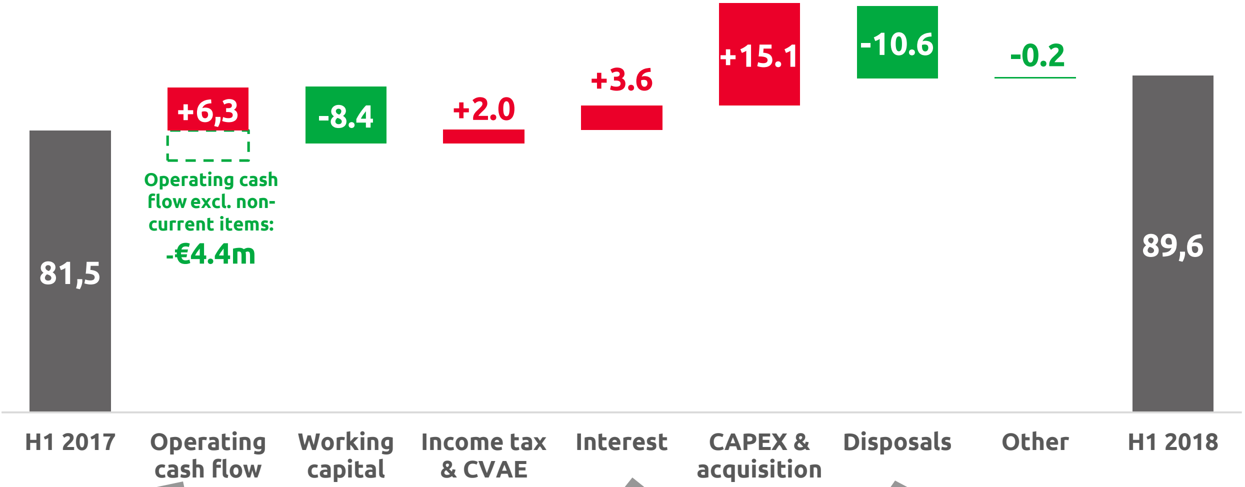
Assets	30 Jun 2018	31 Dec 2017
Non-current assets	**282.4**	**282.6**
Goodwill	180.7	178.4
Real estate	35.1	34.7
Current assets	**229.9**	**207.5**
Inventories	114.1	100.1
Trade receivables	75.4	71.9
Bank guarantee deposits (1)	3.9	3.7
Other current financial assets (1)	1.6	1.6
Cash and equivalents (1)	**4.4**	**3.7**
Assets held for sale	**7.4**	**13.2**
Real estate	1.0	5.5
Bulgaria (securities to be sold)	6.0	
TOTAL ASSETS	**524.1**	**507.0**

Liabilities	30 Jun 2018	31 Dec 2017
Equity, Group share	189.8	195.9
Minority interests	(0.3)	(0.3)
Total equity	**189.5**	**195.6**
Financial liabilities (1)	**99.5**	**81.5**
Other liabilities	**234.1**	**224.7**
Trade payables	109.4	96.2
Liabilities held for sale	**0.9**	**5.2**
TOTAL LIABILITIES	**524.1**	**507.0**

(1) Net financial debt came to €89.6m at 30 June 2018, representing the difference between financial debt under liabilities on the one hand, and on the other hand, cash, cash equivalents, investments, bank guarantee deposits and other current financial assets on the asset side

Net financial debt

Measures to reduce spending and manage working capital components



O/w, non-current items: €10.7m

REBOND plan: **€9.7m**
External growth project: **€1m**

Of which:
Increase in inventories: **€2.5m**
Reduction in trade receivables: **€6.1m**

Of which, syndicated loan renewal costs end-2017:
€1.4m

H1 2018 sales: €6.3m
- 2 stores: €1.9m
Ambérieu en Bugey and Brignoles
- Real estate: €4.4m
H2 2017 sales: €4.2m

H1 2018

As the financial leverage ratio was not complied with at 30 June 2018, the Group has already opened talks with its financial partners and will be submitting a waiver request in September 2018

Net financial debt: -€89.6m

Investments: €8m

Share on the stock market

Share data

ISIN: FR0004034320

Ticker: MRB

Number of shares: 10,387,755

Share price at 24 July 2018: €14.00

Market capitalization: €145m

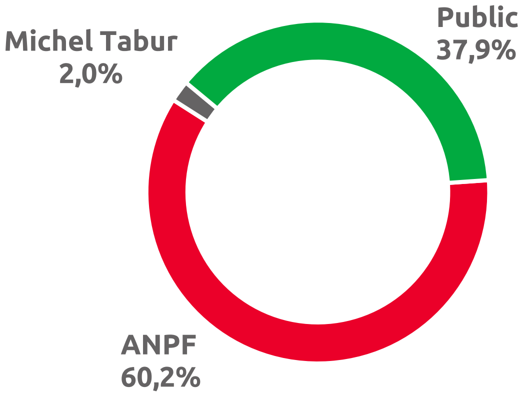
Eligible for SME share-based savings schemes (PEA-PME)

Indices

Enternext PEA-PME 150

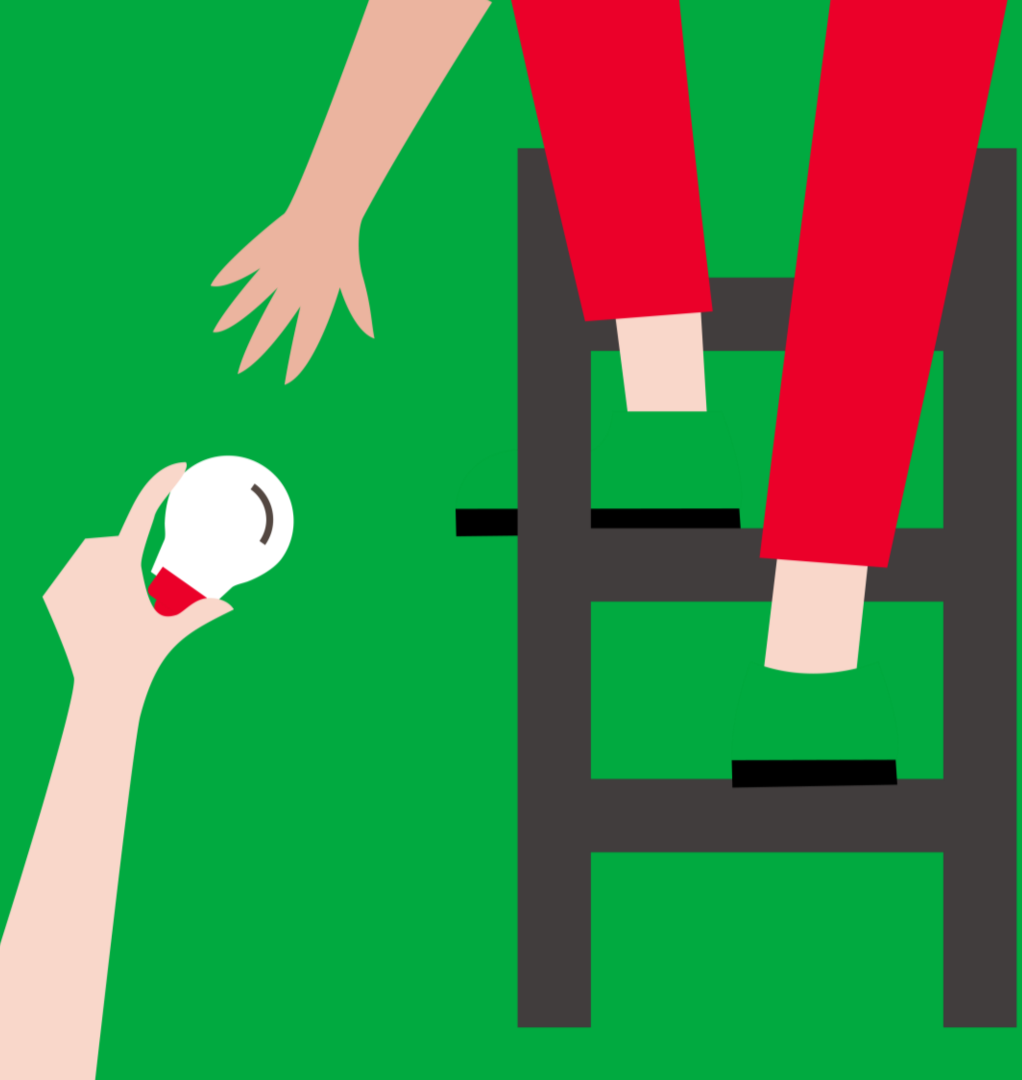
CAC All Shares

Shareholding structure (at 30 Jun 2018)



Float increased
Sale of a block of 500,000 shares held by ANPF on 24 May 2018

For the Mr.Bricolage Group's financial information, visit:
www.mr-bricolage.com



Building the future

Key indicators for 2018

- Continued **resizing of the directly-owned store network**
- Acceleration of the **realignment around Network Services**
- Deployment of **new ranges**
- **Marketing strategy:** ramping up of **media campaigns** and **relaunch of digital activities**
- Standardization of the **information systems** for a **more efficient organization**
- **Development** of the **brand and affiliate** store network:
  - Growth in France and internationally
  - Inauguration of the first 4 “100% new concept” stores

Consolidated turnover

Store network growth

Strategic partnership with Cdiscount

Capitalizing on complementary distribution channels

Partnership in 2 phases

- **1st agreement *(5 July 2018)* pooling purchases for the 2 brands** for part of the home improvement and gardening sector
- **2nd agreement *(talks at an advanced stage)*** Sale of Mr.Bricolage products on Cdiscount's marketplace

Partnership objectives

Cdiscount

Purchasing alliance

Capitalizing on the site's 20 million monthly unique visitors