



Press Release

Mr.Bricolage launches two pilot initiatives: the distribution of Kingfisher-owned brands and the conversion of a Mr.Bricolage store into a Brico Dépôt franchise.

Orléans, France, June 16, 2025, 6:00 PM – As a continuation of the purchasing partnership launched in May 2023 (UNIO), Mr.Bricolage today announces the implementation of two pilot initiatives:

- **The first initiative involves the distribution of selected Kingfisher-owned brands in Mr.Bricolage stores.** Beginning next year, Mr.Bricolage will test the distribution of a selection of Kingfisher's own brands within its network. These products will complement the current offering, including the Inventiv brand, which will continue to be available across the entire Mr.Bricolage network.
- **The second initiative entails the conversion of a Mr.Bricolage store into a Brico Dépôt franchise.** This test will involve a single store meeting very specific criteria aligned with the Brico Dépôt concept, and will benefit from dedicated support throughout the process.

These tests aim to:

- Enhance the attractiveness of the product offering for customers,
- Improve store profitability through a more competitive and better-valued product range.

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ABOUT THE MR.BRICOLAGE GROUP

Mr.Bricolage Group, which operates the Mr.Bricolage and Mr.Bricolage Relais banners, is the specialist in local independent home improvement retail in France. As of January 31, 2025, the Group had 1,091 stores, either branded or affiliated, including 77 stores across 11 countries outside France. Mr.Bricolage SA is listed on Euronext Growth Paris (ISIN code: FR0004034320 - ALMRB).