

Paris, 4 May 2022

**MAJORELLE INVESTMENTS announces the crossing of the threshold of 20% of the share capital of MAISONS DU MONDE as well as the proposal of the board of directors of MAISONS DU MONDE to appoint Gabriel Naouri as director.**

The board of directors of MAISONS DU MONDE recommended yesterday the appointment of Gabriel Naouri, CEO and founder of MAJORELLE INVESTMENTS as director of MAISONS DU MONDE. This proposal will be submitted to the shareholders' meeting of MAISONS DU MONDE on May 31<sup>st</sup>, and forms part of the governance agreement entered into yesterday between MAJORELLE INVESTMENTS and MAISONS DU MONDE, which also provides for a standstill undertaking relating to tender offers for the next 24 months<sup>1</sup>.

MAJORELLE INVESTMENTS intends to support, as it has done since 2020, in an active and productive dialogue with the board of directors and the management, the transformation and growth strategy outlined by the management of MAISONS DU MONDE, enabling the company to meet the challenges of the sector in 2022.

MAISONS DU MONDE is the European leader in inspirational and affordable home and living, recognized as one of the most innovative and successful companies in specialized distribution. MAISONS DU MONDE stands out for its powerful brand, a true "love brand" among European consumers, and for its powerful omnichannel model, far ahead of its sector. Thanks to its unique, multi-styled and trendy offer, and its historical commitment to social and environmental issues, MAISONS DU MONDE has been able to take advantage of the favorable trends in its market, representing nearly 13 billion euros annually in France and more than 150 billion euros in Europe.

**On this occasion, Gabriel Naouri, CEO and co-controlling shareholder of MAJORELLE INVESTMENTS, declares:**

***"We are delighted to confirm our confidence in the management team and the relevance and performance of the MAISONS DU MONDE model, which has proven to be highly resilient during the COVID crisis and the global tensions in the supply chain.***

***This increase over time of our stake in the company reflects our belief in the company's significant value creation potential. The international deployment of the marketplace, the development of franchising, the circular economy, services, BtoB and operational excellence are all elements capable of supporting profitable growth and strong free cash flow generation over the coming years.***

***As a long-term shareholder and member of the board of directors, I will continue to contribute my network and experience to the company, its management and all its shareholders."***

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<sup>1</sup> Commitments taken by MAJORELLE INVESTMENTS will be detailed on the AMF website.

*About MAJORELLE INVESTMENTS:*

*Majorelle Investments is a flexible, long-term investment company founded by Gabriel Naouri and co-controlled by him and Apollo Hybrid Value. Its mission is to take stakes, in France or abroad, in brands with a strong DNA and recognized for the relevance and potential of their omnichannel positioning.*

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