



## Press release

### **New services, new advertising campaign**

**Mr.Bricolage unveils its ambition to become the market leader for local-format home improvement and gardening stores**

**Orléans, 23 June 2017** - Backed by a network of over 723 points of sale throughout France, Mr.Bricolage is embarking on a new stage in its transformation with its ambition to become the market leader for local-format home improvement and gardening stores. To achieve this, the Group is announcing the development of a new store concept to provide more services and support for its customers and put in place a fully overhauled digital offering.

This new positioning is based on contributions from 800 Group employees who took part in more than 50 meetings over the past six months. It follows the successful deployment of the first phase of the REBOND strategic plan, launched in November 2016, enabling Mr.Bricolage to improve its organization and target better operational performance.

As the first illustration of this new positioning, on Friday 23 June, Mr.Bricolage is launching a major advertising campaign on radio, TV and social media, with a new brand tagline: *Faites-le vous-même, mais pas tout seul (Do it yourself, but not all by yourself)*.

#### **Mr.Bricolage is rolling out a new store concept based around:**

- **COLLABORATION**, an in-store service platform for finding advice, exchanges and being put in touch with partners, trade professionals and expert customers;
- **DELIVERY**, a new point of contact with the digital offering in each store;
- **INVENTIV** solutions launched with a selection of products providing essential solutions for each project, chosen by Mr.Bricolage for its customers and offering the best value for money, to change customers' lives in their homes and gardens.

#### **Mr.Bricolage is transforming its customer experience by combining the best of in-store and digital through:**

- **A new fully geolocated website**, [mr-bricolage.fr](http://mr-bricolage.fr), to showcase the products available in your nearest store and offer access to a more extensive online range. These products are available for collection within two hours from the DELIVERY spaces.
- **A rethought customer experience** to support each consumer before, during and after their purchase. Alongside phone-based advice, chats, video tutorials and online articles, Mr.Bricolage offers additional services, aligned with customers' new expectations. For instance, [La Dépanne](#), a platform for renting and selling DIY tools between consumers will be directly integrated into the [mr-bricolage.fr](http://mr-bricolage.fr) site.

**Mr.Bricolage is reaffirming its proximity-based positioning with a new brand platform, expressed through:**

- **A new tagline - *Faites-le vous-même, mais pas tout seul* - to share the promise of helpful service made to customers, as well as all the Group's members-entrepreneurs and employees.**
- **A national advertising campaign to illustrate Mr.Bricolage's unique positioning on its market. Inspired by real-life stories, it will showcase members of the sales teams and their sense of service.** Unveiled this Friday, June 23, at 8:45 pm on the French TV channel TF1, it will be rolled out throughout the summer on television and radio.

*"With all the teams from Mr.Bricolage, we have spent over six months working on formulating our vision for our business, built around our founding values: proximity, service and solidarity. Faced with 'big box' stores, we are choosing to focus on proximity with stores throughout France. Faced with pure players, we are creating new proximity-based digital services for our customers. For Mr.Bricolage, solutions will always be worth more than just transactions. This is what is reflected in our new tagline, this is what is embodied with our new advertising, and this is what we want to bring to fruition through our new store concept"*, confirmed Christophe Mistou, Mr.Bricolage's CEO.

#### **About the Mr. Bricolage Group (figures as at 31 December 2016)**

The Mr. Bricolage Group, which develops the well-known brands Mr. Bricolage and Les Briconautes, is a French specialist in DIY local independent retail with 723 outlets operating under the brands or through affiliates. Internationally, the Group is present in 11 others countries with 71 stores.

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

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

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For more information about the Mr. Bricolage Group, visit [www.mr-bricolage.com](http://www.mr-bricolage.com)