

# COMPANY PROFILE



# OUR WORLD



With a vast network of 464 stores **in 13 countries worldwide**, LEROY MERLIN is recognized as the **expert in renovation and home improvement**.

LEROY MERLIN is part of the French Group ADEO, which ranks number 1 in Europe and 3rd globally in the DIY market.

## OUR OWN LEROY MERLIN



**LEROY MERLIN Greece and Cyprus was founded in 2005.**

Today, the company operates **eight stores**, seven in Greece and one in Cyprus, **offering complete solutions** for renovation and home improvement at the best price.

LEROY MERLIN has a product range of over **45,000 different codes** and a variety of **services** that truly make inhabitants' life easier.



# OUR WORLD

## KEY FIGURES



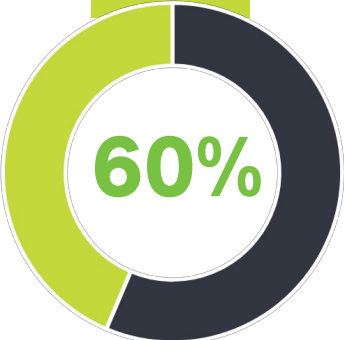
**88.000**  
EMPLOYEES WORLDWIDE



**464**  
STORES WORLDWIDE



**13**  
COUNTRIES



OF THE PRODUCT  
RANGE IS PURCHASED  
FROM 450 GREEK  
SUPPLIERS



**1.300**  
EMPLOYEES IN GREECE  
& CYPRUS



**7**  
STORES IN ATHENS,  
THESSALONIKI, LARISSA



**1**  
STORE IN NICOSIA CYPRUS



**45.000**  
HOME IMPROVEMENT  
PRODUCTS & SERVICES

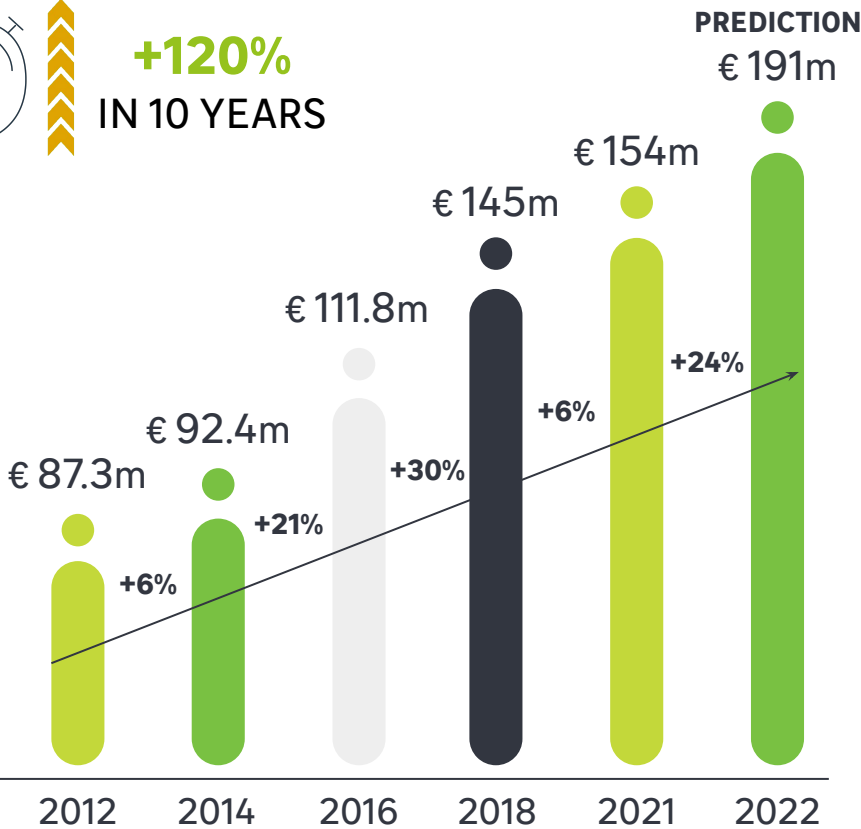
### Behind the numbers...our people

The driving force of our success is always people.

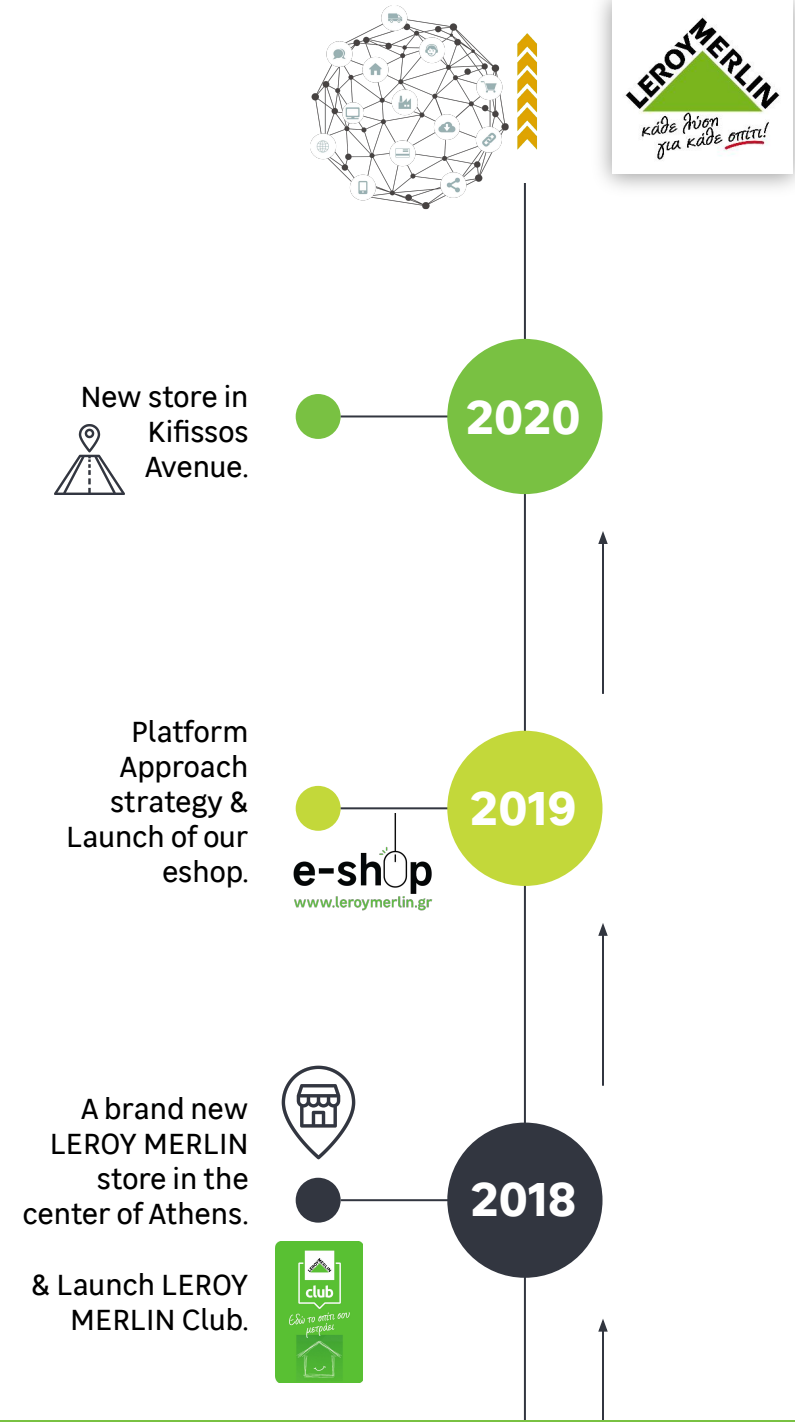
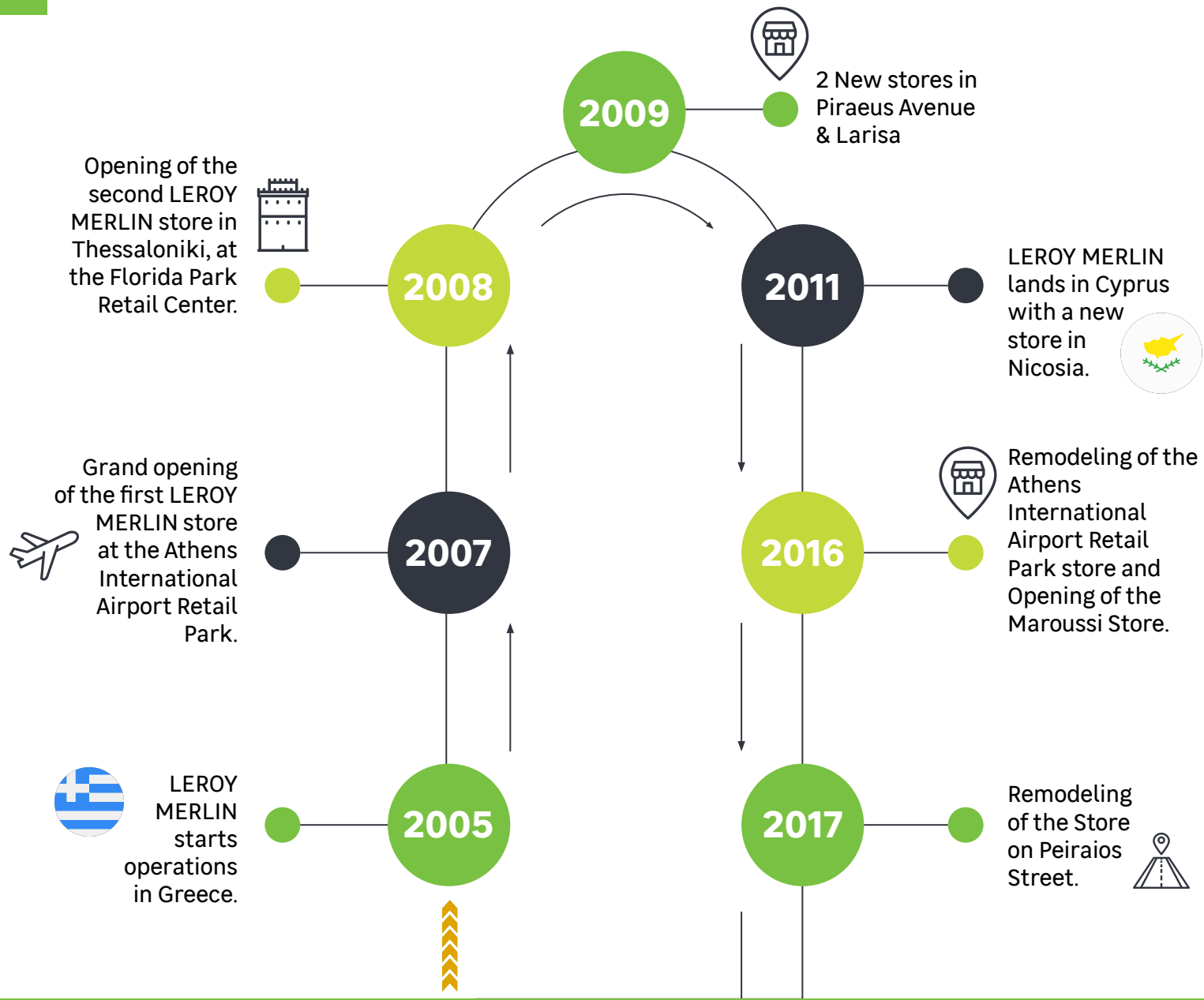
Our enthusiastic and dedicated teams contribute to the company's achievements every day.



**+120%**  
IN 10 YEARS



# OUR LOCAL HISTORY





## OUR GLOBAL HISTORY

1923

1940-1950

World War II bombing destroys some of the stores. When war is over, Adolphe opens 3 warehouses and sells entire homes. Business flourishes.

# 1960

The company adopts the name “LEROY MERLIN”. It is the first company to market DIY products and the first to offer free delivery service.

# 1970

The LEROY MERLIN story continues with a network of 30 stores and Association Familiale Mulliez Acquires 50% of the company.

# 1980

Acquisition of the  
100% of the  
company by the  
Association  
Familiare Mulliez

# 1986

Launch of the company's Employee Shareholding Policy which gives employees the opportunity to acquire company shares.

**1994-2012**

The company continues its international expansion to Russia, Brazil, Spain, Italy, Poland, Portugal, Greece, Cyprus, China.

2007

The group  
changes its name  
to GROUP ADEO.

2010

It's the dawn of the omni-channel approach. Adeo launches the digital home improvement platform "useful to ourselves, to the others and to the world" which offers solutions from product to instalment.

2020

It's the age of CSR.  
The goal is to become a  
positive impact business on  
all levels: economic, human  
and environmental.

1989

Leroy Merlin takes its first step in international development, opening its first store in Spain.



ADEO is the leading French player in the international Home Improvement & DIY market and No. 3 worldwide.

It is established in 20 countries, serving more than 500 million customers around the world. It is a community of interconnected companies, a community of 150,000 employees leaders who create new ideas helping people make their dream of a better home come true and lead the way on a better future.

Our driving force is to feel useful in everything we do - useful to ourselves, to those around us, to others, and to the world.



**No1**  
IN THE EUROPEAN  
DIY MARKET



**No3**  
IN THE GLOBAL  
DIY MARKET



**32.4**  
BILLION €  
GMV



**20**  
COUNTRIES



**514**  
MILLION  
CUSTOMERS



**2.1**  
BILLION €  
GMV ONLINE



**150.000**  
LEADERS



MORE THAN  
**1.000**  
POINTS  
OF SALE



**14**  
PRIVATE  
LABELS



# OUR VALUES

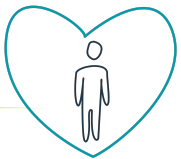
## VALUES THAT LEAD US!



These are our core values.  
They form the basis of  
our culture and identity  
and characterize  
our relationship with our  
customers and our people.



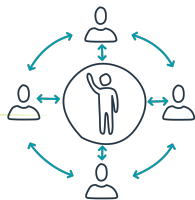
**AUTHENTIC**



**OPEN**



**INTERDEPENDENT**



**IMPACTFUL**

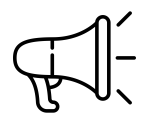




# OUR CULTURE

## WE ARE HERE TO SHARE!

- Every Adeo leader must adhere to a strong set of values and embrace our **culture of sharing**.  
By sharing, we strengthen our employees' WILL and commitment to be part of one team.  
By offering a variety of **opportunities to learn, train and teach, Adeo companies invest in talent, enhance KNOWLEDGE and give everyone the ABILITY** to play their part in generating a positive impact.
- By creating **economic, “human” and environmental value** with the help of our 150,000 leaders, we also share our OWNERSHIP.



**We are all important**  
We believe greatly in the concept of self - leadership.  
We all take part in forming company vision and policies.  
Every day, we think, act and make decisions on an individual, team and company level.





## Together, we build a better life at HOME for every inhabitant, citizen, and partner.



No building, no house can be called a home, unless it is a home FOR someone.

Because at the core of every person's life, there is a home. This bond between people and their homes is sacred to us. And we know that we cannot claim to be in home improvement unless we, as a company, **place people at the center of our universe.**

This means that our customers, our partners, and our suppliers are to us, first and foremost, people.

We also recognize that the home of our company is the community and the environment in which we operate.

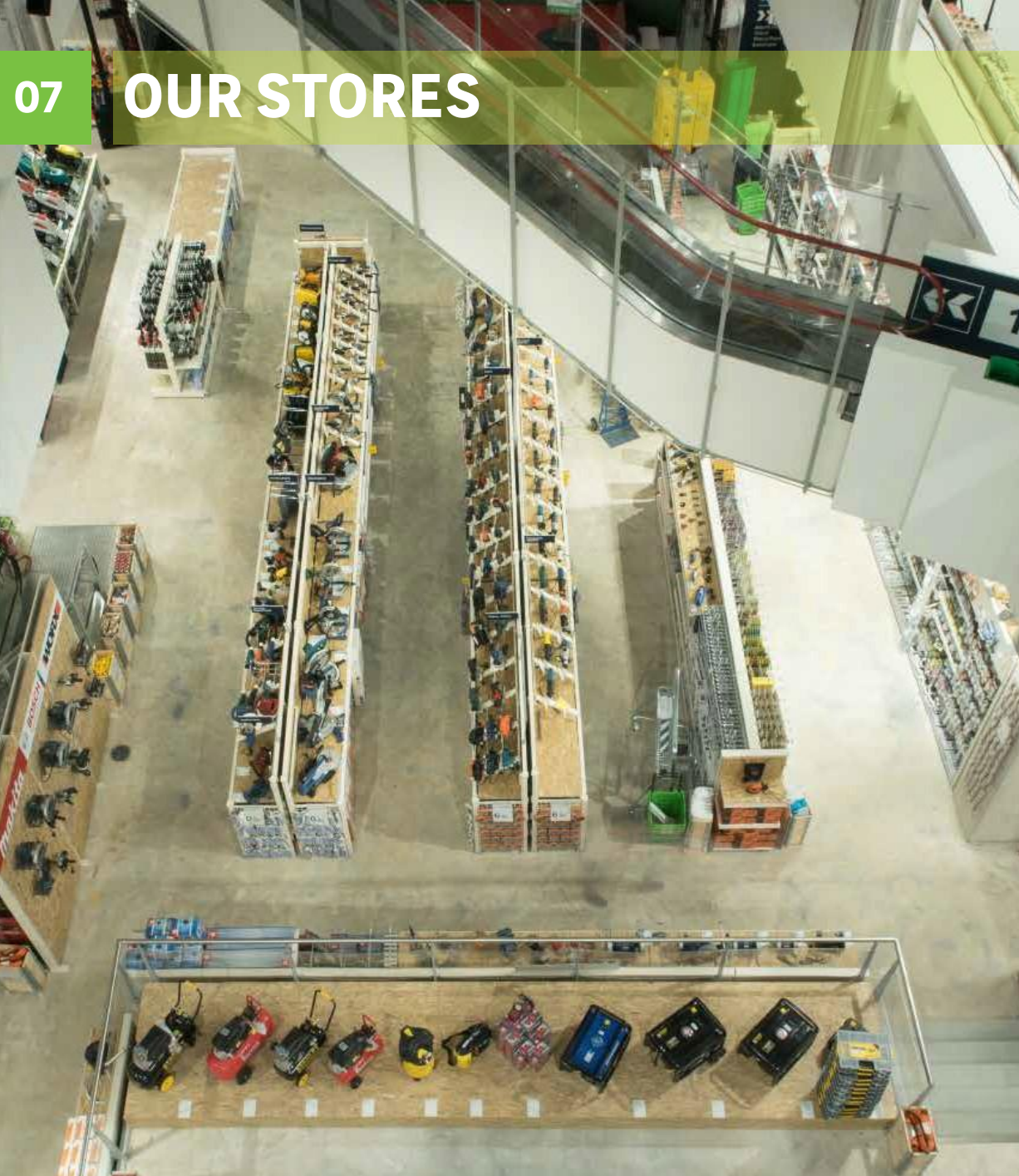
That's why we need to care of them just like we do for our homes.

### We create value out of people's opinion!



In order to be better every day, we pay close attention to the opinions of our customers and our people. We organize visits to our customers' homes to look into their habits and concerns. We also observe and listen to our people, taking into serious consideration their wishes and views about their own future, but also about the next steps of our company.

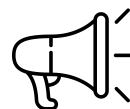




The company's development strategy in Greece is based in studying the customers' habits and adapting the product range and the organization of the stores to their needs.

Before opening a new store, company researchers conduct visits to local households, so that they can spot the consumers' habits and ensure that the product range will be tailored to their particular needs.

**In 2019, we launched our online store, bringing the LEROY MERLIN experience to every inhabitant of Greece.**



The LEROY MERLIN stores are based on a concept of large surface stores with 14 individual departments.

EVERYTHING  
ORGANIZED

In our stores, there are more than **45,000** different products, which have been arranged in **4 basic categories** and **14 departments**.



1

**Construction:**

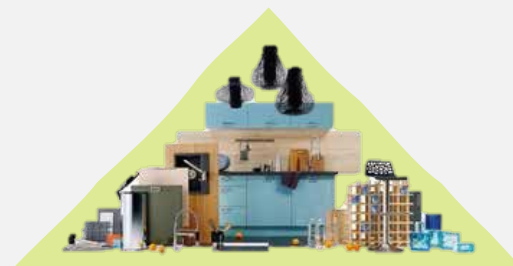
Tools, Wood, Paints, Construction and Insulation materials, Hardware, Electric and Plumbing products.



2

**Projects:**

Complete solutions for Bathrooms and Kitchens, Flooring and Tiling, Storage and Organization, Doors and Windows.



3

**Garden:**

Outdoor flooring, Landscaping, Shading, Gates and Fencing, Garden Furniture, Garden tools and Motorized garden equipment, and a complete range of products for planting, and gardening.



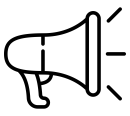
4

**Decoration & Lighting:**

A large collection of products for interior decoration and Lighting of any and every space.



# OUR PRODUCTS - OUR PRIVATE LABELS



**OUR MISSION:** RESPOND MORE EFFECTIVELY TO INHABITANTS' HOME-RELATED NEEDS

Our Product, Purchasing, Quality and Supply Chain teams work together to offer solutions co-developed with our customers, to more effectively meet all their expectations: **high-quality products that are offered at affordable prices and have a positive impact on people and the planet.**

Our role is to serve as a platform between inhabitants and an industry with which **we produce the private-label products that make us proud** – products that are designed for and with the inhabitants who use them.





# OUR SERVICES

The services offered by LEROY MERLIN, in combination with a huge variety and range of products, make our stores **the ideal destination for all those who need personalized solutions regarding the maintenance, repair and improvement of their residence.**



# OUR SERVICES



## Customization

- Cutting Textile
- Sewing Paint Mixing
- Key Copying
- Kitchen 3D Design
- DIY Workshops

## Convenience at the stores

- Free electrical cars' charging
- Free Parking
- Disabled Access
- Lockers
- Free Wi-Fi
- ATM
- Cafeteria
- Recycling



## Easy Order - payment methods

- Telephone orders
- Payment via Debit and Credit Cards, bank deposit or online
- Up to 48 interest-free instalments
- Instant Loan



## After Sales Care

We offer a Return Option on all our products!

## At home

- Delivery Services
- Installation Services





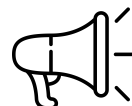


## We work together to achieve our goals.

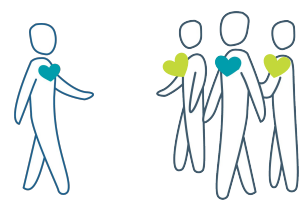
We are team of 1300 leaders united by a shared goal to meet a global challenge: helping inhabitants around the world to make their homes better – healthier, more comfortable, and more in tune with their beliefs. It's a challenge in which people play a central role.

**Investing in our human capital – by training our teams and giving them access to recognised qualifications – is one of the key commitments we've made to our employees.**

By facilitating talent development through internal promotions and professional upskilling and by preparing our employees for the jobs of the future, we're strengthening our expertise and our impact and creating even more value for local communities.

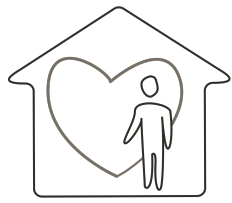


Our people-centred approach is a unique strength that gives us a major competitive advantage.



LEADERS

OF A POSITIVE  
FUTURE!



WE BUILD THE WORLD  
POSITIVE HOME  
PLATFORM

We have a purpose



WE ARE  
HUMAN FIRST

SAFETY FIRST  
PROXIMITY  
INNOVATION & ADAPTATION  
DIVERSITY



I AM A LEADER

Our values  
AUTHENTIC  
OPEN  
INTERDEPENDENT  
IMPACTFUL



LEARNING  
AND EARNING

Each one of us has  
A TALENT TO DEVELOP  
Moving fast, MOVING FAR!  
SHARING is our root culture



# OUR ENVIRONMENTAL & SOCIAL RESPONSIBILITY



## WE ARE THERE WHERE LOCAL COMMUNITIES NEED US.

Our mission is to support people and institutions most in need of help in improving the housing conditions and social space.

We have focused on actions for good **#giakalo** on special pillars that are important for the greek society: **health, local communities, kids, employees...Our common future!**



# OUR ENVIRONMENTAL & SOCIAL RESPONSIBILITY

## BASED ON ADEO POSITIVE STRATEGY



### WE MAKE IT POSITIVE STRATEGY

It is a collective framework with common vision: to create value for the human, the economy and the environment.



### OUR CONTRIBUTION

We enhance our usefulness to the world by working in 2 pillars: **people** and **home improvement**.  
We want to be next to: our teams, inhabitants, local communities, suppliers and technicians.



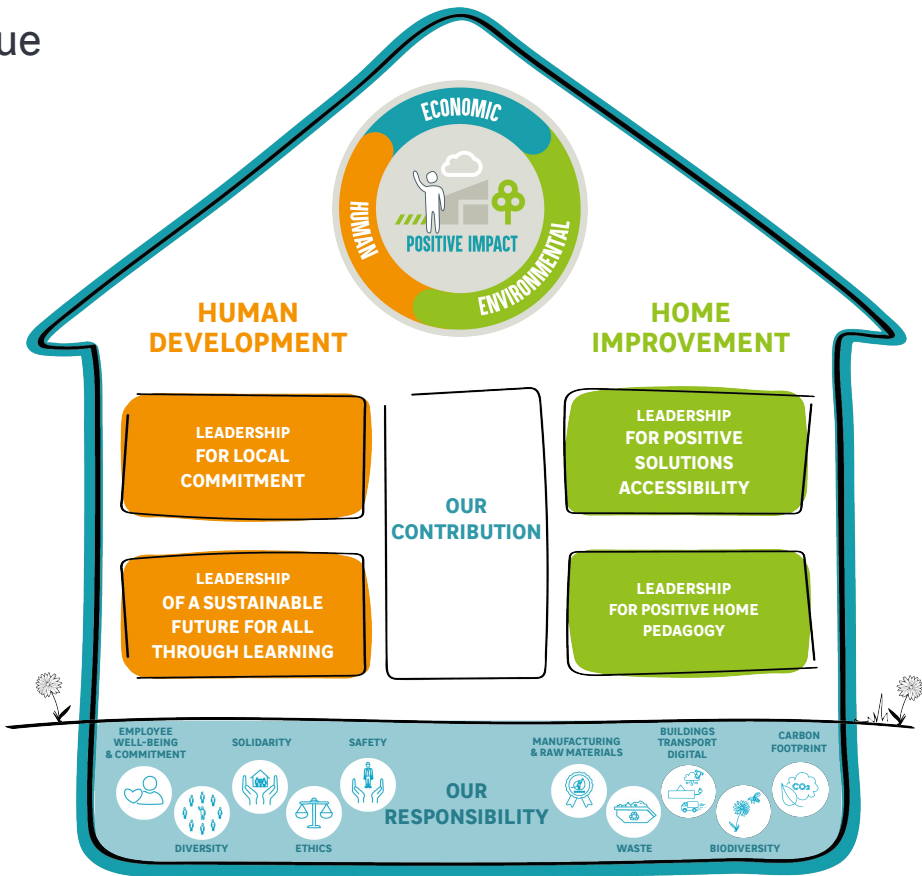
### OUR RESPONSIBILITY

We reduce the social and environmental impact from the operation of our business.  
**It is our duty, "non-negotiable", it is our obligation as a business.**



2

1





leroymerlin.gr





**Thank  
you**

