

**PINAULT  
PRINTEMPS-REDOUTE**

---



Part 3:

Conforama tomorrow

*Per Kaufmann*

1. Conforama and sustainable development
2. Conforama in 5 years' time

**PINAULT  
PRINTEMPS-REDOUTE**

---



Conforama & sustainable  
development



# Conforama and sustainable development

## Product offering

- Gradual elimination of non-sustainable material
- Progressive use of wood from sustainably managed forests
- Classification of suppliers in accordance with PPR Code of Business Practices



# Conforama and sustainable development

## Facilities

- Medium-term
  - ◆ Optimised use of energy and water consumption
  - ◆ Waste management
  - ◆ Progressive use of environment-friendly & paper-based products
  
- Long-term
  - ◆ Optimisation of transportation
  - ◆ Construction & design of stores in compliance with environmental criteria

**PINAULT  
PRINTEMPS-REDOUTE**

---



Conforama in 5 years

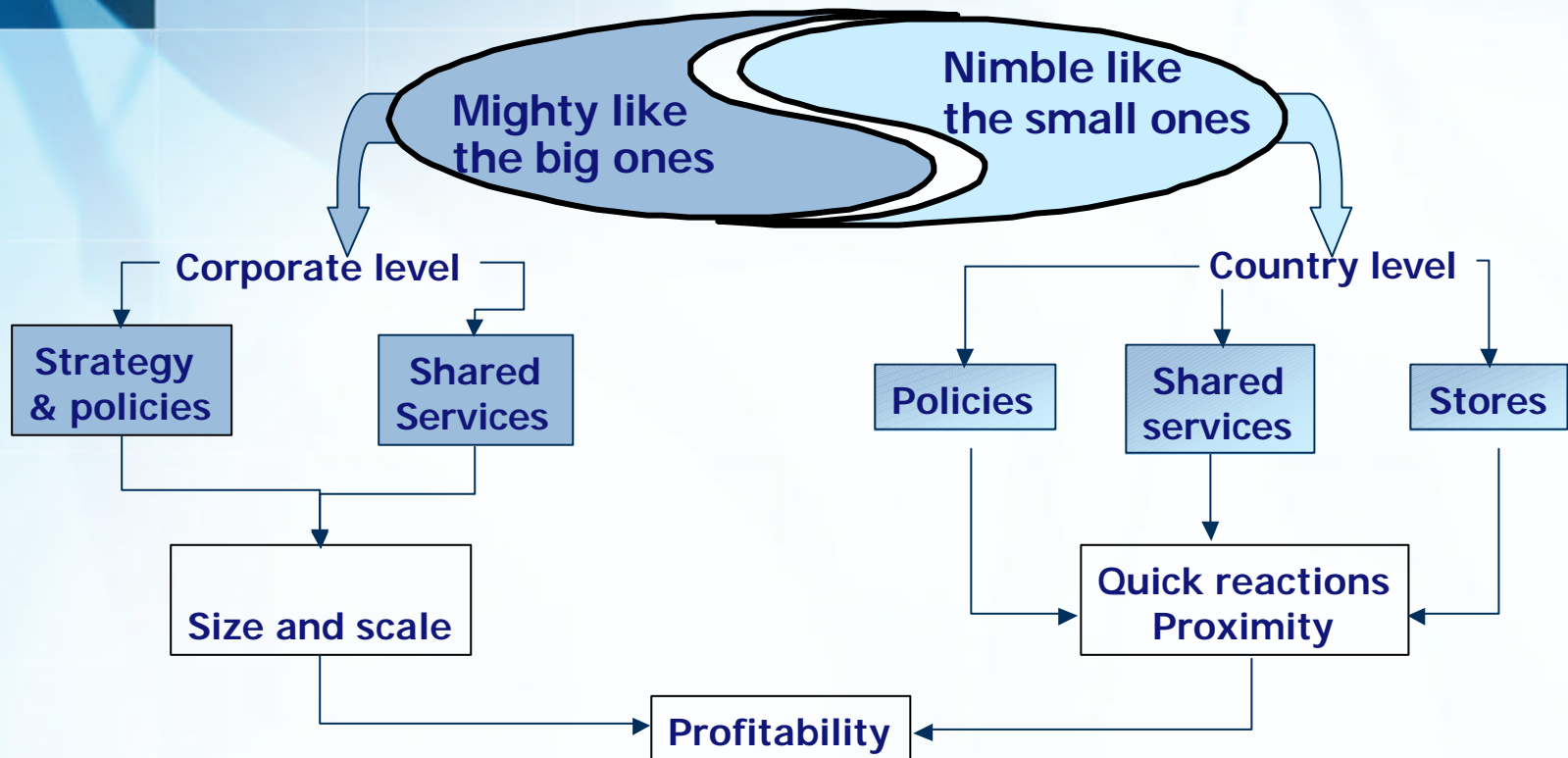


# Conforama mission statement

*"Helping customers to achieve well-being in their homes by catering for all tastes and styles and enabling them to purchase immediately available products freely within an attractive setting, assisted by competent and friendly sales teams"*

# Our organisational vision

## The best of two worlds





## Growth drivers

- Implement new concept in all stores
- Develop home accessories
- Enhance product offer
- Lower purchasing costs
- Pursue store openings
- Open new countries



# Conforama in 5 years

- Contemporary image with styles for everyone:
  - ◆ Attractive store environment building customer loyalty
  - ◆ All stores adapted to new format
  - ◆ Catalog
  - ◆ Conforama specific differentiating product offer
  - ◆ Doubling of weight of home accessories to 15%





# Conforama in 5 years

- 233 stores
  - ◆ France: 145 (+8 vs 2003)
  - ◆ International: 88 (+38 vs 2003)
- Sales: Euro 4 billion
  - ◆ % France: ~Euro 2.3 billion (+19% vs 2003)
  - ◆ % international: ~Euro 1.7 billion (+69% vs 2003),  
from 34 to 42% of sales
- Higher gross margin rate
- Higher ROCE

*Estimates for 2008*



**PINAULT  
PRINTEMPS-REDOUTE**

---



# CONFORAMA Workshop

January 22, 2004