

MAISON&OBJET

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Maison&Objet continues shifting its sector with the launch of three new digital services that will allow home decor, design and lifestyle brands to grow their business even more.

In a "seamless" experience combining physical and digital, and leveraging on the international reputation and strengths of the Maison&Objet brand, the decoration, design and lifestyle community will benefit from an omnichannel approach to continue supporting and accelerating its development.

Although the digital transition was anticipated by Maison&Objet teams in 2016 with the launch of the MOM (Maison&Objet & More) lead generation platform, it was the COVID crisis and the interruption of the show's event activity for 18 months that made it clear how forward-thinking the company's vision had been in terms of the evolution of its own business model. Indeed, if the major and best-known activity remains the exhibition which is held twice a year at the Villepinte Exhibition Centre, the development strategy can be summed up in a few words shared by Philippe Delhomme, Chairman of the SAFI Board of Directors, *"We had, since 2014, the conviction that the vocation of our business was not to be only positioned as trade show operator, but more widely to allow professionals from our sector (brands, buyers and experts) to get together, meet and develop their business, by providing them with a quality, creative and unifying platform. So why limit ourselves to two shows a year when we stand at the heart of this community all year long? MOM was born from this instinct and desire to position ourselves differently. Today, our digital efficiency is no longer to be questioned. We are going to push it even further."*

In 2023, three new transactional tools will be created to help young decor, design and lifestyle companies grow with the resources of major companies.

- January 2023: Maison&Objet launches its new service of *BtoB Eshop* (powered by MOM). Based on MOM's technical expertise, it will be offered, in white label, the creation of websites dedicated to B2B transactions, accessible on the brands' websites, for their customers and prospects. A dedicated team will support the brands to help them optimize their sales with the platform.

- First Quarter 2023: Addition of *marketplace* functionality on the MOM platform, for European brands and buyers (excluding UK). Here, subscribing brands, which already benefit from lead generation, will be able to offer direct order taking from professionals, or the production of quotes on demand. MOM, already recognized as a digital tool for inspiration and research, will allow buyers (visitors to the show, but not only) to place orders all year round.

- September 2023: From next fair in September onwards, brands and visitors will have possibility to digitally take orders at the show. For brands, this means faster order processing and the possibility of centralizing leads from the show, while visitors will be able to approve pre-orders at any time, during and after the show

The strength of this digital services lies in the grouping of developments. Companies can choose, à la carte, to benefit from one or the other of the services, according to their strategy.

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These innovations embed the positioning of Maison&Objet in the creative and/or high-end segment, with an international reach. By relying on Maison&Objet Paris and the MOM digital platform, brands will be able to expand their reputation, launch new products, meet, and interact with nearly 480,000 international buyers and influencers, offering them easy and comprehensive exchanges throughout the year.

This ambitious digital expansion is reflected in the objectives set by Philippe Delhomme, who hopes to generate 25% of turnover from these activities within the next four years.

However, Maison&Objet is not withdrawing from its bi-annual physical show. It is not a matter of replacing an activity that has often been challenged since the health crisis, but rather of enlarging up the services offered, in line with the needs of brands and buyers. In fact, this January 2023, the 4th post COVID show will gather more than 2,200 brands and is expecting 60,000 visitors. The fair itself, as a professional meeting place, is evolving and reinforcing its presence twice a year by offering itineraries in the city such as *Maison&Objet In the City and Paris Design Week*.

An offer that complements the experience of a highly engaged community, which affirms its need to travel to see, touch and feel. In doing so, Maison&Objet will perfect an innovative business model in 2023, with the world's most beautiful city as a backdrop to orchestrate inspiring itineraries, a must-attend trade show for its sector's business and digital services that meet the expectations of companies and buyers.

About Maison&Objet

For 27 years, Maison&Objet, organised by SAFI (a subsidiary of Ateliers d'Art de France and RX France), has been engaging with and bringing together the international design, home decor and lifestyle community. Its hallmark? Its unique ability to generate connections and accelerate business, both during tradeshows and via its digital platform, but also its unique talent to highlight trends that will make the heart of the home decor planet beat. Maison&Objet's mission is to reveal talent, spark connections and provide inspiration, both on- and off-line, thereby helping businesses grow. Through two yearly tradeshows for industry professionals and Paris Design Week, a public event in September that brings the creative energy of designers and brands together in the City of Lights, Maison&Objet is the go-to platform for the whole interior design sector. Unveiled in 2016, Maison&Objet and more, or MOM, enables buyers and brands to continue their conversations all year round, launch collections and create connections beyond physical meetings. The weekly roundup of exciting new finds constantly stimulates business across the sector. To take things still further, the Maison&Objet Academy now provides industry professionals with an exclusive web channel, focusing on training and deciphering market trends. Our social media platforms, meanwhile, keep all those design discoveries going by engaging daily with an active community of almost one million members on Facebook, Instagram, TikTok, Twitter, LinkedIn, Xing and WeChat.