



GLOBAL HOME IMPROVEMENT

Report



Global Home Improvement Report by Fediyima 2018

2013-2017 data

45 countries

5 continents

10 Major DIY Groups



FEDIYMA Members

AFEB - Spain & Portugal

BHETA - UK

FEBIN - Belgium

HHG - Germany

IVG - Germany

MADE4DIY - Italy

UNIBAL- France



FEDIYMA
850 members
89% European Market

45 countries
5 continents
10 Major DIY Groups



Global DIY market evolution



Global DIY market evolution



Compared growth rates: DIY/GDP

Compared growth rates: DIY market and GDP

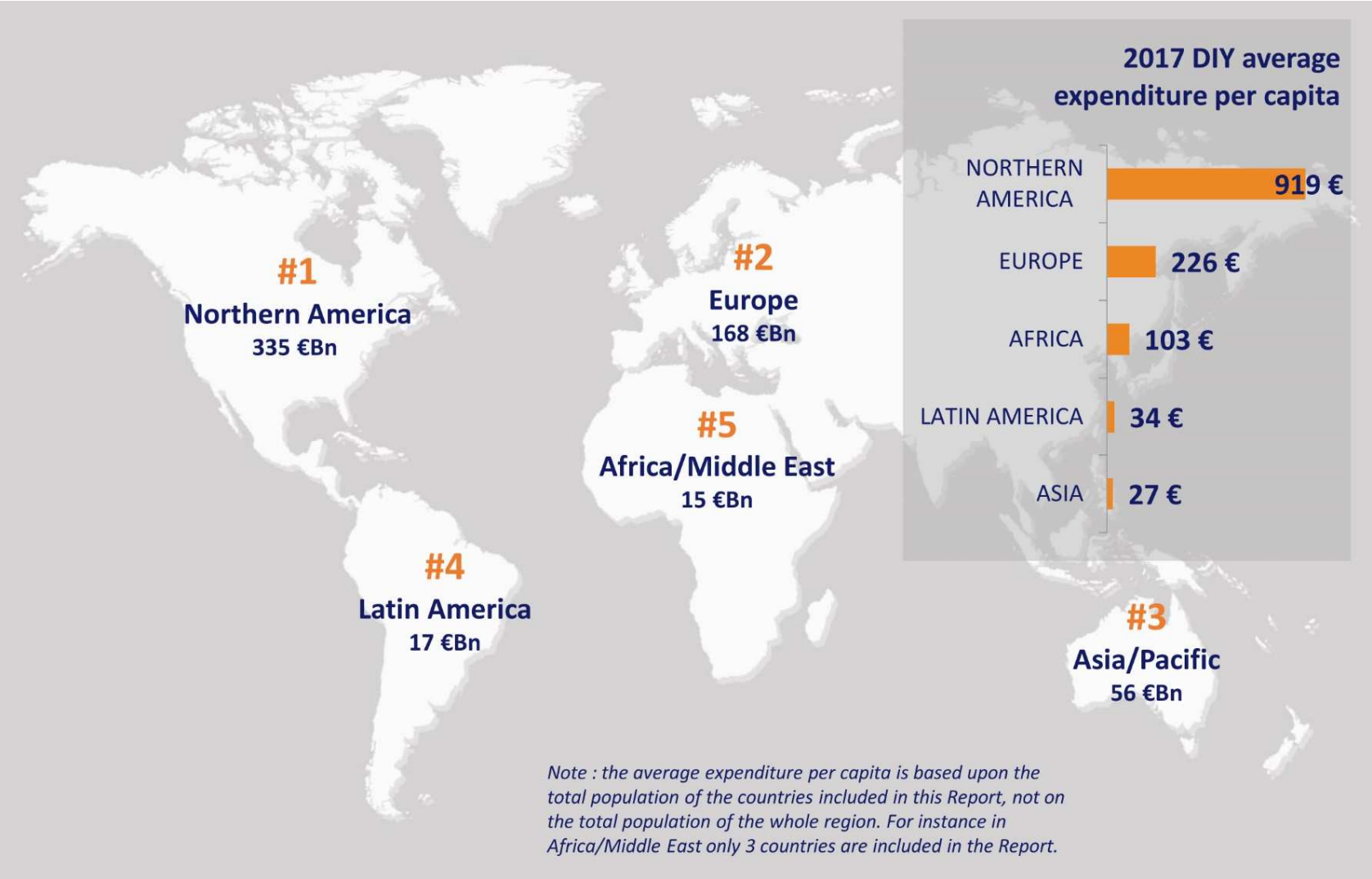
GDP : Current international \$ / Source: IMF

Global DIY Market: € / FEDIYMA estimate

*2016 Increase of x% partly due to different sources for sales net estimations and to the add of 4 new countries.

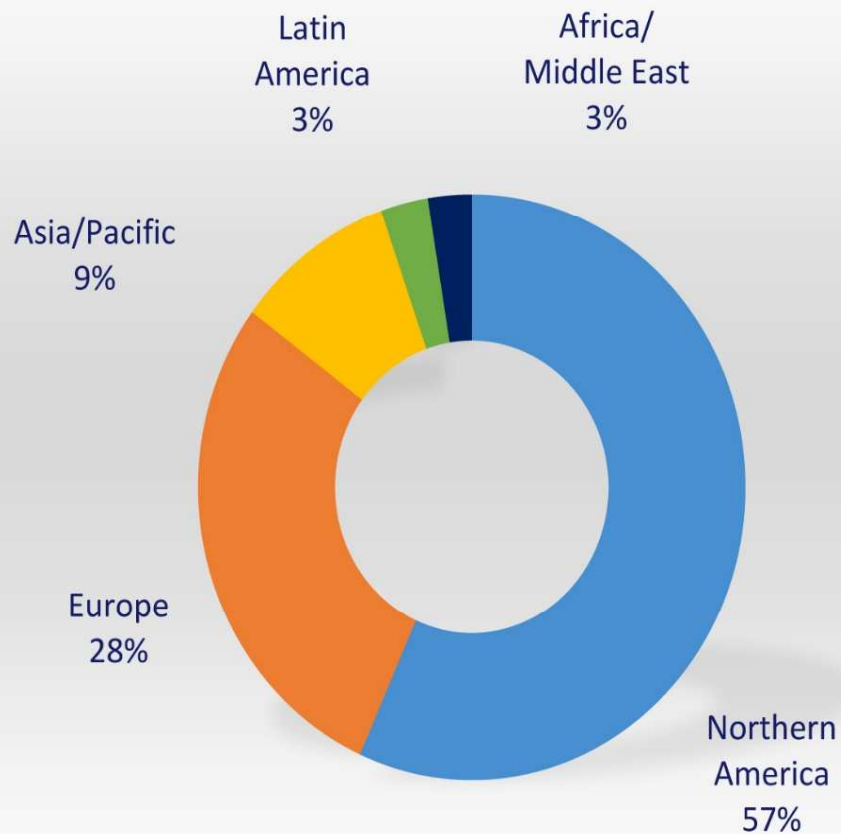


Market size by region – expenditure per cap

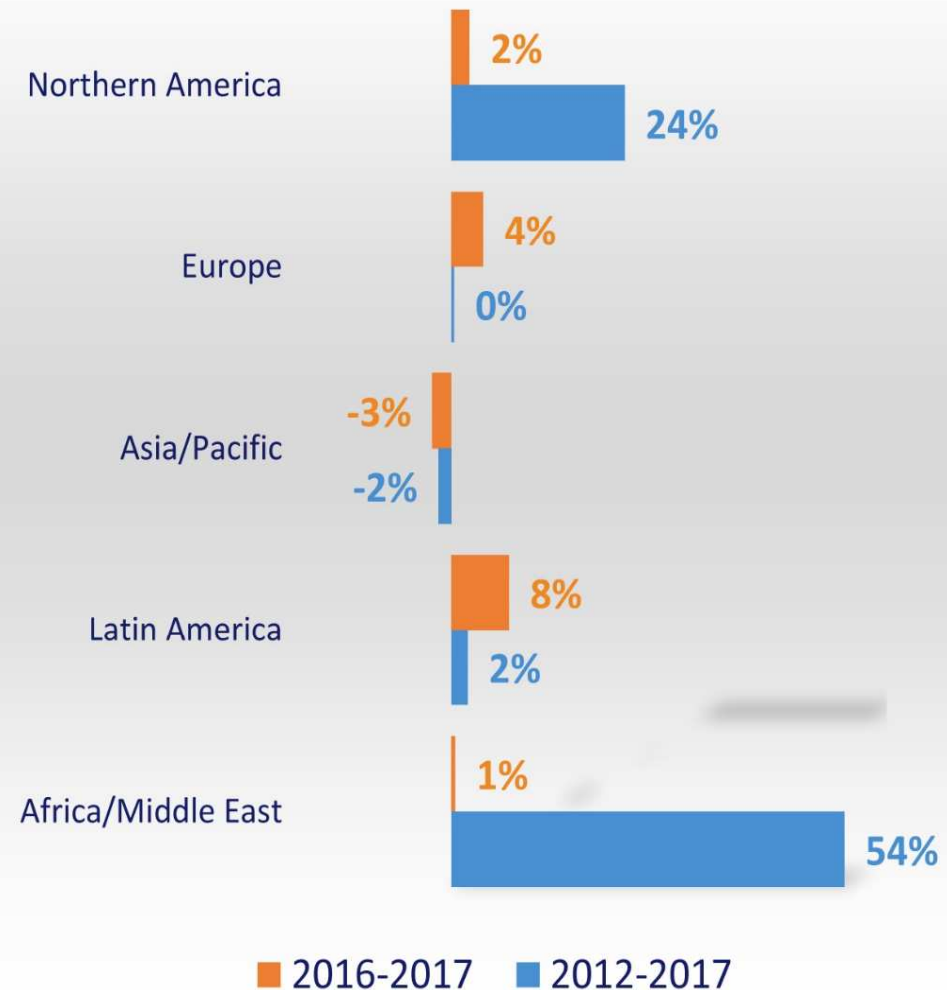


DIY market size by region

2017 DIY sales



Market size evolution

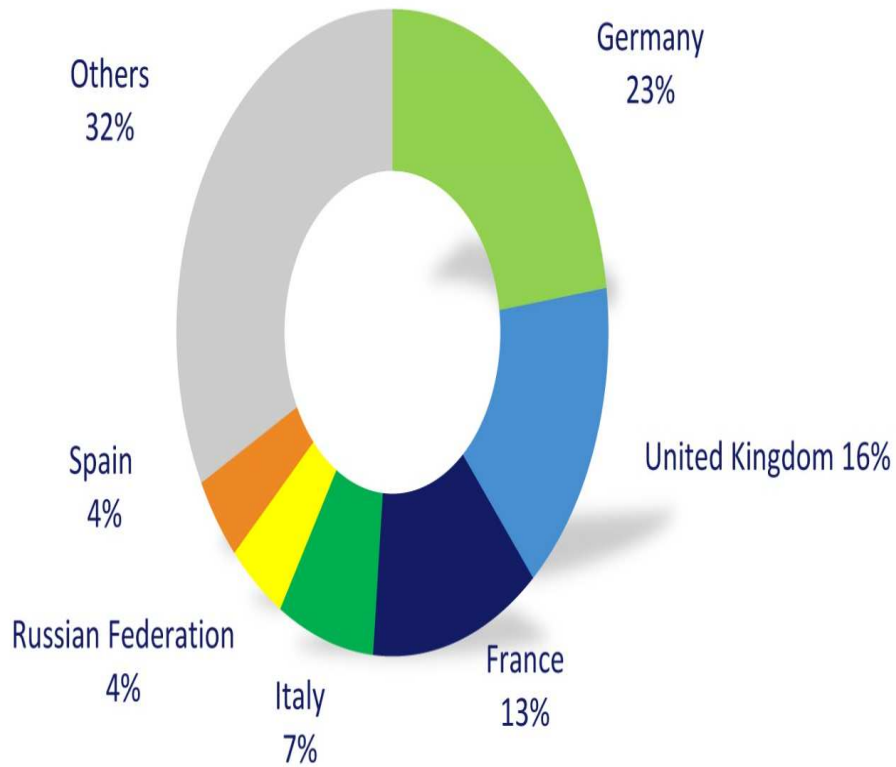


Top 10 markets DIY average expenditure by region

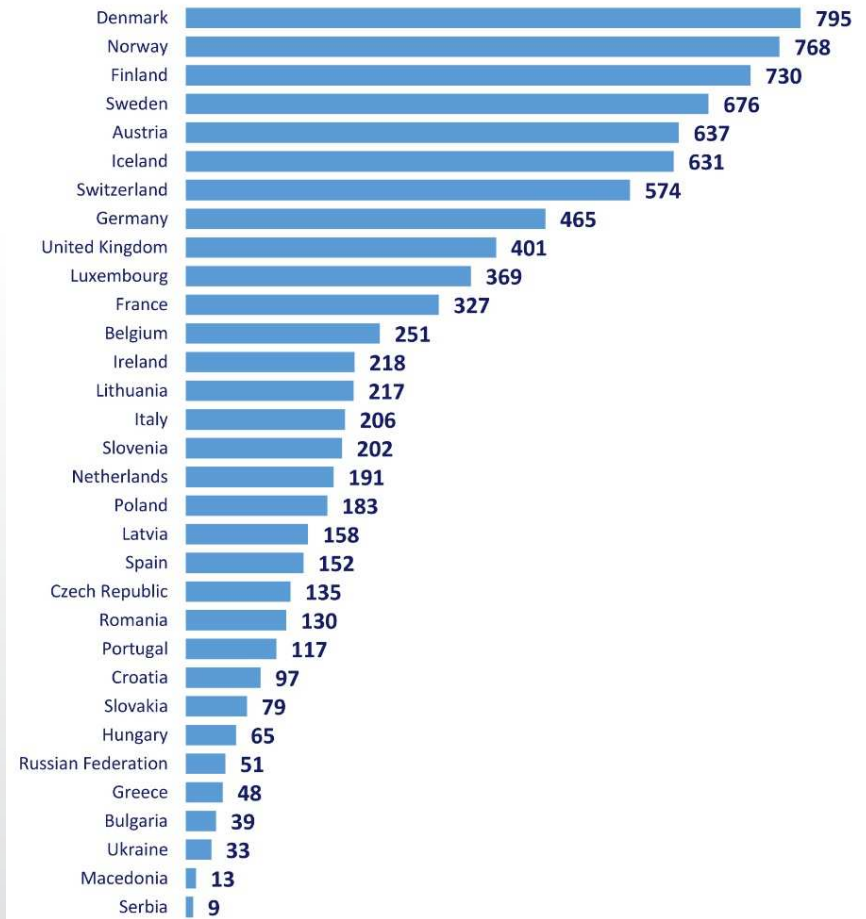


Focus on the European DIY markets

European DIY markets in 2017



Europe : 2017 average DIY expenditure per capita, €



By country

Example : USA



#1

USA

303 €Bn



#1

Northern America

USA

303 €Bn



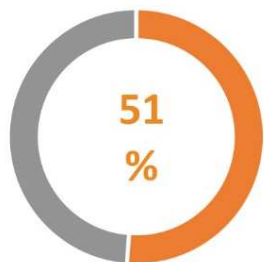
+ 5 %

Last year (2014/2015)

+ 20 %

Last 4 years (2011/2015)

% of worldwide DIY sales



DIY Market size evolution



+2%

Last year (2016/2017)

+27%

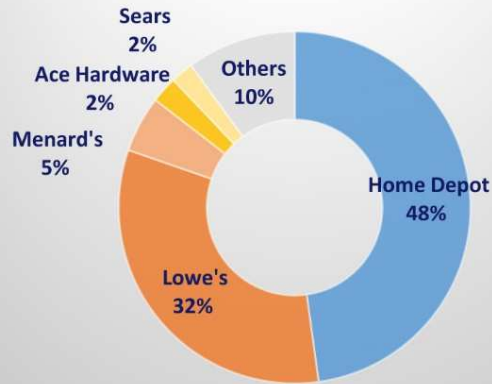
Last 5 years (2012/2017)

Currency: US Dollar (USD)

Av. exchange rate VS € for 2017: 0,88698

In 2017 USD depreciated VS EUR (-2%)

DIY Competitors M/S



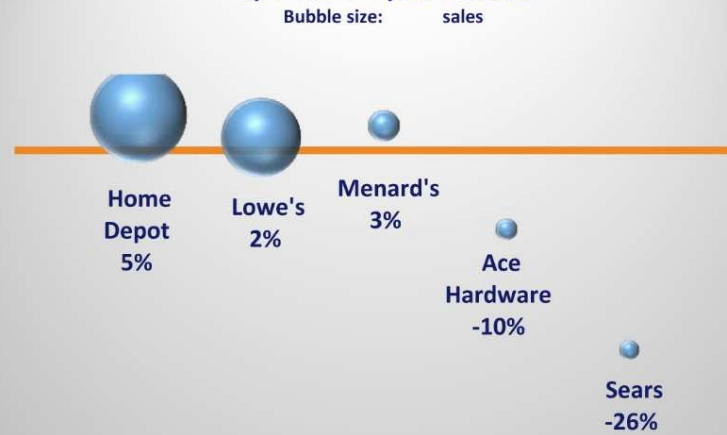
Top 5 Average size of a store



Top 5 Average T/O / sqm



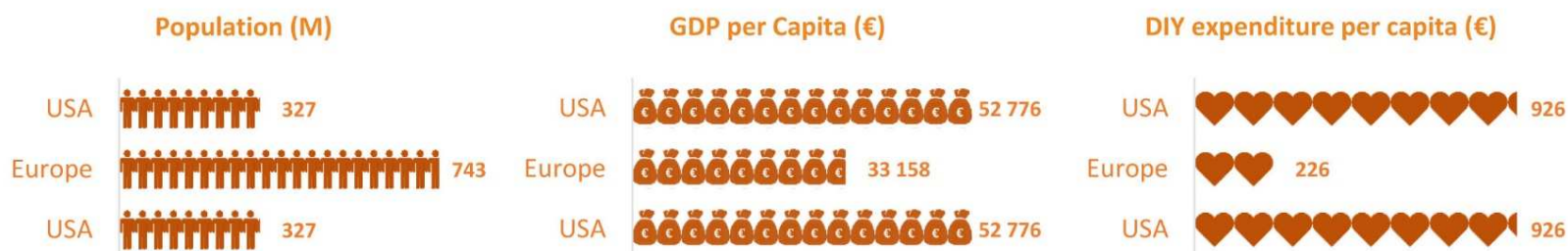
Top 5 Year-on-year evolution



+ 5 %
Last year
(2014/2015)

+ 20 %
Last 4 years
(2011/2015)

Key indicators



Detailed information

| | USA | Europe | USA | World |
|--|--------|--------|--------|--------|
| Demographics | | | | |
| Population (2017 - M) | 327 | 743 | 327 | 7 633 |
| Evolution 2005-2017 (last 12 years) | 10% | 2% | 10% | 17% |
| Economics | | | | |
| GDP (PPP based) per capita (2017 - K€) | 52 776 | 33 158 | 52 776 | 18 442 |
| Current prices - exchange rate \$ VS € : 0,88698 | | | | |
| DIY market (2017 - €Bn) | 303 | 168 | 303 | 589 |
| DIY market evolution 2016-2017 | 2% | 4% | 2% | 3% |
| DIY expenditure per capita (2017 - €) | 926 | 226 | 926 | 77 |
| Housing | | | | |
| Urban population % (2018) | 82% | 72% | 82% | 61% |
| Home ownership % (2014) | 63% | 69% | 63% | - |
| Human Development Index (HDI) - 2015 | 0,9 | 0,8 | 0,9 | 0,7 |

327
million
people

82%
live in
cities

63%
own
their
home

#1

USA

303 €Bn



| Retailer | Owner | 2016 Sales (€M) | 2017 Sales (€M) | Ev. | M/S | Stores | sqm * 1,000 | Av. sqm | TO/sqm (€) | Source |
|----------------------|----------------------|-----------------|-----------------|-------------|------|--------|-------------|---------|------------|--------|
| Home Depot | Home Depot | 78 262 | 81 968 | 5% | 48% | 1 980 | 19 131 | 9 662 | 4 285 | CI |
| Lowe's | Lowe's | 54 685 | 55 667 | 2% | 32% | 1 740 | 18 050 | 10 374 | 3 084 | CI |
| Menard's | Menard's | 8 585 | 8 870 | 3% | 5% | 305 | 3 264 | 10 702 | 2 718 | CI |
| Ace Hardware | Ace Hardware | 4 634 | 4 159 | -10% | 2% | 4 418 | 3 733 | 845 | 1 114 | CI/OE |
| Sears | Sears | 4 832 | 3 570 | -26% | 2% | 1 002 | 1 002 | 1 000 | 3 562 | OE/DV |
| Do it best | Cooperative | 2 716 | 2 736 | 1% | 2% | 3 800 | 2 660 | 700 | 1 029 | DV |
| Harbor Freight Tools | Harbor Freight Tools | 2 333 | 2 625 | 13% | 2% | 900 | 1 700 | 1 889 | 1 544 | OE |
| 84 Lumber | 84 Lumber | 2 586 | 2 555 | -1% | 1% | 250 | 750 | 3 000 | 3 406 | CI |
| True Value | True Value | 1 993 | 1 823 | -9% | 1% | 4 311 | 2 371 | 550 | 769 | DV |
| Sherwin-Williams | Sherwin-Williams | 1 494 | 1 613 | 8% | 1% | 3 960 | 2 138 | 540 | 754 | OE/DV |
| Other chains | | 5 511 | 5 827 | 6% | 3% | 2 196 | 4 032 | 1 836 | 1 445 | |
| Total DIY channel | | 167 631 | 171 412 | 2% | 100% | 24 862 | 58 831 | 2 366 | 2 914 | |
| Other channels | | 128 255 | 131 148 | 2% | | | | | | |
| Total DIY market | | 295 886 | 302 560 | 2% | | | | | | |

By retail

Example : LOWE'S

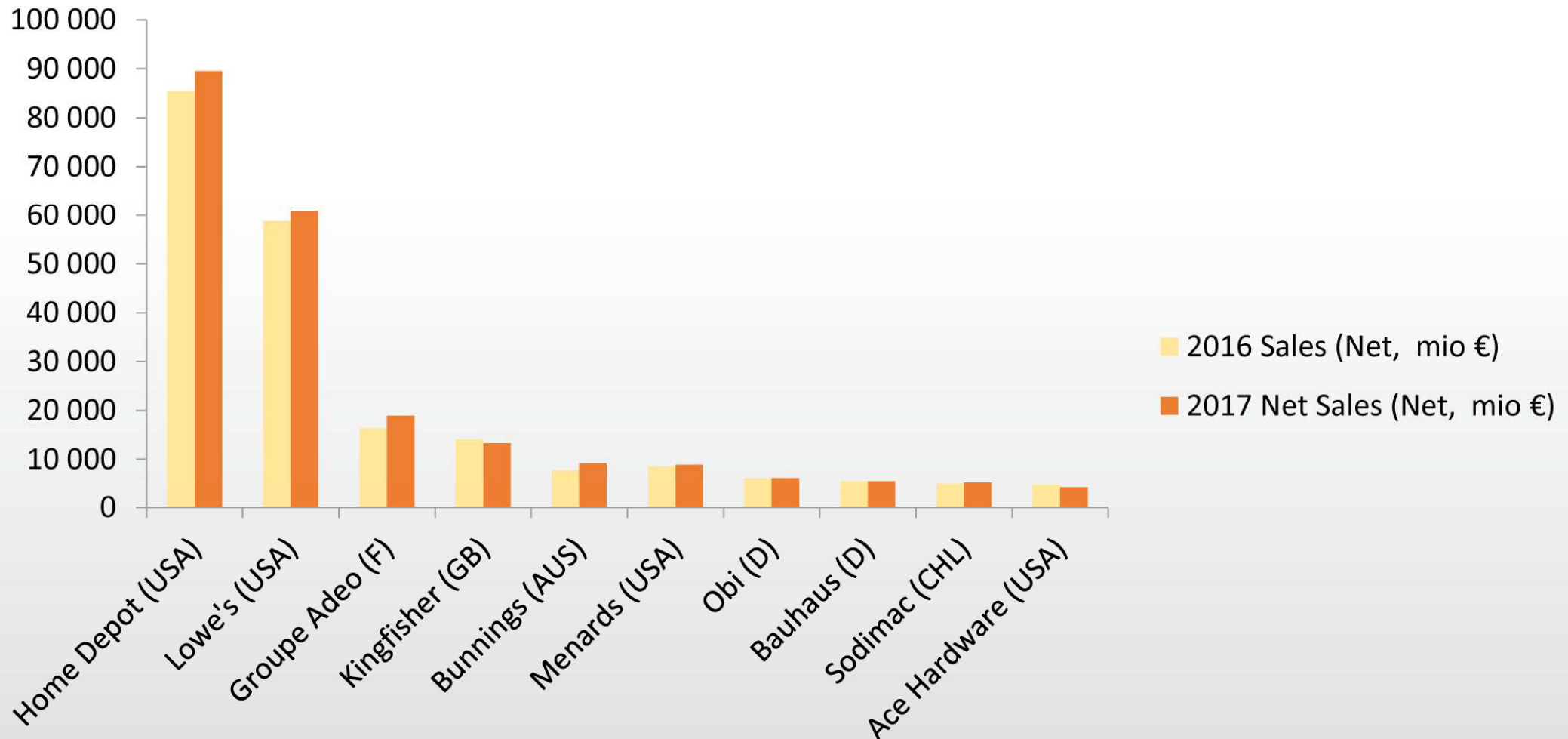


Top 10 retailers



Top 10 retailers 17 vs 16

TOP 10 DIY Groups net sales

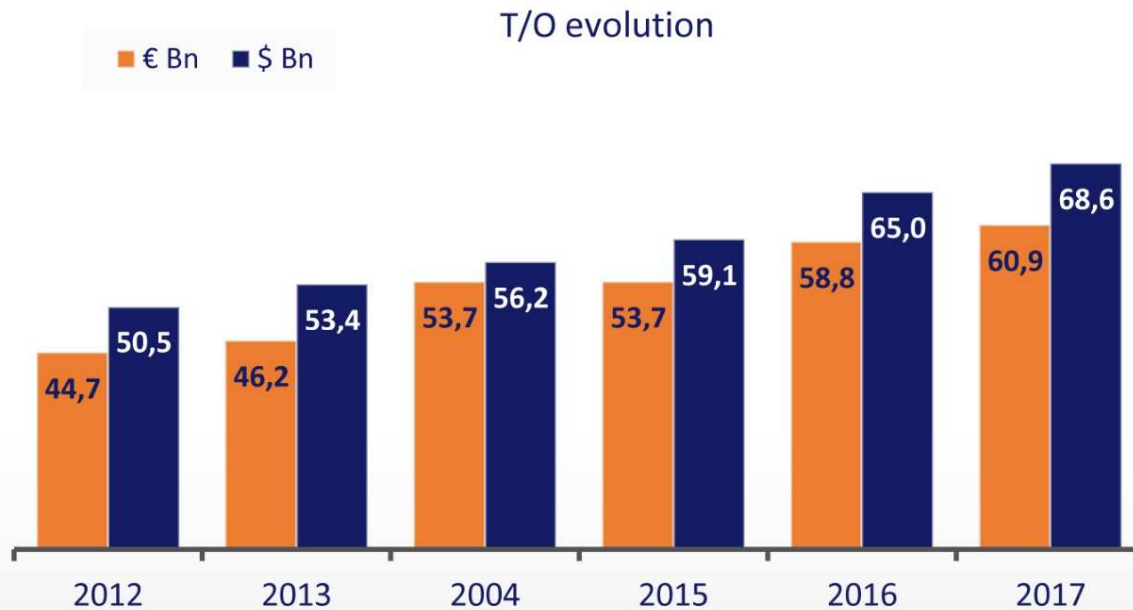


#2

10% Worldwide DIY sales

Lowes

60,9 €Bn



+ 6 %
Last year
(2016/2017)

Base : US\$

+ 32 %
Last 5 years
(2012/2017)

LOWE'S COMPANIES, INC.
1000 Lowe's Boulevard Mooresville, NC 28117
USA
Tel (+1) 800 449 8161
www.Lowes.com



Robert A. NIBLOCK
Chairman of the Board, President
and Chief Executive Officer



Lowe's

60,9€Bn



Operating countries and retail chains

| Country | Retailer | 2016 Sales (€M) | 2017 Sales (€M) | Evolution | Stores | Sqm * 1,000 | Av. sqm | TO/sqm (€) |
|--------------|----------|-----------------|-----------------|------------|--------|-------------|---------|------------|
| USA | Lowe's | 55 146 | 56 177 | 2% | 1 839 | 18 436 | 10 025 | 3 047 |
| Canada | Lowe's | 1 362 | 1 996 | 47% | 63 | 655 | 10 397 | 3 047 |
| Canada | Rona | 1 924 | 2 374 | 23% | 482 | 779 | 1 616 | 3 047 |
| Mexico | Lowe's | 324 | 317 | -2% | 10 | 104 | 10 400 | 3 047 |
| Total | | 58 757 | 60 864 | 4% | 2 394 | 19 974 | 8 343 | 3 047 |



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