

## 2020 REVENUE UP 4.7% TO €881.3 MILLION

ALL OF THE GROUP'S BUSINESS SEGMENTS GREW  
IN THE FOURTH QUARTER: +12.8%

SUCCESSFUL DIVERSIFICATION STRATEGY AND GOOD SALES  
MOMENTUM

Consolidated (€M) unaudited	12 months			4th Quarter		
	2020	2019	% Change	2020	2019	% Change
Revenue	881.3	841.8	+4.7%	271.1	240.4	+12.8%
Of which Home Building	694.4	693.8	+0.1%	194.3	186.9	+4.0%
Of which Renovation	152.6	141.9	+7.5%	58.1	49.8	+16.7%
Of which Real Estate and Land Development	34.3	6.1	+462.3%	18.7	3.6	+419.4%

### 2020 Q4 production up 12.8% (+9.8% on a like-for-like basis)

The group Hexaom registered a good fourth quarter with growth in all of its business segments. The Home Building business was up 4.0% to €194.3 million. The Renovation segment confirmed its growth with record-breaking Q4 revenue of €58.1 million (+16.7%). Finally, the Land and Real Estate Development segments, up 419.4% to €18.7 million, continued their fast development, mainly due to the ramp-up of Hibana and the full-year integration of the Plaire group.

For 2020, Hexaom group revenue amounted to €881.3 million, up 4.7% (+2.1% on a like-for-like basis). These good results during this difficult economic and health crisis are as much a testament to the resilience of the Home Building business, the group's historical core business, as it is to the success of the diversification strategy into new segments of the real estate industry.

## Good sales growth in a difficult context

### 1 - Home Building

In line with the significant increase in sales leads since the end of the first lockdown in France and the strong recovery in the third quarter, house order intakes continued to grow in the fourth quarter, increasing by +3.1% in volume and +9.0% in value, also illustrating a substantial increase in the average selling price.

Over the full year, despite the economic and health crisis and an unfavorable base effect (2019 substantially benefited from the marketing campaigns implemented as part of the group's centenary celebrations), the annual order intake holds up well : it is down slightly by -7.5% in volume and -3.4% in value compared to 2019. At December 31<sup>st</sup>, 2020, the group Hexaom had made 7,080 sales, representing revenue of €893.1 million.

2 - For the Renovation segment, the order intake for the year amounted to €199.7 million. B2C renovation sales recovered significantly in the fourth quarter. The B2B order intake over the year is stable due to the strong impact of the health crisis in the 2<sup>nd</sup> quarter and to the group's stated desire to focus on profitability as opposed to volume.

3 - Land Development and Real Estate Development continue to grow with an order backlog of €22.7 million and a backlog of €60.1 million (excluding the Claimo group). To date, 31 real estate development programs are on the market or under construction.

## Improved profitability in the second half of the year and favorable trends for 2021

As previously announced and in light of the performance achieved in the second part of the year, Hexaom confirms that its profitability in the second half of 2020 will increase compared to the first six months of the year.

The order book for Home building and Renovation, the growth of the Land and Real Estate Development segments, and the full-year integration of the Claimo group bode well for sustained production in 2021, provided no significant changes in the measures imposed by the health crisis lead to a slowdown in activity.

With a proven growth and diversification strategy, a solid reputation, and an extremely healthy financial structure, the group Hexaom reaffirms its goal to strengthen its position as a major player in the French housing market.

Next press release: 2020 annual results, March 24<sup>th</sup>, 2021 after market close.

### ABOUT THE GROUP

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Since 1919, five generations of the same family have successively taken over the helm of Hexaom, a group that drives and federates an ecosystem of 46 brands and subsidiaries with complementary expertise. A unique story of family and entrepreneurship characterized by its stability in a complex market sector.

The group, leader in the home building, renovation, and first-time owners' markets in France currently serves more than 10,000 customers a year, has built more than 100,000, has carried out over 75,000 renovations, employs more than 2,100 people, and recorded revenue of €841.8 million in 2019.

HEXAOM equities are eligible for PEA-PME equity savings plan.

HEXAOM is listed on Euronext Paris - Compartment B.

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## GLOSSARY:

**Gross order intake:** a contract is recorded in the gross order intake as soon as it is signed by the customer and accepted by our sales administration department (administrative control of the documents and validity of the financing plan, site inspection, verification and acceptance of the selling price). The amount recorded corresponds to the revenue excluding taxes to be generated by the contract.

**Backlog (real estate development):** represents the group's already secured future revenue, expressed in euros, for its real estate development business. The backlog includes reservations for which notarial deeds of sale have not yet been signed and the portion of revenue remaining to be generated on units for which notarial deeds of sale have already been signed (portion remaining to be built).

**Order book (land development):** represents recorded land orders that have not been canceled and for which notarial deeds of sale have yet been signed.

**Production in progress:** all orders for which the conditions precedent to begin work have been met (building permit and client financing obtained, client ownership of the land) and which have not been accepted by the client (delivered)

**Change in like-for-like revenue:** changes in revenue for the periods under comparison, recalculated as follows:

- in the event of an acquisition, revenue from the acquired company is deducted from the current period if it was not part of the group during the previous period,
- in the event of a sale, the revenue of the divested company that is no longer part of the group during current period is deducted from the comparison period.

**B2B (business to business):** refers to transactions conducted between two companies.

**B2C (business to consumer):** refers to transactions conducted between the company and consumers.

**Net contribution margin:** corresponds to the difference between the revenue generated by contracts and the costs directly related to these contracts (construction costs, sales or broker commissions, taxes, insurance, etc.).

**Cash position:** includes cash on hand and demand deposits.

**Debt:** includes all current and non-current financial liabilities except leases according to the restatement of IFRS 16.

**Net cash:** cash position less debt