



Lyon, 31 July 2024

## First-half 2024 net sales: M€85.2

First-half net sales (in k€)	2024	2023
TOTAL	85,235	83,952
EUROPE	62,362	67,001
ASIA	22,873	16,951

- Although general consumer spending was very sluggish in June as a result of tensions linked to current events, U10 posted stable sales of **+1.5%** for the January to June as a whole.
- Given the analysis of store sales generated since the start of the year, U10 is expected lively sales for the second half of the year.
- After 2 years of testing with partner customers, the company launched its new **U10 Merch** service at the beginning of the year. Thanks to collaborative work between the customer and U10's data scientists, this offer enables the consumer's in-store journey to be adapted and optimized. A few months after the launch, analysis of post-implementation data confirms outperforming sales and profitability in those departments where **U10 Merch** has been deployed.
- In 2024, U10 is stepping up its **CSR approach**. Numerous actions have been taken: items made from recycled raw materials, emphasis on product sustainability, energy-efficient building renovation, focus on well-being in the workplace, sponsorship operations. As an extension of these actions, U10 will be launching a **new large-scale project** by the end of the year to accelerate its CSR commitment.

### U10: B-to-B supplier of home equipment

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**Next Financial Release:**

**H1-2024 Results**

**31 October 2024 after closing**