



Lyon, February 26, 2025

## Net Sales 2024: +7%

U10 Net Sales	2024	2023	Change (%)
→ Semester 1	85,235	83,952	+ 1.5%
→ Semester 2	91,249	81,486	+ 12.0%
<b>ANNUAL TOTAL</b>	<b>176,484</b>	<b>165,438</b>	<b>+ 6.7%</b>

- U10 is a **permanent supplier** of interior decoration and accessories, offering its distributor-clients more than 20,000 items available for delivery within 72 hours to their 5,000 sales outlets around the world, as well as reliable supply capacity and cutting-edge logistics.
- U10 is developing in the form of "corners" or "shop in shop" at its distributor-clients, who benefit from the targeted on-site management of its teams of merchandisers. In this period of doubt, they benefit from **additional profitability**.
- Drawing on over 30 years of experience in this field, U10 is constantly offering new tools to drive **performance**. More and more of its clients are successfully testing these **innovative solutions**.
- This consolidation of the U10 business model led to a 6.7% increase in annual net sales.
  - Asia continues to grow, with net sales of €46 million in 2024.
  - In Europe, sales for the second half of the year grew by **9%** on S1, reflecting the success of the client relationship based on the performance of product lines.
- This qualitative growth in net sales is sure to be reflected in the profitability of the 2024 financial year.
- Trade fairs and showroom Open Days held early this year confirm the company's reputation as a **reliable and innovative partner** for its clients, leading U10 to increasingly high-quality sales.

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

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