

THE EFFECTS OF THE COVID-19 CRISIS

THE CRISIS, A SHOCK FOR THE INDUSTRY

RETAIL ACTIVITY HAS BEEN STRONGLY IMPACTED

Retailers, independent shops, chains, department stores, and e-commerce

91%

have completely closed all their sales outlets

31%

have maintained a minimum of sales volume from online sales (21% of which have even seen an increase in sales)

22%

have opened an online sales channel during the lockdown

74%

have resorted to partial unemployment for their employees (only 8% have laid off)

THE INTERIOR DESIGN BUSINESS SLIGHTLY SPARED BY THE CRISIS

Architects, interior designers, decorators, and designers

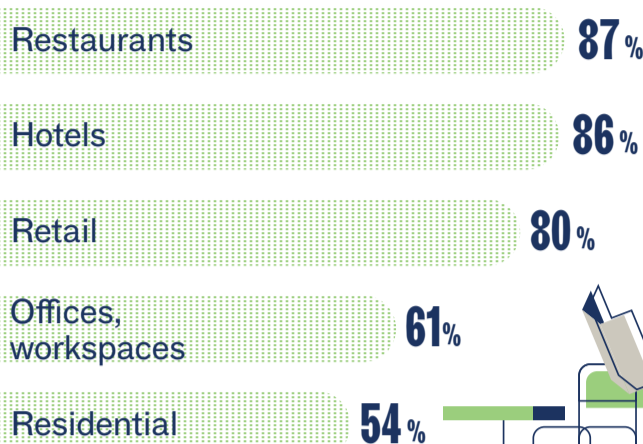
50%

of projects are on hold (7% have continued uninterrupted)

47%

have managed to maintain partial or total operations for their employees (only 7% have laid off)

Estimates for the most affected sectors, according to firms:



MEASURES IN PLACE



61%

Duly adapted and intensified communication strategy



38%

Adaptation of product assortment to meet new needs



27%

Delivery or in-store pick-up options



74%

Organization of distance working



44%

Duly adapted and intensified communication strategy

REOPENING

A RECOVERY IN THE SHORT TERM

Did not stop their activity

21%

Will be getting back to business within a month (in June)

16%

Are getting back to business (in May)

43%

16%

Will get back to business within 2 to 6 months

Will get back to business more than 6 months from now

3%



MAJOR IMPACT EXPECTED ON 2020 SALES FIGURES



RETAILERS



56%

Enhanced communication



45%

Special offers and clearance sales



52%

Enhanced communication



48%

New design solutions



43%

Financial assistance



41%

Discounts/ payment plans



38%

Financial assistance



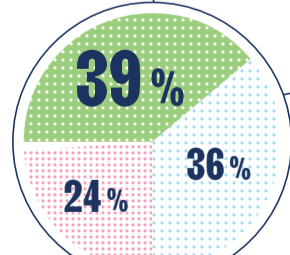
25%

Discounts/ payment plans

WHAT'S NEXT : A NEW REALITY ?

CAUTIOUS OPTIMISM AMONG BUSINESSES

OPTIMISTIC about the future of their business and see an opportunity to reinvent themselves.



NEUTRAL and foresee a return to business as usual.

PESSIMISTIC and see the crisis as having a strong negative impact on their business (even to the point of shutting down, for 3% of firms).

NEW PROSPECTS FOR THE FUTURE

over 86% think that...

...ONLINE SALES will take on even GREAT IMPORTANCE.

...consumers will place EVEN GREATER IMPORTANCE on MANUFACTURING CRITERIA with a POSITIVE SOCIAL AND ENVIRONMENTAL IMPACT.

...TELEWORK WILL INCREASE even more, requiring the creation of NEW RELEVANT SPACES.

...the DESIRE to GET BACK TO NATURE will encourage greater outfitting of OUTDOOR SPACES.

...that FEELING GOOD AT HOME will be increasingly important and that the BUDGET ALLOCATED TO INTERIOR DESIGN WILL INCREASE.

