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Destination Maternity Corp
Form 425
February 08, 2016

Filed by Orchestra-Premaman S.A.

Pursuant to Rule 425 under the U.S. Securities Act of 1933

Subject Company: Destination Maternity Corporation (File Number: 000-21196)

Dated February 8, 2016

On February 8, 2016, Orchestra-Premaman S.A. posted the following presentation to its website, which presentation was made to the Board of Directors of Destination Maternity Corporation on January 20, 2016.

5.00 4.00 3.08 4.35 2.98 Message 1.15/1.3 Title 1.15/0.58 S/N 1.16/7.66 [4 rws]; Bottom algnmt 7pt 5.0 3.92 Text
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Warm Gray 11 (103/92/83) 614 (225/222/174) 4525 (198/188/137) 5545 (183/200/208) Light Grey (230/230/230)
December 2015 Discussion Materials Presentation – Orchestra Group January 2016

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85/99/146 230/230/230 140/128/132 104/104/102 116/0/85 Table of Contents I. Orchestra in a Nutshell II. The
Orchestra Group Drivers of Success III. Looking Ahead: A Potential Great Combination IV. Conclusions Annexes
Manual TOC I. Orchestra in a Nutshell 3 II. The Orchestra Group Drivers of Success 8 III. Looking Ahead: A
Potential Great Combination 18 Annexes 23

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Orchestra in a Nutshell

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85/99/146 230/230/230 140/128/132 104/104/102 116/0/85 Orchestra Overview For over 20 years Orchestra has
consistently demonstrated growth and profit generation Orchestra is an international market leader in the babies and
children's fashion and childcare segment with nearly 700 stores globally — Presence in 42 countries , after 20 years of
international presence and expansion — Leading positions in France, Belgium, Spain, Greece, Switzerland, the Middle
East and Morocco Orchestra management is credited with one of the best retail success stories in recent years — Pierre
Mestre founded the company in July 1995, together with his wife Chantal Mestre — Together, in a 20 year period, they
have built a c. € 600m sales market leader from the ground up Since foundation, the business has continuously
delivered year on year profitable sales growth In 2014 - 15 Orchestra grew sales by 12%, reaching € 513m and
achieved EBITDA of € 62m — 2,538 employees worldwide (1,442 in France)

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300 400 400 500 700 800 900 1,000 1,100 1,200 1,700 2,000 2,500 2002 2003 2004 2005 2006 2007 2008 2009 2010
2011 2012 2013 2014 Orchestra has a Track Record of Continuous and Steady Growth Orchestra has shown strong
and continuous growth Evolution of Orchestra Branded Stores & Sq. Ft. 1 Revenue (€ m) 1 . 2012 store count adjusted
for closures of 104 Prémaman locations during integration 71 81 85 92 115 145 146 165 179 275 372 459 513 2002
2003 2004 2005 2006 2007 2008 2009 2010 2011 2012 2013 2014 Stores Sq. Ft. (k)

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85/99/146 230/230/230 140/128/132 104/104/102 116/0/85 Building a Global Industry Leader Creation of a global
industry leader with a strong footprint in Europe set to expand in other regions North America Canada 1 Saint Pierre
& Miquelon 1 Total 2 Latin America Saint Martin 2 Martinique 2 French Guyana 1 Total 5 Asia China 3 Total 3
Oceania Polynesia 1 New Caledonia 1 Total 2 Morocco 12 Saudi Arabia 11 UAE 7 Kazakhstan 6 Reunion Island 3
Tunisia 2 Mauritius 1 Other M.E. & Africa 8 Total 50 Middle East - Africa Europe France 296 Portugal 73 Belgium
72 Spain 71 Greece 66 Switzerland 13 Cyprus 7 Russia 5 Germany 5 Lebanon 4 Italy 4 Croatia 3 Luxembourg 2
Turkey 2 Bulgaria 1 Armenia 1 Slovenia 1 Other Europe 2 Total 628 France & Belgium 368 Latin America 5 Asia 3
North America 2 Total 690 260 Rest of Europe SUMMARY — STORES BY REGION 50 Middle East - Africa Oceania
2 Stores by Region

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The Orchestra Group Drivers of Success

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 2008 2009 2010 2011 2012 2013 2014 France Non France 12.9 5.7 18.9 26.5 28.2 44.8 2009 2010 2011 2012 2013
 2014 Shareholders’ Equity (€ m) EBITDA (€ m) 17.4 16.4 24.0 32.7 46.1 61.6 2009 2010 2011 2012 2013 2014 53.8
 54.5 59.4 79.4 74.7 120.8 2009 2010 2011 2012 2013 2014 € 513.2m revenues in 2014... .. increasing by € 54m (+12%)
 vs. 2013 — € 332m in France: + € 36m (+12 % growth) — € 182m outside of France: + € 19m (+12 % growth) Revenues (€ m)
 61.6m EBITDA in 2014, a 12% growth vs. 2013 EBITDA has more than tripled since 2009 € 44.8m capex , net of
 divestments (including R&D) in 2014 , consisting of — € 81.3m of capex (including R&D) — € 36.5m of divestments in 513
 459 372 275 179 165 146 Capex (€ m) € 120.8m equity in 2014 , with a strong increase (+ € 46.1m) vs. 2013 — 23.8 % of
 the balance sheet Strong Financial Performance Strong Growth at All Levels Note: Year represents the 12 months
 accounting period going from March 1 of the stated year until February 28 of the followin g y ear

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85/99/146 230/230/230 140/128/132 104/104/102 116/0/85 Key Takeaways on Orchestra x An international market
leader in the babies and children's fashion and childcare segment with — Presence in 42 countries — Nearly 700 stores
globally x Managed by its founders whose net worth is over 90% invested in the business x Strong concept leading
position and strong track record: 20 years of growth and 20 years of profitability x Proven experience in integrating
new businesses with 10 acquisitions in 10 years

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Looking Ahead: A Great Potential Combination

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85/99/146 230/230/230 140/128/132 104/104/102 116/0/85 Rationale for A Great Potential Combination x Two
leaders in their respective categories... — Maternity wear — Baby wear and care x ... With category and geographic
complementarities x ... Combining into ONE global leader across the maternity and baby segments — Cross fertilization
/ use of respective management teams strengths » Enhanced top line growth profile » Scaled business with improved
suppliers' costs and better distribution channels » Business diversification » Immediate profitability / cash generation

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85/99/146 230/230/230 140/128/132 104/104/102 116/0/85 Avenues for Growth – Cross Fertilization Combination
Benefits Grow Maternity In the U.S. Increase of scale enhances bargaining power — Cost synergies via direct
purchasing (vs. trading companies) Grow Maternity Outside the U.S. From Day 1: — ca. 700 stores and retail
distributors — 10 countries — Full distribution infrastructure — Existing maternity corners/sales (albeit limited) Access
Babies & Children's Wear and Hardware Markets In the U.S. Immediate access to full infrastructure — Design
centers/designers — Production chain — Logistics/warehousing — Other marginal costs – e.g. online know - how Entrance
into U.S. babies & children's wear and hardware markets with mitigated risk

5.00 4.00 3.08 4.35 2.98 Message 1.15/1.3 Title 1.15/0.58 S/N 1.16/7.66 [4 rws]; Bottom algnmt 7pt 5.0 3.92 Text box margins 4 x 0.05" for T, M, S/N, B Notes bottom line First Title's line Date 10pt bottom Title's bottom Title's line DO NOT DELETE Moelis LOGO COLORS COLOR PALETTE TINTS 432 (55/66/74) 4495 (129/110/44) 5405 (68/105/125) Warm Gray 6 (165/157/149) 5545 (73/108/96) 617 (198/191/112) 464 (130/92/38) 5497 (137/159/153) Warm Gray 11 (103/92/83) 614 (225/222/174) 4525 (198/188/137) 5545 (183/200/208) Light Grey (230/230/230) 17 TEXT 26/64/64 237/114/106 250/181/103 254/231/117 208/228/167 90/201/229 0/121/137 81/94/102 227/36/57 85/99/146 230/230/230 140/128/132 104/104/102 116/0/85 Babies & Children's Wear & Hardware in the U.S. – Channels Timing / Risk / Capital Intensity Online New Stores Conversion of Existing Destination Maternity Stores Earmarked for Closure Repurpose Destination Maternity stores earmarked for closure — Sell both Destination Maternity and Orchestra branded products Establish Orchestra brand awareness via small newborn clothes displays in Destination Maternity stores Roll - out online offering to Destination Maternity customers — Establish Orchestra brand awareness via (small) Orchestra newborn clothes displays in Destination Maternity stores — Build out Orchestra customer list — Subsequently target Destination Maternity customers with Orchestra offerings via email — Capitalize on Orchestra club concept Build - out Orchestra / Combined stores across U.S. once step 1 and 2 successfully achieved/concept fully validated: — New footprint designed around current demand trends — Target locations with low competitor presence 1 2 3 Dedicated Orchestra task force to roll out Stages 1 & 2 (only stage 3 of rollout anticipated to be capital intensive) Benefits to Destination Maternity Creates topline synergy addressing the approx. \$30bn babies' & children's wear and hardware market Enhances sales and profitability per square ft. Avoids lease breakage costs Increased emphasis on fastest growing distribution channel — % internet sales significantly higher than in Europe provides opportunity Leverage Orchestra's expertise in online sales and distribution Enhance organic growth Shares cost structure across both businesses

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Warm Gray 11 (103/92/83) 614 (225/222/174) 4525 (198/188/137) 5545 (183/200/208) Light Grey (230/230/230) IV.
Conclusions

5.00 4.00 3.08 4.35 2.98 Message 1.15/1.3 Title 1.15/0.58 S/N 1.16/7.66 [4 rws]; Bottom algnmt 7pt 5.0 3.92 Text
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85/99/146 230/230/230 140/128/132 104/104/102 116/0/85 Conclusions Orchestra is a solid company / solid stock —
Over 20 years of continuous profitable growth — French based, present in 42 countries (35% of sales international) —
Controlled by the individuals that founded it, developed it, and still holds >90% of net worth in it Combining
Orchestra offers major benefits to Destination Maternity — Substantial and visible synergies — Renewed growth story —
Retained US listing — Enhanced liquidity / value recovery perspectives 1 2

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Annexes

5.00 4.00 3.08 4.35 2.98 Message 1.15/1.3 Title 1.15/0.58 S/N 1.16/7.66 [4 rows]; Bottom alignment 7pt 5.0 3.92 Text box margins 4 x 0.05" for T, M, S/N, B Notes bottom line First Title's line Date 10pt bottom Title's bottom Title's line DO NOT DELETE Moelis LOGO COLORS COLOR PALETTE TINTS 432 (55/66/74) 4495 (129/110/44) 5405 (68/105/125) Warm Gray 6 (165/157/149) 5545 (73/108/96) 617 (198/191/112) 464 (130/92/38) 5497 (137/159/153) Warm Gray 11 (103/92/83) 614 (225/222/174) 4525 (198/188/137) 5545 (183/200/208) Light Grey (230/230/230) 21 TEXT 26/64/64 237/114/106 250/181/103 254/231/117 208/228/167 90/201/229 0/121/137 81/94/102 227/36/57 85/99/146 230/230/230 140/128/132 104/104/102 116/0/85 Collections Design Orchestra's Babies & Children Clothing Line 0 - 14 years clothing : 3 , 500 products per season, including 350 different shoe designs Clothes, shoes, accessories, cosmetics Continued renewal of offering, with over 100 new products every week Original, cheerful and colourful Orchestra collections 80 million clothing items sold yearly, including 60 % in France " Best value and style for money " guarantee Prémaman Maternity Clothing Line Over 60 years of expertise dressing pregnant women with comfortable and trendy collections Dresses for every circumstance : smart casual, cozy, formal A selection of jeans with well - thought through and evolving sizes A seamless lingerie line, soft and very comfortable " 2 - in - 1 " clothes to wear before and after the pregnancy , for nursing mothers The prestigious maternity brands at a "Club" price : Mamalicious, ... Childcare from A to Z Over 60 years of experience in the design, selection and distribution of childcare products and the management of childbirth gift lists Smaller childcare products (feeding bottles, teats, bibs, changing mats, bathrobes, bathtubs, etc .) and larger childcare products (strollers, car seats, highchairs, changing tables, etc .) The broadest range in Europe with c . 10 , 000 products With over 2 , 000 products, the Prémaman childcare offering combines major specialized brands with its own childcare products, guaranteeing quality, safety and innovation Orchestra designs a large diversity of products regularly renewed An integrated team of 30 stylists designs 6 , 500 new products around 340 different themes every year, along with 800 shoe designs and numerous accessory references — Spread across 2 collections (autumn/winter and spring/summer) — "Revamped" clothes are designed, throughout the season, to complete these themes and match the latest fashion trends . The themes are completed by a range of "basics" in the seasonal shapes and colors Orchestra entrusts 20 designers with the creation of each model for which manufacturing partners must scrupulously match the specifications A Broad Range in Babies & Children Clothing and Childcare Products A Large and High - Quality Product Range

5.00 4.00 3.08 4.35 2.98 Message 1.15/1.3 Title 1.15/0.58 S/N 1.16/7.66 [4 rws]; Bottom algnmt 7pt 5.0 3.92 Text box margins 4 x 0.05” for T, M, S/N, B Notes bottom line First Title’s line Date 10pt bottom Title’s bottom Title’s line DO NOT DELETE Moelis LOGO COLORS COLOR PALETTE TINTS 432 (55/66/74) 4495 (129/110/44) 5405 (68/105/125) Warm Gray 6 (165/157/149) 5545 (73/108/96) 617 (198/191/112) 464 (130/92/38) 5497 (137/159/153) Warm Gray 11 (103/92/83) 614 (225/222/174) 4525 (198/188/137) 5545 (183/200/208) Light Grey (230/230/230) 22 TEXT 26/64/64 237/114/106 250/181/103 254/231/117 208/228/167 90/201/229 0/121/137 81/94/102 227/36/57 85/99/146 230/230/230 140/128/132 104/104/102 116/0/85 A Fantastic Concept: the “Orchestra Club” An Innovative and Performing Business Model c . 1.6 million members worldwide € 400 spent per customer and per annum 6.9 visits per annum per customer versus 3 without the Club 49% final margin (after discounts and membership) Increased customer difficulty to determine what constitutes a normal price Retailers aggressive and unpredictable promotions that entice clients to chase discounts Market obsessed with “smart purchases” A New Commercial Landscape Satisfy everyone’s interests For a € 30 annual membership fee, customers contribute to Orchestra’s profitability , which allows Orchestra to further diminish margins benefiting customers in return, hence benefiting all parties A Win - Win Loyalty Program The concept is operational in Europe since 2011 Already established in France , Spain, Belgium, Luxemburg, Switzerland, Greece, Turkey and, more recently, in Saudi Arabia and Morocco A Global Success Nowadays, c . 50 % of purchases in the market are made during periods of sales or promotions The Orchestra Club allows for a balance between value added to the client and profitability required by the company For Orchestra, the Club concept guarantees consumers’ loyalty and an increase in revenues, allowing the company to continuously renew its offering The Orchestra Club now counts with c . 1 . 6 million members worldwide (15 countries including Italy, Germany, Canada, Mauritius, UAE ...), of which over 1 million are in France

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85/99/146 230/230/230 140/128/132 104/104/102 116/0/85 The Group’s strategy is to develop a network of
comprehensive stores and megastores offering childcare products, maternity and babies and children clothing (0 - 14
years) The “ One - Stop - Shopping ” mother / baby & child From 10,000ft 2 to 65,000ft 2 retail space, including
5,000ft 2 for babies and children clothing and the rest for childcare products Comprehensive Stores with Full Babies
and Children Offering Towards a Network of Comprehensive Stores: Babies & Children's Fashion and Childcare

5.00 4.00 3.08 4.35 2.98 Message 1.15/1.3 Title 1.15/0.58 S/N 1.16/7.66 [4 rws]; Bottom algnmt 7pt 5.0 3.92 Text box margins 4 x 0.05” for T, M, S/N, B Notes bottom line First Title’s line Date 10pt bottom Title’s bottom Title’s line DO NOT DELETE Moelis LOGO COLORS COLOR PALETTE TINTS 432 (55/66/74) 4495 (129/110/44) 5405 (68/105/125) Warm Gray 6 (165/157/149) 5545 (73/108/96) 617 (198/191/112) 464 (130/92/38) 5497 (137/159/153) Warm Gray 11 (103/92/83) 614 (225/222/174) 4525 (198/188/137) 5545 (183/200/208) Light Grey (230/230/230) 24 TEXT 26/64/64 237/114/106 250/181/103 254/231/117 208/228/167 90/201/229 0/121/137 81/94/102 227/36/57 85/99/146 230/230/230 140/128/132 104/104/102 116/0/85 Optimised Logistics and Efficient Supply Chain Orchestra's Logistics Calibrated for the 80 million Clothing Items Sold Yearly Logistics Floor Space Today Planned Developments France : 1,140,000 ft² — 430,000 ft² leased: Saint - Aunès platform (Hérault) opened in 2011 for clothing — 710,000 ft² leased: 3 warehouses in the Hérault department (170,000 ft²) and 1 warehouse in the Nord department (540,000 ft²) Belgium : 410,000 ft² — 110,000 ft² owned: the head office of Home Market — 300,000 ft² leased: 2 warehouses Fully utilized platform (340,000 ft²) in Saint - Aunès Mid - 2016: purchase of a logistics platform of 540,000 ft² extendable to 1,290,000 ft² close to Arras for € 50m (to deal with online orders and replace Belgian platforms) To come: investment in a 540,000 ft² building in the Hérault department for € 25m Focus on Saint - Aunès: Fully Automated Warehouse Equipped with state - of - the - art logistics tools , Saint - Aunès’ platform is used to prepare and send products across all selling points and to guarantee their return at the end of the season The warehouse is also used to prepare and send products for online orders Staff teams take the products by item, parcel or pallet, optimize the preparation lead times thanks to an automated sorter and manage the stores’ daily supply — The products are delivered to stores either in “multi - size” parcels or “one - size” deliveries (which allows for a better management of inventory) — Over the 2012 autumn - winter season, 70% of deliveries were in “multi - size” parcels and 30% “one - size” parcels — Since the 2013 spring - summer, 50% of products were “one - size” deliveries

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 85/99/146 230/230/230 140/128/132 104/104/102 116/0/85 P&L Balance Sheet Orchestra's Financials Source:
 Company annual reports for the years 2012/2013, 2013/2014 and 2014/2015 1. Current EBITDA consists of
 Operating Result pre Other Operating Income and Charges excluding Amortisations and Provision C har ges 2. Net
 Income of Current Continued Operations calculated as Net Income of Continued Operations less Other Non Current
 item IFRS, €m Feb-12 Feb-13 Feb-14 Feb-15 Fixed Assets 78.7 117.5 126.4 173.6 Goodwill 5.2 5.2 5.2 5.5 Deferred
 Tax Assets 2.0 9.7 10.0 7.1 Inventory 70.1 114.4 118.4 212.0 Accounts Receivable & Other Rec. 33.5 43.8 43.2 49.5
 Currency Derivatives - - - 7.9 Other Financial Assets - - - 2.0 Cash and Equivalentents 29.1 26.4 41.2 42.1 Non-Current
 Assets Held for Sale - - - 7.0 Total Assets 218.6 316.8 344.3 506.8 Total Equity 59.4 79.4 74.7 120.8 Provisions 0.4
 8.1 5.3 8.6 Deferred Tax Liabilities 2.4 9.9 7.4 10.3 Financial Debt inc. Current Accounts 68.6 94.0 102.3 170.4
 Currency Derivatives 5.0 0.9 2.4 - Accounts Payable & Other Payables 82.7 124.5 152.2 196.7 Total Liabilities and
 Equity 218.6 316.8 344.3 506.8 IFRS, €m YE Feb-12 YE Feb-13 YE Feb-14 YE Feb-15 Revenue 273.4 371.9 459.0
 513.2 Gross Margin 136.9 192.0 237.1 286.0 % Revenue 50.1% 51.6% 51.7% 55.7% Current EBITDA¹ 25.7 32.7
 46.1 61.6 % Revenue 9.4% 8.8% 10.0% 12.0% Current EBIT 12.1 15.0 19.1 33.9 % Revenue 4.4% 4.0% 4.2% 6.6%
 Other Non Current (2.4) 11.0 3.5 19.6 % Revenue (0.9%) 3.0% 0.8% 3.8% Operating Income 9.8 26.0 22.6 53.5 %
 Revenue 3.6% 7.0% 4.9% 10.4% Share of Profits - - 0.6 0.8 Net Financial Costs (1.6) (1.9) (3.8) (5.4) Other Financial
 Income and Expenses 5.8 (0.6) (0.6) (2.4) Taxes (6.6) (3.1) (5.7) (9.1) Net Income of Continued Operations 7.4 20.3
 13.2 37.4 % Revenue 2.7% 5.5% 2.9% 7.3% Net Income of Current Cont. Ops² 9.7 9.3 9.7 17.7 % Revenue 3.6%
 2.5% 2.1% 3.5%

5.00 4.00 3.08 4.35 2.98 Message 1.15/1.3 Title 1.15/0.58 S/N 1.16/7.66 [4 rws]; Bottom algnmt 7pt 5.0 3.92 Text box margins 4 x 0.05" for T, M, S/N, B Notes bottom line First Title's line Date 10pt bottom Title's bottom Title's line DO NOT DELETE Moelis LOGO COLORS COLOR PALETTE TINTS 432 (55/66/74) 4495 (129/110/44) 5405 (68/105/125) Warm Gray 6 (165/157/149) 5545 (73/108/96) 617 (198/191/112) 464 (130/92/38) 5497 (137/159/153) Warm Gray 11 (103/92/83) 614 (225/222/174) 4525 (198/188/137) 5545 (183/200/208) Light Grey (230/230/230) 26 TEXT 26/64/64 237/114/106 250/181/103 254/231/117 208/228/167 90/201/229 0/121/137 81/94/102 227/36/57 85/99/146 230/230/230 140/128/132 104/104/102 116/0/85 The Orchestra Network: Three Types of Stores Store Size Location Description Number of Stores % Group Revenues Trend Clothing Stores Below 10,000ft 2 In retail parks In mid - town outskirts Solely sells Orchestra babies and children clothing (0 to 14 years) and Prémaman maternity clothing Offers collections in a modern environment coupled with playing areas for babies and children Orchestra Club concept 461 66% € 339m + Comprehensive Stores From 10,000 to 16,000 ft 2 In retail parks In mid to large town outskirts In France and internationally Includes clothing (c.5,400 ft 2) and childcare products (c.7,500 ft 2) universes Currently Group's priority in the Group's development strategy in France and Belgium Recreational area for children to be entertained while parents do the shopping Management of childbirth gift lists Orchestra Club concept 84 15% € 77m +++ Megastore Up to 65,000 ft 2 In retail parks In mid to large town outskirts In France and internationally Includes clothing and childcare products Offers the greatest variety of brands and products: 230 strollers, 200 car seats, 80 highchairs, 40 types of bedrooms Megastore Babycare by Orchestra in Saint - Aunès near Montpellier (2012): the largest store in France with 32,000 ft 2 devoted to retail space, including 5,000 ft 2 for babies and children clothing and 27,000 ft 2 for childcare Megastore in Bruxelles - Zaventem in Belgium (2014): the largest in Europe with 54,000 ft 2 14 7% € 36m +++ Note: Revenues include web, headquarters, stock sales and other revenues

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 85/99/146 230/230/230 140/128/132 104/104/102 116/0/85 17 16 24 33 46 62 2 2 2 2 4 5 10.4x 9.5x 15.5x 17.4x
 12.0x 11.4x 2009 2010 2011 2012 2013 2014 EBITDA Financial expenses ICR 76 48 36 64 56 81 54 55 59 79 76 105
 1.4x 0.9x 0.6x 0.8x 0.7x 0.8x 2009 2010 2011 2012 2013 2014 Net debt Equity Gearing 1.31x Leverage Covenant <
 3.00x Leverage (€ m) 0.77x Gearing Covenant < 1.25x Gearing (€ m) ICR (€ m) 76 48 36 64 56 81 17 16 24 33 46 62
 4.3x 2.9x 1.5x 2.0x 1.2x 1.3x 2009 2010 2011 2012 2013 2014 Net debt EBITDA Leverage 11.4x ICR Covenant >
 5.00x Note : Year represents the 12 months accounting period going from March 1 of the stated year until February 28
 of the following year. Net debt excludes current accounts. Equity excludes variations of financial instruments.
 Comfortable Debt Levels and Covenants Key Metrics vs. Covenants YE 2014 Last 6 Years Performance

5.00 4.00 3.08 4.35 2.98 Message 1.15/1.3 Title 1.15/0.58 S/N 1.16/7.66 [4 rws]; Bottom algnmt 7pt 5.0 3.92 Text box margins 4 x 0.05" for T, M, S/N, B Notes bottom line First Title's line Date 10pt bottom Title's bottom Title's line DO NOT DELETE Moelis LOGO COLORS COLOR PALETTE TINTS 432 (55/66/74) 4495 (129/110/44) 5405 (68/105/125) Warm Gray 6 (165/157/149) 5545 (73/108/96) 617 (198/191/112) 464 (130/92/38) 5497 (137/159/153) Warm Gray 11 (103/92/83) 614 (225/222/174) 4525 (198/188/137) 5545 (183/200/208) Light Grey (230/230/230) 29 TEXT 26/64/64 237/114/106 250/181/103 254/231/117 208/228/167 90/201/229 0/121/137 81/94/102 227/36/57 85/99/146 230/230/230 140/128/132 104/104/102 116/0/85 Inter - Channel Strategy to Build Networks Complementarity Aim to be Available 24/7 for Customers The benefits of a multi - channel distribution Internet, e - shop, Facebook and newsletters Interactive terminals in the branches Harmonization of the information systems within the Group For a maximum access to the Group's product range and inventory Terminals tested in 5 stores Global and complementary approach to the physical and virtual network in response to new consumer behaviours — Increase in store traffic: 70% of orders delivered in stores, of which 60 % generate additional sales — Store visits and online purchases (via smartphones) when a product is not available in store (size, color) The network's largest store, but still less than 3 % of the Group's revenues 3 websites in France, Belgium and Spain, including clothing and childcare products Social network's presence is key Events for Club members, aiming at generating more store traffic to develop a strong relationship with the brand