

Wickes

Wickes TradePro

Investor Insight Event

16 May 2024

David Wood
Chief Executive

Three distinct customer routes to complete projects



Same end consumers, same stores, same product offering

The trade customer is a key strategic growth lever for Wickes

- Significant addressable market*
- Our most strategically valuable customers
 - 10x spend vs DIY
- Growing market share



* UK Labour Force Survey (as at Dec-23), comprising 412 Standard Occupational Classification codes, of which 32 correspond to TradePro target market

Gary Kibble

Sainsbury's



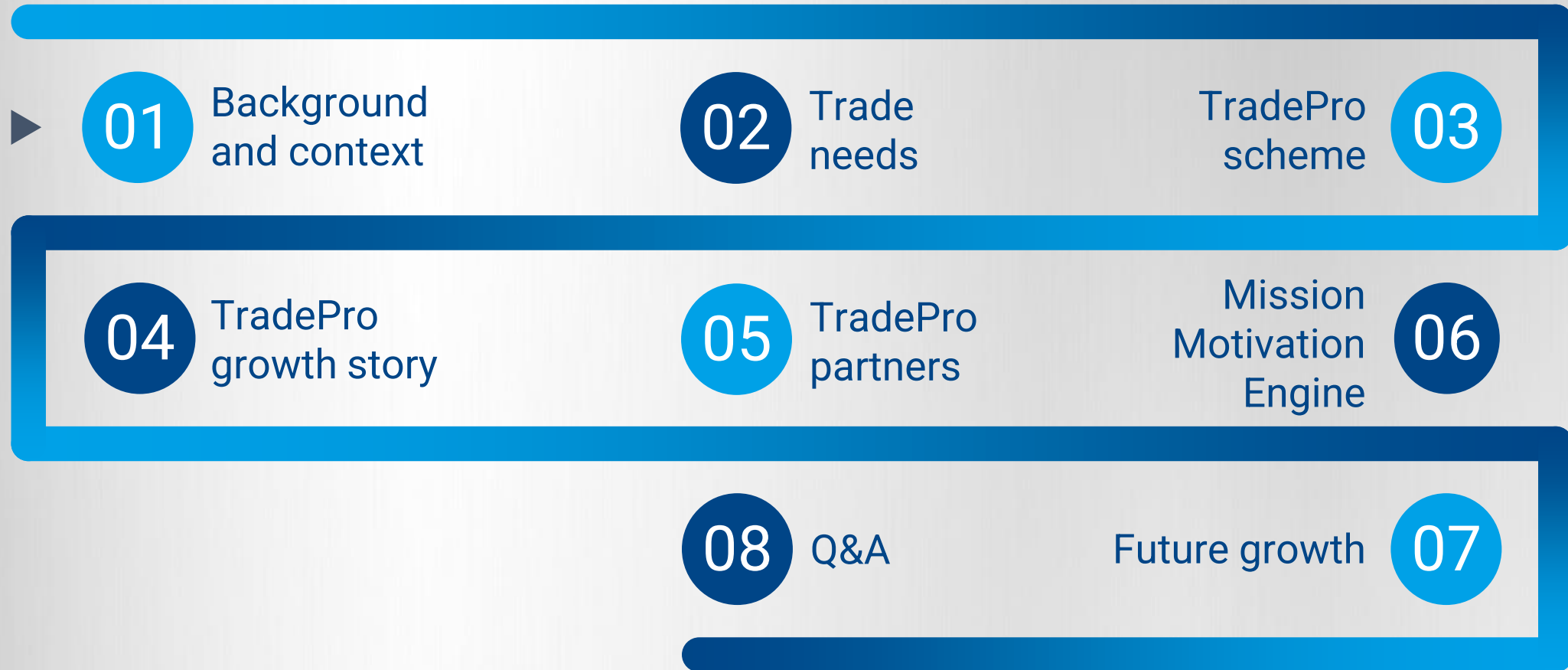
THE
VERY
GROUP



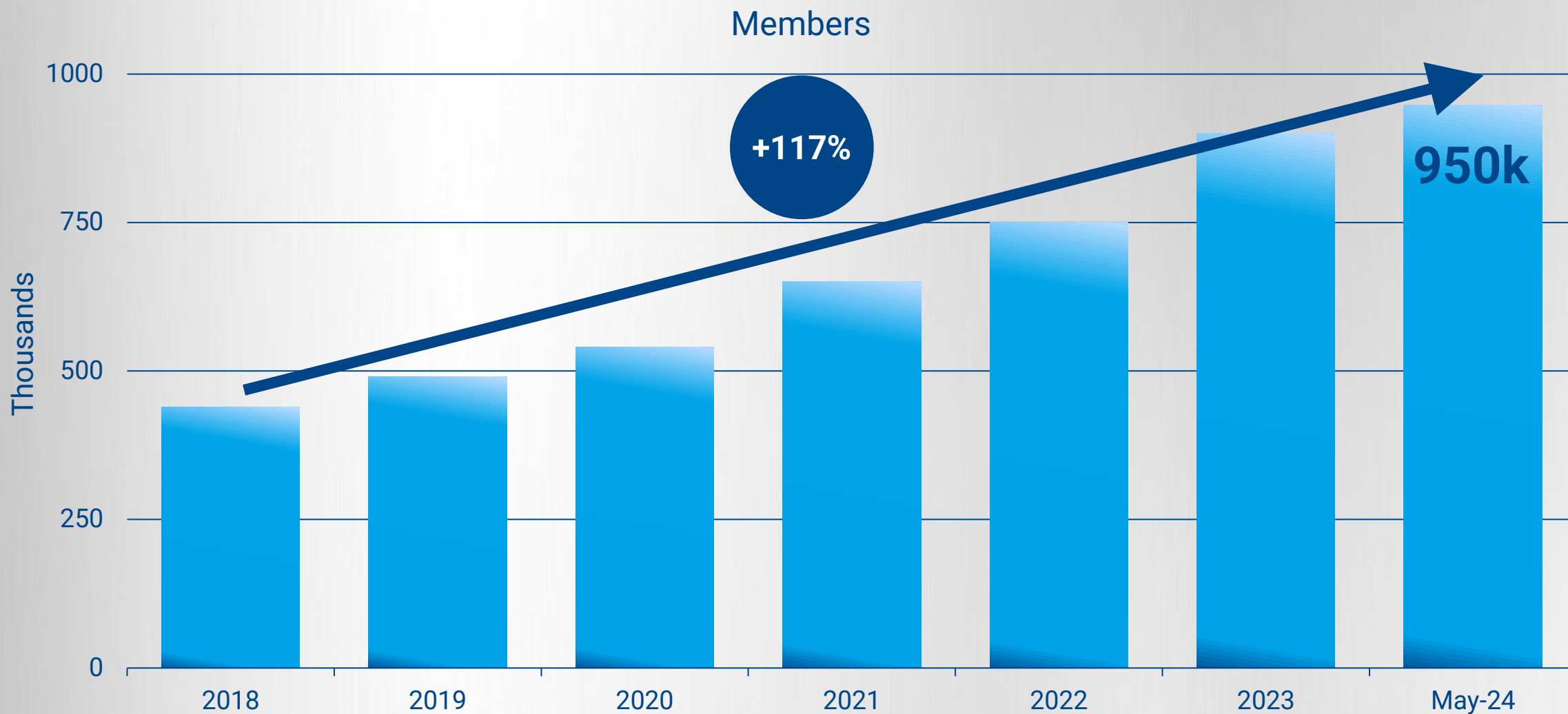
Gary Kibble

Chief Marketing & Digital Officer

What we'll cover

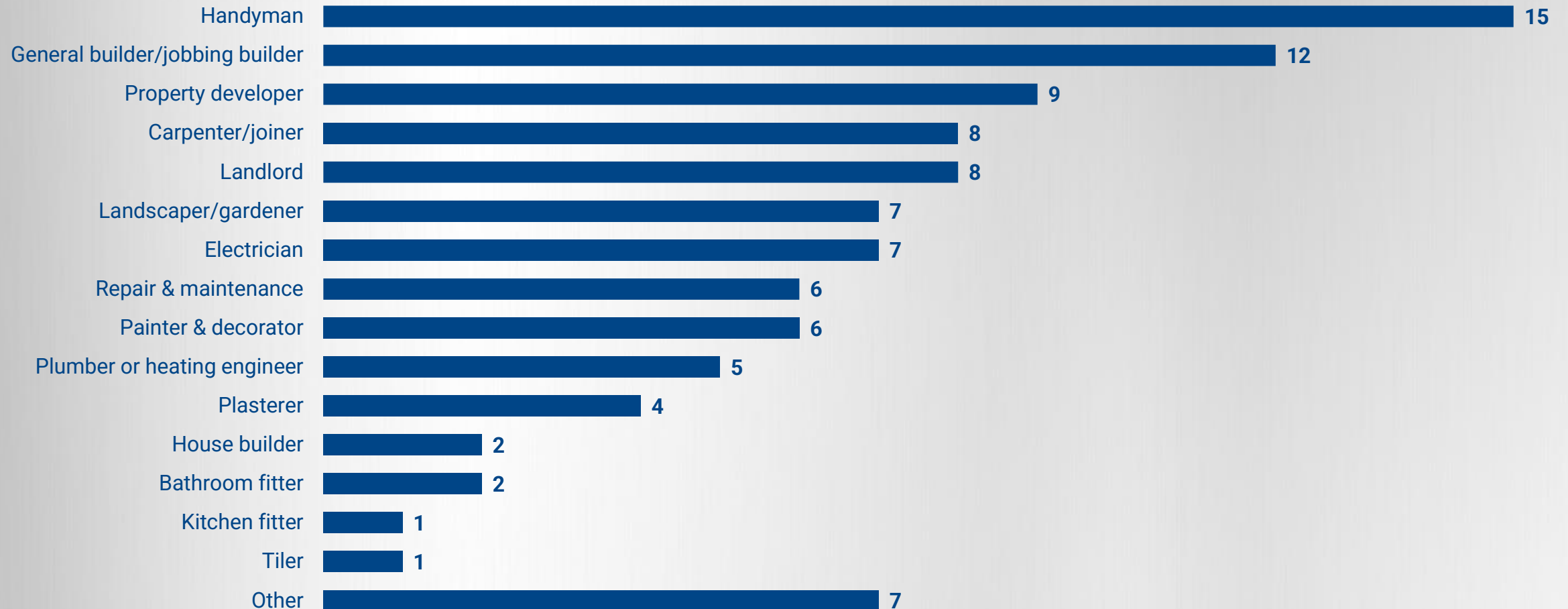


Our TradePro base has more than doubled since 2018



A broad customer base, skewed towards smaller general builders

TradePro trade type %



**Trade customers are very clear
what they want**

Expectations of retailers and merchants are high...

For tradespeople, time is money



Price



Quality



Availability



Convenience

Wickes TradePro scheme gives them more of what they want



Own brand

c.60% of
sales in 2023



Stock availability

Curated range,
greater stock depth



Save me time

30 min
Click & Collect



Save me money

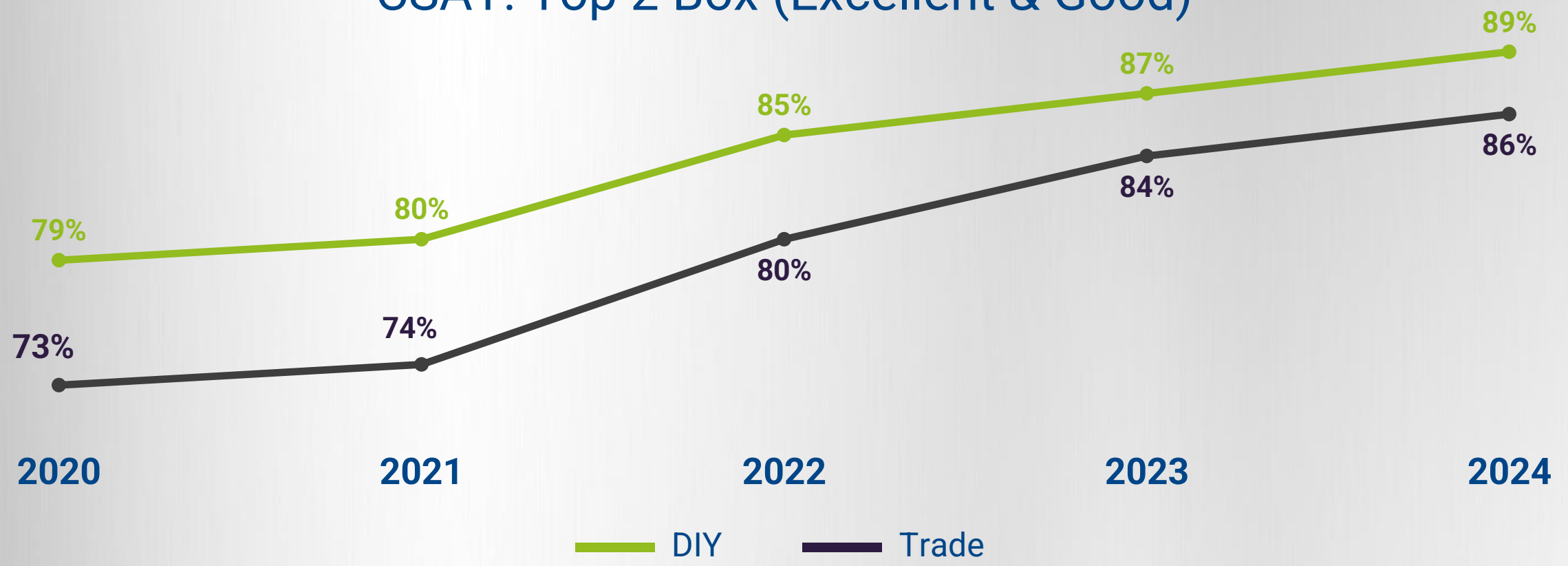
Simple 10% discount
scheme

Underpinned by digital leadership

TradePro scheme drives loyalty and advocacy

Trade expectations are higher than DIYers' and we have successfully closed the gap in customer satisfaction

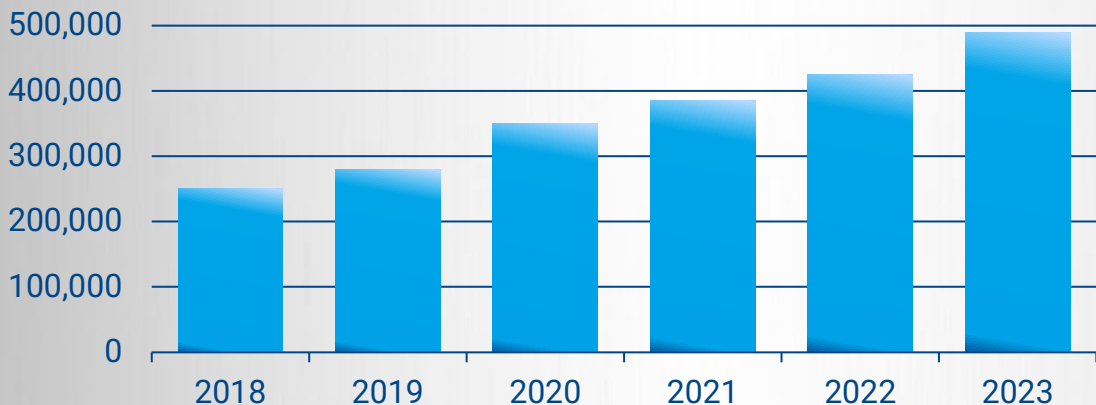
CSAT: Top 2 Box (Excellent & Good)



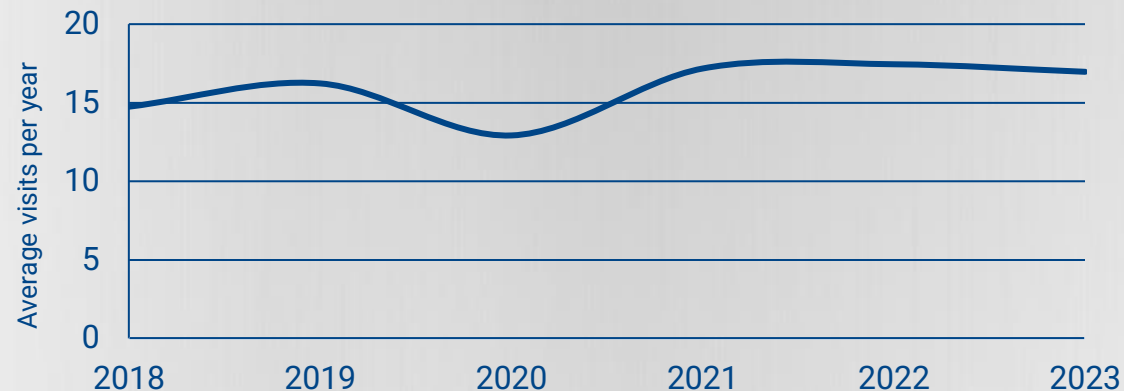
The channel of Customer Satisfaction (CSAT) shown refers to self service

The TradePro growth story

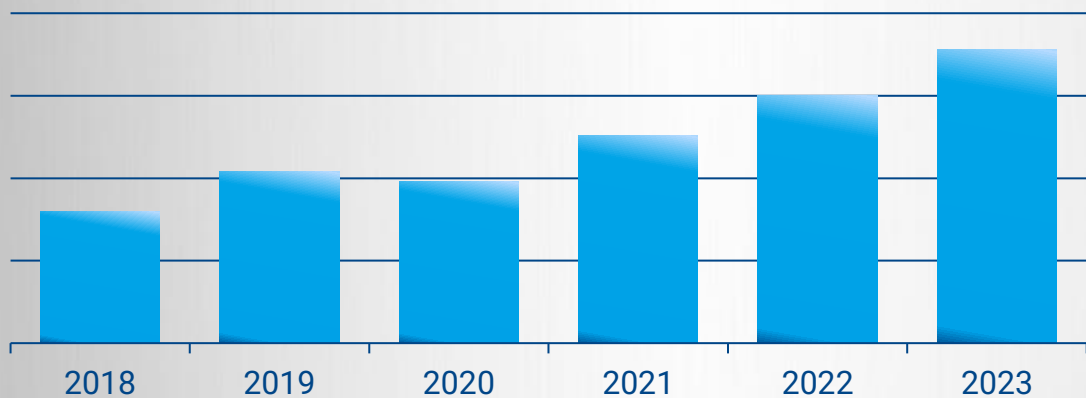
Number of active customers +96% since 2018



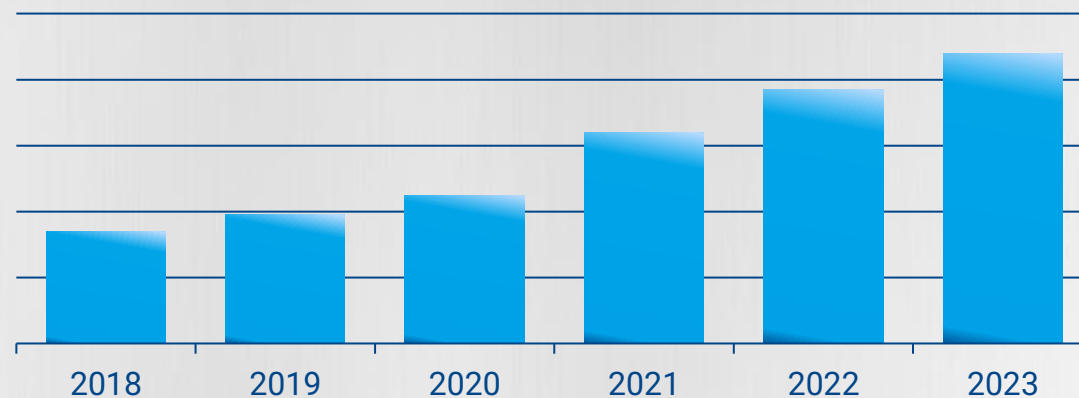
Average frequency of visit maintained



Number of transactions +125%



Sales +169%



Active rates in 2023 driven by 3 customer groups, all growing



When a tradesperson signs up to the scheme, we see a positive shift in buying behaviour



Growth in sales

+111%



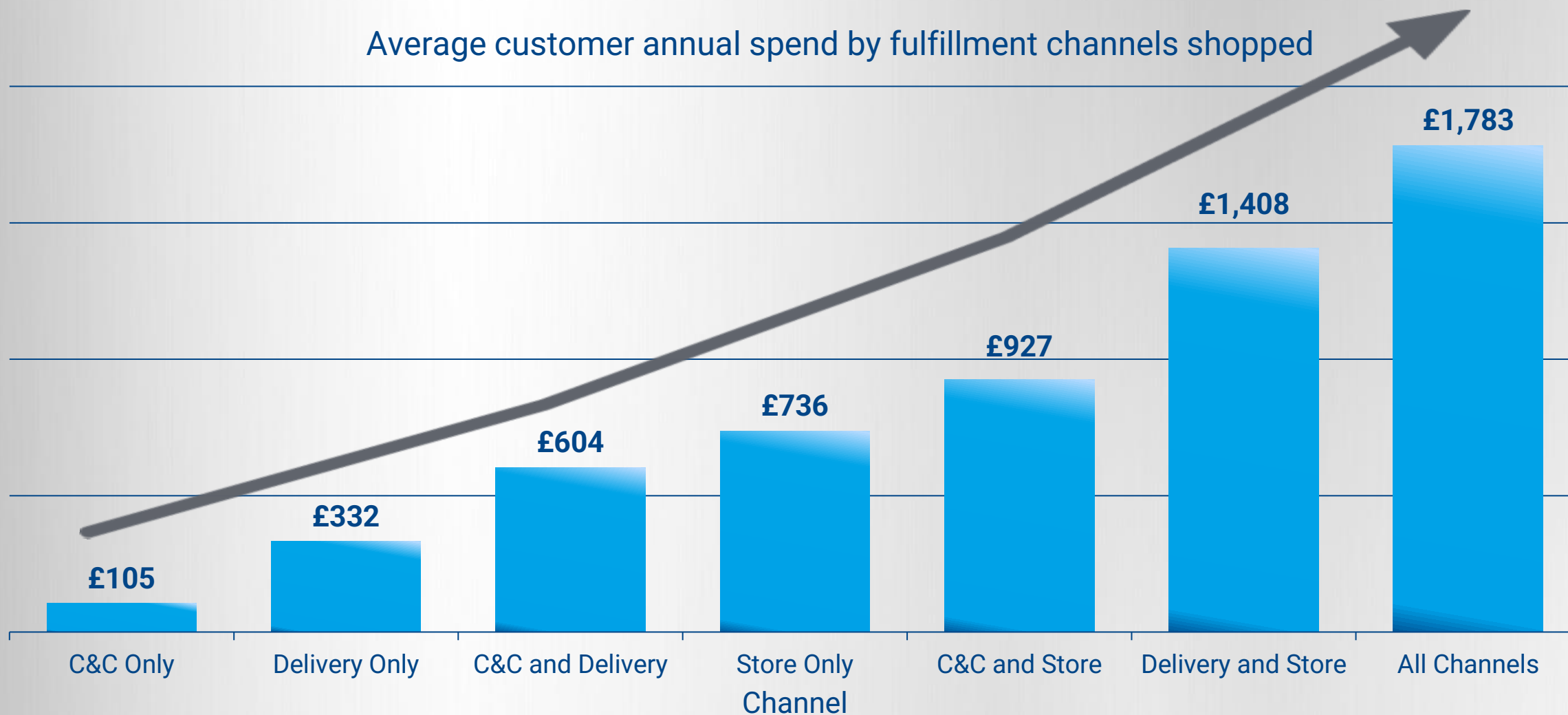
Transactions

+173%

Customer behaviour 6 months before TradePro vs 6 months after joining (c.15,000 customers)

Cross channel use drives increased spend

Average customer annual spend by fulfillment channels shopped



We work with partners to broaden reach and engagement



The Sky logo is displayed in a blue box. Below it, in a white box, is a blue line-art icon of two pens and pencils crossed.



The Mail Metro Media logo, featuring a colorful wave graphic and the text "Mail METRO MEDIA", is shown in a blue box. Below it, in a white box, is a blue line-art icon of a newspaper with the word "NEWS" on it.



The Fix Radio logo, with the text "FIX RADIO THE BUILDERS STATION" and a radio wave icon, is in a black box within a blue frame. Below it, in a white box, is a blue line-art icon of a boombox.



The Bauer Media Group logo, featuring a stylized 'B' and the text "Bauer Media Group", is in a blue box. Below it, in a white box, is a blue line-art icon of a boombox.

Sponsorship of the darts coverage on Sky



Reach the trade in the sports pages



Daily Mail, Friday, October 7, 2022

£900k PER WEEK!

Revealed: Haaland's mammoth City pay thanks to hefty bonuses

EXCLUSIVE
By MIKE KEEGAN
Sports News Correspondent

ERLING HAALAND is earning close to £900,000 a week at Manchester City thanks to a series of lucrative bonuses, *Sportsworld* can reveal.

The deal makes the Norway striker, who has set the Premier League alight since his £11million summer arrival from Borussia Dortmund, comfortably the highest-paid player in the country. Haaland earns a basic salary in line with the other top earners at the Etihad. However, once the substantial bonuses — which are virtually guaranteed and not dependent on goals or appearances — are included, his pay surges beyond £850,000 a week, or £45million a year.

Haaland's transfer fee was relatively low because of a release clause in his Dortmund contract. That partly explains why City were happy to sanction such a mammoth package for a player who has scored 19 goals in 11 games this season.

How the £850,000-a-week figure goes down with team-mates remains to be seen, but few can argue with his impact. Haaland has hit three successive home league hat-tricks, the last of which came in Sunday's 3-0 demolition of Manchester United. At his current rate, he would end the Premier League campaign with 67 goals. On Wednesday, Haaland hit two as City crushed Copenhagen 5-0 in Europe.

WALKER BLOW: PAGE 77

Team on a break? Sign with Wickes TradePro this transfer window.

Save every time you shop with Wickes TradePro

No minimum spend

Scan to sign up

Quick to sign up

Discount in app

Wickes TradePro

Standard points offer is 5 Nectar points Mon to Sun. Additional bonus points offer may apply if you qualify. Number 8, missing sign into your MyMail account for help.

Enter Unique Numbers at www.MyMail.co.uk MyMail in partnership with Wickes

Benn bout finally OFF...but legal fight begins

By RIATH AL-SAMARRAI

CONOR BENN's fight with Chris Eubank, Jr was dramatically cancelled yesterday amid scenes of bitterness and acrimony in the wake of Benn's failed drugs test.

Benn's team, led by promoter Eddie Hearn, had remarkably attempted to push tomorrow's bout through a legal loophole, but *Sportsworld* understands they finally shelved plans for an injunction against the British Boxing Board of Control before even getting to the High Court. The abandonment of one of the most-hyped fights of the year follows our explosive revelation on Wednesday that Benn had tested positive for the banned substance clenbuterol, prompting the Board to block the showdown at the O2 in the interests of boxing.

It has sparked outrage within the sport that the camps for both boxers then resorted to legal technicalities in an effort to save a fight worth an estimated £10million, before ruling it out yesterday on the grounds that the timeframe until the first bell was too limited.

On another day of chaos for boxing, we first broke the news of the cancellation on *MailOnline* at 3pm before promoters Matchroom later confirmed it in a statement that outlined their plans to resume

Rashford grabs double to rescue United

EUROPA LEAGUE: PAGES 80-81

Super subs: United goalscorers Rashford (left) and Martial star in Cyprus

TURN TO PAGE 82, COL 1

QUICK CROSSWORD 9,288

ACROSS

1 Puzzle or question (7)

7 Line on a weather map (6)

8 Happened (7)

9 Naturally raised area of land (4)

10 Beddings (7)

14 Dishonourable (7)

15 Grain store (4)

18 Broth (4)

20 Set of three (7)

21 Gardens, Danish theme park (6)

22 Give a false alarm (3,4)

DOWN

1 Chinese cabbage (3,4)

2 Woodwind instruments (5)

3 Be fond of (4)

4 One who delivers babies (7)

5 Scottish lake (4,4)

6 Pill (6)

11 Archery with a string (8)

12 Struck (7)

13 Lacking of delicate in (5,2)

15 Estetian singer (6)

16 Snow house (5)

19 Sympathy (4)

WAGGERS' SOLUTION (9-12): 9 CROSS: Fair weather 10 Cut 8 twines 11 Be 10 let go 12 Twines 13 Myriad 16 Impact 18 UFO 19 Ensigns 20 Bees 21 Direct death 22Walls 11Fishes 2 to full 3 Wheeler 4Aunt 13 Hester 4 Record 11 Fall end 12 Emperor 13 Housed 14 Baseball 15 Indent 17 Light

SOLUTION TOMORROW

The Mail is published by Mail, 2 Derry St, London W8 5ST.

No. 39,288 *****

0044 0330 050 000

Partnership with trade-only radio station, Fix Radio



Sponsor Breakfast shows on Absolute Radio

On air 4am - 10am every week day



The Sky logo is displayed in a blue-to-white gradient box. Below it, in a white box with a blue border, is an icon of two crossed pens and pencils.



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Further trade growth opportunities beyond 2024



1. Share of wallet



2. Trade 2.0



3. End-customer demand

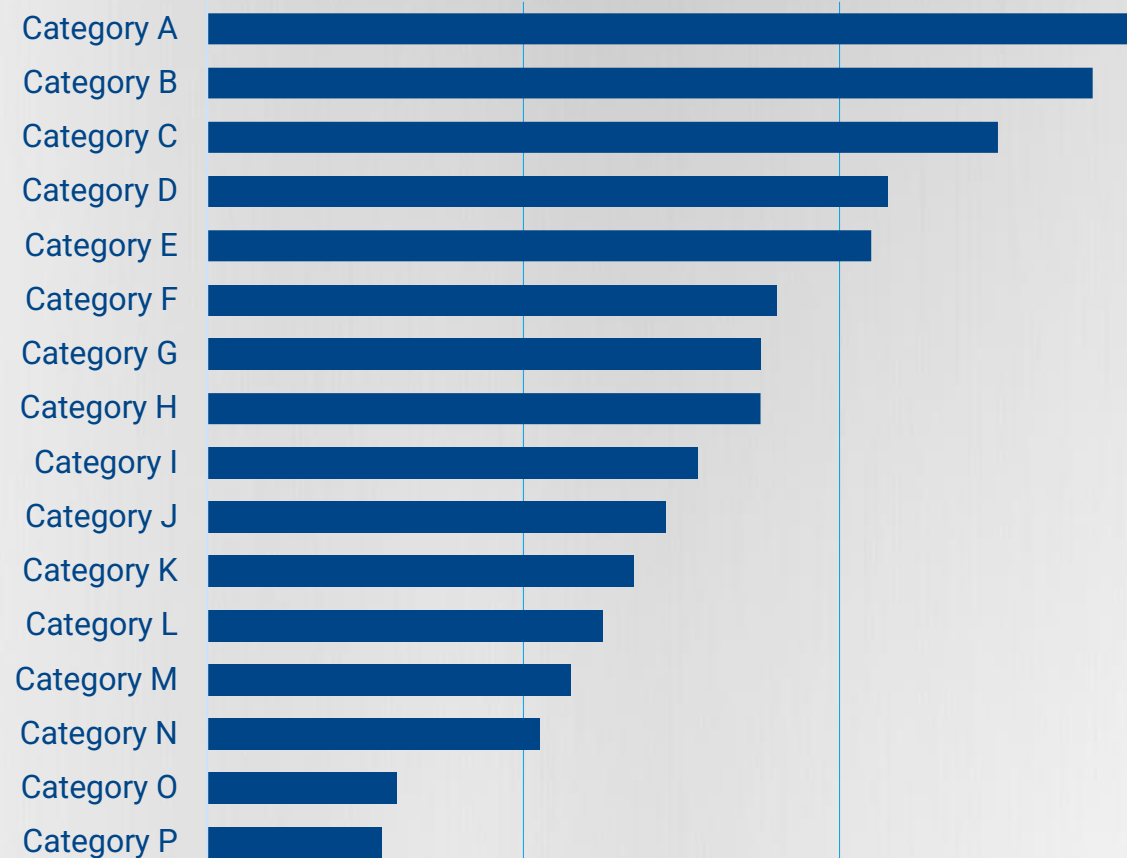
1. Share of wallet headroom

Opportunity to grow proportion of spend with Wickes

£1k

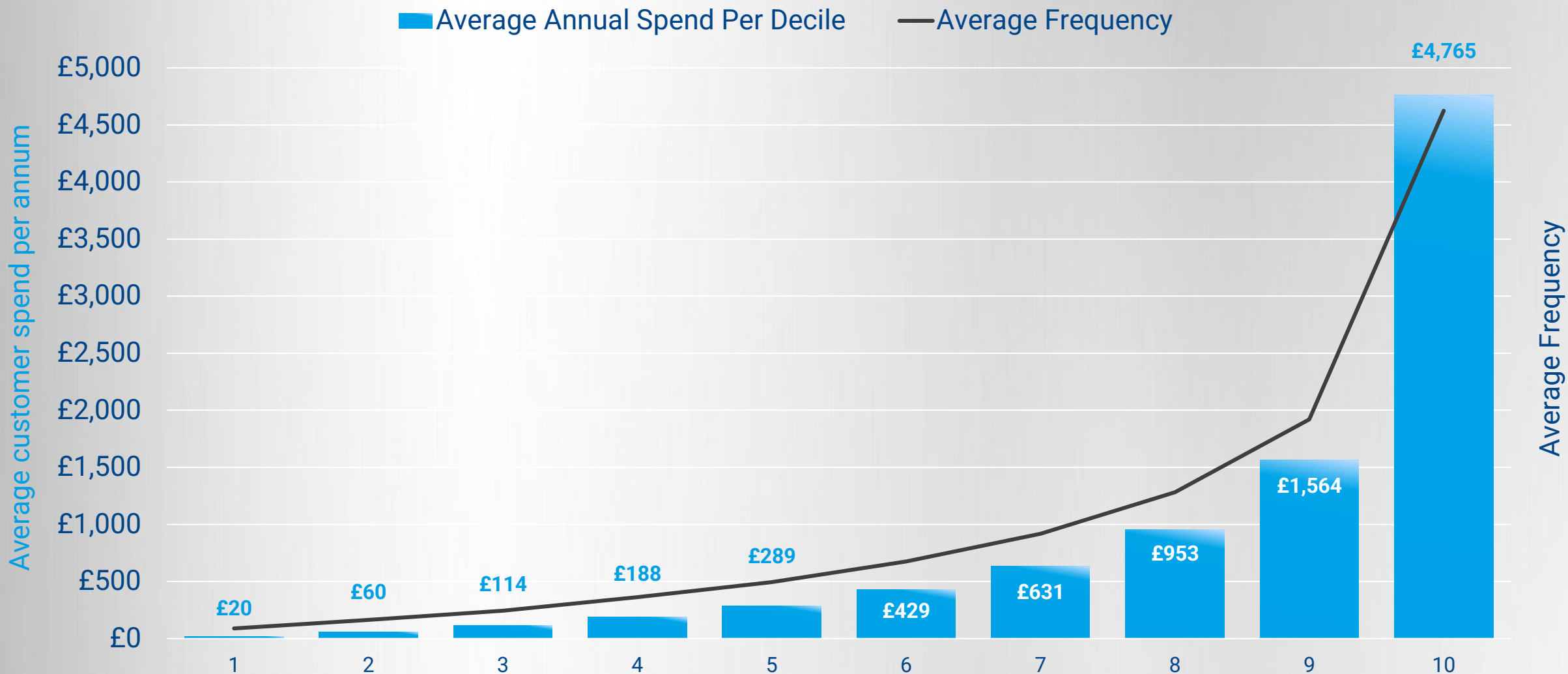
Average spend
per active
customer per
year

% share of wallet



1. Share of wallet headroom

Opportunities to increase spend using behavioural analytics to understand the drivers of value



**We focus on value growth, driven
in part by our machine learning
model, the Mission Motivation
Engine**

2. Trade 2.0



**TradePro
loyalty scheme**

A range of rewards



Digital evolution

New functionality



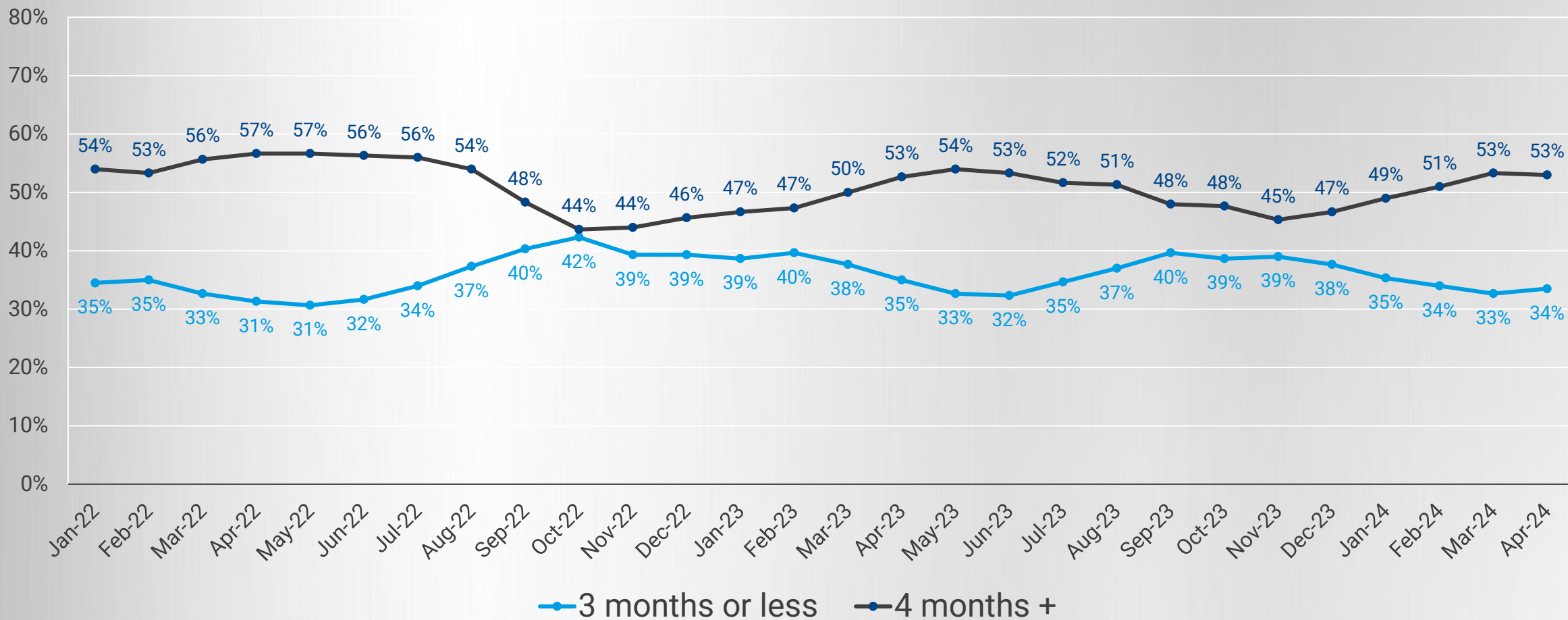
**B2B TradePro
expansion**

Signing up federations

3. Confidence in trade pipeline of work

Trade pipelines remain robust, with c.50% having worked lined up for 3+ months

Trade: Pipeline by brackets



TradePro - Key strategic growth lever

- Local trade remains a structural growth driver in home improvement
- Growing trade customer base through distinctive proposition
- Proprietary and market-leading machine learning drives deeper relationship and extracts greater lifetime value
- Starting to build the proposition into new channels for future growth
- Continuing to invest in key strategic value customers

Wickes

Q&A

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