

Strategy in action continued

## Accelerating design & installation

# Expanding our installation offer

**2024 was an exciting year for our Design & Installation business, as we expanded our installation offer beyond our core services of kitchens and bathrooms, to that of solar panel installation. In May 2024, we acquired a 51% controlling interest in Solar Fast, one of the UK's leading operators in solar installation. Since then, we have rolled out Wickes Solar with point-of-sale now in all stores and the digital journey live on the Wickes website. We have seen an encouraging early response, in both leads and sales conversion.**

As outlined on page 14, the market for domestic solar installations is estimated to be worth £1.5bn per annum by 2028<sup>1</sup>. It is a highly fragmented market with no clear brand leader and with a trusted brand and significant experience in design and installation services at scale, Wickes is well placed to be a market leader in home energy solutions.

For our Kitchens and Bathrooms business, 2024 has been a challenging year as people cut back spend on large consumer purchases, resulting in a decline in like-for-like sales. However, performance improved significantly later in the year, driven by enhancements we made to the business.

We simplified our Bespoke and Lifestyle kitchen ranges to present customers with a unified Wickes Kitchens offering, with a single brochure, website and clearer advertising stance. We continue to innovate for our customers, and introduced three new furniture colourways to our kitchens range, launched over 2,000 new kitchen products and 1,000 new bathroom products.

We have also taken a number of steps to simplify the customer journey. In the summer, we removed the role of kitchen & bathroom adviser and increased the number of design consultants in response to customer feedback, introducing technology to facilitate new customers to book directly with a design consultant. These enhancements have resulted in a better customer experience and reduced operating costs.



The Wickes brand has been trusted by home improvers for over 50 years and with Wickes Solar as part of our proposition, we will be perfectly placed to support them with their energy saving plans.

David Wood, Chief Executive Officer

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New design consultants



Wickes Lifestyle kitchen Ohio range

<sup>1</sup> Source: Wood Mackenzie UK PV Capacity Forecast