Installation

Design &

## **Business model**

# How we deliver our unique customer proposition

We use our digital strength to gain insight into our customers' shopping habits and our tech-enabled operating model to provide a multi-channel shopping experience

Our stores

228 stores conveniently located in quality UK retail parks with an average c.28,000 sq ft and our 4C store design, providing an integrated and seamless shopping experience

**Efficient** operating model delivers strong performance

High sales densities

High volume/fast stock turn

High colleague retention

Low operating cost

Our products

A highly curated range of c.9.000-10.000 branded and own brand products in our stores, and a total of c.30,000 products online, with simple everyday low pricing For over 50 years, the trusted Wickes brand has been synonymous with home

improvement in the UK

An inclusive workplace

where our highly engaged

colleagues deliver exceptional

customer service to support

our purpose of helping the

nation feel house proud

Our People Culture

# **Creating value for** our key stakeholders

#### **Customers**

- High levels of customer satisfaction
- High Trustpilot scores

## Shareholders

- Profitable and cash generative
- Good return on capital invested
- Attractive returns through dividends and share buybacks



- High levels of colleague engagement
- Job creation
- Skills and career development opportunities



### Suppliers

- Long-standing relationships with trusted suppliers
- Growing volumes



### **®** Communities

- Supporting community projects
- Fundraising for our charity partner



Read more on page 88-89







