

## Strategy in action continued

### Winning for trade

# Over one million TradePro customers

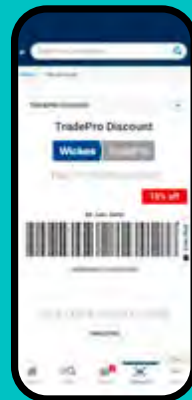
2024 has been a tremendous year for our TradePro membership scheme. In September, we celebrated a milestone in the TradePro success story, hitting our target of 1 million members. We are now focused on growing the number of active customers and this cohort has been rising steadily. It now stands at 581,000, and has more than doubled since 2018.

TradePro members are our most strategically valuable customers, spending on average ten times more in a year than a typical DIY customer. Customers signing up to TradePro typically demonstrate a positive shift in buying behaviour, with a sustained increase in sales and transactions in the six months after joining, compared to the six months before.

Members are attracted by the simple proposition of a flat 10% discount right across the store, the easy to use TradePro app, live availability on the lines that matter most, and the convenience of our 30-minute Click & Collect service, all of which saves them time and money.

# 14%

increase in TradePro sales year on year



**Our TradePro app enables customers to see stock availability in real time**

We are actively recruiting, developing and nurturing this customer base. In 2024 we worked to establish Wickes as the preferred partner for the trade by extending the scheme through partnerships with trade federations and several apprenticeship organisations.

TradePro members benefit from our rewards programme, with access to special deals on services such as skip hire, insurance and media subscriptions. In 2024, we added further services, including discounted membership of trade federations such as Checktrade and Safe Contractor, discounted fuel and vehicle maintenance with Fuel Card Services and promotional offers with easy toolhire. We have also continued to invest in improving members' TradePro digital experience, making it easier to shop via the app, adding VAT/Non-VAT pricing and the ability to use their TradePro card in their digital wallet.



Our TradePro enhancements demonstrate continued personalisation of the customer experience and are helping to drive membership growth and loyalty.

**Gary Kibble, Chief Marketing & Digital Officer**

