

Wickes Fact Sheet

Wickes is a digitally led, service-enabled home improvement retailer, delivering choice, convenience, value and best-in-class service to customers across the United Kingdom. All of this is fulfilled by a low cost, efficient and integrated operating model.



A clear framework to win

OUR VISION

A Wickes project in every home

OUR MISSION

To be the partner of choice for home improvers and local trade

OUR PURPOSE

To help the nation feel house proud

Uniquely balanced business supporting three customer propositions

LOCAL TRADE

From trade-trusted brands to always being 10% cheaper, we can save you time and money when you shop with TradePro.

- ✓ EXTENSION
- ✓ LOFT CONVERSION
- ✓ DRIVEWAY

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DO-IT-FOR-ME

From concept to completion, plus all the finishing touches, we can help you with your project every step of the way.

- ✓ BATHROOM
- ✓ KITCHEN
- ✓ TILING

2

DIY

From our curated range to bringing you the right quality products at the right prices, we can help you to tackle your project providing advice, guidance and knowledge.

- ✓ PAINTING
- ✓ HANG A SHELF
- ✓ GARDENING

3

Supported by an efficient and integrated model

CURATED
PRODUCT
RANGES

DIGITALLY
-LED

DISTINCTIVE
SERVICE
MODEL

LOW COST,
PHYSICAL
ESTATE

SIMPLE,
CLEAR
PRICING

Underpinned by delivering brilliant customer experience through engaged colleagues, a winning culture and growing responsibly.

Our winning behaviours

Our business is powered by highly engaged teams, who operate around a simple, yet deeply held set of beliefs we call our winning behaviours.



WINNING



CAN DO SPIRIT



BEING AT YOUR BEST



HUMILITY



AUTHENTIC



Wickes in numbers

£1.53bn

2021 REVENUE

630k

TRADEPRO MEMBERS, UP 80k IN 2021

£116.3m

2021 ADJUSTED OPERATING PROFIT

>26k

INSTALLATIONS IN 2021

5m

DIGITAL CUSTOMERS

2/3

SALES DIGITALLY-LED

97%

OF KITCHEN AND BATHROOM WASTE RECYCLED

99.8%

OF ALL TIMBER FSC OR PEFC CERTIFIED

AROUND
8,200

COLLEAGUES

#2
UK RETAILER

Financial Times
Global Diversity
Leaders 2022

>£1M

RAISED FOR
YOUNG MINDS



232

STORES

150+

IN THE NEW
FORMAT

66

Wickes is a successful, growing, and profitable home improvement business. The strength of our unique proposition, digital capability and efficient operating model means we are well placed to capitalise on our exciting growth opportunities while creating long-term value for all our stakeholders.

DAVID WOOD CEO

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