

# 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 through our balanced business model, focused on three key customer propositions – Local Trade, DIY and Design & Installation.

## Highlights

**£1.54bn**

2024 REVENUE

**1m+**

TRADEPRO MEMBERS,  
SALES UP 14%

**£43.6m**

2024 ADJUSTED PROFIT  
BEFORE TAX

**c.7,400**

COLLEAGUES

**84%**

CLICK & COLLECT CSAT  
SCORES 'EXCELLENT' OR  
'GOOD'

**2,154**

COMMUNITY PROJECTS  
SUPPORTED

MORE THAN

**1/3**

WICKES  
CUSTOMERS ARE  
WOMEN

**FTSE  
4GOOD**

ENTRY INTO INDEX

FOUR NEW STORES  
OPENED:

LONG EATON  
DURHAM  
ABERDEEN  
LEAMINGTON SPA

**WICKES  
SOLAR**

LAUNCHED IN ALL  
STORES

**£926k**

RAISED FOR THE  
BRAIN TUMOUR  
CHARITY IN  
2024

**66**

2024 was a year of strong progress for Wickes as our balanced business model and brand strength saw us continue to deliver for customers and take further market share.

**228**

STORES

**7**

REFITS IN THE  
LAST YEAR

DAVID WOOD, CEO

**99**



## 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.



## A clear framework to win

### OUR VISION

A Wickes project in every home

### OUR MISSION

Uniting the doers

### 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

1

### DESIGN & INSTALLATION

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

- ✓ BATHROOM
- ✓ KITCHEN
- ✓ SOLAR

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

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## 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.