

At a glance

Our vision: A Wickes project in every home

230
stores across the UK

7,500
colleagues¹

Our three distinct customer propositions



Local Trade

We are trusted by local tradespeople to provide quality products they need at great value, saving them time and money. Our TradePro loyalty scheme offers a 10% discount and our Wickes own brand has built a strong reputation with Local Trade over the past 50 years.

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Design & Installation

For customers who are looking to buy a new bathroom, kitchen or solar panels, we offer a full service from concept design to installation. Our team of Design Consultants and nationwide network of installers are on hand to support the customer with their project.

[Read more on page 8](#)



DIY

We provide a highly curated range of branded and own brand products in store and further products online to help customers undertake their DIY project. Our store teams and online guides are there to provide customers with expert advice and knowledge to support them.

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Our Built to Last strategy

As we grow, we are committed to doing so sustainably. Our Responsible Business strategy, Built to Last, is focused on three pillars.

People
Inclusion and diversity • Learning and development • Communities

Environment
Carbon • Waste • Nature

Homes
Products • Services • Installations

[Read more on page 28](#)

Driven by a winning culture

We are proud of our special culture where everyone is welcome and given the opportunity to thrive. We are guided by a set of values we call our Winning Values.



Our Colleague Promise

Freedom to be

Big on what matters

Empowering you

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¹ Year end headcount (including Wickes Solar)

At a glance continued

Our purpose: Helping the nation feel house proud

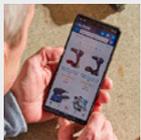
Three long-term market drivers support our growth ambitions



Ageing housing stock



The drive to save energy



Digitally enabled retail

A balanced business supporting three customer propositions

Local Trade



Design & Installation



DIY



Supported by our efficient operating model

Curated product ranges

Simple, clear value pricing

Digitally-led, service-enabled

Distinctive operating model

Low cost, right size store estate

A winning culture

Perfectly placed to deliver exceptional customer experience and fulfil our purpose of helping the nation feel house proud

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