

# 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

1

### 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

£1.35bn

REVENUE  
7 YEAR CAGR 4.8%

>26k

INSTALLATIONS  
IN 2020

£82m

2020 OPERATING PROFIT

2/3

SALES DIGITALLY-LED

>5m

DIGITAL  
CUSTOMERS

97%

OF ALL TIMBER FSC  
OR PEFC CERTIFIED

£25bn

HOME IMPROVEMENT  
MARKET  
7 YEAR CAGR 1.9%

97%

OF KITCHEN  
AND BATHROOM  
WASTE RECYCLED

AROUND

8000

COLLEAGUES

TOP 10  
UK RETAILER

Financial Times  
Global Diversity  
Leaders 2021



233

STORES

140+

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

99

