

# 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

£1.6bn

2022 REVENUE

746k

TRADEPRO MEMBERS,  
UP 18% IN 2022

£75.4m

2022 ADJUSTED PROFIT  
BEFORE TAX

8,100

COLLEAGUES

3,000

INSTALLER TEAMS

2/3

SALES DIGITALLY-LED

c.20

NEW STORES OVER  
THE NEXT FIVE  
YEARS

99.8%

OF ALL TIMBER FSC  
OR PEFC CERTIFIED

NEAR-TERM  
SCIENCE  
BASED  
TARGETS  
APPROVED

#1  
UK RETAILER

Stonewall's Workplace  
Equality Index

£2M  
RAISED FOR  
YOUNGMINDS



66  
230  
STORES

162  
STORES IN THE  
NEW FORMAT

*This was a year in which we achieved record sales and made further market share gains. Our performance was underpinned by our uniquely balanced business model, our digital leadership and our ability to offer the best value and service proposition across Trade, DIFM and DIY*

DAVID WOOD CEO

99

