# Business model

DIY

Design & Installation

Local Trade

## How we deliver our unique customer proposition

We use our digital strength to gain insight into our customers' shopping habits and our tech-enabled operating model to provide a multi-channel shopping experience

For over 50 years, the trusted Wickes brand has been synonymous with home improvement in the UK

230 stores conveniently located in quality UK retail parks with an average c. 27,000 sq. ft. and our 4C store design, providing an integrated and seamless shopping experience

An inclusive workplace where our highly engaged colleagues deliver exceptional customer service to support our purpose of helping the nation feel house proud

A highly curated range of c. 9,000-10,000 branded and own brand products in our stores, and a total of c. 37,000 products online, with simple everyday low pricing

## Creating value for our key stakeholders

### Customers

- High levels of customer satisfaction
- High Trustpilot scores

### Shareholders

- Profitable and cash generative
- Good return on capital invested
- Attractive returns through dividends and share buybacks

### Colleagues

- High levels of colleague engagement
- Job creation in new stores
- Skills and career development opportunities

### Suppliers & Installers

- Long-standing relationships with trusted suppliers
- Growing volumes

### Communities

- Supporting community projects
- Fundraising for our charity partner

Read more on pages 32 and 84