

B&Q Strategic Update

October 2012



B&Q has developed a vision and strategic plan in response to Kingfisher's ambitions

Kingfisher's purpose



B&Q's response to Kingfisher's purpose ...



Kingfisher's strategic plan



B&Q's response to Creating the Leader ...



The B&Q Manifesto has been created to determine the customer outcomes of the strategy – ensuring customers benefit from the plan



1 our purpose

At B&Q we are more than just a retailer. We are a company that cares about our customers and the communities we live in. We are committed to providing a better home for everyone.

BETTER HOMES BETTER LIVES

2 our vision

Our vision is to be the most trusted and loved home improvement retailer in the world. We want to be the go-to place for everything you need to improve your home.

3 B&Q people

People are what makes us who we are. It's why we put people at the heart of our business. B&Q employees are the ones who care and who make it happen for every customer.

4 our customers

We serve a broad range of customers, from young families to retired couples. We want to make sure we have what you need to make your home the best it can be.

5 unique products & brands

Nothing motivates our customers more than the exciting and innovative products we sell. We always offer the latest and best in home improvement.

6 always lowering the cost

We are committed to offering the best value for money. We want to help you save money on everything you need for your home.

7 first choice for help & advice

We are passionate about giving customers the knowledge and support they need to complete their projects. We want to be your first choice for help and advice.

8 available & accessible when & where you need it

Time is one of the biggest factors that prevent us from being your first choice. We want to make sure we are available when and where you need us.

9 sustainability

At B&Q we are committed to being a sustainable company. We want to protect the environment and create a better future for everyone.

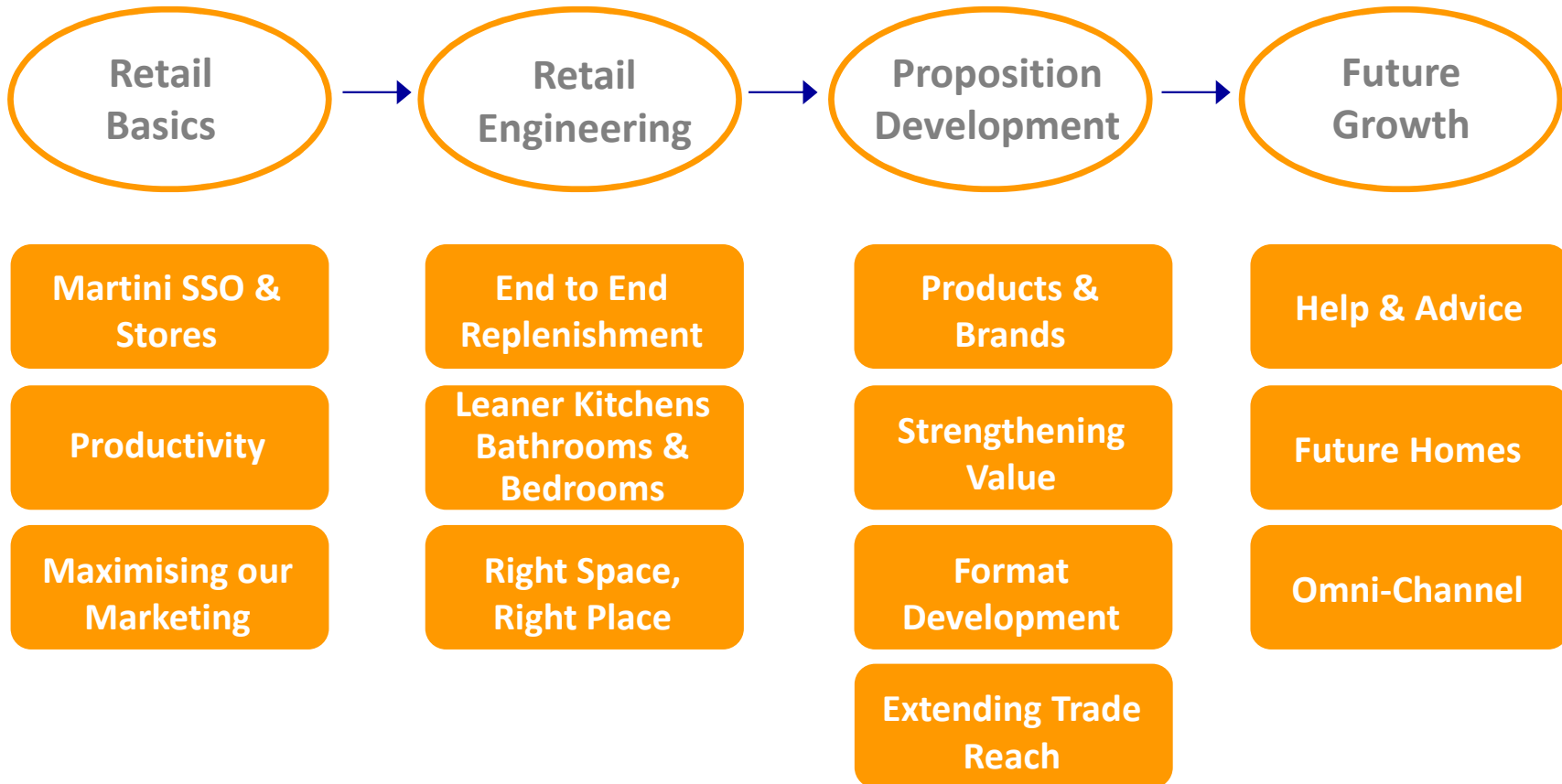
10 the future

Our ambition is to help customers improve their homes in a sustainable way. We are always looking forward and exploring new and innovative solutions.




Our strategic plan will support delivery of our vision and manifesto

Our People




We have developed a clear vision for our Kitchens Bathrooms and Bedrooms proposition

The KBB vision



Version 1 May 2012

The Helpful Home Improvement Company



You can do It

the KBB purpose

Rooms at the heart of the home

Our purpose is to enable our customers to realise their dreams and improve their homes. We will use our experience and knowledge to ensure all of our customers are able to achieve better homes, and through this better lives.

Kitchens Bathrooms Bedrooms Vision

- We will help people make better homes
- We will create raving fans
- We will deliver market leading growth
- We will be profitable all year round
- We will be simple & straightforward

The Helpful Home Improvement Company

B&Q kitchen prices can now be transparently compared with the our competitors

Kitchen-compare.com INDEPENDENT PRICES UPDATED EVERYDAY PRICE CHECK

Home About Us The Model Kitchens Choose my style Newsletter Contact Us

Welcome to Kitchen-compare.com
 At kitchen-compare.com we know choosing a kitchen can be tricky and time consuming so we've taken some of the legwork out for you! We've brought together a carefully selected collection of kitchens from three of the largest kitchen retailers in the UK, grouped them together in similar styles with prices, including details of any current promotions.

Prices which we check daily are based on 3 of our own model kitchens, the most popular kitchen layouts, making it easier to directly compare prices and giving you an indication of how much each style would cost in your own home.

Kitchen-compare.com is very easy to use. Simply choose your style, then select your favourite design and finish and within seconds we'll show you what's available at B&Q, Homebase and Wickes with the very latest prices and details of any promotions.

Choose My Style

- Contemporary**
Elegant, sleek and streamlined with bold colours, clean lines and minimal fuss. Makes a bold statement with great functionality.
- Classic**
Understandable and stylish with a natural wood finish or painted cabinets. A successful, timeless look for any home regardless of age.
- Traditional**
Enduring style and charm with natural wood finishes and elegant decorative touches. Perfect for creating kitchens with warmth and character.

Last updated on:
24th September 2012

Prices last updated 24th September 2012

Kitchen	Details	Current Model Price	L-Model Price	U-Model Price	Promotion Offer Details
B&Q Cream Glass Oak	Cabinet Vertical Panel 18mm thick Cabinet Back Panel 9mm thick Service Gap (Base Units) 30mm Wall Unit Depth 280mm Granitebox 1 year factory product guarantee Drawer Facets 4 L x 6 FSC Certified 100	Price List £1,214.00	Price List £1,638.50	Price List £2,437.50	No current offers
Misco	Cabinet Vertical Panel 18mm thick Cabinet Back Panel 18mm thick Service Gap (Base Units) 30mm Wall Unit Depth 280mm Granitebox 1 year factory product guarantee. See retailer T&C Drawer Facets 4 L x 6 FSC Certified 100	Price List £4,465.00 Promotional Offer Price £2,774.00	Price List £5,773.00 Promotional Offer Price £3,461.00	Price List £8,686.00 Promotional Offer Price £5,124.00	5 Price Kitchen. Price shown include cabinet, doors, soft close and hinges. Price include appliances and free standing appliances. Offer applies to home delivered kitchens only. Offer valid in store only. Price valid 15.09.2012 - 14/11/2012.
Wickes New Jersey	Cabinet Vertical Panel 18mm thick Cabinet Back Panel 18mm thick Service Gap (Base Units)	Price List £5,621.00	Price List £6,814.00	Price List £9,961.00	Free kitchen appliances, worktops & splashbacks, sink & taps and storage solutions up to the value of £200.

Key Differences
 B&Q - 11 Cream Glass Oak
 Misco - 11 Cream Glass Oak
 Wickes - 11 Cream Glass Oak

Our omni-channel strategy supports the four customer pillars that underpin our vision

Vision



Proposition/
Brand
experience



Range



Availability &
Accessibility



Help & Advice



Price

Reaching the
customer

Omni-channel

Any way
they want

Stores

Web

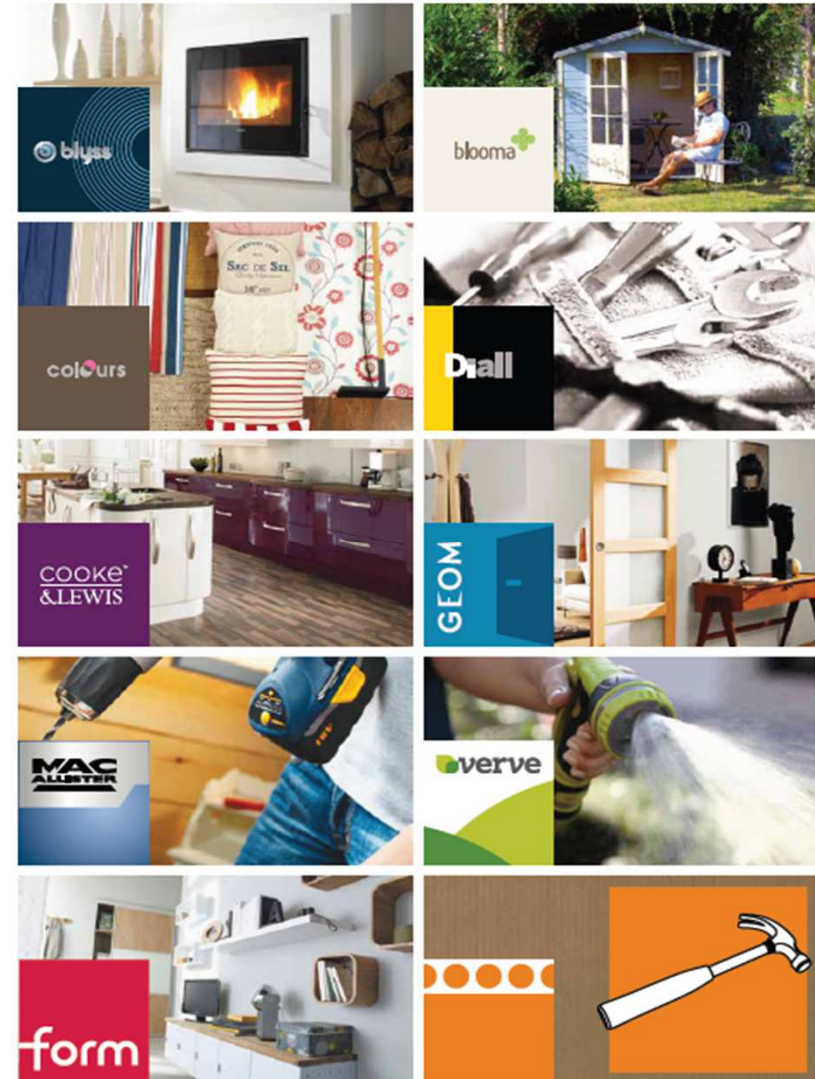
Mobile

Tablets

Telephone

We will offer our customers unique products and brands through all channels

- By using the scale of our group, we can bring our customers exclusive brands that share a strong core DNA
- We will achieve this through:
 - Common ranging
 - Increasing the amount of shared products with Castorama France
 - Direct sourcing
 - Leveraging scale and relationships of Kingfisher Group to generate enhanced value
- We're making good progress through recent range reviews including tiling and flooring
 - More than 8% of B&Q's total sales are now generated from products in common with other opcos
 - More than 20% of B&Q's sales are from products sourced through Kingfisher Group



We are confident that our strategic plan will help 'Create the Leader'

Kingfisher's purpose



B&Q's response to Kingfisher's purpose ...



Kingfisher's strategic plan



B&Q's response to Creating the Leader ...

