Kingfisher

Q1 Highlights

B&Q

Over 6,000 prices lowered since March 2014.

Sales of Top 150 ‘Core Essentials’ +42%

Chilli plant sales up 30%, our best sellers are two of the hottest chillies in the world: Trinidad Moruga Scorpion and Bhut Jolokia.

‘Doorbusters’ promotion over the Easter weekend

- 8,055 drills sold
- 6,143 mowers sold

B&Q Club membership programme launched in April (500,000 + members).

Distributed 32m customer catalogues.

2 million yellow bedding plants sold as the Easter bank holiday coincided with the bloom of yellow spring flowers such as daffodils and pansies.

Screwfix

400th store opened in May, in Hinckley, Leicestershire.

Click and Collect accounted for 70% of total orders placed online (80% of orders placed on the mobile site are for click and collect).

New Campaign: Trade Apprentice of 2015 launched to recognise and reward those carving out a path in the trade.

France

The Castorama Brest store in Brittany opened with record sales on first day.

Other international

In Romania six stores were converted into the Brico Dépôt format in March.

B&Q castorama BRICO DEPOT SCREWFIX Koçtaş