



# Kingfisher plc

## Presentation to Retail Investors

November 2025



# Agenda

Richard Joyce (Interim Head of IR)  
Shaun Curtis (IR manager)

**Key messages**

**H1 25/26 results + Q3 trading update**

**Delivering on our strategic objectives**



# Purpose

**Better Homes.  
Better Lives.  
For Everyone.**

At Kingfisher we believe a better world starts with better homes and we strive to help make that happen.



# Our Equity Story

Leading banners and c.£160bn attractive markets

UK & Ireland

B&Q  
#1

SCREWFIX  
#1<sup>(1)</sup>

France

BRICO  
DÉPÔT  
#1<sup>(2)</sup>

castorama<sup>+</sup>  
#2

Poland

castorama<sup>+</sup>  
#1

Distinctive competitive advantages  
'Powered by Kingfisher'

Diverse banner formats

Own exclusive brands

Leading digital ecosystem

Scale and sourcing

Strategic growth drivers delivering share gains

Trade

E-commerce and marketplace

Retail media

Building on our different banners

Medium-term financial priorities

Sales to grow ahead of our markets

Adjusted PBT to grow ahead of sales

Strong FCF generation

# Key messages – from H1

## Strategic growth initiatives driving market share gains

Trade sales: **+12%**

E-commerce sales: **+11%**

Rapidly scaling retail media income

Building on our different banners: space contribution **c.0.7%pts<sup>(1)</sup>**

## Healthy growth indicators

**Volume and transaction** led growth

**Improving core** category trend

**3<sup>rd</sup> quarter of underlying growth in big-ticket** and positive order book

**Improving sequential trends in France and Poland**

## Upgrading FY 25/26 guidance

 **Adjusted PBT:** Upper end of £480m to £540m

 **Free cash flow:** £480m to £520m

 **Accelerating share buyback**

# Half year 25/26 results

---



# Delivering on financial priorities

## Sales growing ahead of our markets

**Total Sales<sup>(1)</sup>**  
**£6.8bn** (+0.9%)

**Underlying<sup>(3)</sup> LFL Sales**  
**+1.9%**

## Adjusted PBT growing ahead of sales

**Adjusted PBT<sup>(2)</sup>**  
**£368m** (+10.2%)

**Adjusted EPS**  
**15.3p** (+16.5%)

## Strong FCF generation

**Free cash flow**  
**£478m** (+13.5%)

**Net leverage<sup>(4)</sup>**  
**1.3x** (H1 24/25: 1.5x)

### Notes:

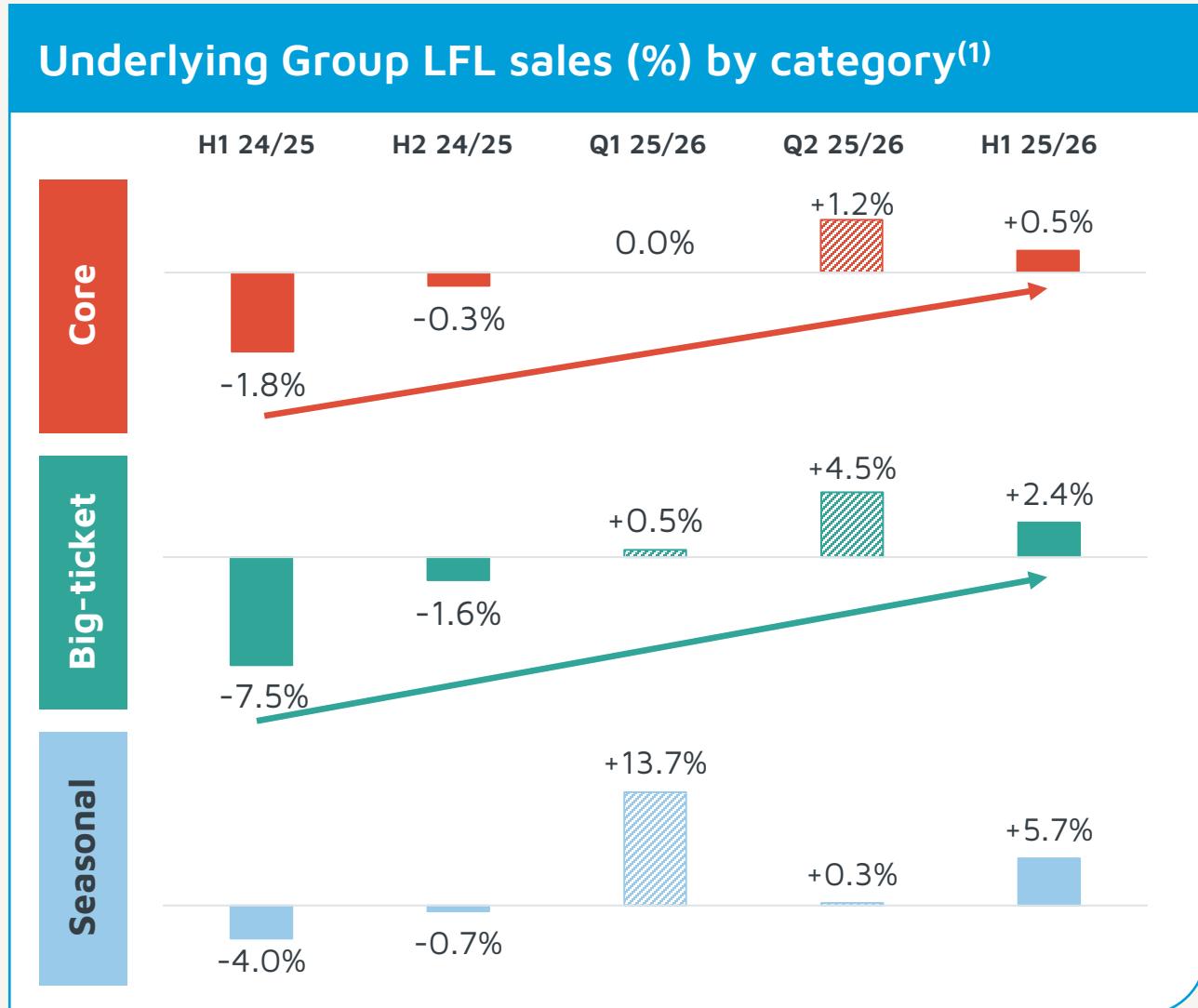
(1) Total sales of £6,811m. Variance in constant currency

(2) Before adjusting items (pre-tax)

(3) 'Underlying LFL' adjusted for leap year and calendar impacts (-0.6% in H1 25/26)

(4) Net debt / Adjusted EBITDA. Net debt includes £2,255m of lease liabilities (H1 24/25: £2,324m), including £2m of lease liabilities held for sale (H1 24/25: £nil)

# Underlying growth in all categories; strong 'big-ticket'



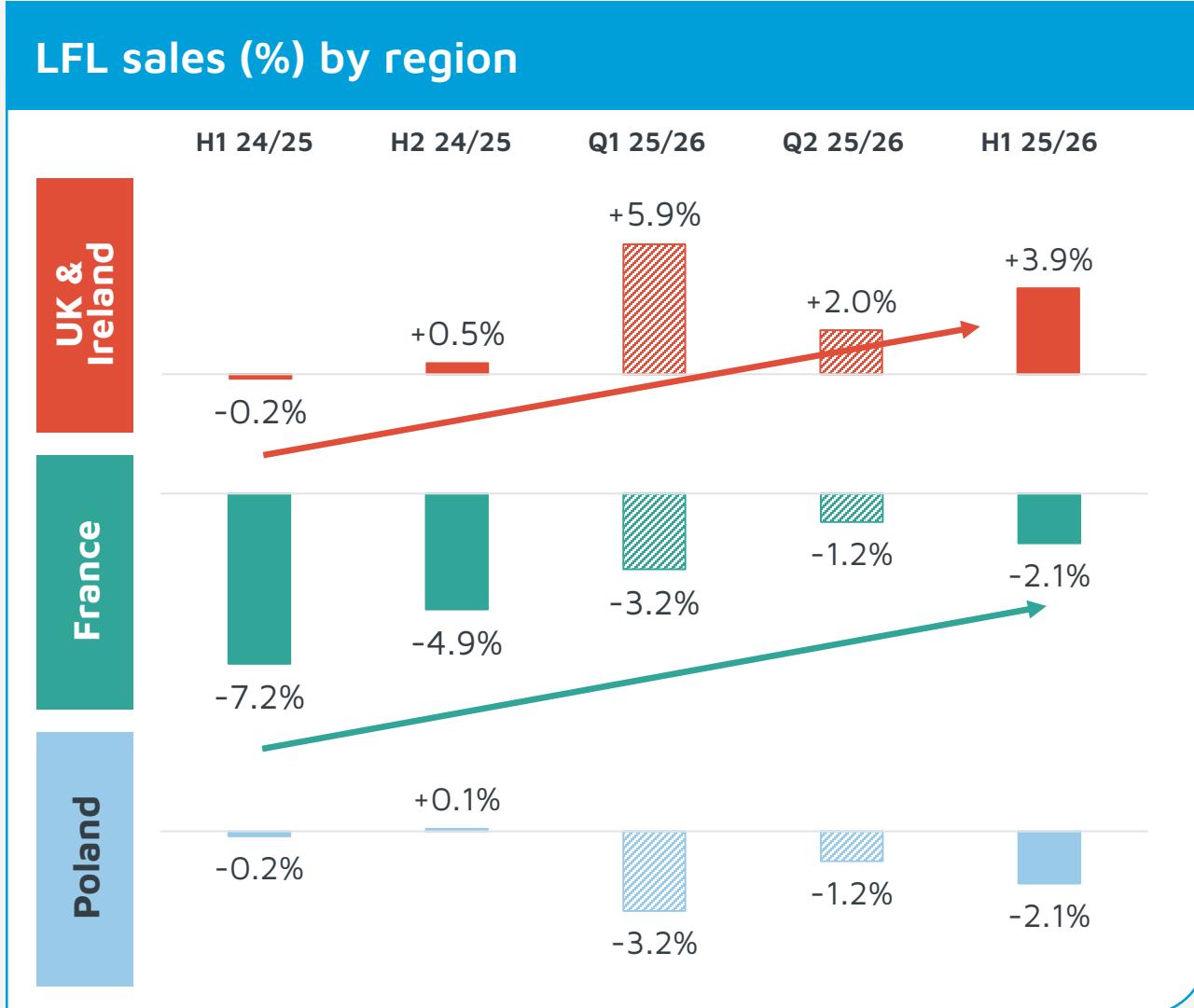
8

Notes:

(1) 'Underlying LFL' (excluding Romania) adjusted for leap year and calendar impacts (-0.6% in H1 25/26, -0.5% in Q2 25/26, -0.8% in Q1 25/26, -0.4% in H2 24/25 and +0.6% in H1 24/25); assumed to have equal impact on all categories

- **63% of sales and 73% of volume**  
10<sup>th</sup> consecutive quarter of underlying growth in the UK; improved sequential trends in France and Poland
- **14% of sales and 6% of volume**  
Third consecutive quarter of underlying growth; double-digit order book growth in Q2
- **23% of sales and 21% of volume**  
Supported by favourable UK weather in Q1

# Strong UK sales; trends improving in France and Poland



- **B&Q LFL +4.4%**; HSD % growth in 'big-ticket' and seasonal categories
- **Screwfix LFL +3.0%**; growth across all categories

- **Castorama LFL -1.4%**; sequential quarterly improvement driven by core & seasonal
- **Brico Dépôt LFL -2.9%**; improving trend in core; 'big-ticket' supported by range reviews

- Q2 recovery driven by underlying growth in core & 'big-ticket'
- Seasonal categories impacted by adverse weather in H1

# Maintaining our discipline on gross margin and costs



## Multiple gross margin opportunities

Group buying and sourcing efficiencies

Deliver further e-commerce marketplace growth

Deliver and scale retail media

Expand use of markdown and promo AI solutions

Further reductions in logistics space

## Multiple opex opportunities

Store and head office efficiencies

Goods Not For Resale renegotiations

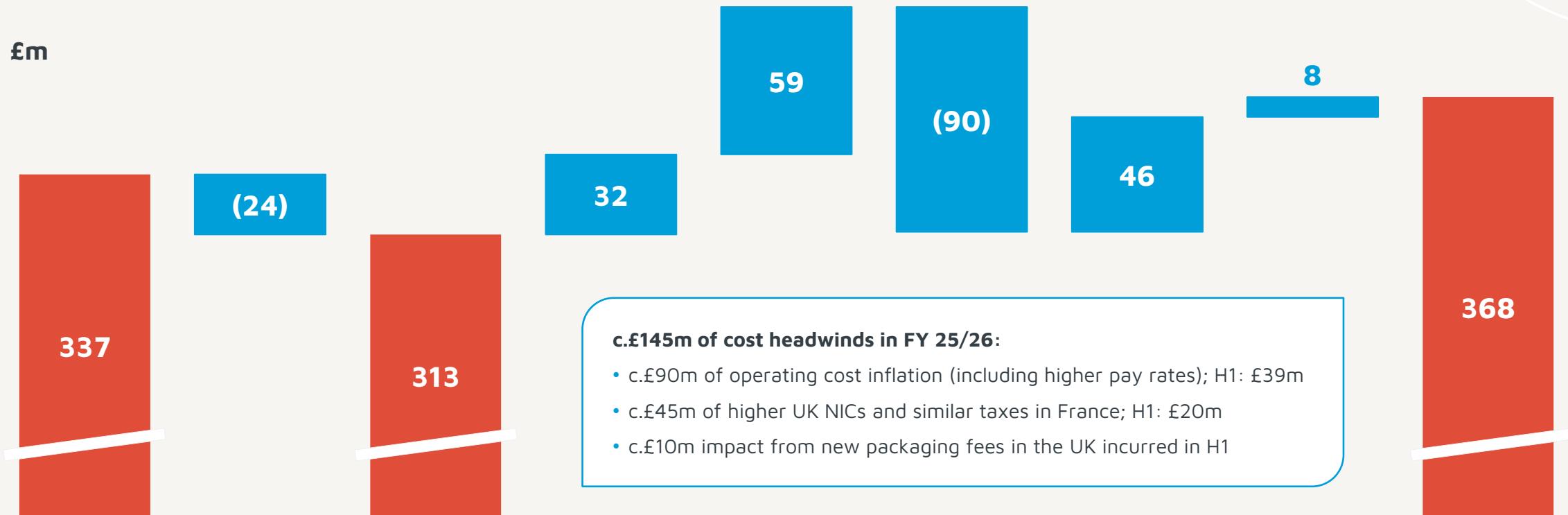
Disciplined approach to technology investment

Property savings through regears and rightsizings

Leveraging data to improve stock forecasting

# Group profit bridge

Adjusted PBT up 10% YoY (underlying PBT up 19%)



**H1 24/25  
Adjusted PBT<sup>(1)</sup>**

H1 24/25 B&Q  
business rates  
refund

**Underlying  
H1 24/25  
Adjusted PBT**

LFL sales at  
constant gross  
margin %

LFL gross  
margin  
rate %

Operating cost  
inflation & other  
cost increases<sup>(2)</sup>

Operating cost  
reductions

New stores, new  
business &  
Romania<sup>(3,4)</sup>

**H1 25/26  
Adjusted PBT**

**Notes:**

(1) In constant currency

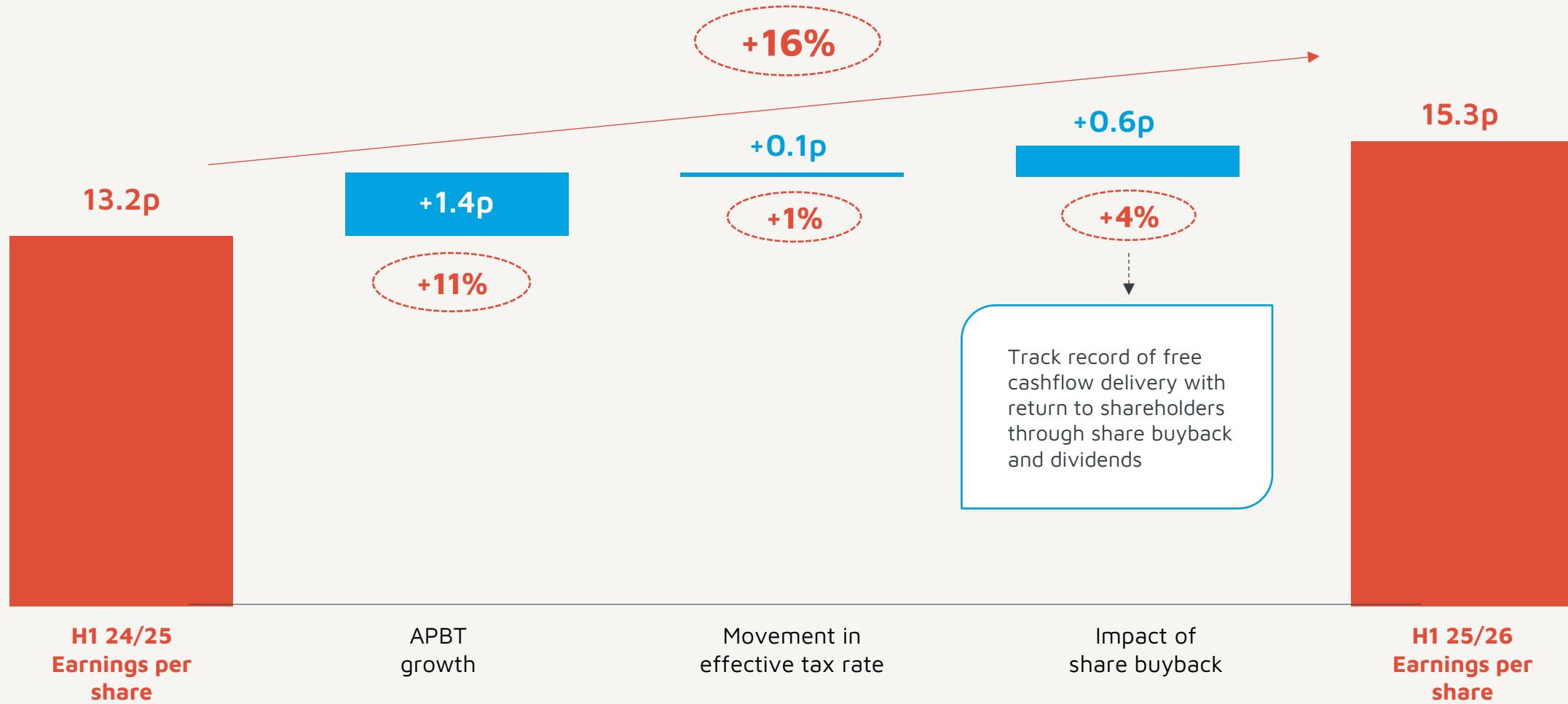
(2) Including central and net finance costs

(3) Profit contribution of new stores before allocation of IT and overhead costs

(4) New businesses represent Screwfix France, NeedHelp and franchise and wholesale agreements.

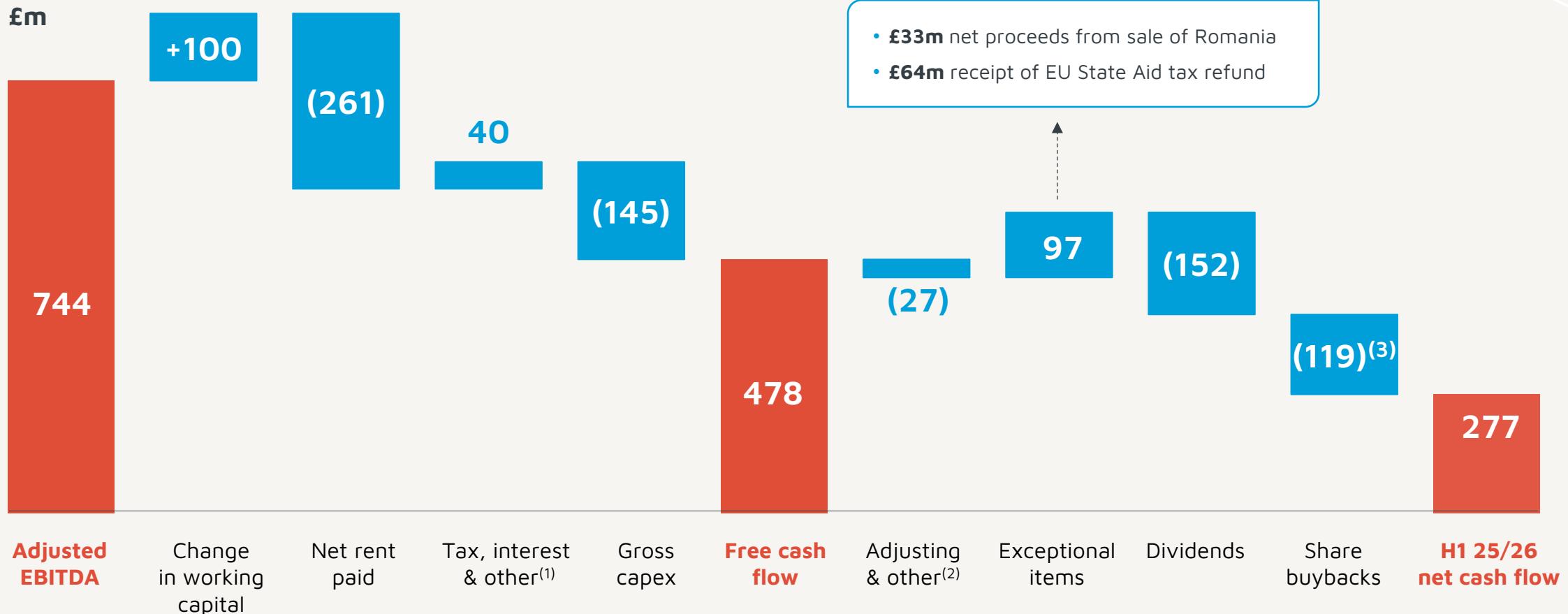
On 18 July 2024, we completed a divestment of our c.80% equity interest in NeedHelp

# EPS growth driven by increased earnings & share buybacks



# Group cash flow

Free cash flow up 13.5% YoY



Notes:

(1) 'Other' principally includes share-based payment compensation charge and movement in pensions

(2) 'Adjusting & other' includes share purchases for employee incentive schemes and operating cash flows relating to adjusting items; partially offset by proceeds from the issue of new shares and the disposal of assets

(3) Consists of £26m relating to the previous share buyback programme and £93m relating to the current share buyback programme

# Q3 Trading update: +0.9% LFL

## Q3 performance led by strategic growth initiatives

Trade sales: **+12.1%**

E-commerce sales: **+10.2%**

Building on our different banners: space contribution **c.0.6%pts<sup>(1)</sup>**

## High quality growth

**Volume and transaction** led growth

**Good core growth** 11 consecutive quarters of growth in the UK

**4<sup>th</sup> quarter of underlying growth in big-ticket**

## Raising FY 25/26 profit guidance

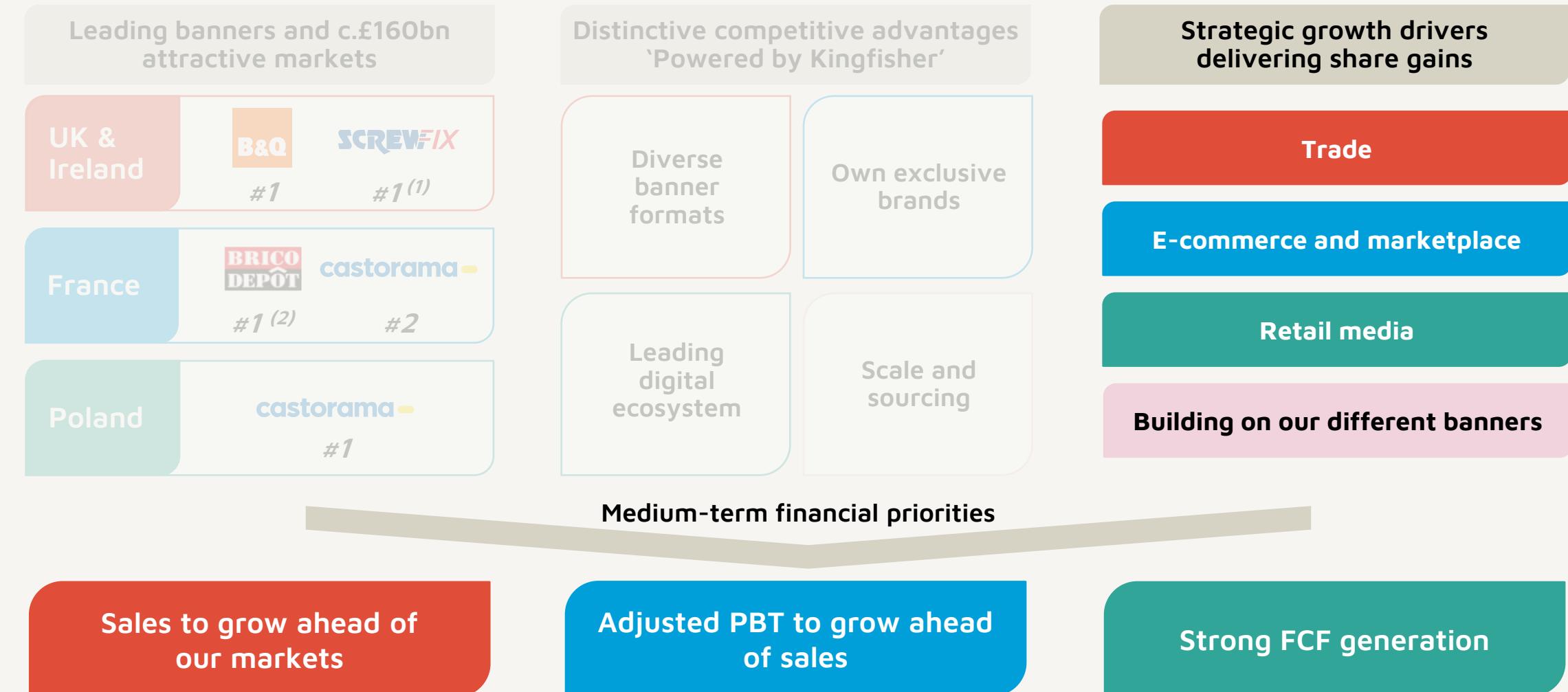
**Adjusted PBT:** new range of £540m to £570m (previously Upper end of £480m to £540m)

**Free cash flow:** Maintained at £480m to £520m

# Strategy update



# Leading market positions and attractive growth drivers



# Group strategic growth drivers

Higher margin strategic initiatives; leveraging scale benefit and operating cost base

Medium-term target:

## Trade

- Visit **3x more** often and **spend 3x more** per visit
- **Predictable** purchasing patterns & shopping habits
- **Capex-light** by leveraging existing store space

**TradePoint >£1bn sales**  
**Double penetration in France**  
**>30% penetration in Poland**

## E-commerce and marketplace

- **Choice** – vast product range through marketplace
- **Omnichannel synergy & speed** – store estate enables faster fulfilment
- **Customer acquisition** – marketplace attracting new customers
- **Data insights** – deeper understanding of customers

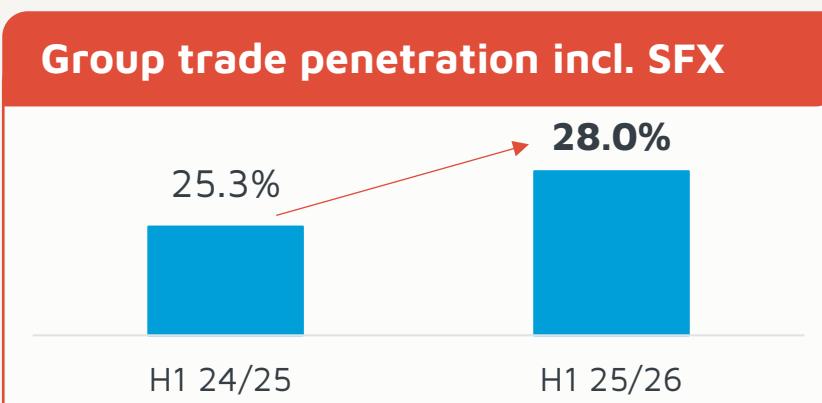
**30% sales penetration with one-third from marketplace**

## Retail media

- Strong online traffic – **attractive advertising opportunity** for suppliers and vendors
- **Highly profitable** income stream

**Retail media income to reach up to 3% of e-commerce sales**

# Group Trade strategy



## Stores

- **Leveraging existing store estate** to drive incremental trade sales
- **Dedicated space** to serve customers - separate entrances, parking, and payment tills

## Products and prices

- **Trade-focused OEB products**
- **Trade loyalty programs** in all key markets and testing **new pricing mechanisms**

## Tools and services

- Strengthening **digital proposition** with dedicated trade apps driving digital spend
- Expanding **crucial services** including direct-to-site delivery and new **financing options**

## People

- Dedicated **colleagues** working to engage solely with trade customers
- **Trade sales partners** to target VIP customers

# Group trade strategy applied across all banners



- Trade penetration at **22.4%**
- c.**160k** sign-ups to loyalty programme; c.**250k** app downloads since launch in October
- **77 trade sales partners** driving c.**4%** uplift in trade sales<sup>(1)</sup>



- **Accelerated roll-out of trade proposition;** completed within **6 months**
- Trade penetration at **3.1%** at end of H1
- c.**34k** sign-ups to loyalty programme

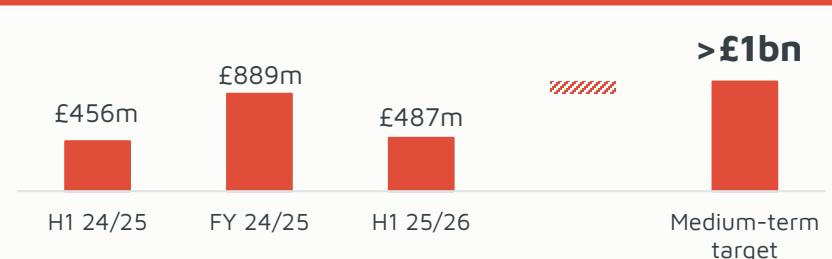


- Trade penetration at **12.1%**
- c.**95k** sign-ups to loyalty programme; members more than doubling YoY
- **131** dedicated trade colleagues, including sales partners in **44** stores

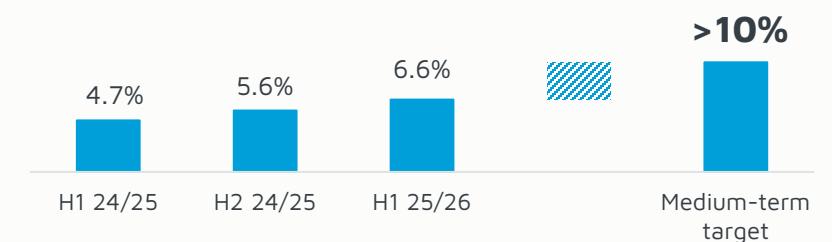


- Trade penetration at **25.2%**
- c.**100k** sign-ups to loyalty programme
- Trade dedicated colleagues in **96** stores; 'CastoPro' zones live in **14** stores

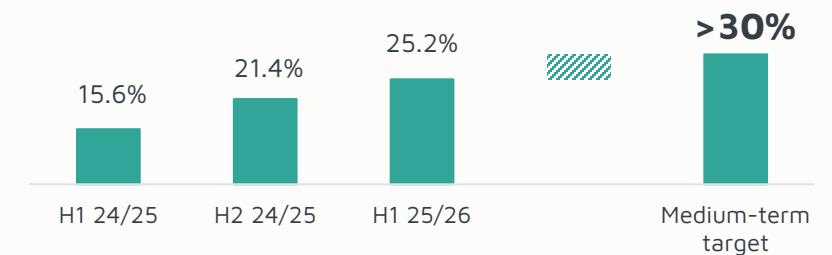
## TradePoint sales



## France trade penetration



## Poland trade penetration



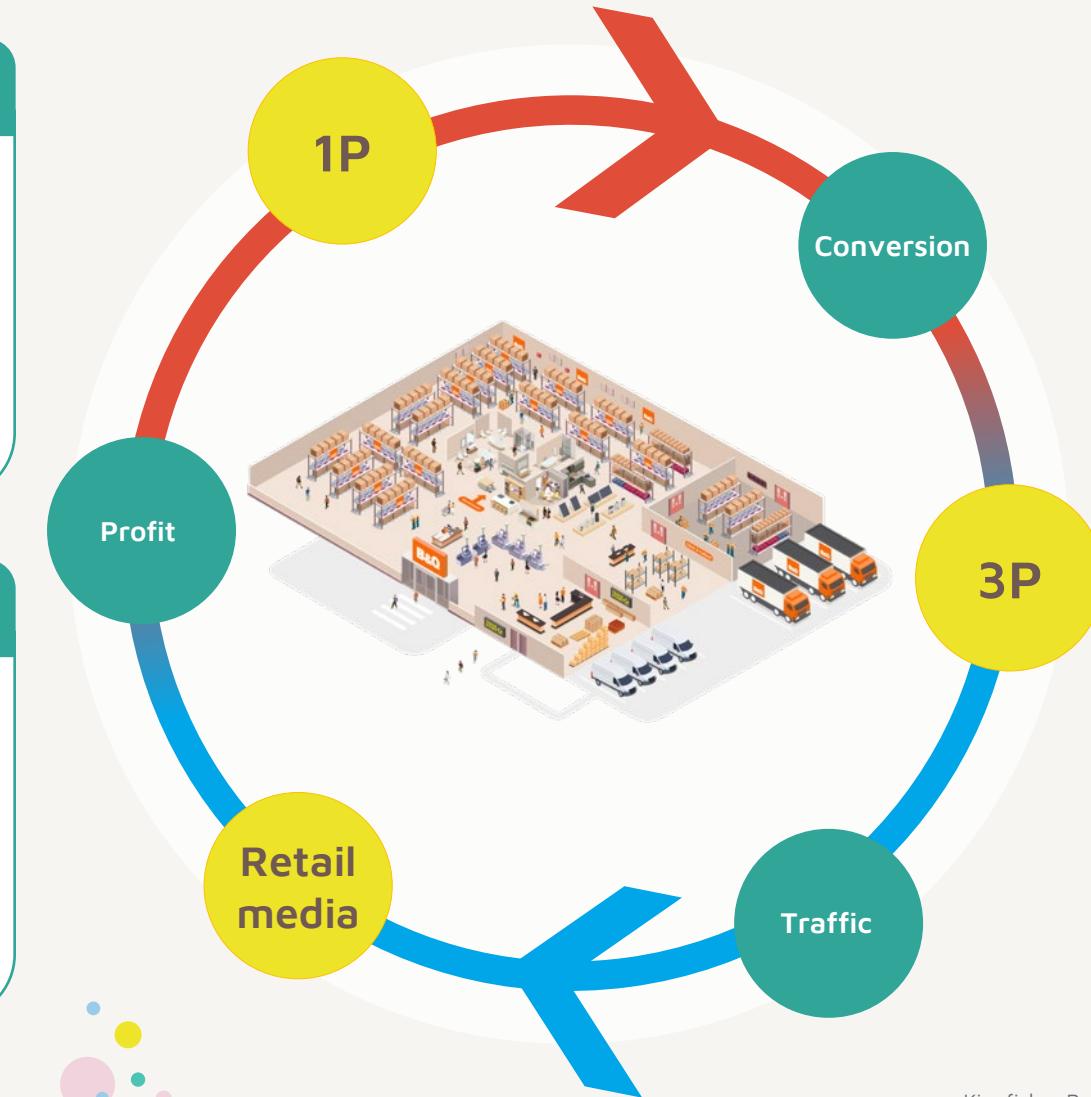
# Group digital ecosystem with stores at the centre

## First-party e-commerce

- Leveraging stores for **order preparation** with digital 'hubs' enabling **better availability**
- Store preparation supporting **speed** and **C&C**
- Technological improvements improving **customer experience** & **conversion rates**
- High traffic **supporting marketplaces**

## Retail media

- **Strong online traffic** presents attractive **advertising opportunities** for 1P and 3P vendors
- Data enabling **monetisation** of performance insights to vendors



## Third-party marketplace

- Offering customers **broader product choice**
- Driving traffic and attracting **new customers**, with **transference** to first-party channel
- **Connected to store** through returns to store and launch of **click & collect**

## Apps & data

- **Apps** and **loyalty programmes** collecting valuable customer data
- High quality **tech data lake** (invested since 2021)
- Leveraging data for **product recommendation** and **personalisation engines**
- **Better interactions** with customers via virtual assistants and visual search technology

# Screwfix France: strong store LFL sales growth +52%

## Further progress across key KPIs

53% sales from trade customers (H1 24/25: 48%)

32% sales from repeat customers (H1 24/25: 27%)

Unique customers up +30% YoY

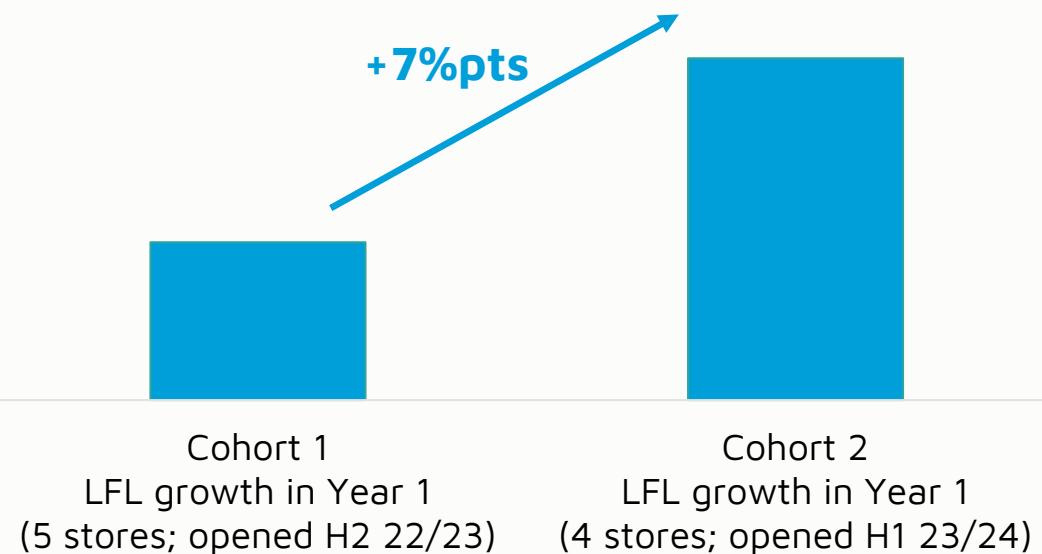
Local brand awareness +7pts YoY

Store LFL<sup>(1)</sup> +52%

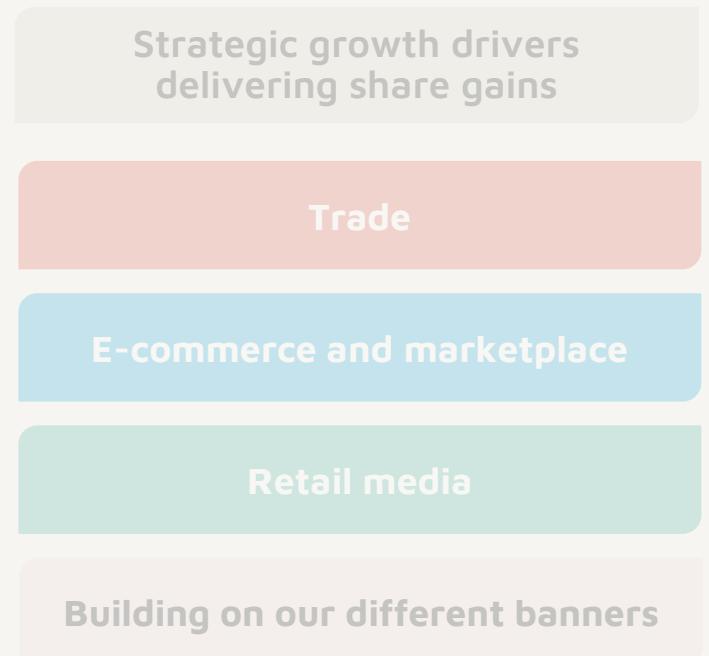
30 stores opened; up to 5 store openings planned in H2

## Continuous concept improvement driving higher LFL in new store

Year 1 LFL growth per cohort



# Leading market positions and attractive growth drivers



Sales to grow ahead of our markets

Adjusted PBT to grow ahead of sales

Strong FCF generation

# OEB innovation – Powered by Kingfisher

## Group focus on innovation and affordability

OEB products are **15-30% cheaper than branded alternatives**

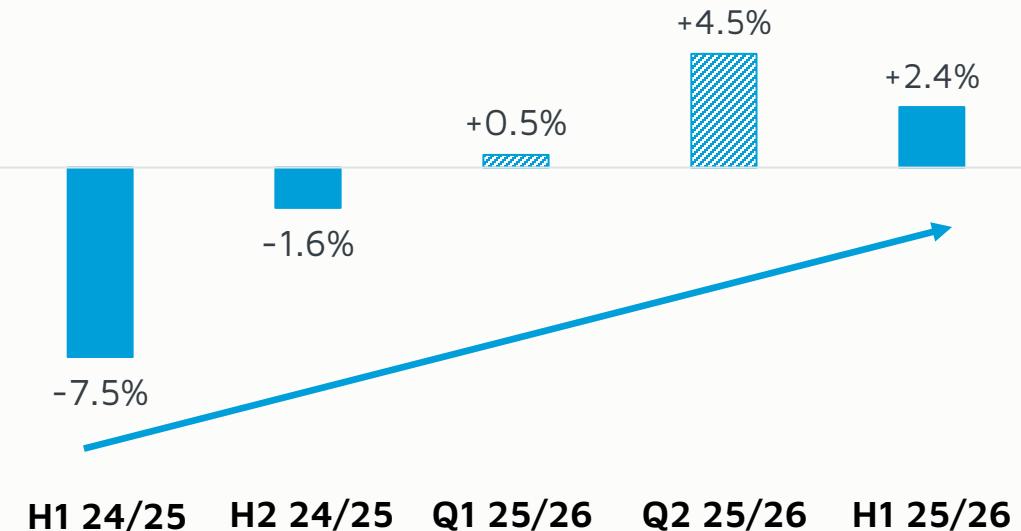
**Higher margin** (on average) than branded products

Strengthened product ranges at **lowest retail price quartiles**

Successfully **launched entry-level kitchen ranges** – c.15% cheaper than local branded kitchen ranges

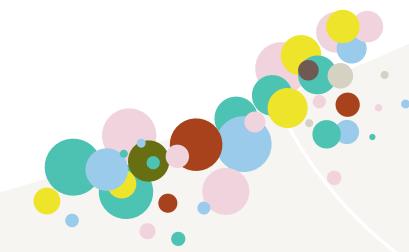
## Innovation driving big-ticket LFL growth

Underlying Group big-ticket LFL growth %



# OEB innovation delivering in 'big-ticket'

New ranges to enhance our value kitchen offering, driving strong kitchen market share gains



## Ashmead - perfect fit for B&Q's lowest-tier kitchen offering

- Delivers **standout style, entry-level pricing**, and a **best-in-class** range
- Currently available at B&Q, Castorama France & Poland; Brico Dépôt France in 2026
- Sold **>660k units** since August 2024
- Already accounting for c.**25%** of B&Q's kitchen volumes



Ashmead

## Pragma - offering a simple, functional, and cost-effective solution for customers

- **Entry-level price** point; **<€200**; c.**15%** cheaper than branded alternatives
- Launched in Screwfix, Brico Dépôt France, Poland & Iberia; Castorama France in 2026
- c.**700k** units sold since launch

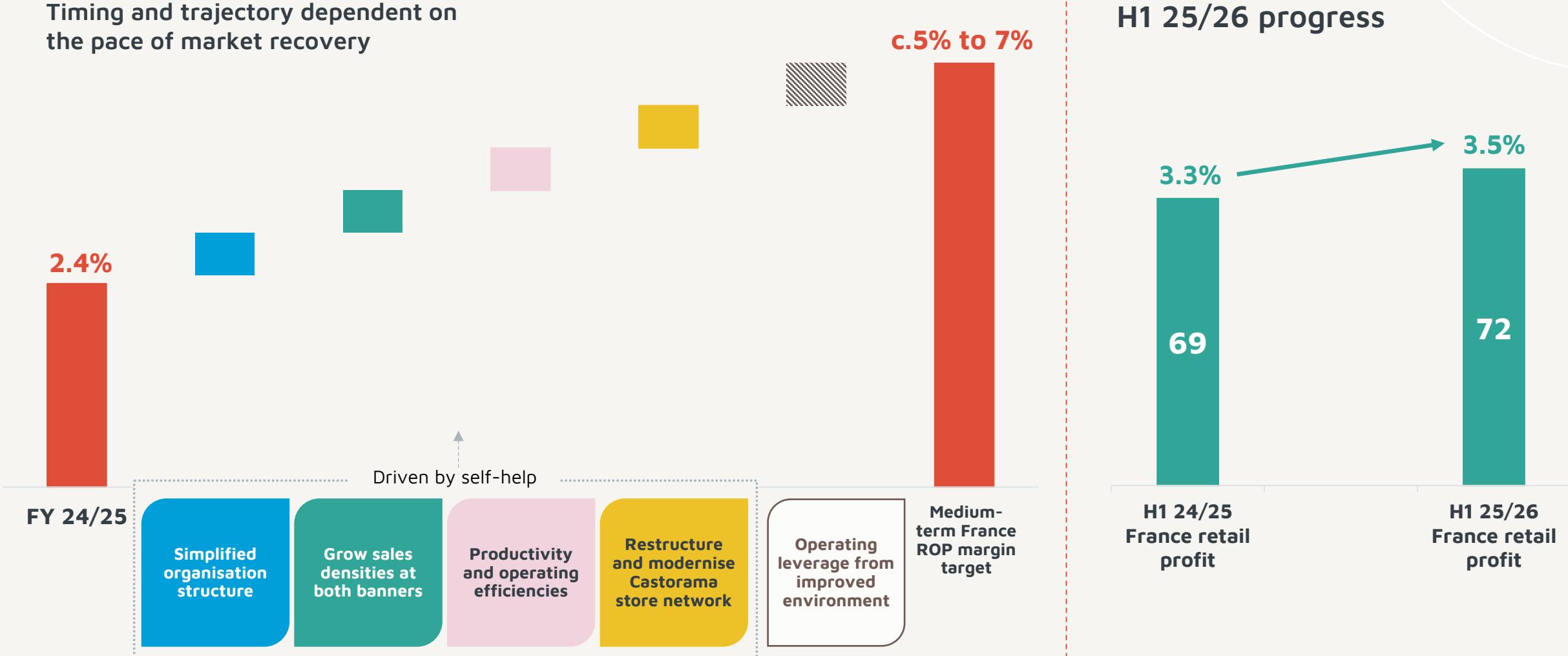


Pragma

# Clear path to medium-term target in France



Timing and trajectory dependent on the pace of market recovery



# Summary



➤ **Leading banners and c.£160bn attractive markets**



➤ **Distinctive competitive advantages  
'Powered by Kingfisher'**



➤ **Strategic growth drivers  
delivering share gains**



➤ **Delivering on our medium-term financial priorities**



# Q&A

---



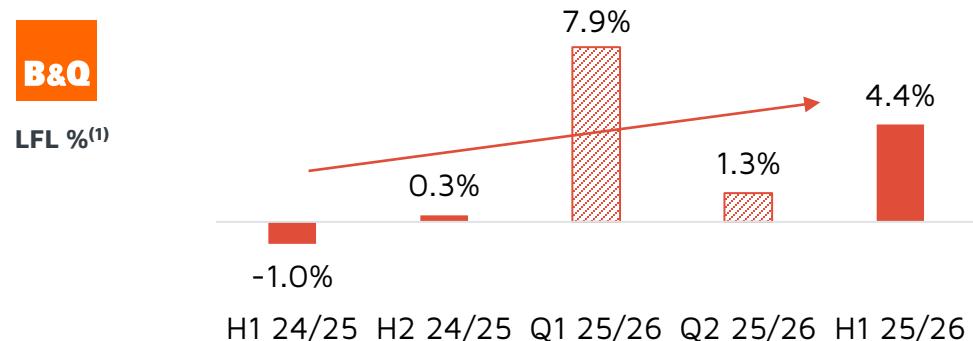
# Appendix

---

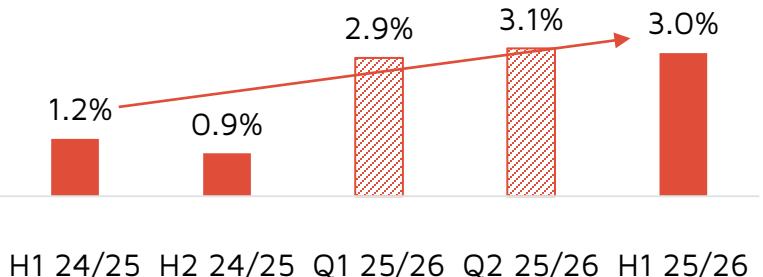




# UK & Ireland



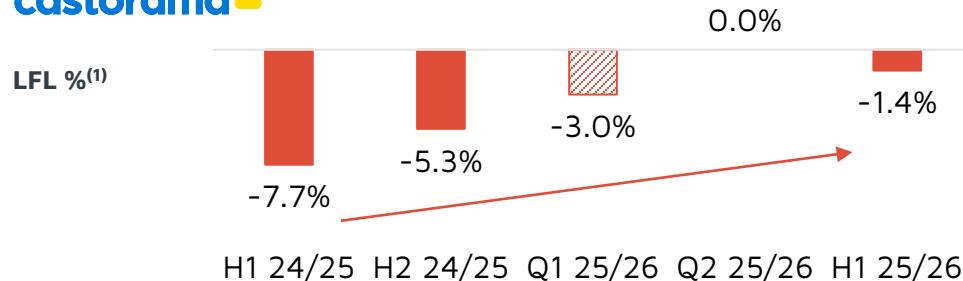
**LFL %<sup>(1)</sup>**



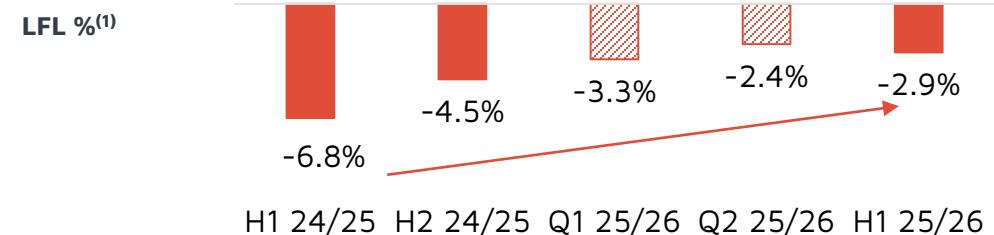
<b>Sales</b>	<b>£3,528m</b>
YoY chg (%) <sup>(1)</sup>	+4.5%
LFL (%) <sup>(1)</sup>	+3.9%
<b>Gross margin (%)<sup>(1)</sup></b>	<b>+90bps</b>
Operating costs <sup>(1)</sup>	+7.5%
<b>Retail profit</b>	<b>£344m</b>
RP margin (%) <sup>(1)</sup>	9.7% (+10bps)

- **Market share gains:**<sup>(2)</sup> Driven by trade and e-commerce initiatives, product innovation, store expansion and transference from the closure of Homebase stores
- **Category performance:** Strong seasonal, 10<sup>th</sup> quarter of consecutive underlying growth in core, high single digit 'big-ticket' growth
- **Gross margin:** Growth in B&Q marketplace, effective management of product costs and retail prices, and supplier negotiations
- **Retail profit:** GM expansion and cost discipline mitigate significant headwinds - higher staff costs, new store openings, inflation and prior year B&Q business rate refunds

## castorama



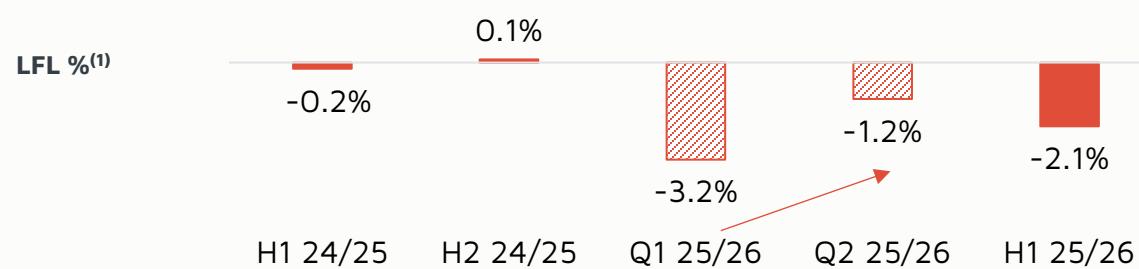
## BRICO DÉPÔT



<b>Sales</b>	<b>£2,048m</b>
YoY chg (%) <sup>(1)</sup>	-1.9%
LFL (%) <sup>(1)</sup>	-2.1%
<b>Gross margin (%)<sup>(1)</sup></b>	<b>+110bps</b>
Operating costs <sup>(1)</sup>	+0.8%
<b>Retail profit</b>	<b>£72m</b>
RP margin (%) <sup>(1)</sup>	3.5% (+20bps)

- **Market share gains:**<sup>(2)</sup> Driven by effective range reviews and strong progress in addressing trade customer needs
- **Category performance:** Improved underlying trends across all categories
- **Gross margin:** Effective management of product costs, supplier negotiations, and lower logistics costs
- **Retail profit:** GM expansion and structural cost actions offset by staff pay and social taxes

## castorama



<b>Sales</b>	<b>£946m</b>
YoY chg (%) <sup>(1)</sup>	-0.5%
LFL (%) <sup>(1)</sup>	-2.1%
<b>Gross margin (%)<sup>(1)</sup></b>	<b>+10bps</b>
Operating costs <sup>(1)</sup>	-0.5%
<b>Retail profit</b>	<b>£51m</b>
RP margin (%) <sup>(1)</sup>	5.4% (+10bps)

- **Market share:**<sup>(2)</sup> Performance broadly in line with the market
- **Category performance:** 'Big-ticket' categories supported by new kitchen ranges. Core category trends improving in Q2. Seasonal impacted by adverse weather
- **Gross margin:** Effective management of product costs, supplier negotiations and improved stock management, partially offset by promo activity and mix (category and channel)
- **Retail profit:** Higher staff pay mitigated by structural cost actions and flexing of staff levels and discretionary spend

# Other International

**Iberia**  
**Screwfix France & Other<sup>(2)</sup>**  
**Koçtaş (JV)<sup>(3)</sup>**  
**Romania**

H1 25/26 sales			Profit contribution	
£m	% chg <sup>(1)</sup>	% LFL <sup>(1)</sup>	£m	Prior year (£m)
<b>219</b>	+10.2%	+10.2%	<b>11</b>	6
<b>10</b>	+15.9%	n/a	<b>(17)</b>	(18)
<b>n/a</b>	n/a	n/a	<b>(9)</b>	(13)
<b>60</b>	n/a	n/a	<b>(3)</b>	(6)

**Iberia:** Strong performance across all categories, supported by further progress in trade & e-commerce

**Screwfix France:** In line with expectations – strong LFL store growth of +52%

**Koçtaş (JV)<sup>(2)</sup>:** LFL sales were negative in H1, but improved over the period; further progress in comprehensive restructuring programme

**Romania:** Sale of Brico Dépôt Romania completed in early May

**Notes:**

(1) Variance in constant currency

(2) 'Screwfix France & Other' consists of the consolidated results of Screwfix International, and results from franchise and wholesale agreements. The prior year comparator includes NeedHelp – we divested our c.80% equity interest on 18 July 2024

(3) Represents the equity-accounted profit after tax of Koçtaş (Kingfisher's 50% JV in Turkey). Share of JV retail loss -£6m (H1 24/25: £6m retail loss), and share of JV interest & tax -£3m (H1 24/25: -£7m)

# Disciplined approach to capital allocation

## Invest in attractive growth opportunities

Organic growth opportunities with high ROCE

Annual gross capex: c.3% of sales

## Sustainable dividend growth

Progressive growth of dividends

Target cover range: 2.25x to 2.75x

## Returns to shareholders

Surplus capital to be returned via share buybacks or special dividends

## Maintain financial resilience and an efficient balance sheet

Solid investment grade credit rating (BBB, stable)

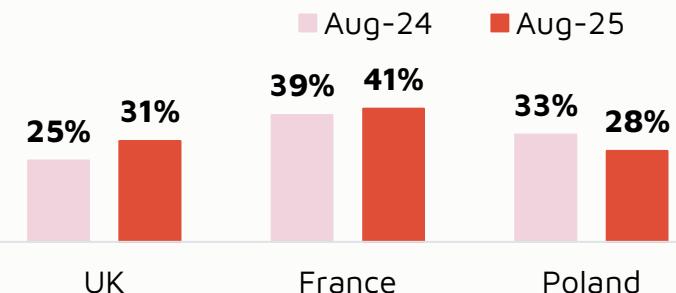
Maximum net leverage over medium term of 2.0x (currently 1.3x<sup>(1)</sup>)

Maintain strong liquidity headroom

# Surveys point to potential caution on consumer outlook

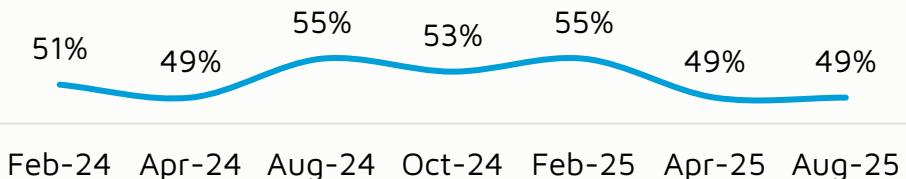
## Outlook on personal finances broadly stable

% of consumers thinking state of personal finances will get worse over the next 12 months<sup>(1)</sup>



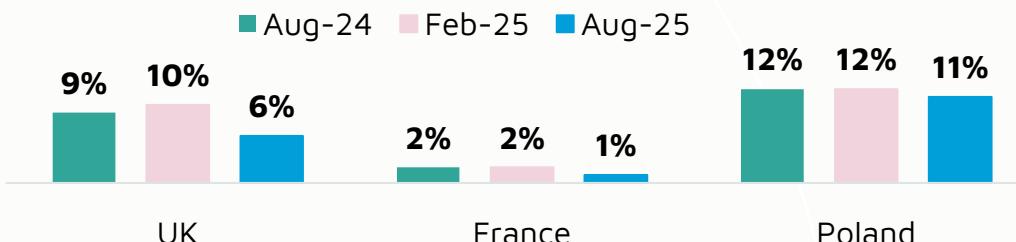
## High intention to undertake repair & maintenance projects in the coming months

% of consumers planning repair and maintenance projects in next 12 months<sup>(1)</sup>



## Future spend intent lower in the UK & France, improving in Poland

Net % of consumers intending to spend more on DIY vs spend less<sup>(1)</sup>



## Trade workloads remain strong

**96%**

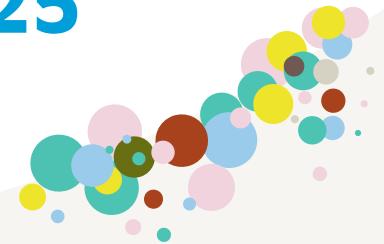
of UK tradespeople working  
(+4%pts YoY)<sup>(2)</sup>

**77%**

have more work to come  
(-3%pt YoY)<sup>(2)</sup>

**Business confidence stable**, with business activity expected to increase over next 12 months

# Market outlook for 2025 unchanged



## UK & Ireland

- Resilient UK consumer and improving mortgage affordability, real wage growth, and stable housing transactions in H1
- Mindful of early signs of softness in the labour market, uncertainty ahead of the Autumn Budget, and rising inflation

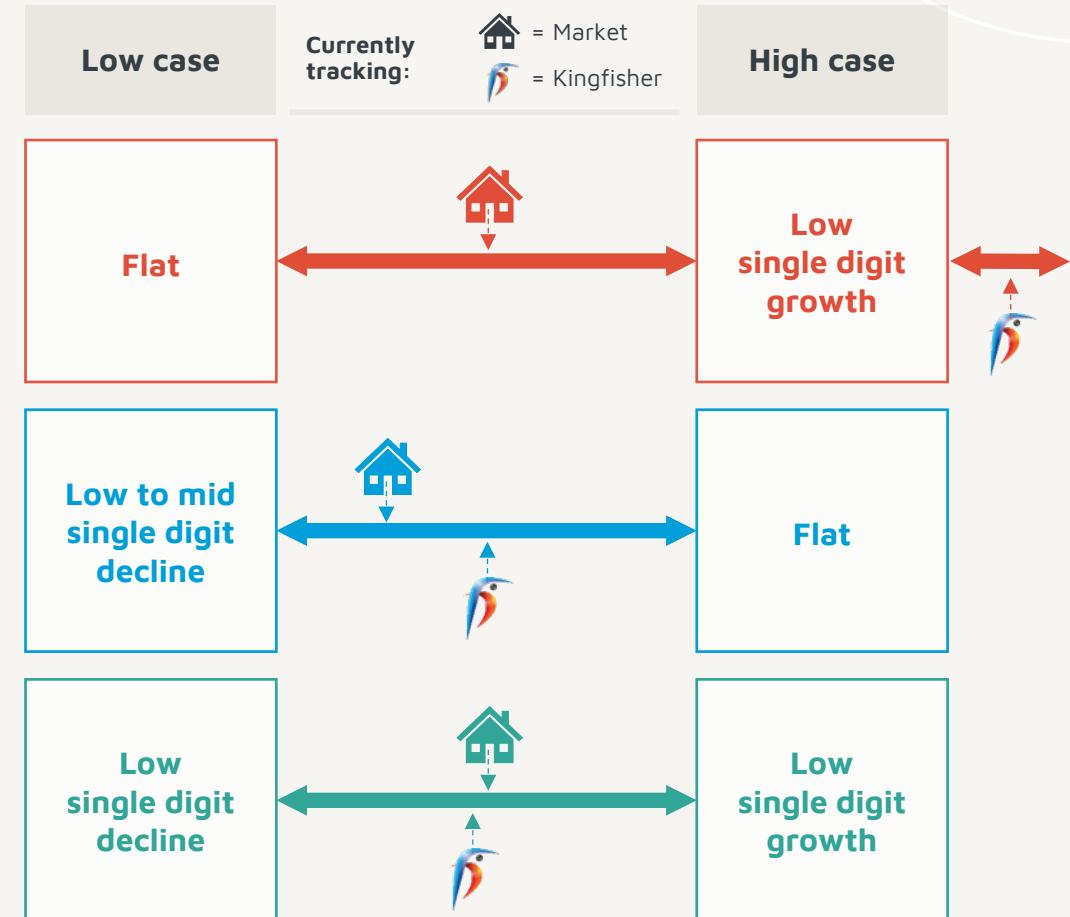
## France

- Subdued French consumer in H1, despite lower interest rates, higher mortgage lending and increased housing starts
- Consumer sentiment remains subdued amidst an uncertain political environment

## Poland

- Political factors, elevated inflation and interest rates weighing on consumer demand in H1
- Signs of recovery with falling inflation, real wage growth, interest rate cuts and improvement in consumer confidence

## Our expectation of total home improvement market – 2025 (YoY % change)<sup>(1)</sup>



# Group digital ecosystem driving growth and profitability

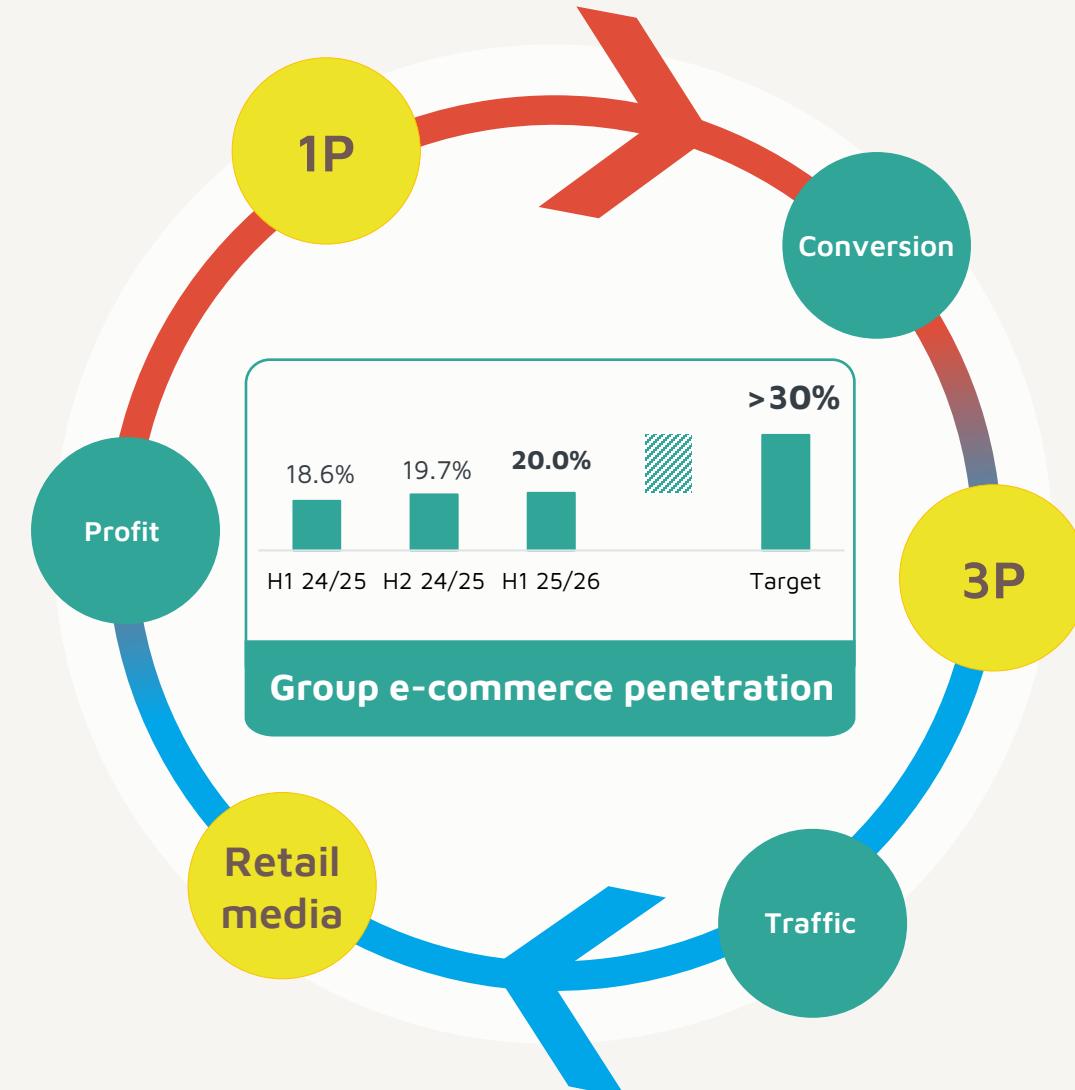
## First-party e-commerce

Leveraging stores for speed & convenience:

- 93%<sup>(1)</sup> of Group 1P orders are picked in-store
- 88% of 1P e-commerce orders are C&C
- 15-min C&C at B&Q
- 1-min C&C at Screwfix
- 20-min delivery with Screwfix Sprint

## Retail media

- Engaging with >100 1P and >300 3P vendors on retail media campaigns
- Return on Advertising Spend of >600% (far above industry averages)



## Third-party marketplace

- GMV<sup>(2)</sup> of £262m, up 62%
- Marketplace participation of 15% of total e-commerce sales
- B&Q marketplace retail profit contribution<sup>(3)</sup>: c.£7m
- Onboarding of cross-border vendors to provide even more choice

## Apps & data

- Loyalty members up 11% YoY
- App revenue accounting for 34% of total e-commerce sales
- AI and data-driven product recommendation and personalisation engines delivered c.£80m of sales in H1, up 37% YoY

### Notes:

(1) Based on FY 24/25

(2) Marketplace GMV is the total transaction value (including VAT) from the sale of products supplied by third-party e-commerce marketplace vendors. What is recorded in revenue is the commission "take rate" which is c.10-15% of GMV

(3) Marketplace retail contribution includes only directly attributable run costs

# Further progress with France plan in H1



## What we said

## What we have done in H1

### Grow sales densities at both banners

- ✓ Continued **market share gains<sup>(1)</sup>** in France
- ✓ France **e-commerce** sales growth **+20%** and **trade** sales growth **+37%** leveraging existing assets
- ✓ Successfully rolled out '**CastoPro**' proposition across the Castorama estate in the past 6 months; more than doubled **trade loyalty members** at Brico Dépôt YoY

**Accelerating strategic range reviews at Castorama; launching new e-commerce platform at Brico Dépôt in H2**

### Productivity and operating efficiencies

- ✓ **On track to reduce head office staff by c.12%**
- ✓ **Ongoing reduction of logistics space by c.14%** across the two banners
- ✓ **Markdown & promo AI solutions** launched in Castorama: c.15% reduction in markdown costs

**Continued discipline on structural cost savings and scaling retail media**

### Restructure and modernise Castorama store network

- ✓ **2 franchises & 1 store transferred** to Brico Dépôt open and performing in line with expectations
- ✓ **4 rightsizes** - double-digit percentage improvements in sales density versus Castorama average
- ✓ **1 comprehensive refit** - LFL sales growth +7% since reopening
- ✓ **5 modernisations** - improved sales densities versus Castorama average

**On track to address further 11 stores by FY 25/26**

# Disclaimer

You are not to construe the content of this presentation as investment, legal or tax advice and you should make your own evaluation of the Company and the market. If you are in any doubt about the contents of this presentation or the action you should take, you should consult a person authorised under the Financial Services and Markets Act 2000 (as amended) (or if you are a person outside the UK, otherwise duly qualified in your jurisdiction).

This presentation has been prepared in relation to the financial results for the six months ended 31 July 2025. The financial information referenced in this presentation is not audited and does not contain sufficient detail to allow a full understanding of the results of the Group. For more information, the entire text of the RNS announcement containing the financial results for the six months ended 31 July 2025 can be found on the Investor Relations section of the Company's website. Nothing in this presentation should be construed as either an offer or invitation to sell or any offering of securities or any invitation or inducement to any person to underwrite, subscribe for or otherwise acquire securities in any company within the Group or an invitation or inducement to engage in investment activity under section 21 of the Financial Services and Markets Act 2000 (as amended) (or, otherwise under any other law, regulation or exchange rules in any other applicable jurisdiction).

This presentation is being solely made and directed at persons to whom this presentation may lawfully be communicated ("relevant persons"). Any person who is not a relevant person should not act or rely on this presentation or any of its contents.

Certain information contained in this presentation may constitute "forward-looking statements" (including within the meaning of the safe harbour provisions of the United States Private Securities Litigation Reform Act of 1995), which can be identified by the use of terms such as "may", "will", "would", "could", "should", "expect", "anticipate", "project", "estimate", "intend", "continue", "target", "plan", "goal", "aim", "forecast" or "believe" (or the negatives thereof) or other variations thereon or comparable terminology. These forward-looking statements are based on currently available information and our current assumptions,

expectations and projections about future events. These forward-looking statements include all matters that are not historical facts and include statements which look forward in time or statements regarding the Company's intentions, beliefs or current expectations and those of our Officers, Directors and employees concerning, amongst other things, the Company's results of operations, financial condition, changes in global or regional trade conditions (including a downturn in the retail or financial services industries), competitive influences, changes in tax rates, exchange rates or interest rates, changes to customer preferences, the state of the housing and home improvement markets, share repurchases and dividends, capital expenditure and capital allocation, liquidity, prospects, growth and strategies, litigation or other proceedings to which we are subject, acts of war or terrorism worldwide, work stoppages, slowdowns or strikes, public health crises, outbreaks of contagious disease, environmental disruption or political volatility. By their nature, forward-looking statements are not guarantees of future performance and are subject to future events, risks and uncertainties – many of which are beyond our control, dependent on actions of third parties, or currently unknown to us – as well as potentially inaccurate assumptions that could cause actual events or results or actual performance of the Group to differ materially from those reflected or contemplated in such forward-looking statements. For further information regarding risks to Kingfisher's business, please consult the risk management section of the RNS announcement containing the results for the six months ended 31 July 2025, to which this presentation relates, and of the Company's Annual Report (as published). No representation, warranty or other assurance is made as to the achievement or reasonableness of, and no reliance should be placed on, such forward-looking statements.

The forward-looking statements contained in this announcement speak only as of the date of this announcement and the Company does not undertake any obligation to update or revise any forward-looking statement to reflect any new information, change in circumstances, or change in the Company's expectations to reflect events or circumstances after the date of this announcement or to reflect the occurrence of unanticipated events.



# Thank you.

