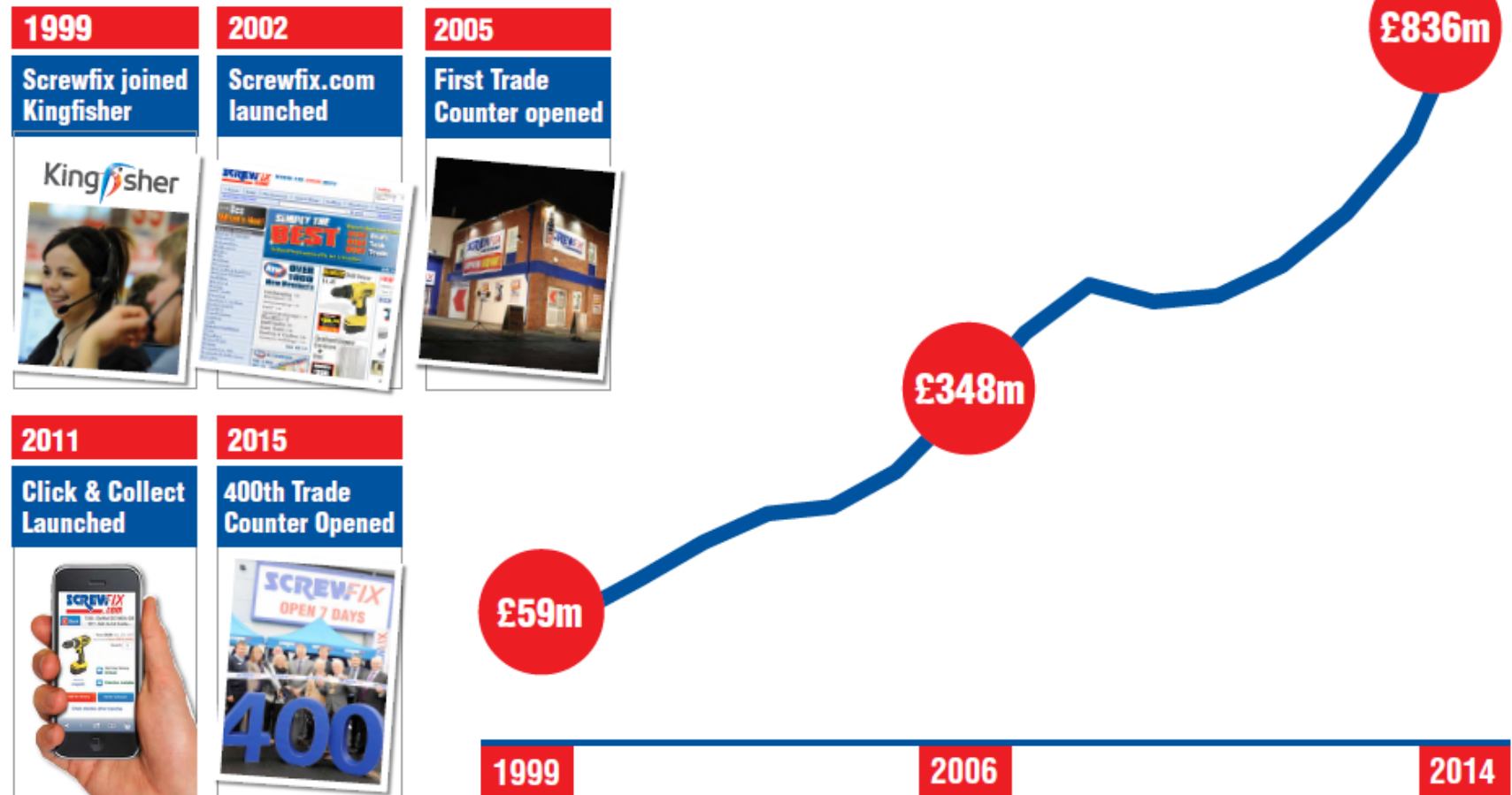


Introduction to Screwfix





SCREWFIX GROWTH





SCREWFIX TODAY

Over 400 Trade Counters



- 60 more stores opened last year another 50 planned this year
- 95% of UK households are within 30 minutes of a Trade Counter

On average 1.8 million online visitors per week



- Our record week saw 1.9m visitors
- 54% of traffic now comes from a mobile device

Click & Collect

- 70% of web orders are now Click & Collect
- Over 11% of total business per week is Click & Collect

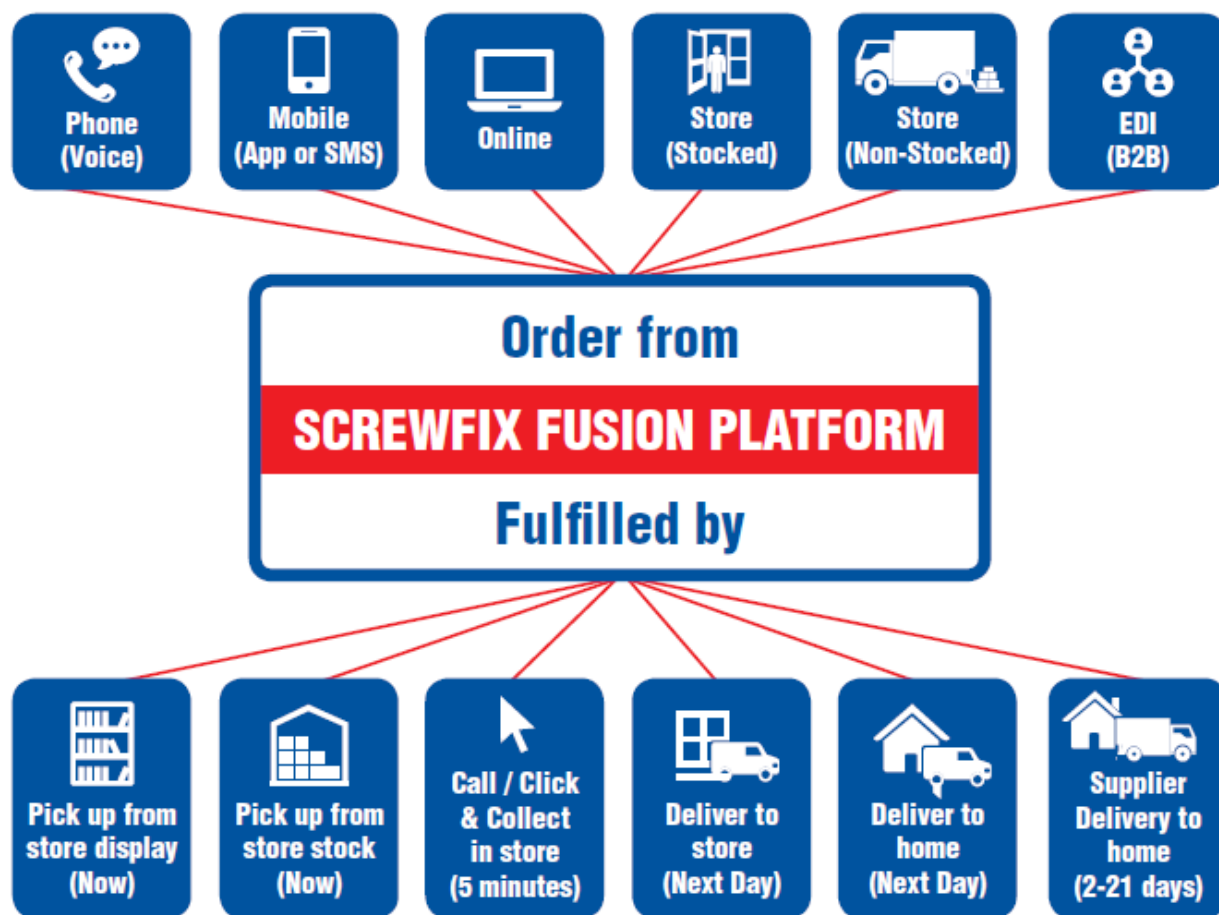
24/7 Call Centre



- An average of 40,000 calls taken per week
- 650 calls taken out of hours per week



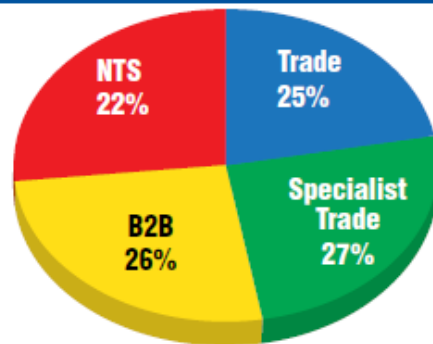
MULTI-CHANNEL FUSION



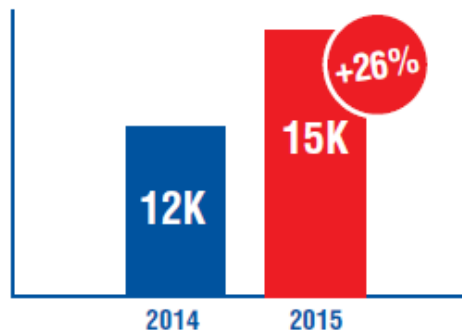


OUR CUSTOMERS

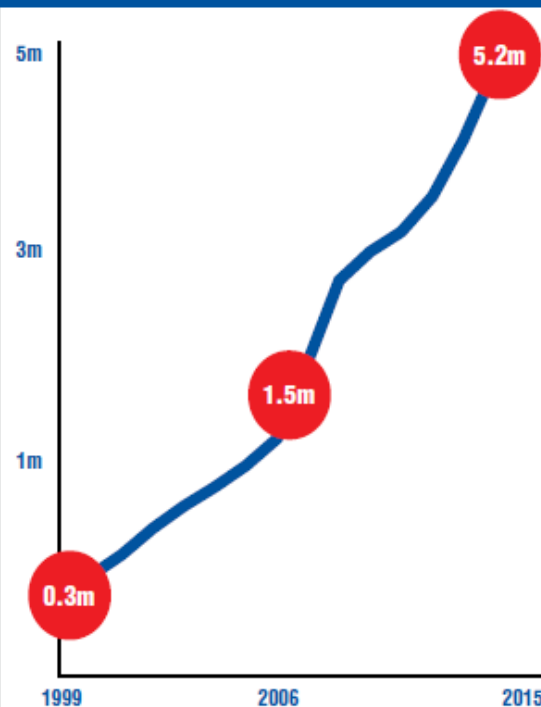
78% of sales come from Trade or Business customers



Customers spending over £500 per month is up 26% year on year

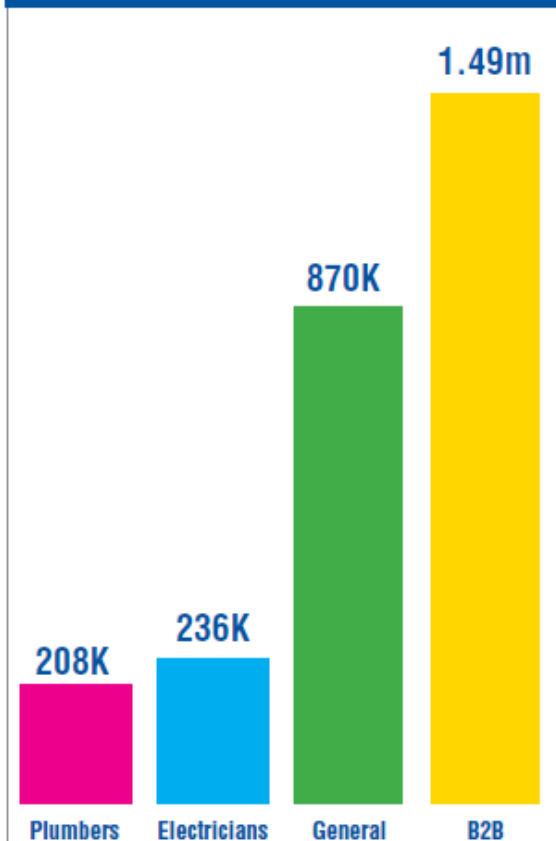


Our customer numbers



- Now over 5.2m active customers
- Over 90% of transactions are in a Trade Counter

Over 2.8m Trade customers shop with us every year





SCREWFIX PROPOSITION



SCREWFIX

TRADE RANGE

Trade Only Brands



- A number of brands only sell to Screwfix because we focus on the trade

Screwfix Own Brands



- Our own brands are considered trade brands by our customers
- Own brands account for 22% of sales

Trade Rated



210mm Compound Mitre Saw

Quick assembly mitre saw that easily cuts steel, aluminium and wood (even nail-embedded) using one blade. Supplied with 210mm, 20-tooth TCT blade for fast, true cutting. Blade-change tool keys and top clamp.

18V XR Corded Drill

Powerful hammer combi drill with high powered motor for a long run time and intelligent trigger for battery protection. Supplied with DelMitt XR universal charger and heavy duty carry case.

- 2 x 4.0Ah Li-Ion Batteries
- 3-Speed Variable & Reverse
- 70mm Change
- 10mm Keyless Chuck
- 22 Torque Settings
- Free-Coast Motor

Great Value Product

Professional lightweight multi-hand tool. Compact and easy to use. Quick to assemble. Suitable for work on and off the job.

Trade Rated

SAVE 20%

£59.99

Trade Rated

Trade Rated

Trade Rated

Trade Rated

Trade Rated

Trade Rated

Bulk Saving

BULK SAVE BUY 6+ SAVE U

Dow Corning 796 Silicone Sealant

310ml, Single-component, low modulus sealant for weather sealing between uPVC doors and window frames. 20-30 minute working time.

Section 10
ISO 11600-FAS-25LM

IN STORE

CODE	Type	Each	3+	6+
40904	Brilliant White	£6.26	£5.66	£4.99
Unit Price per Litre		£20.29	£18.20	£16.20

Dow Corning 796 Silicone Sealant

310ml, Low modulus sealant for weather sealing between uPVC doors and window frames. 20-30 minute working time.

Dow Corning 796 Silicone Sealant

310ml, Low modulus sealant for weather sealing between uPVC doors and window frames. 20-30 minute working time.

Dow Corning 796 Silicone Sealant

310ml, Low modulus sealant for weather sealing between uPVC doors and window frames. 20-30 minute working time.

Dow Corning 796 Silicone Sealant

310ml, Low modulus sealant for weather sealing between uPVC doors and window frames. 20-30 minute working time.

Dow Corning 796 Silicone Sealant

310ml, Low modulus sealant for weather sealing between uPVC doors and window frames. 20-30 minute working time.

Dow Corning 796 Silicone Sealant

310ml, Low modulus sealant for weather sealing between uPVC doors and window frames. 20-30 minute working time.

Dow Corning 796 Silicone Sealant

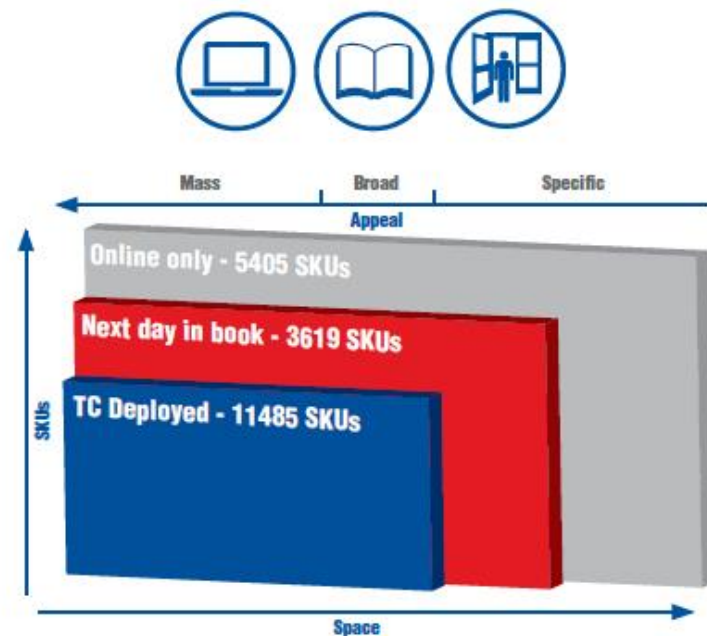
310ml, Low modulus sealant for weather sealing between uPVC doors and window frames. 20-30 minute working time.

Dow Corning 796 Silicone Sealant

310ml, Low modulus sealant for weather sealing between uPVC doors and window frames. 20-30 minute working time.

DEPLOYMENT

Deployment Principles



Ranging Across Sites



Investing in the Future



SCREWFIX

CATALOGUE MARKETING

The trade bible



8m catalogues printed per year



4 Catalogue cycles per year



Promotional Periods

Winter Essentials	Winter Deals	Spring Deals	Spring Essentials	Spring Savings	Summer Savings	Sale	Trade Essentials	September Specials	Autumn Deals	Tools & Gadgets	Sale
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec



SCREWFIX PEOPLE

Engagement



4.31 November
2014

Training

- 334** Service assistants on 1st Steps
- 159** On Fast Track to ASM
- 82** On Fast Track to BM



£312,613

raised since launching
April 2013

168

community
projects donated to
throughout the UK

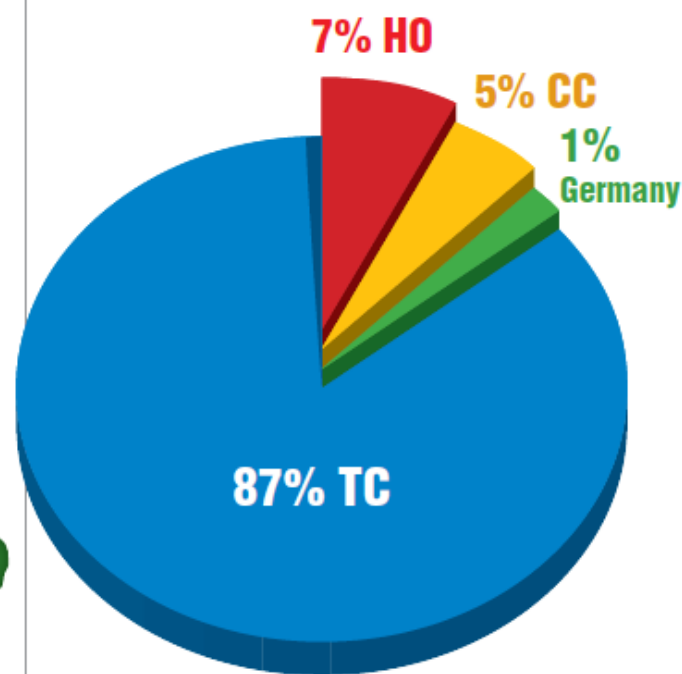
£71,000

donated to 200
community
projects
through
Macmillan &
Barnardos



Employees

7,795 Employees



Customer Research

SCREWFIX

Customer research

- Sent to over 10,000 customers
- 58% shop in store
- 41% online
- 12% used click and collect
- 1/3 of the respondents work in the trade profession
- 2/3 are buying for private reasons

Customer research - highlights

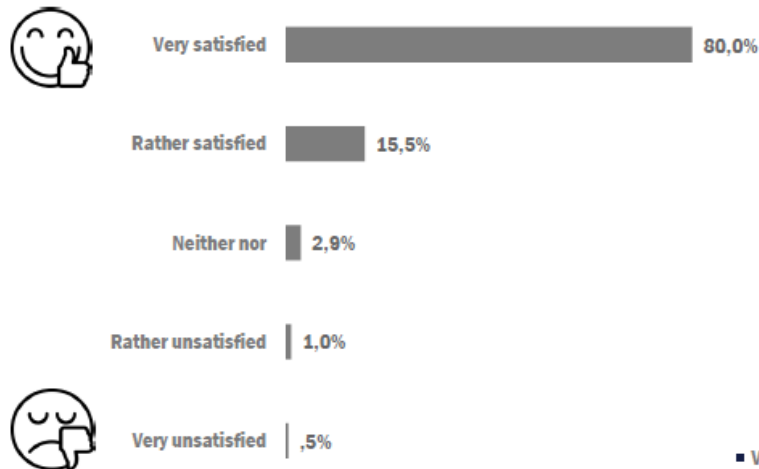
- How did you become aware of Screwfix?
 - Highest response the internet and seeing the store
- Why do you shop at Screwfix?
 - 63.1% said value for money – followed by online order and delivery then having a store close

Customers appreciated great range of products, friendly service and possibility to pay in advance

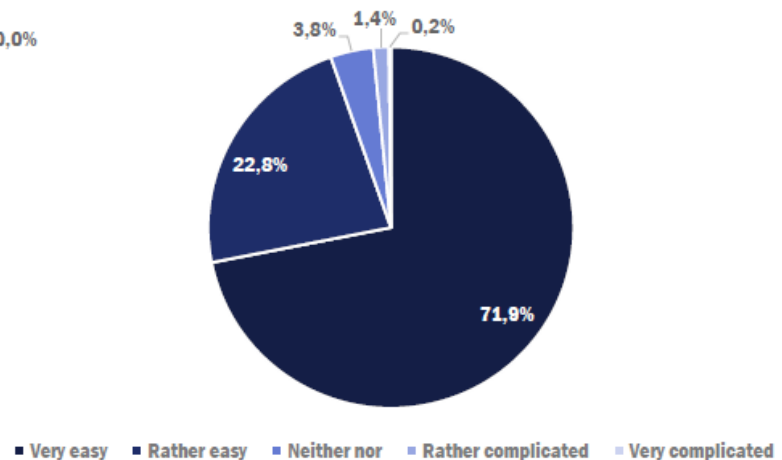
Customer research - highlights

- How satisfied was your last purchase at Screwfix and how ease is it to purchase?

Satisfaction



Ease of purchase



Customer research - Summary

- 91% of the respondents have said that they would probable shop with us again
- Our NPS is 51.6%
- Why would you recommend us?
 - Value for money
 - Generally satisfied
 - Like the fast/free delivery (Click & collect)
 - Good service

New opening coming:

- September: Gelnhausen and Fulda
- October: Wiesbaden



