



Likewise  
plc



INVESTOR  
PRESENTATION

APRIL 2022

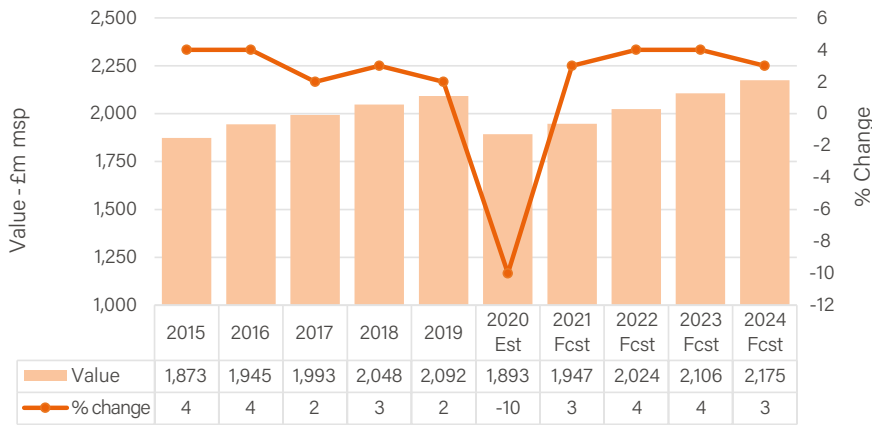


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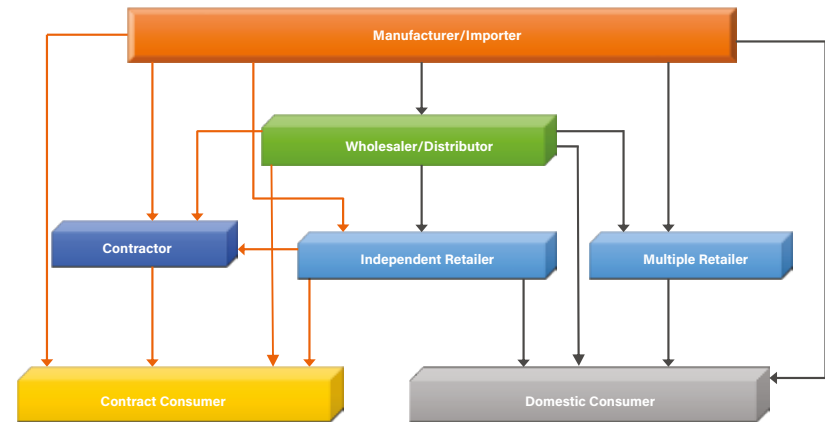
# MARKET DATA

UK FLOORCOVERINGS MARKET SIZE AND FORECASTS 2015 - 2024 BY VALUE (£M AT MSP)



Source: AMA Research Ltd/Trade Estimates

MAIN DISTRIBUTION CHANNELS FOR THE UK FLOORCOVERINGS MARKET



Source: AMA Research Ltd

UK RESIDENTIAL PROPERTY TRANSACTIONS\* VALUED AT £40K OR ABOVE 2014 - 2019 BY VOLUME

Year	Volume (000s) Not Seasonally Adjusted	% Change
2014	1,219	+ 14
2015	1,230	+ 1
2016	1,235	-
2017	1,220	- 1
2018	1,191	- 2
2019	1,177	- 1
2020 Q1 to Q3	671	

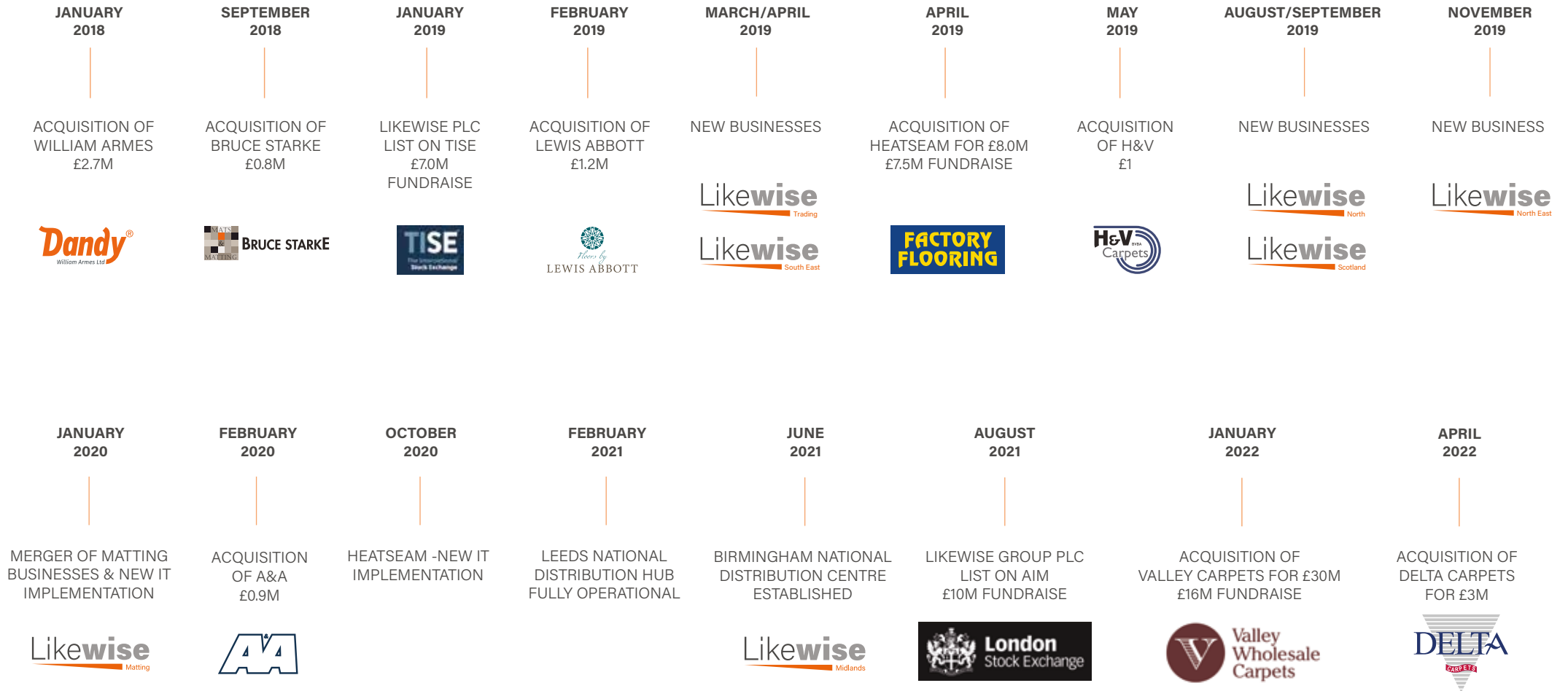
Source: HMRC/AMA Research Ltd \* Includes all freehold, leasehold and residential housing land

HOUSING COMPLETIONS (GB) 2014 - 2020 NUMBER OF DWELLINGS

Year	Private Sector	Public Sector	All Dwellings	% change
2014	110,553	29,971	140,524	+ 7
2015	129,557	38,080	167,637	+ 19
2016	133,861	32,697	166,558	- 1
2017	152,599	35,517	188,116	+ 13
2018	154,937	37,636	192,573	+ 2
2019	165,227	43,144	208,371	+ 8
2020 Est	111,624	25,018	136,642	- 34

Source:ONS/AMA Research Ltd

# TIMELINE OF EVENTS



# LIKEWISE MANAGEMENT TEAM



**TONY BREWER**

CHIEF EXECUTIVE OFFICER



**ROY POVEY**

CHIEF FINANCIAL OFFICER



**TONY JUDGE**

COMMERCIAL DIRECTOR



**ADRIAN LAFFEY**

MAINSTREAM  
RESIDENTIAL



**JAMES KELLETT**

MAINSTREAM  
CONTRACT



**IAN ROBERTS**

GROUP  
FINANCIAL CONTROLLER



**DAVID FULLARD**

HEAD OFFICE  
ACCOUNTANT



**BEN ASHFORTH**

FINANCIAL  
ACCOUNTANT



**SHONA REDMAN**

FINANCIAL CONTROLLER  
LIKEWISE FLOORS



**JIM MCGREGOR**

BRANCH MANAGER  
LIKEWISE SCOTLAND



**GEORGE PRIOR**

COMMERCIAL DIRECTOR  
LIKEWISE NORTH



**STU PETERS**

COMMERCIAL DIRECTOR  
LIKEWISE NORTH EAST



**CRAIG MELLING**

GENERAL MANAGER  
A&A CARPETS



**TROY FALLON**

KEY ACCOUNT MANAGER  
LIKEWISE TRADING



**SANDRA CARTER**

KEY ACCOUNT MANAGER  
LIKEWISE TRADING



**JOHN SPINK**

BUSINESS MANAGER  
LIKEWISE MIDLANDS



**DAVID STOTTOR**

MANAGING DIRECTOR  
LIKEWISE SOUTH



**MARK SPRAGGONS**

GENERAL MANAGER  
LIKEWISE SOUTH EAST



**DARREN AITKEN**

OPERATIONS MANAGER  
LIKEWISE MATTING &  
MARQUEE FLOORS



**SIMON PAGE**

SALES MANAGER  
LIKEWISE MATTING &  
MARQUEE FLOORS



**SIMON HOBSON**

FINANCIAL CONTROLLER  
LIKEWISE SOUTH EAST  
& LIKEWISE MATTING



**DAN THOMPSON**

COMMERCIAL MANAGER  
LEWIS ABBOTT



**PATRICK O'CONNOR**

BUSINESS MANAGER  
H&V CARPETS

# LOGISTICS NETWORK



108 DELIVERY VEHICLES PROVIDING A NEXT DAY SERVICE

**NATIONAL DISTRIBUTION HUB**

LEEDS 80,000 FT<sup>2</sup>  
BIRMINGHAM 57,000 FT<sup>2</sup>

**NATIONAL DISTRIBUTION CENTRE**

SUDBURY 80,000 FT<sup>2</sup>

**REGIONAL DISTRIBUTION CENTRE**

MANCHESTER 35,000 FT<sup>2</sup> (82,000 FT<sup>2</sup>)

**REGIONAL LOGISTICS CENTRES**

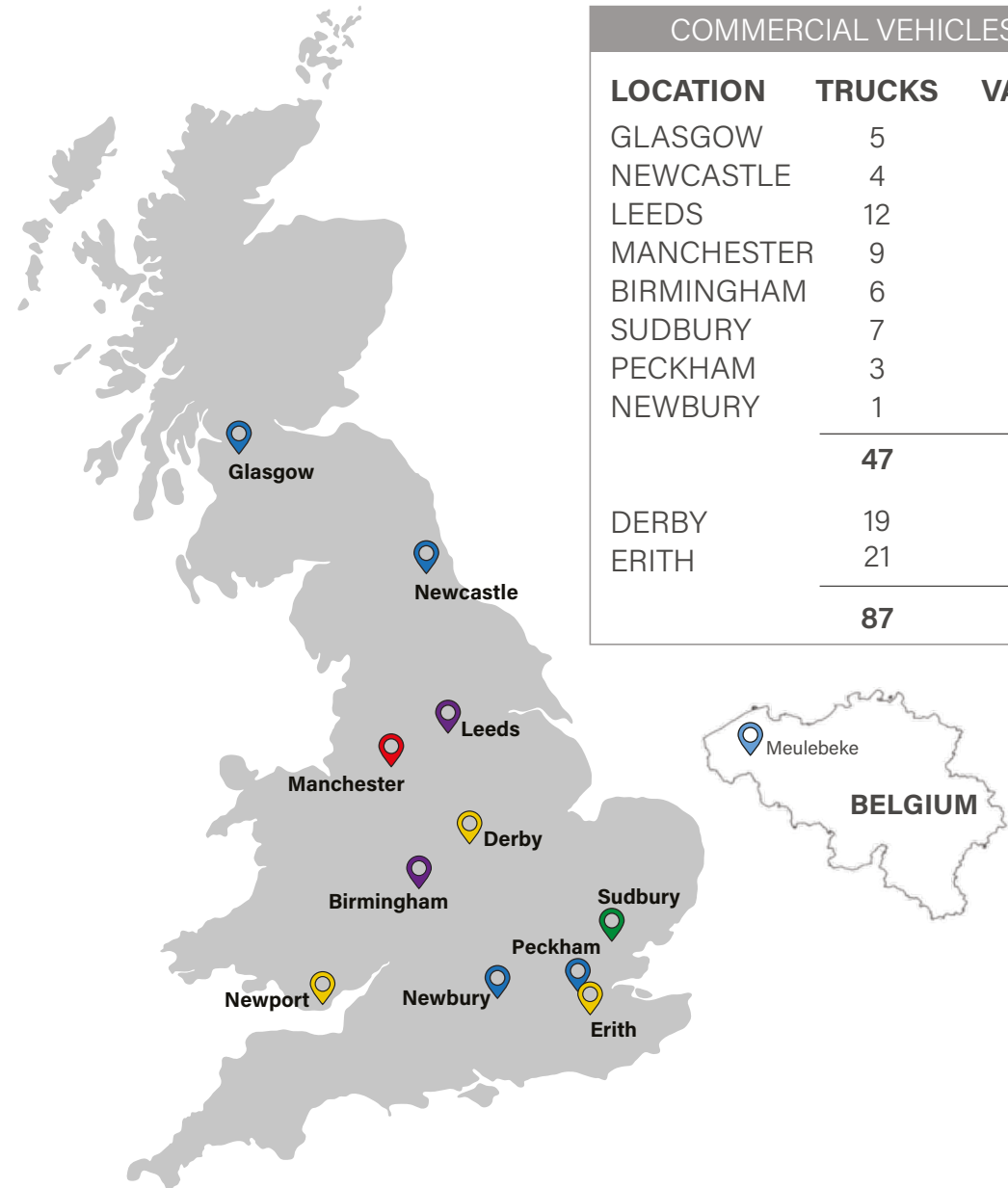
GLASGOW 10,500 FT<sup>2</sup> (47,000 FT<sup>2</sup>)  
NEWCASTLE 20,000 FT<sup>2</sup>  
NEWBURY 10,500 FT<sup>2</sup>  
PECKHAM 8,500 FT<sup>2</sup>

**VALLEY CARPETS**

ERITH 70,000 FT<sup>2</sup>  
DERBY 42,000 FT<sup>2</sup>  
NEWPORT 35,750 FT<sup>2</sup>

**EUROPE**

MEULEBEKE 20,000 FT<sup>2</sup>

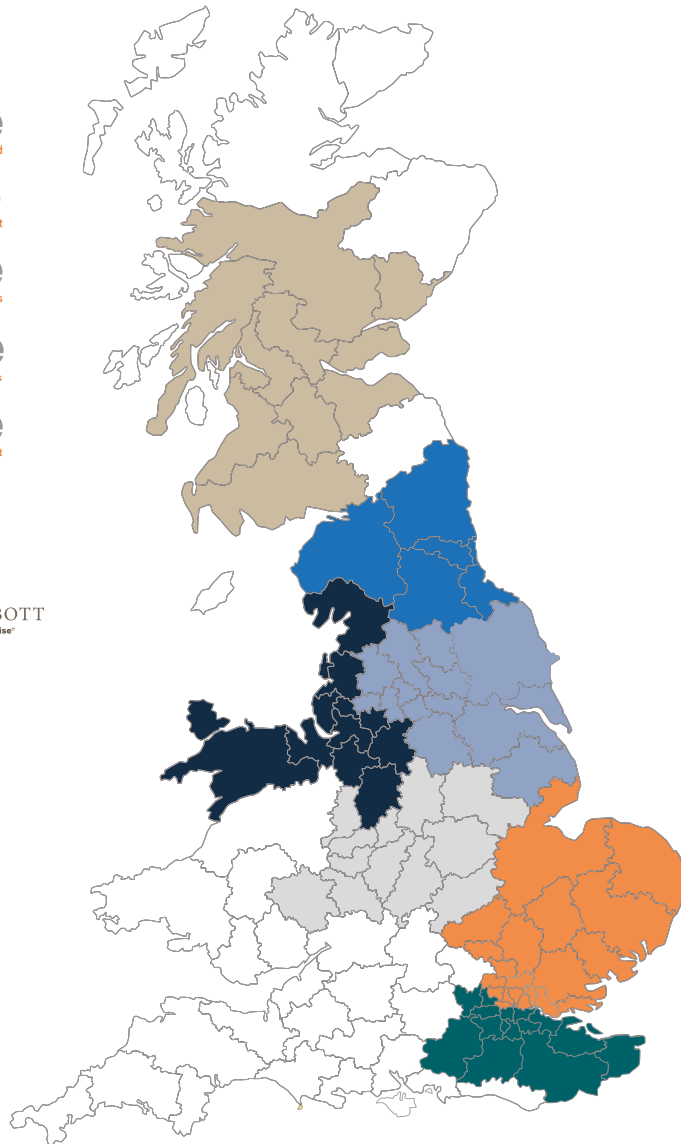


COMMERCIAL VEHICLES		
LOCATION	TRUCKS	VANS
GLASGOW	5	1
NEWCASTLE	4	1
LEEDS	12	1
MANCHESTER	9	2
BIRMINGHAM	6	1
SUDBURY	7	2
PECKHAM	3	1
NEWBURY	1	-
	<b>47</b>	<b>9</b>
DERBY	19	7
ERITH	21	5
	<b>87</b>	<b>21</b>

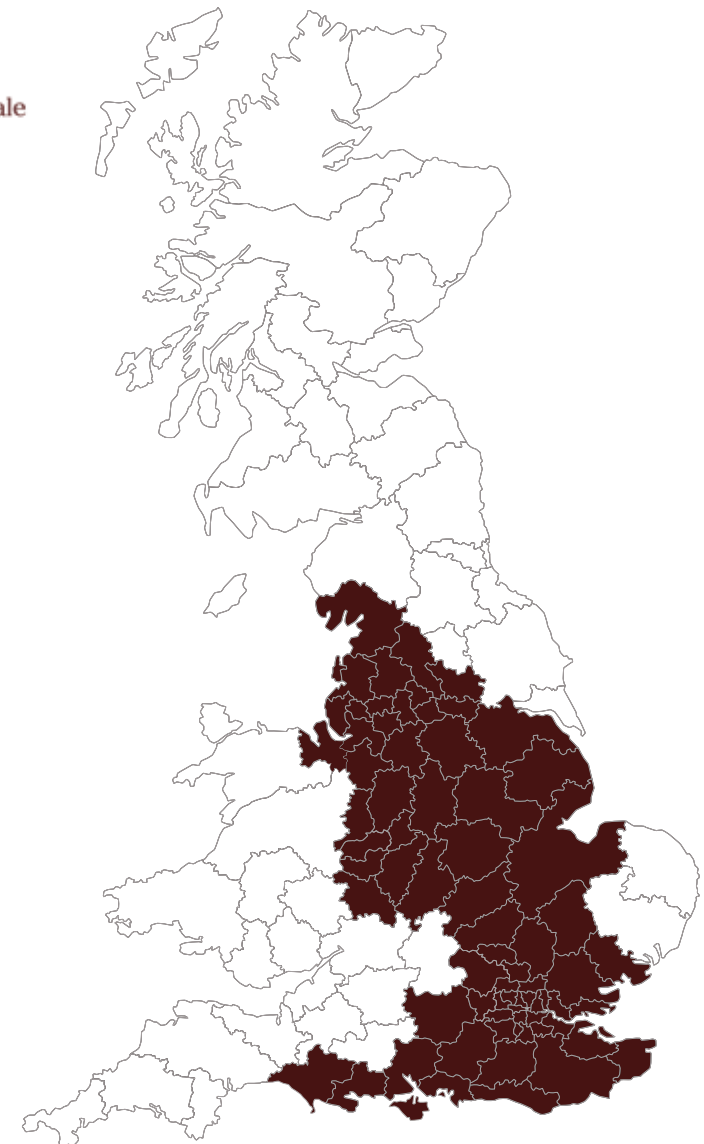
# GEOGRAPHICAL MARKET PRESENCE

## RESIDENTIAL

-  **Likewise**  
Scotland
-  **Likewise**  
North East
-  **Likewise**  
Floors
-  **Likewise**  
Midlands
-  **Likewise**  
South East



## RESIDENTIAL



# SALES RESOURCE

- ONGOING RECRUITMENT OF EXPERIENCED SALES PEOPLE IS KEY TO THE DEVELOPMENT OF THE GROUP

BRAND	SALES MANAGEMENT	EXPERIENCED CUSTOMER SUPPORT EXTERNAL	SUPPORT INTERNAL	SALES AGENTS
	2	6	3	-
	1	1	3	3
	2	2	2	3
	1	2	2	1
 Scotland	2	3	3	-
 North East	1	3	3	-
 North	2	7	4	-
 Midlands	1	7	2	-
 South East	1	3	3	-
 South	1	(2)	-	-
 Matting	2	6	3	2
 Trading	2	-	-	-
	2	7	9	-
	1	6	3	-
<b>TOTALS</b>	<b>21</b>	<b>55</b>	<b>40</b>	<b>9</b>



# DISPLAYS AND MARKET PRESENCE



# FREEHOLD PROPERTY PORTFOLIO

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- ERITH, SOUTH EAST LONDON      70,000 FT<sup>2</sup>      999 YEAR LONG LEASE
- DERBY      42,000 FT<sup>2</sup>      FREEHOLD
- NEWPORT      35,750 FT<sup>2</sup>      FREEHOLD

## Likewise

- SUDBURY      80,000 FT<sup>2</sup>      FREEHOLD

# TRADING UPDATE AND BENEFITS OF ACQUISITIONS

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- POSITIVE 1ST QUARTER
- PROPELS Likewise WELL THROUGH £100 MILLION SALES REVENUE
- 100% INCREASE IN CURRENT EARNINGS PER SHARE
- PROGRESSIVE DIVIDEND POLICY ANNOUNCED
- DEBT FREE AND c. £20 MILLION FREEHOLD PROPERTY PORTFOLIO
- SIGNIFICANT STEPS FORWARD
- INFRASTRUCTURE BEING ESTABLISHED TO ACHIEVE MEDIUM TERM OBJECTIVES