



Likewise  
plc



# INVESTOR PRESENTATION

15 JUNE 2023



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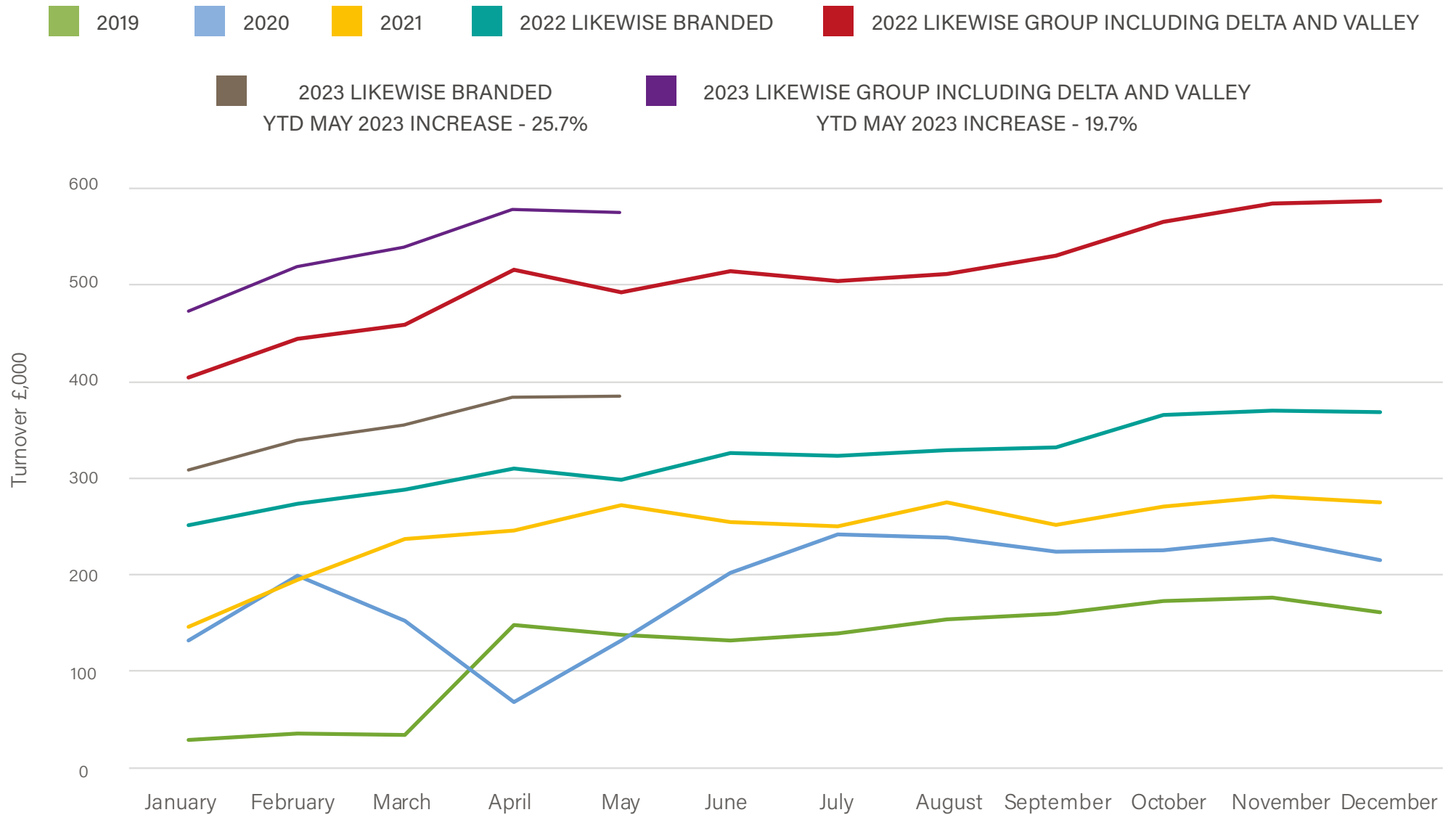
# INTRODUCTION - YTD MAY 2023

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- TOTAL SALES REVENUE INCREASED BY 19.7%
- LIKEWISE BRANDED SALES REVENUE INCREASED BY 25.7%
- LOGISTICS INFRASTRUCTURE WELL DEVELOPED
- SALES TEAMS MAKING STRONG PROGRESS
- VALLEY IMPORTANT CONTRIBUTION AND IMPRESSIVE RETURN ON INVESTMENT

# MONTHLY AND ANNUAL FIGURES



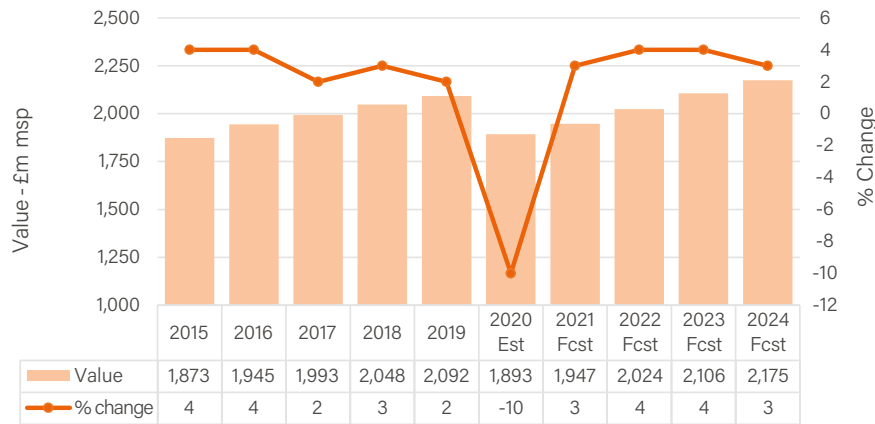
Figures shown calculated per working days

# TIMELINE OF EVENTS



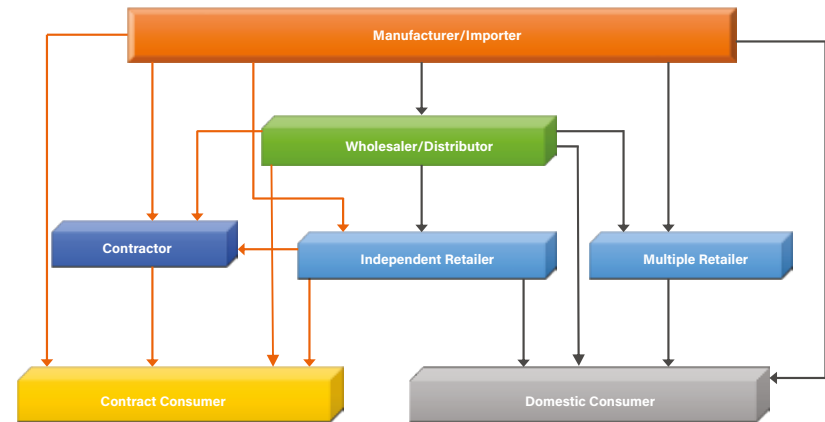
# MARKET SIZE - IN EXCESS OF £2 BILLION

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

# LOGISTICS NETWORK



127 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>

**REGIONAL LOGISTICS CENTRES**

GLASGOW 47,000 FT<sup>2</sup>  
NEWCASTLE 20,000 FT<sup>2</sup>  
NEWBURY 10,500 FT<sup>2</sup>  
SIDCUP 12,000 FT<sup>2</sup>

**VALLEY CARPETS**

ERITH 70,000 FT<sup>2</sup>  
DERBY 52,000 FT<sup>2</sup>  
NEWPORT 35,750 FT<sup>2</sup>



COMMERCIAL VEHICLES		
LOCATION	TRUCKS	VANS
GLASGOW	6	1
NEWCASTLE	4	1
LEEDS	15	1
MANCHESTER	11	1
BIRMINGHAM	13	1
SUDBURY	7	3
SIDCUP	7	1
NEWBURY	3	1
	<b>66</b>	<b>10</b>
DERBY	18	5
ERITH	21	5
NEWPORT	1	1
	<b>106</b>	<b>21</b>





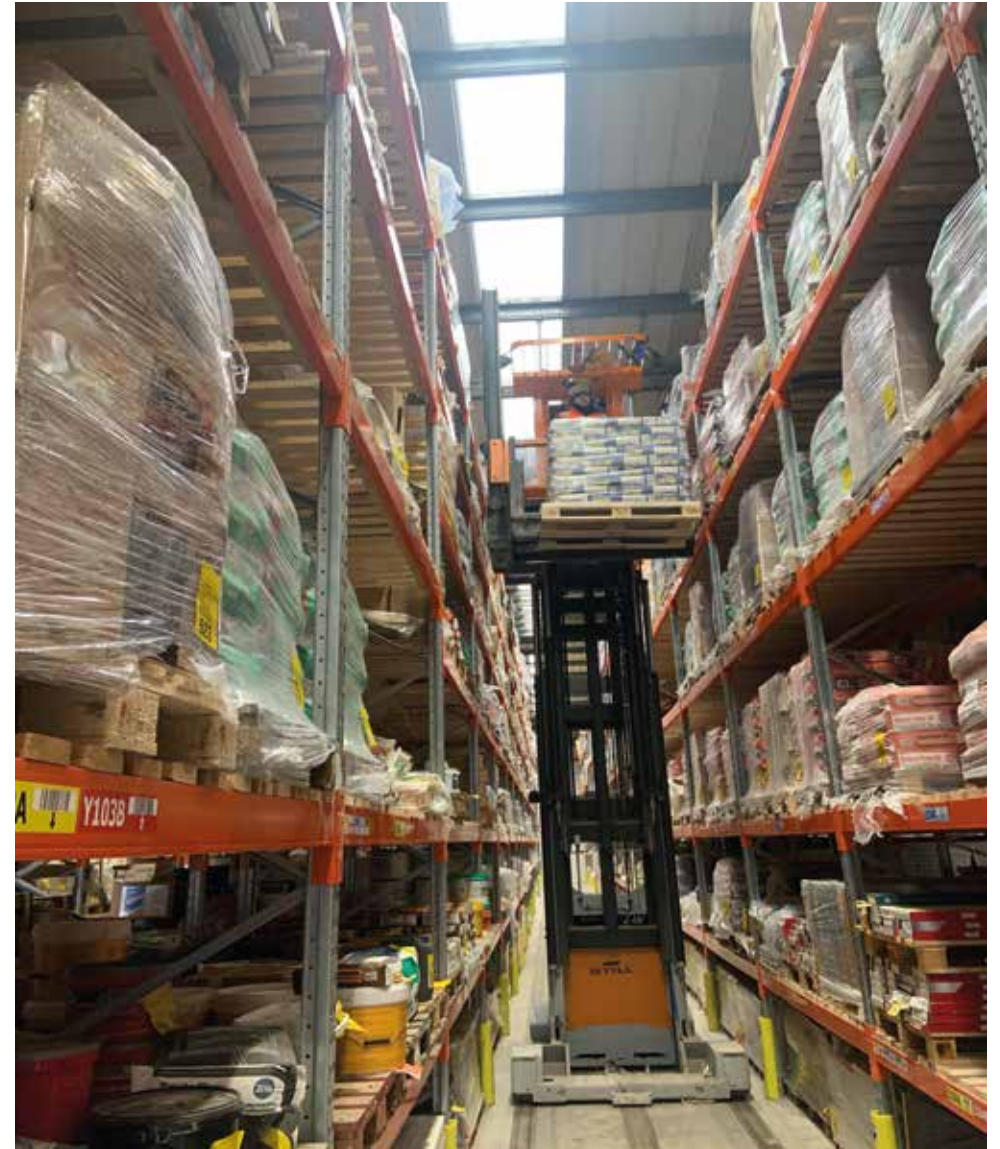
































































































# CURRENT SITE MANCHESTER







# CURRENT SITE MANCHESTER





76 DELIVERY VEHICLES PROVIDING A NEXT DAY SERVICE

**NATIONAL DISTRIBUTION HUB**

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

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	<b>66</b>	<b>10</b>





Valley  
Wholesale  
Carpets

ERITH









Valley  
Wholesale  
Carpets

ERITH







Valley  
Wholesale  
Carpets

ERITH

42



















Valley  
Wholesale  
Carpets

DERBY

47





Valley  
Wholesale  
Carpets

DERBY

48













# LOGISTICS NETWORK



- 51 DELIVERY VEHICLES PROVIDING A NEXT DAY SERVICE



## VALLEY CARPETS

ERITH	70,000 FT <sup>2</sup>
DERBY	52,000 FT <sup>2</sup>
NEWPORT	35,750 FT <sup>2</sup>



COMMERCIAL VEHICLES		
LOCATION	TRUCKS	VANS
DERBY	18	5
ERITH	21	5
NEWPORT	1	1
	<b>40</b>	<b>11</b>



# INVESTMENT IN ADDITIONAL AND REPLACEMENT LOCATIONS

● LEEDS	JANUARY 2021	<p>RACKING</p> <p>CUTTING TABLE</p> <p>OFFICES</p> <p>INFRASTRUCTURE AND ESTABLISHMENT</p> <p>RENT AND RATES</p> <p>STOCK</p>
● BIRMINGHAM	2022	
● NEWCASTLE	JANUARY 2022	
● NEWBURY	JULY 2022	
● DERBY	H2 2022	
● NEWPORT	NOVEMBER 2022	
● SIDCUP	JANUARY 2023	
● GLASGOW	APRIL 2023	
● MANCHESTER	2023	

# LOGISTICS NETWORK



- 127 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**

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**VALLEY CARPETS**

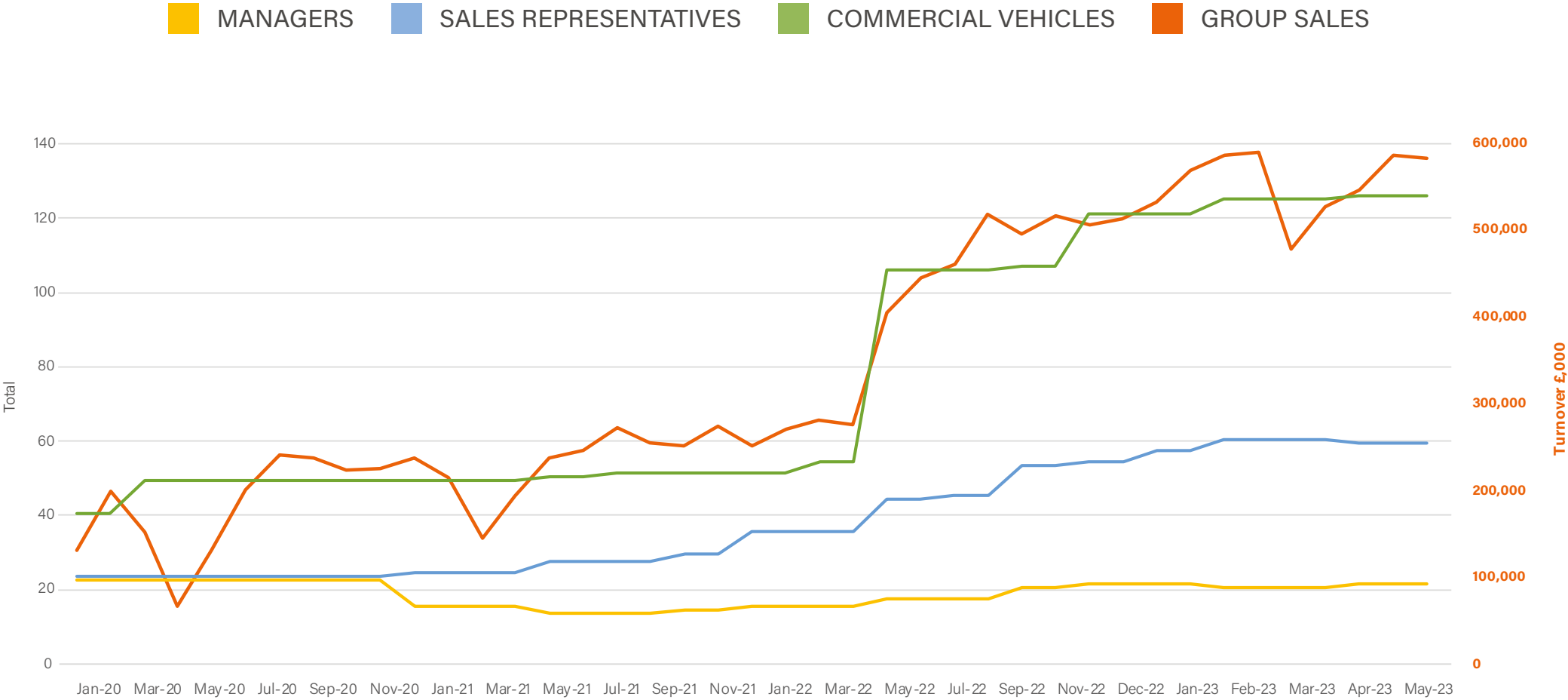
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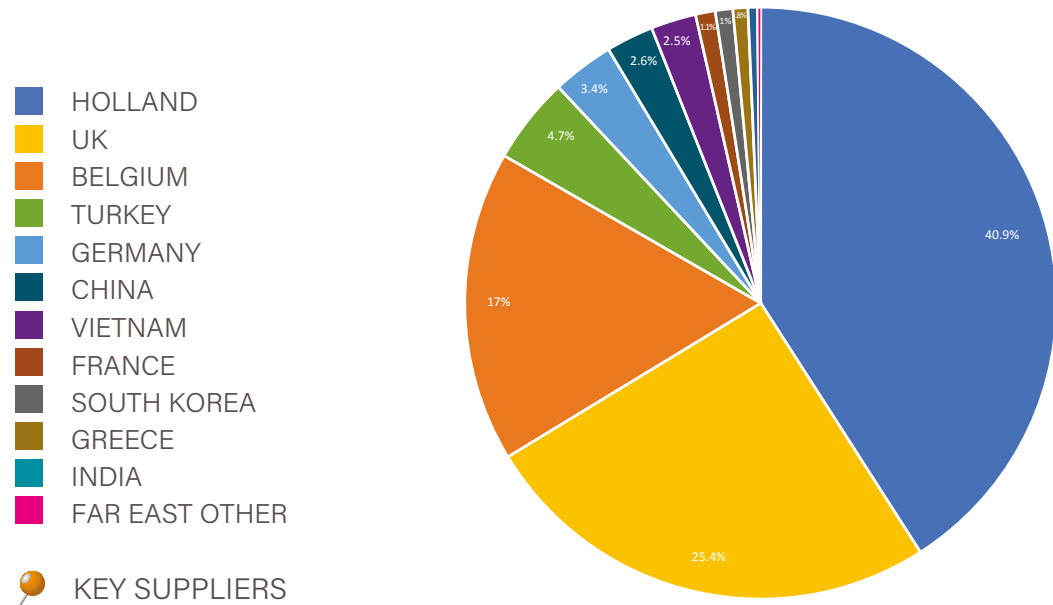


# INVESTMENT AND RESOURCE



Group Sales Figures shown calculated per working days

# SUPPLIERS BY REGION





- JOINED AS MEMBERS AND CORE FUNDERS IN DECEMBER 2022

CARPET RECYCLING UK WORKS TO:

- DEVELOP STRATEGIC COLLABORATIONS AND NETWORKS TO USE CARPET WASTE AS A RESOURCE
- ENGAGE WITH THE SUPPLY CHAIN TO IDENTIFY AND INTRODUCE CIRCULAR ECONOMY INITIATIVES
- PROACTIVELY ENGAGE WITH THE SECTOR TO FIND NEW AND DEVELOPING END USES FOR RECYCLED CARPET
- IDENTIFY APPROPRIATE REUSE AND RECYCLING OPTIONS FOR CARPET WASTE
- INFLUENCE ENVIRONMENTAL LEGISLATION



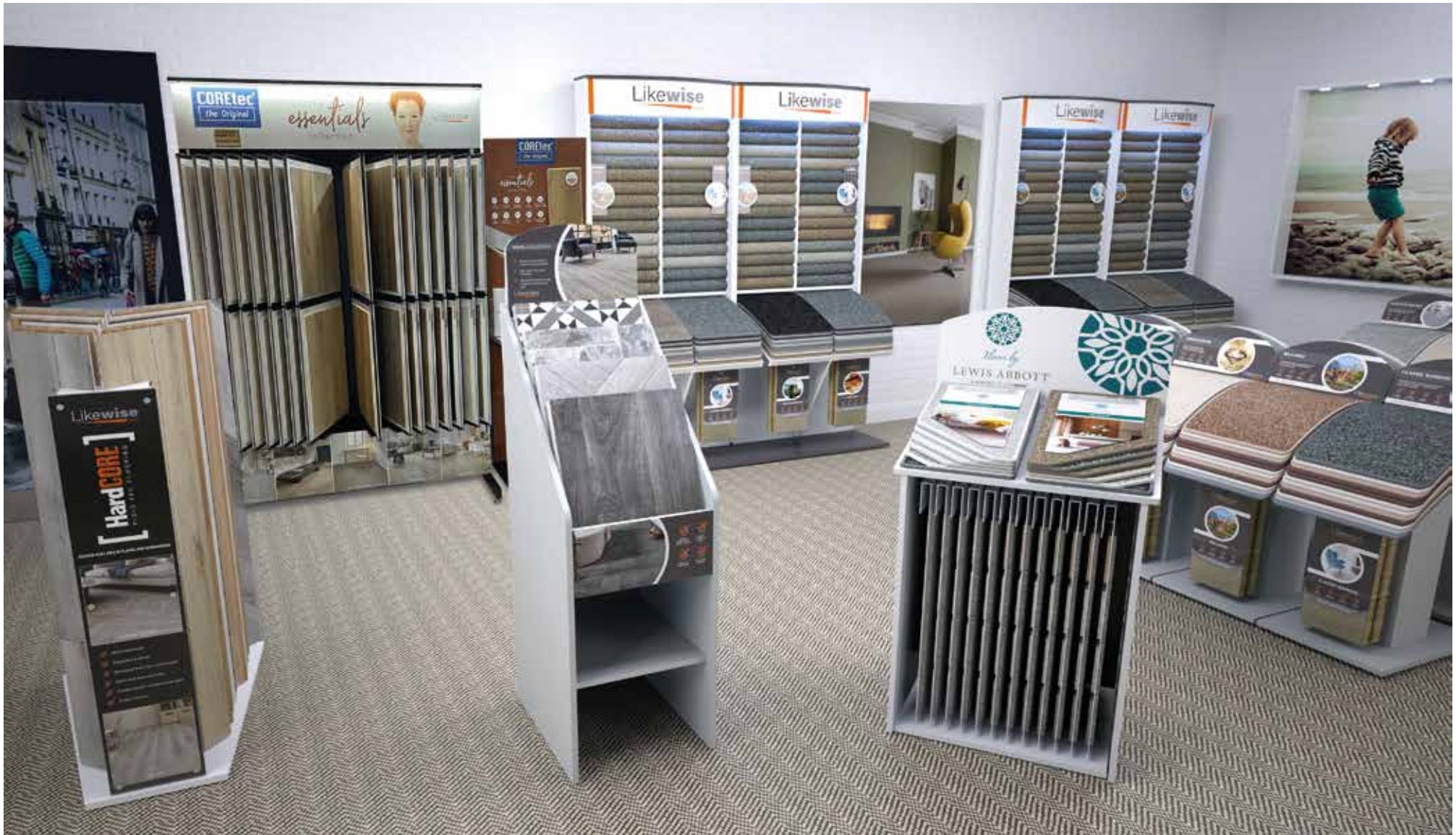
# SALES RESOURCE

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

BRAND	MANAGEMENT	EXPERIENCED CUSTOMER SUPPORT EXTERNAL	INTERNAL	SALES AGENTS
	2	5	3	-
 FACTORY FLOORING	1	2	3	-
	2	2	2	3
 London	1	3	2	1
 Scotland	2	4	3	-
 North East	1	3	3	-
 North	2	8	4	-
 Midlands	3	6	4	-
 South East	1	3	3	-
 South	2	4	-	-
 Rugs&Matting	1	6	3	2
 Trading	2	-	-	-
	1	8	14	-
	1	6	3	-
<b>TOTALS</b>	<b>22</b>	<b>60</b>	<b>47</b>	<b>6</b>



# DISPLAYS AND MARKET PRESENCE

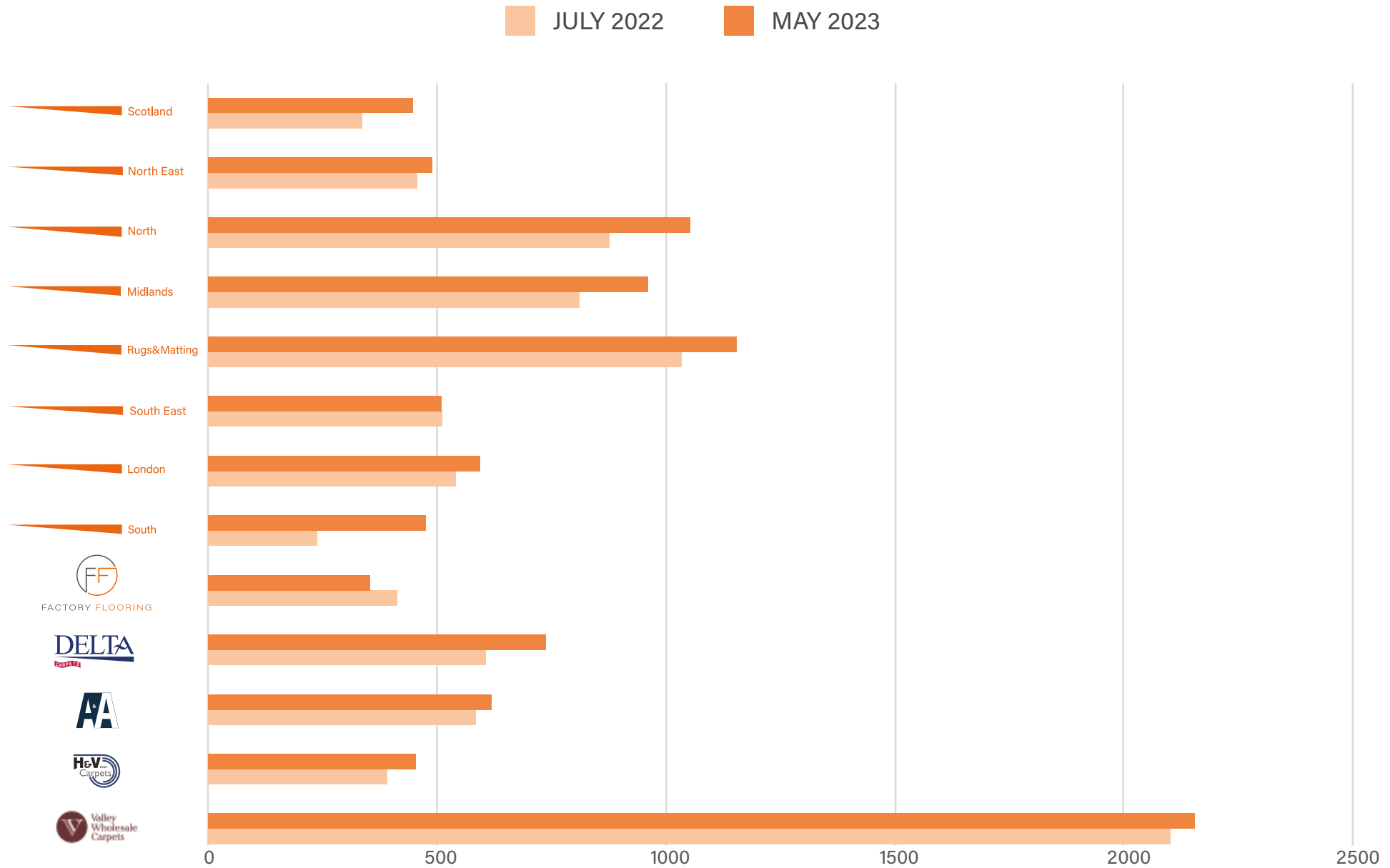






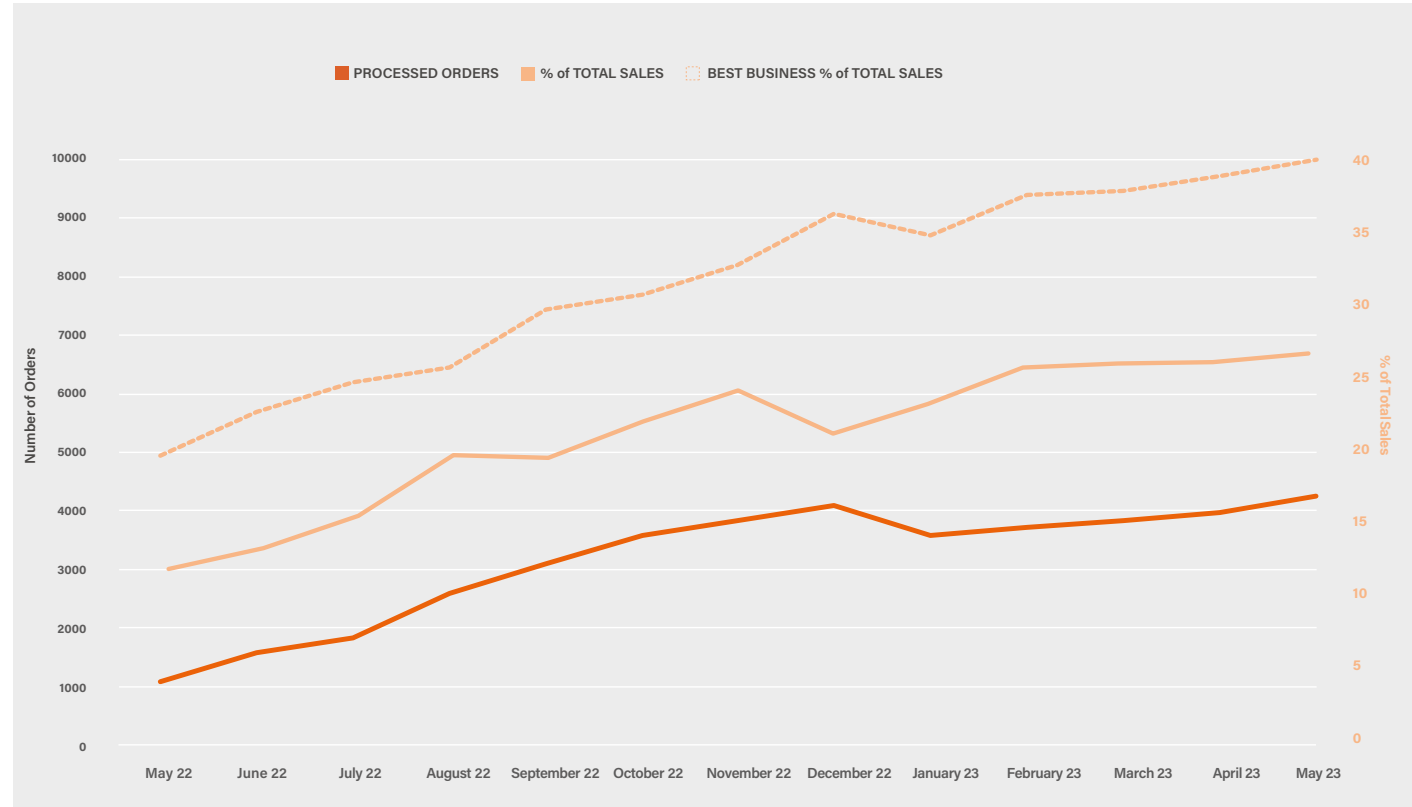


# ACTIVE ACCOUNTS



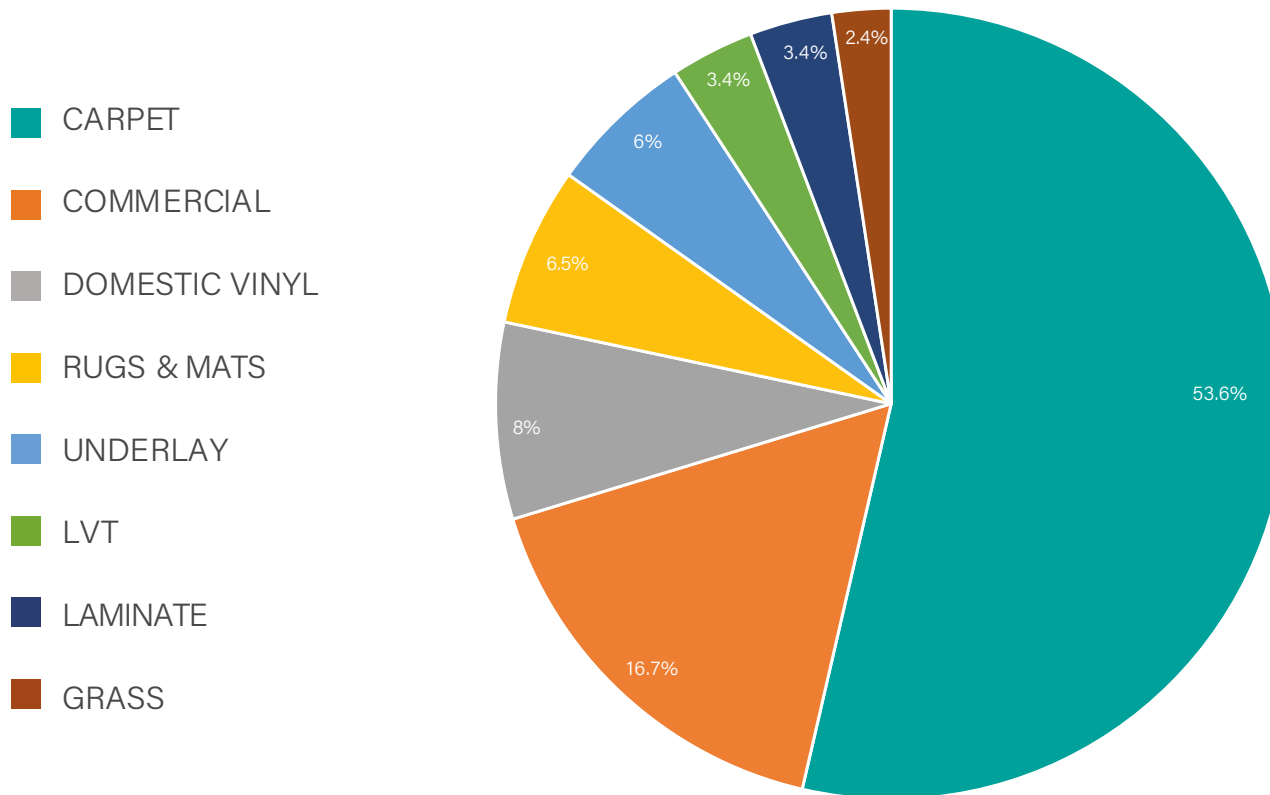


# B2B WEBSITE AND MOBILE APP



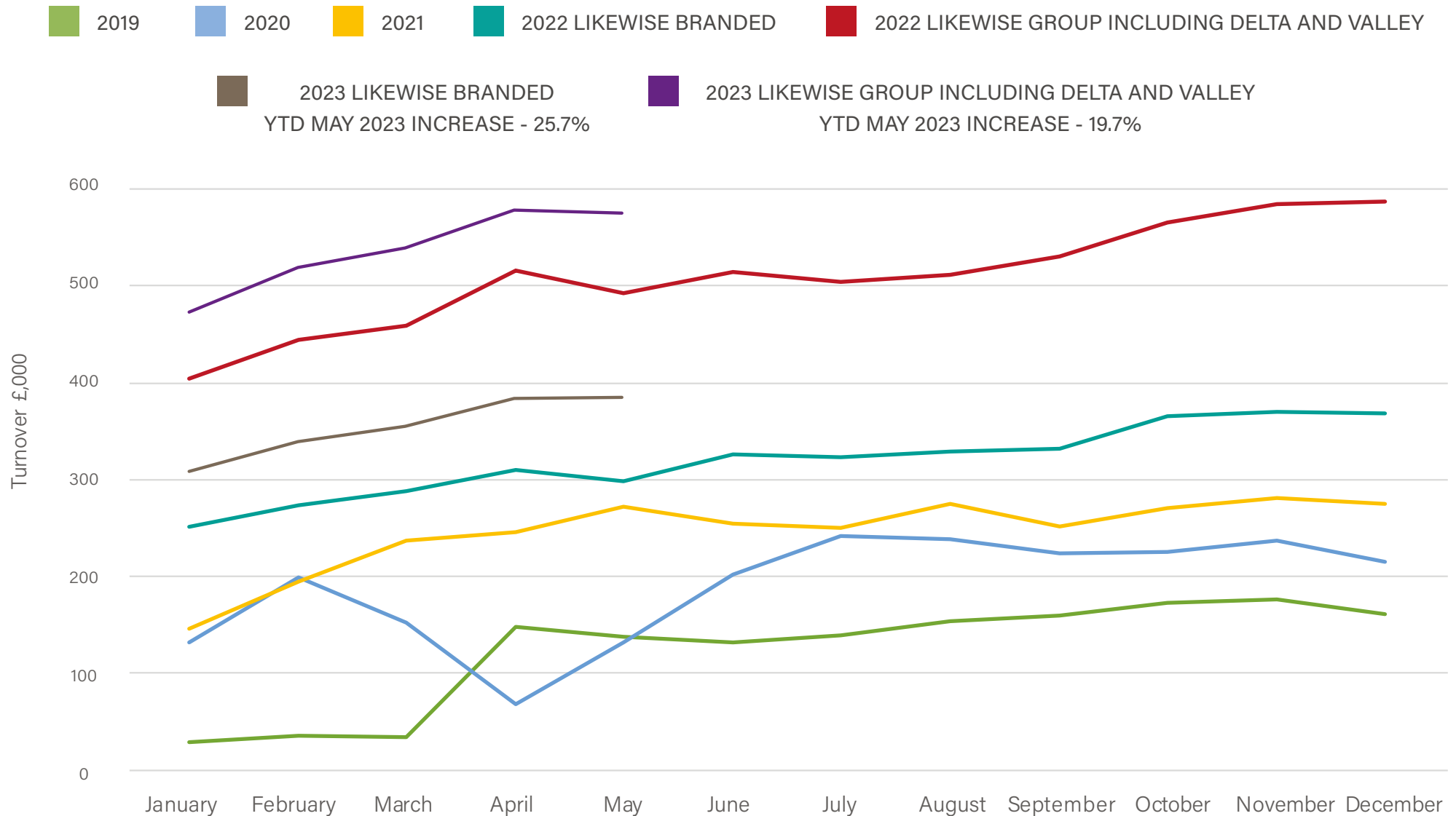
# PRODUCTS

- RESIDENTIAL AND COMMERCIAL SECTORS INCLUDING MULTIPLE RETAILERS, INDEPENDENTS AND FLOORING CONTRACTORS





# MONTHLY AND ANNUAL FIGURES



Figures shown calculated per working days

# GEOGRAPHICAL MARKET PRESENCE

## RESIDENTIAL

 **Likewise**  
Scotland

 **Likewise**  
North East

 **Likewise**  
North

 **Likewise**  
Midlands

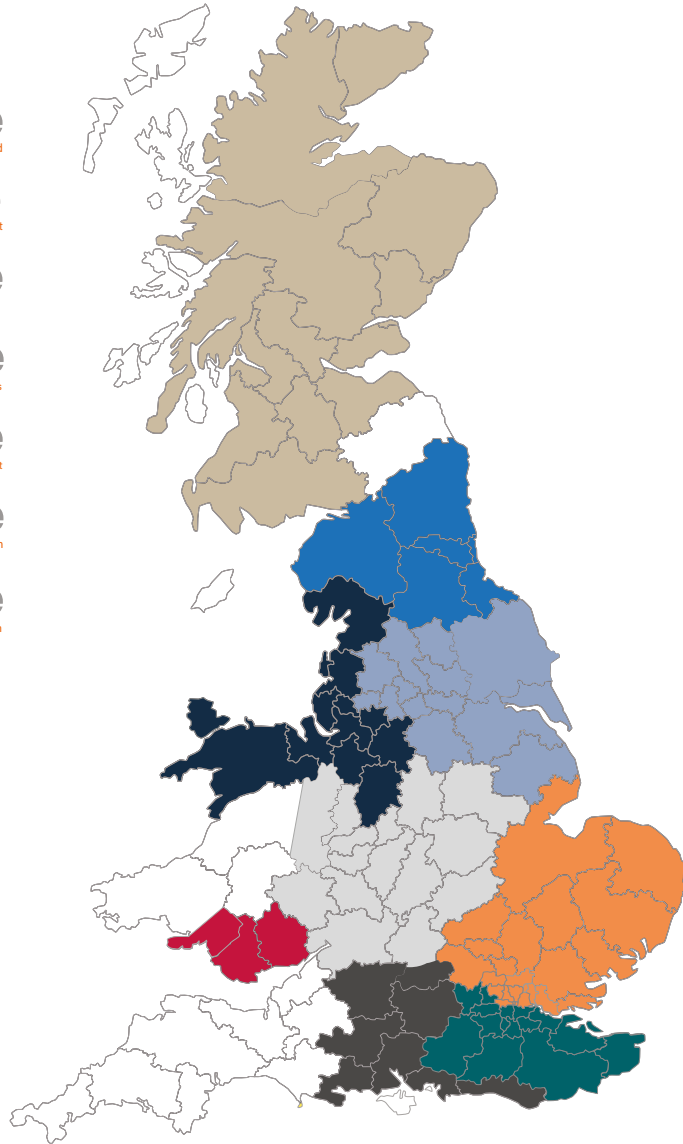
 **Likewise**  
South East

 **Likewise**  
London

 **Likewise**  
South

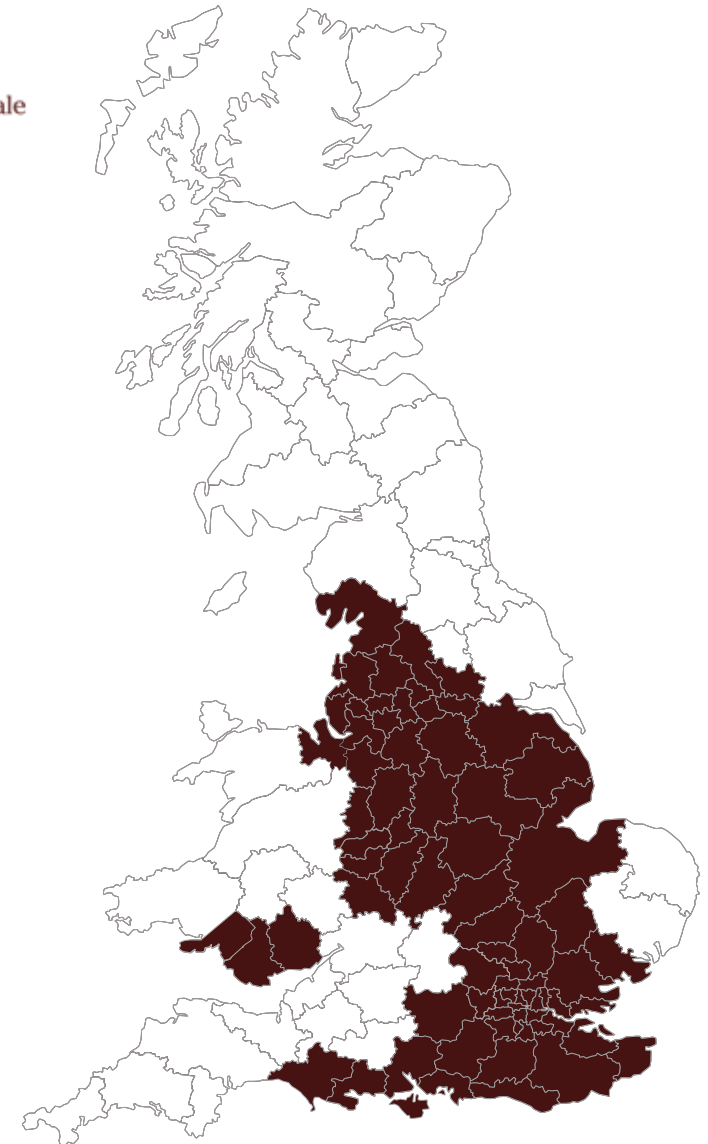
 **AA**

 **DELTA**  
CARPETS



## RESIDENTIAL

  Valley Wholesale Carpets





# SUMMARY

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- ENCOURAGING SALES DEVELOPMENT
- SALES REVENUE ON TARGET TO ACHIEVE MEDIUM OBJECTIVES
- COMPREHENSIVE LOGISTICS INFRASTRUCTURE BEING ESTABLISHED
- SECURE RETURN ON INVESTMENT
- OPERATIONAL GEARING AND IMPROVED PROFITABILITY