



Likewise
plc



INVESTOR PRESENTATION

17 FEBRUARY 2023



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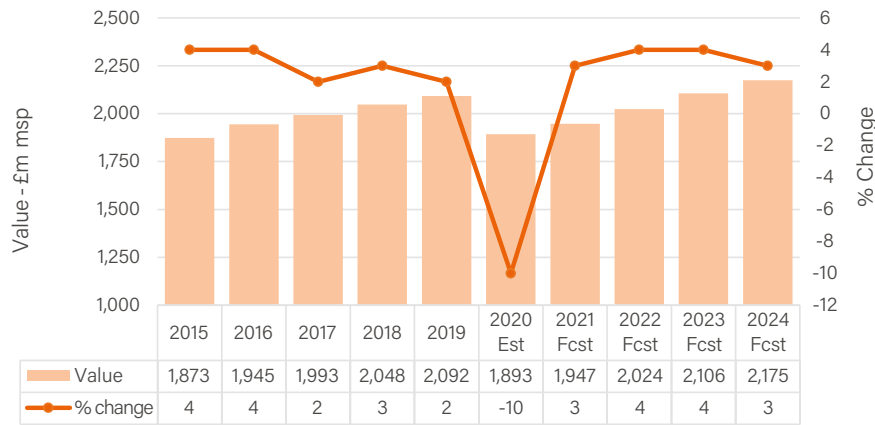
INTRODUCTION - YEAR ENDING 31 DECEMBER 2022

3

- TOTAL SALES REVENUE INCREASED BY 103.9% TO £124.4 MILLION - Q4 INCREASE OF 107.0%
- LIKE FOR LIKE SALES INCREASED BY 25.7% FOR THE FULL YEAR - Q4 26.6%
- LOGISTICS NETWORK CONTINUES TO DEVELOP
- SALES TEAMS WELL ESTABLISHED AND FOCUSED ON IMPROVING R O I
- MARKET PRESENCE INCREASING
- VALLEY ACQUISITION ON TARGET
- SIDCUP, GLASGOW AND MANCHESTER RELOCATIONS TO BE COMPLETED
- SIGNIFICANT PROGRESS MADE IN LAST 2 YEARS

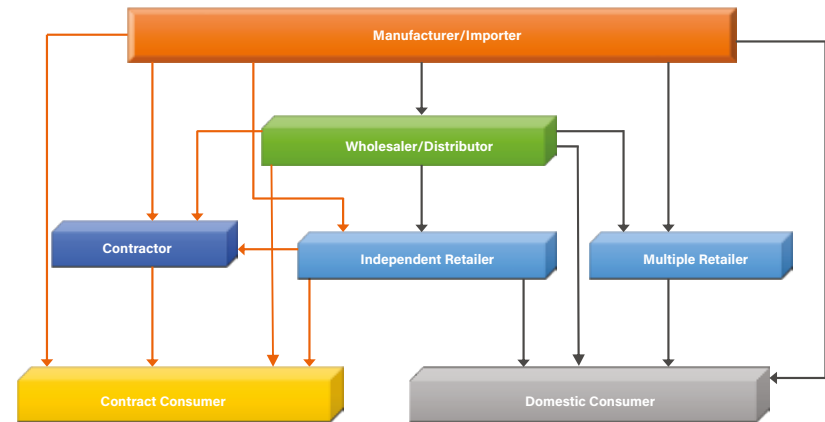
MARKET DATA

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

LOGISTICS NETWORK



• 126 DELIVERY VEHICLES PROVIDING A NEXT DAY SERVICE



NATIONAL DISTRIBUTION HUB

LEEDS 80,000 FT²
BIRMINGHAM 57,000 FT²



NATIONAL DISTRIBUTION CENTRE

SUDBURY 80,000 FT²



REGIONAL DISTRIBUTION CENTRE

MANCHESTER 35,000 FT²



REGIONAL LOGISTICS CENTRES

GLASGOW 10,500 FT² (47,000 FT²)
NEWCASTLE 20,000 FT²
NEWBURY 10,500 FT²
SIDCUP 12,000 FT²



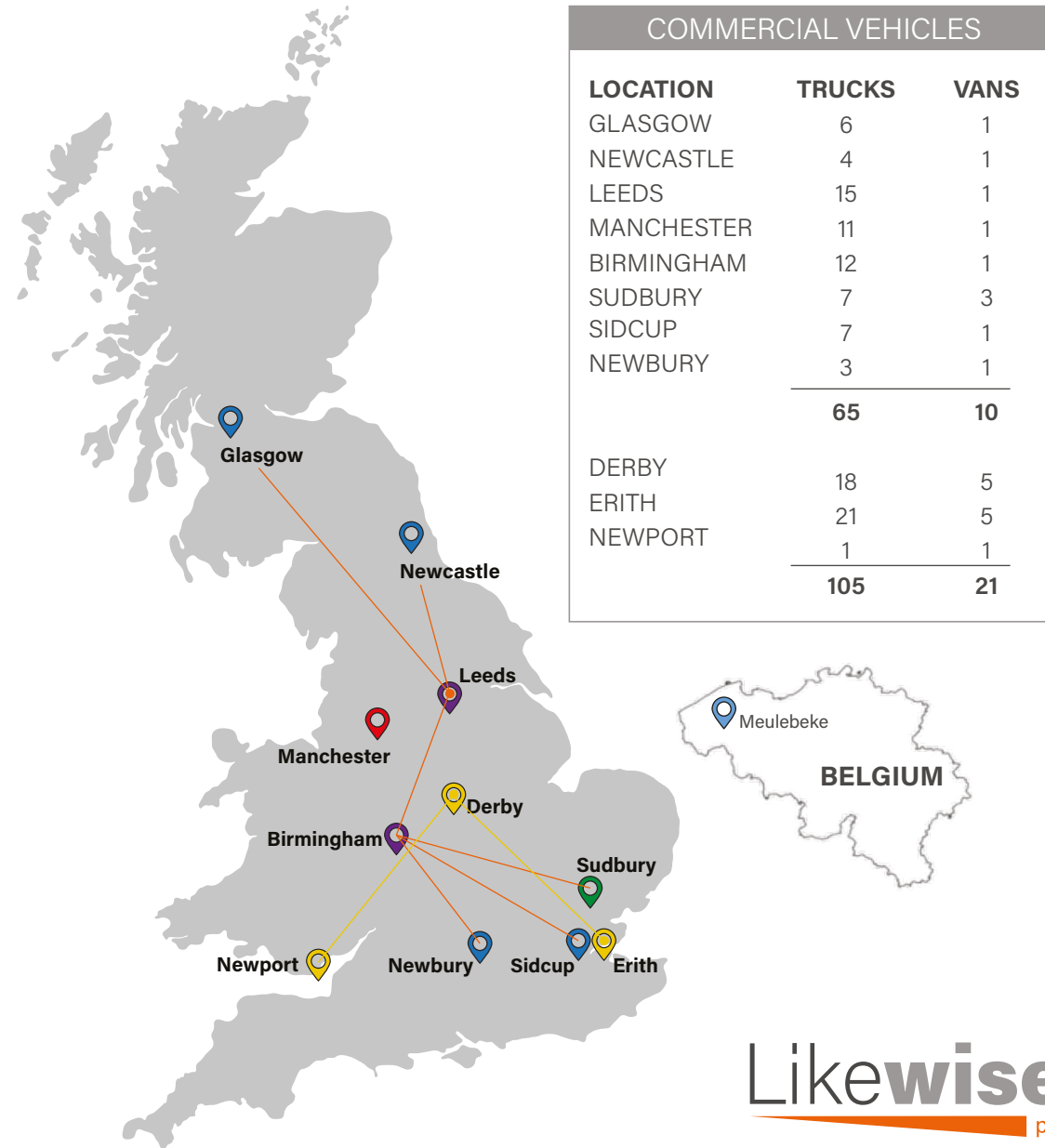
VALLEY CARPETS

ERITH 70,000 FT²
DERBY 52,000 FT²
NEWPORT 35,750 FT²



EUROPE

MEULEBEKE 20,000 FT²























































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EUROPE

MEULEBEKE 20,000 FT²



COMMERCIAL VEHICLES		
LOCATION	TRUCKS	VANS
GLASGOW	6	1
NEWCASTLE	4	1
LEEDS	15	1
MANCHESTER	11	1
BIRMINGHAM	12	1
SUDBURY	7	3
SIDCUP	7	1
NEWBURY	3	1
	65	10
DERBY	18	5
ERITH	21	5
NEWPORT	1	1
	105	21





CURRENT SITE MANCHESTER





CURRENT SITE MANCHESTER





Valley
Wholesale
Carpets

ERITH

35



















Valley
Wholesale
Carpets

DERBY

43





Valley
Wholesale
Carpets

DERBY

44









LOGISTICS NETWORK



● 126 DELIVERY VEHICLES PROVIDING A NEXT DAY SERVICE

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ERITH	21	5
NEWPORT	1	1
	105	21



INVESTMENT IN ADDITIONAL AND REPLACEMENT LOCATIONS

● LEEDS	JANUARY 2021	<div style="border: 1px solid #c07040; padding: 10px;"><p>RACKING</p><p>CUTTING TABLE</p><p>OFFICES</p><p>INFRASTRUCTURE AND ESTABLISHMENT</p><p>RENT AND RATES</p><p>STOCK</p></div>
● BIRMINGHAM	JULY 2021	
● NEWCASTLE	JANUARY 2022	
● NEWBURY	JULY 2022	
● DERBY	H2 2022	
● NEWPORT	NOVEMBER 2022	
● SIDCUP	JANUARY 2023	
● GLASGOW	APRIL 2023	
● MANCHESTER	2023	

LOGISTICS NETWORK



● 126 DELIVERY VEHICLES PROVIDING A NEXT DAY SERVICE

📍 **NATIONAL DISTRIBUTION HUB**

LEEDS 80,000 FT²
BIRMINGHAM 57,000 FT²

📍 **NATIONAL DISTRIBUTION CENTRE**

SUDBURY 80,000 FT²

📍 **REGIONAL DISTRIBUTION CENTRE**

MANCHESTER 35,000 FT²

📍 **REGIONAL LOGISTICS CENTRES**

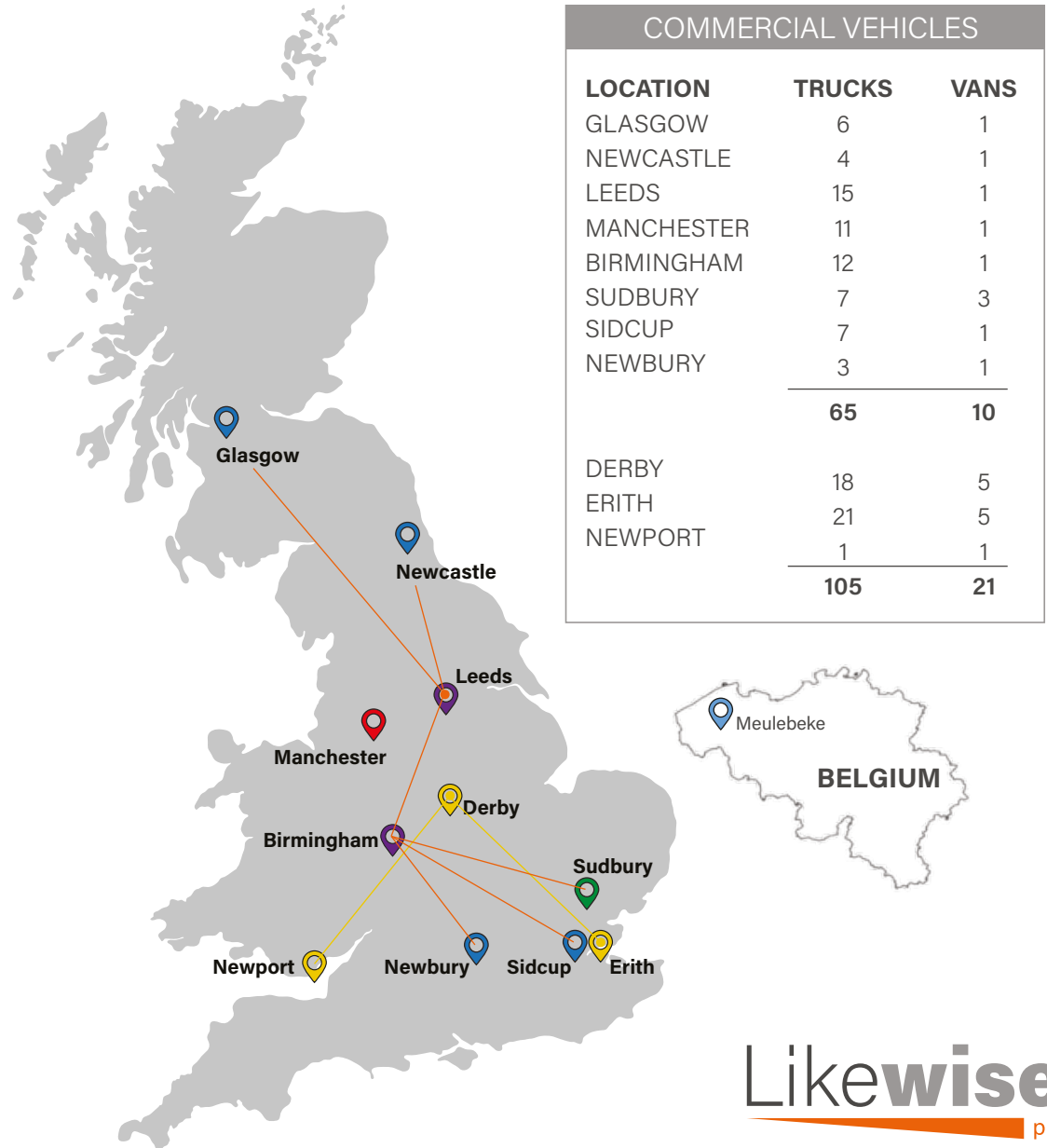
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📍 **VALLEY CARPETS**

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📍 **EUROPE**

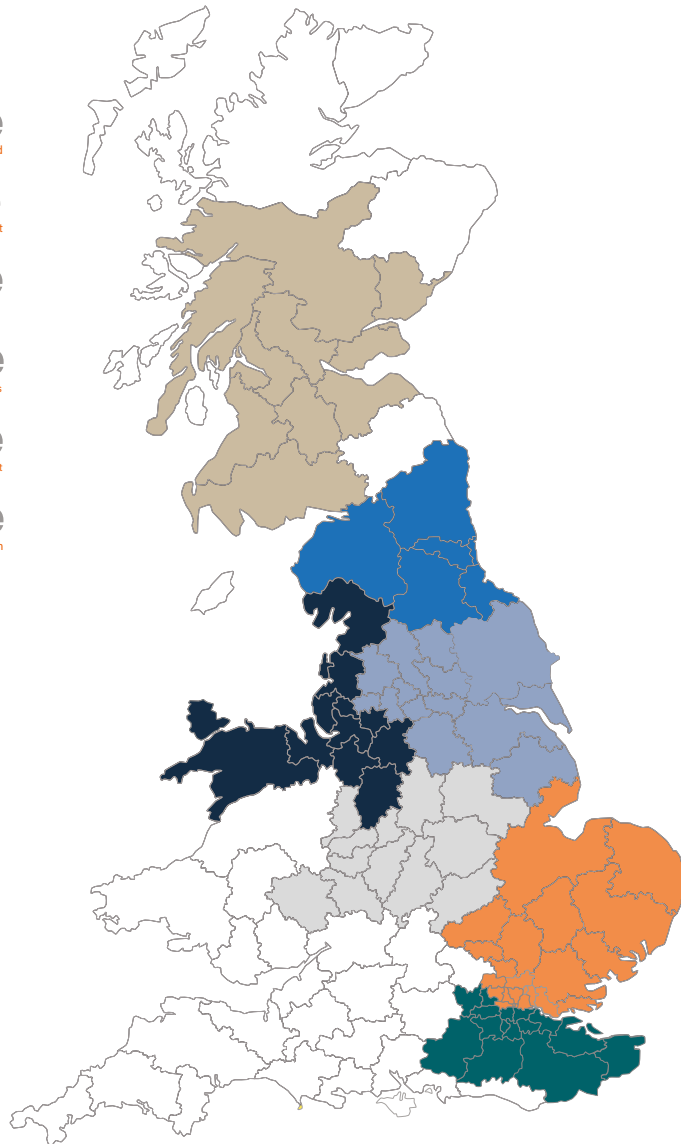
MEULEBEKE 20,000 FT²



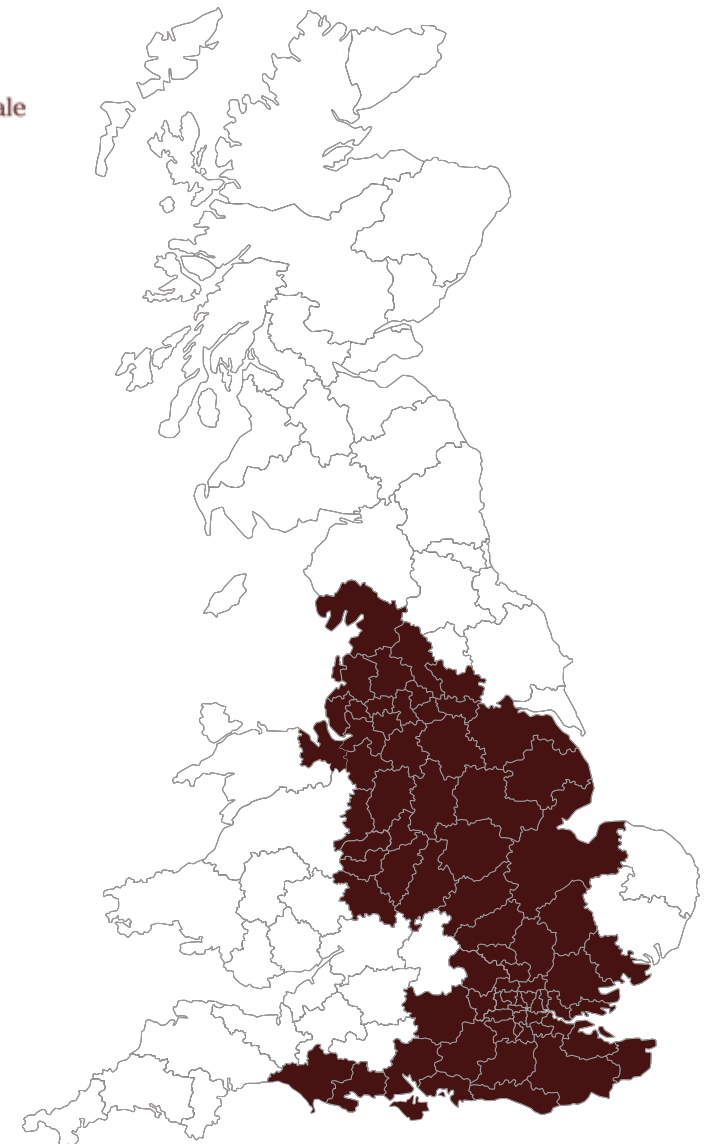
GEOGRAPHICAL MARKET PRESENCE

RESIDENTIAL

-  **Likewise**
Scotland
-  **Likewise**
North East
-  **Likewise**
North
-  **Likewise**
Midlands
-  **Likewise**
South East
-  **Likewise**
London
-  **AA**



RESIDENTIAL



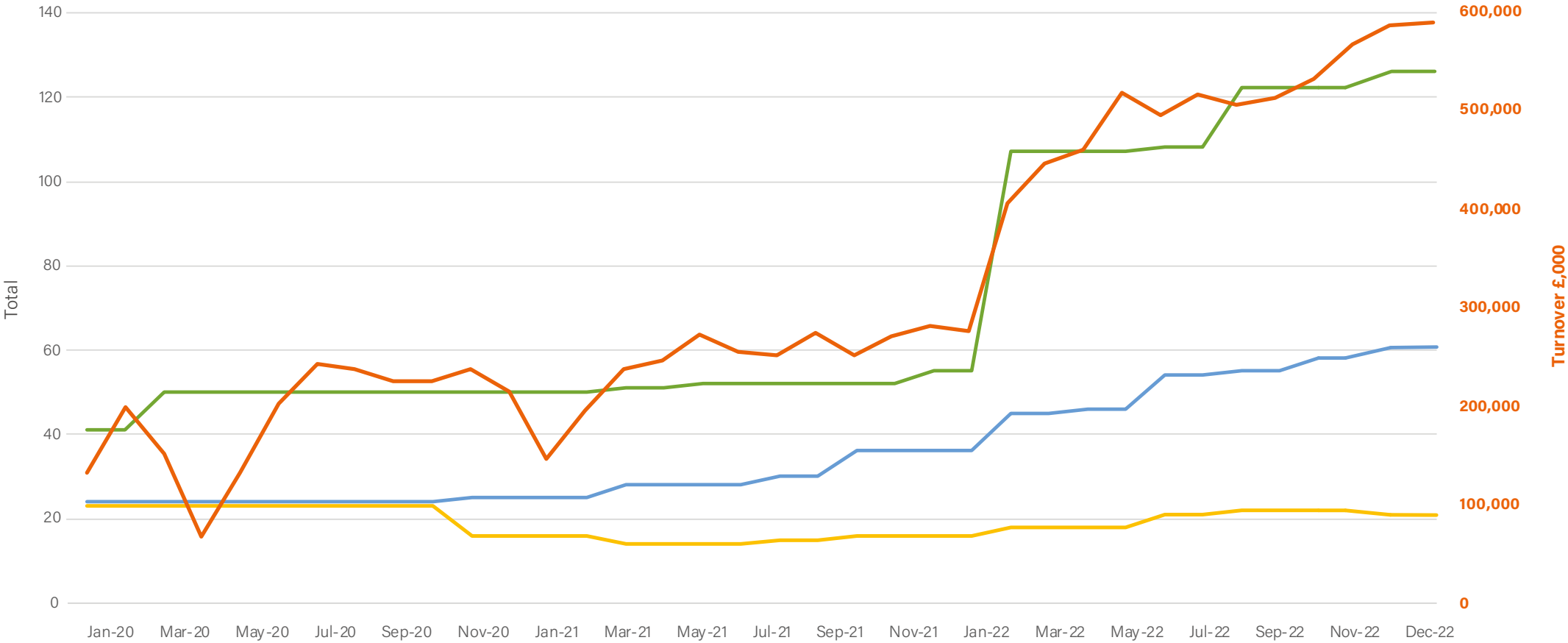
SALES RESOURCE

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

BRAND	MANAGEMENT	EXPERIENCED EXTERNAL	CUSTOMER SUPPORT 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	2	8	4	-
 South East	1	3	3	-
 South	2	3	-	-
 Rugs&Matting	1	6	3	2
 Trading	2	-	-	-
	1	8	14	-
	1	6	3	-
TOTALS	21	61	47	6

INVESTMENT AND RESOURCE

MANAGERS SALES REPRESENTATIVES COMMERCIAL VEHICLES GROUP SALES



Group Sales Figures shown calculated per working days

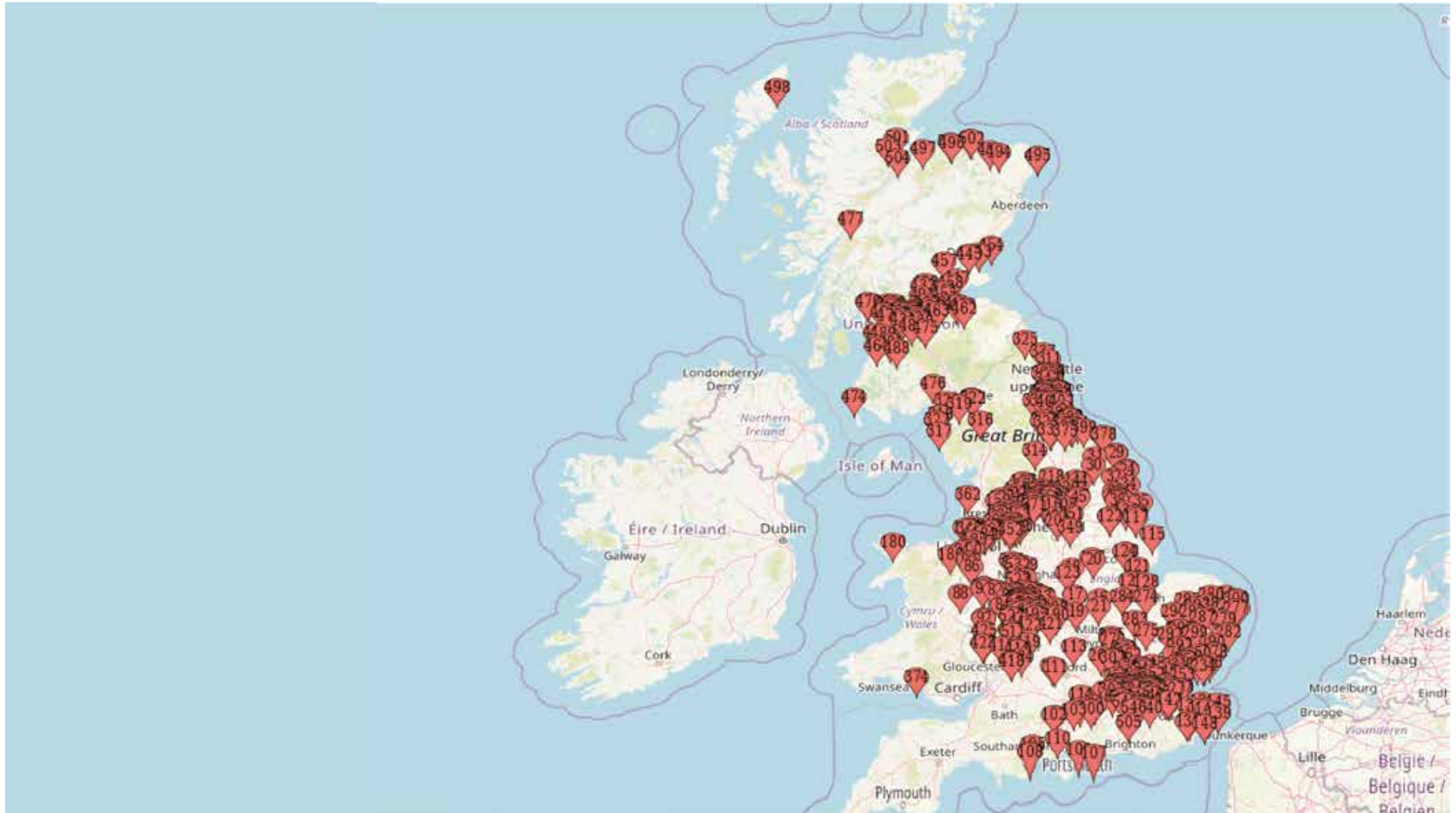
DISPLAYS AND MARKET PRESENCE



WALL UNIT DISPLAYS 2022 - DISTRIBUTION



LECTERN DISPLAYS 2022 - DISTRIBUTION

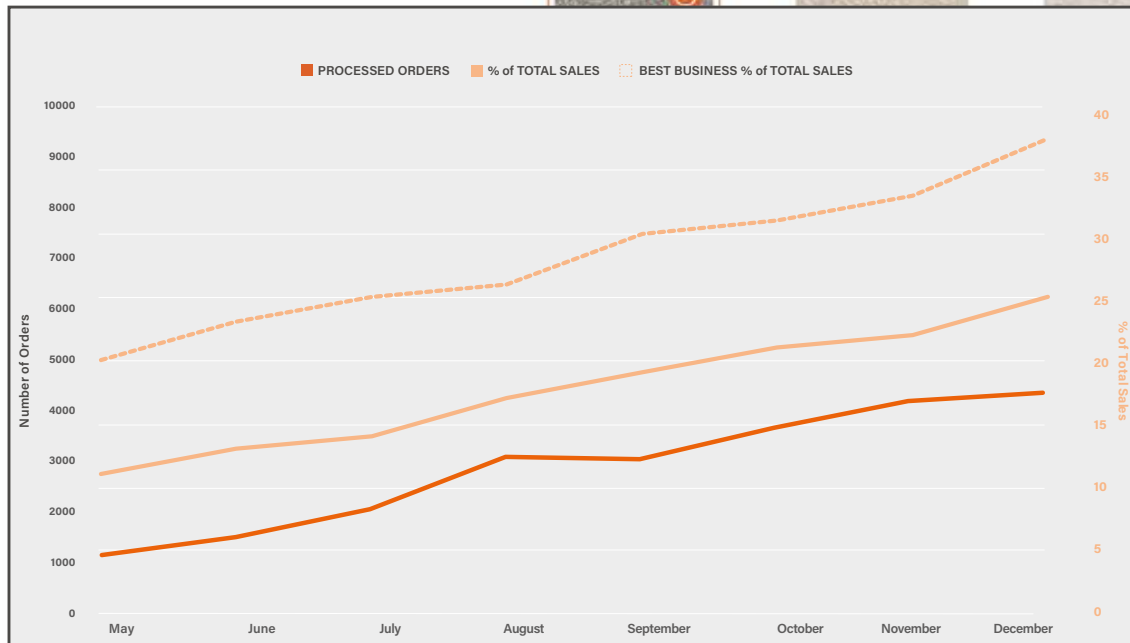
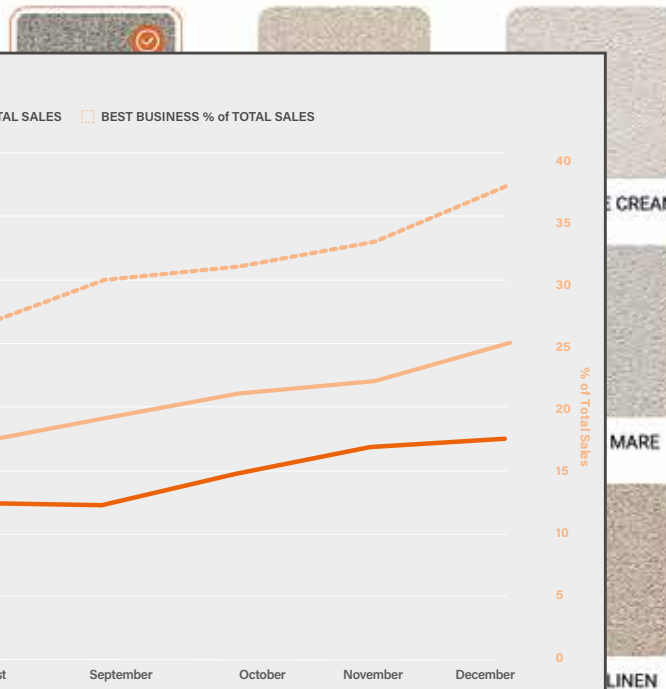


B2B WEBSITE AND MOBILE APP



SOFT NOBLE AB 940 ASH GREY

Select Colour



Product Name: SOFT NOBLE AB 940 ASH GREY
Carpet

Select your preferred cut or choose from available rolls

Cut 1 - W 4m x L 6m - 940 ASH GREY

Cut Length

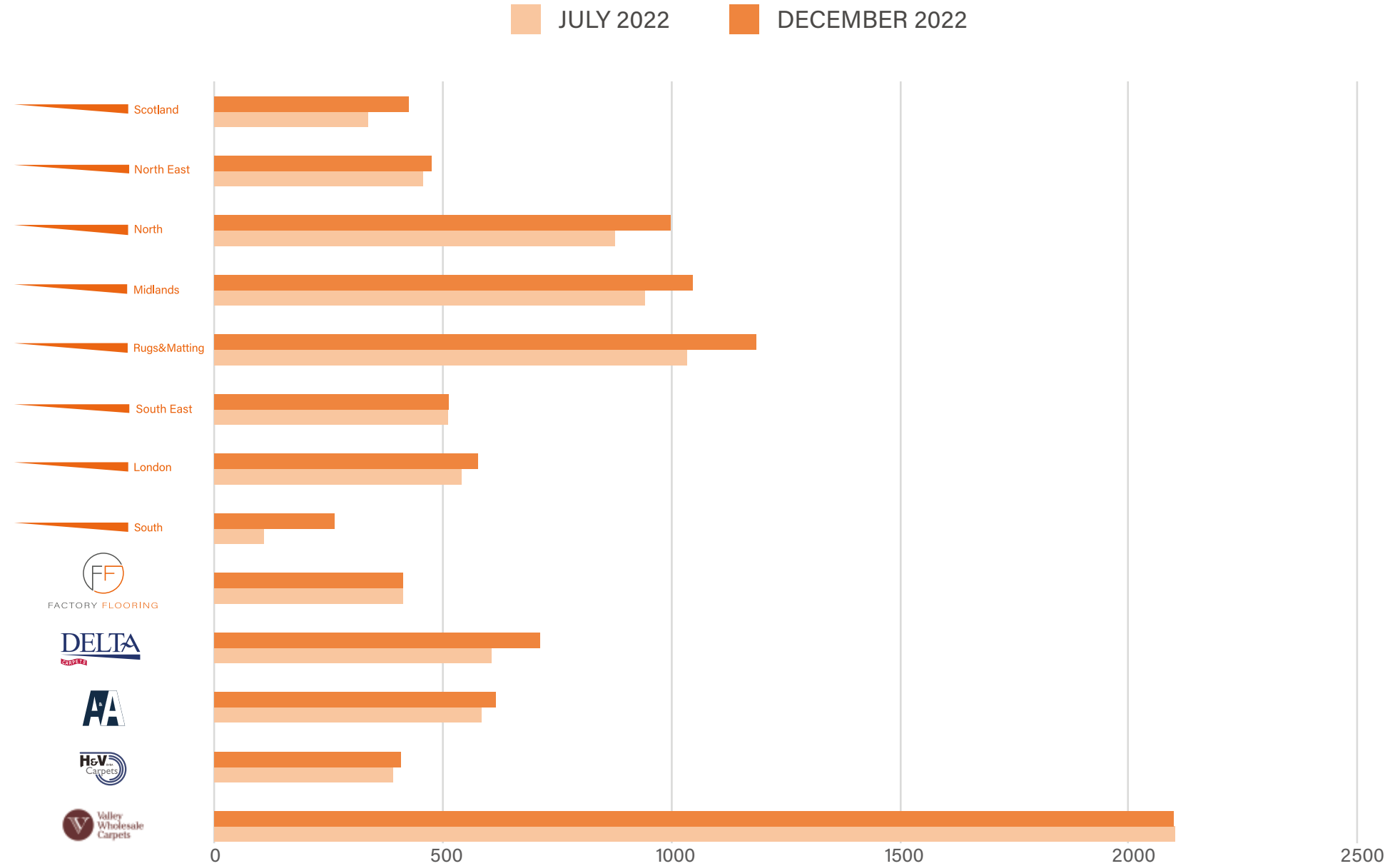
In Stock

Width (m):

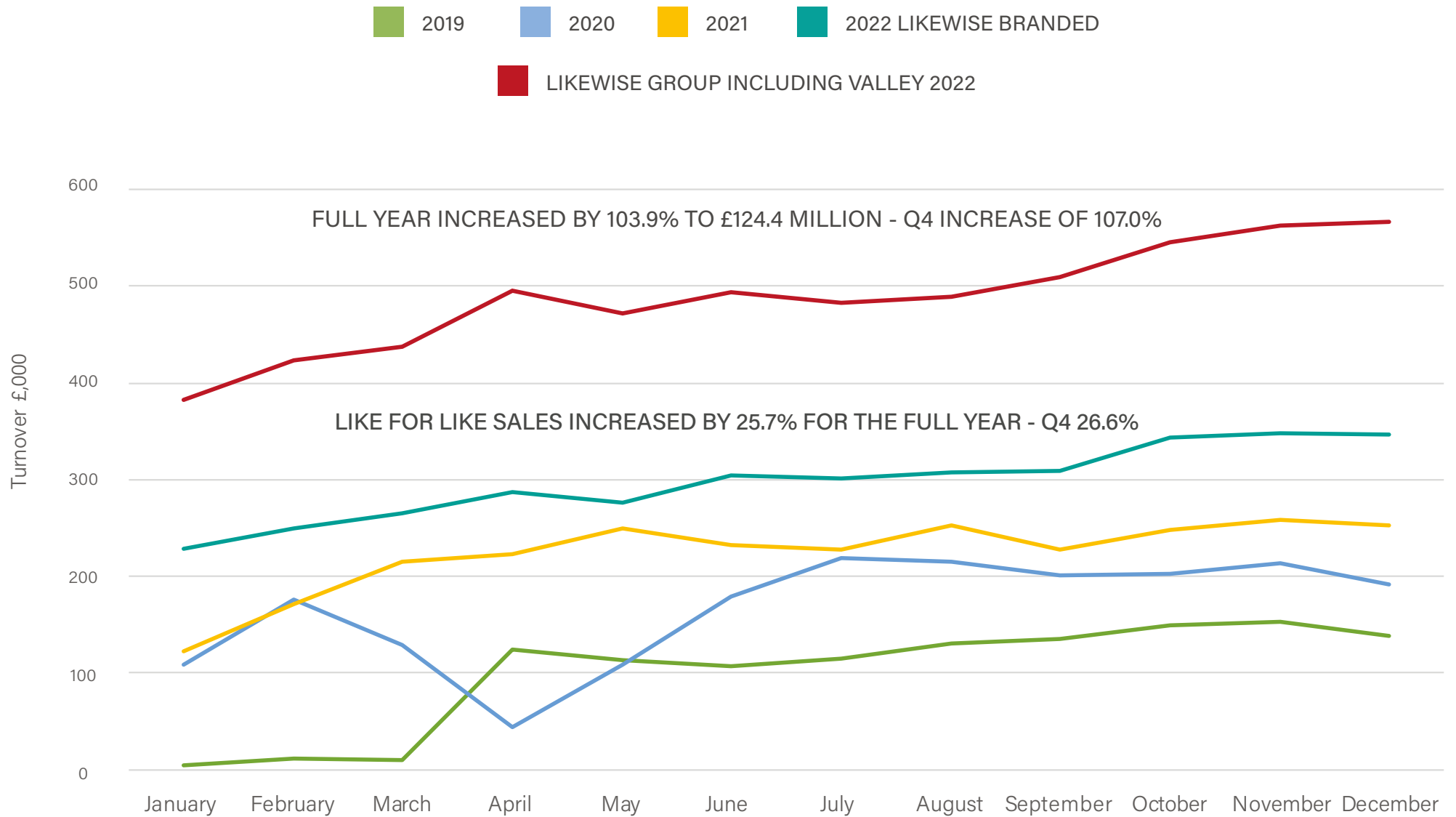
Length (m):

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ACTIVE ACCOUNTS

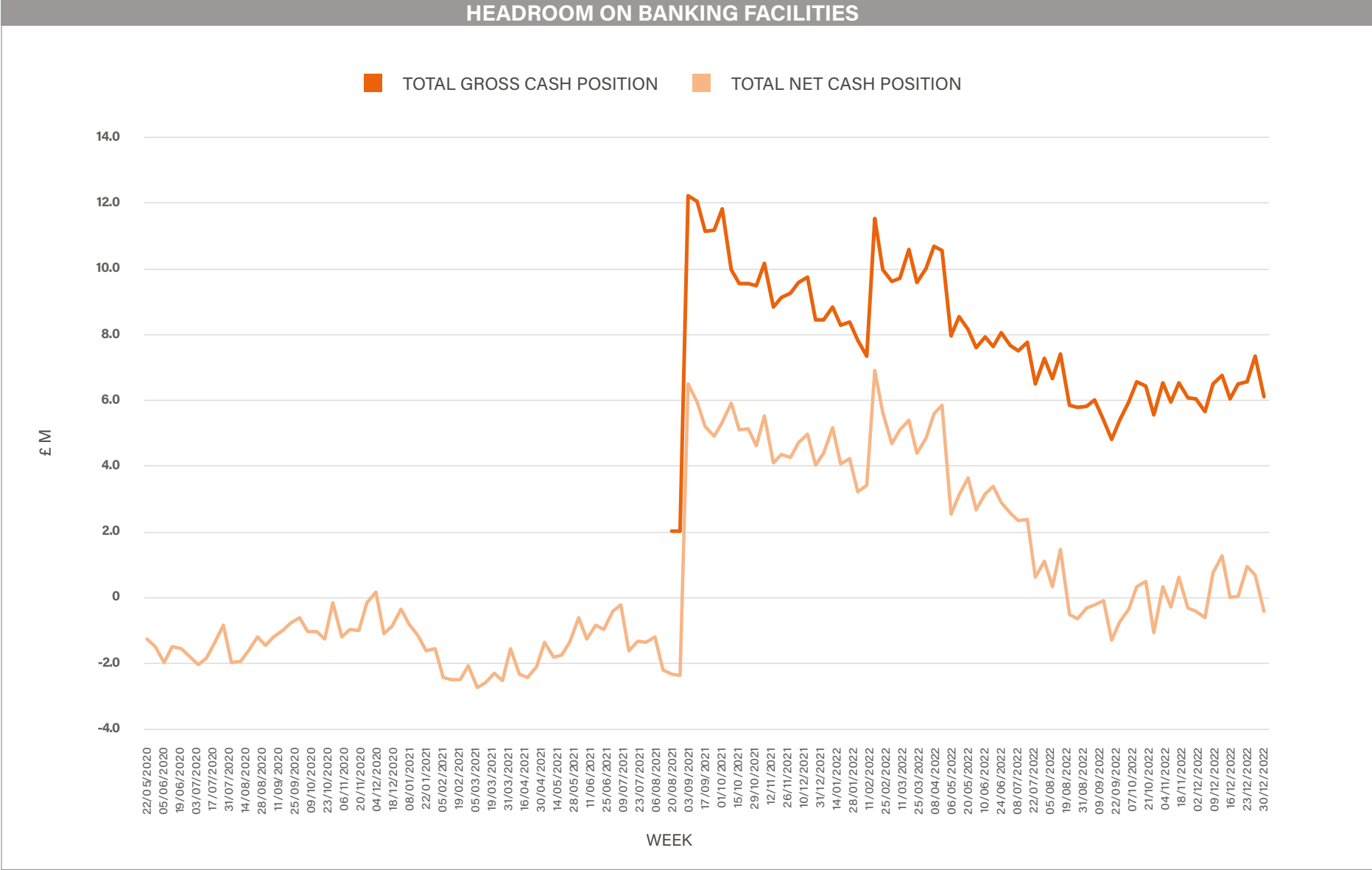


MONTHLY AND ANNUAL FIGURES



Figures shown calculated per working days

CASH FLOW



SUMMARY - YEAR ENDING 31 DECEMBER 2022

61

- 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