



currys



Currys plc
Store immersion

10 March 2026

You're here to shop, we're here to help.

Detect a

Make it
a deep clean

Housekeeping



Fire Alarm

- No fire alarms planned for today

On Hearing the Fire Alarm

- Exit via main entrance / exit
- Do not use lift
- Fire assembly point at rear of carpark
- Do not re-enter the building until authorised to do so



Moving Around the store

- Please note that this store is open to customers



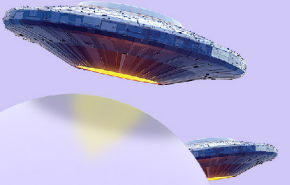
Toilets and Welfare Facilities

- Nearest toilet facilities are located at the back of the store
- Smoking is allowed only in designated smoking areas outside the building

Agenda

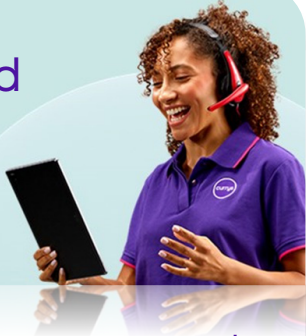
10.30am	Introduction & strategy overview	Alex Baldock, Group Chief Executive
10.40am	Omnichannel model	Lindsay Haselhurst, Chief Operating Officer
11.00am	Store Tour	
	Help & Advice	Lewis Day, Director of Customer Strategy and Value Proposition Shane Baker, Senior Manager WFM
	Convenience	Chris Holyland, Digital Director Scott Belasco, Merchandise Planning Director
	See, Touch, Feel & Inspire	Michelle Gorrings-Smith, Director - New Growth Categories Andrea Oakes, Head of Stores - Transformation
	Selling complete Solutions	Steve Pendleton, Services Director
	Operational Performance & Efficiency	Matt Freeland, People Director, Customer Sales and Services Martin Raper, Head of Stores Operational Excellence
	B2B	Chris Williams, Director Currys Business
12.40pm	Capable & committed colleagues	Lindsay Haselhurst, Chief Operating Officer
12.50pm	Closing remarks	Alex Baldock, Group Chief Executive
12.55pm	Q&A	Executive team
13:30-45pm	Taxis depart for Reading station	

We help everyone enjoy
amazing technology.

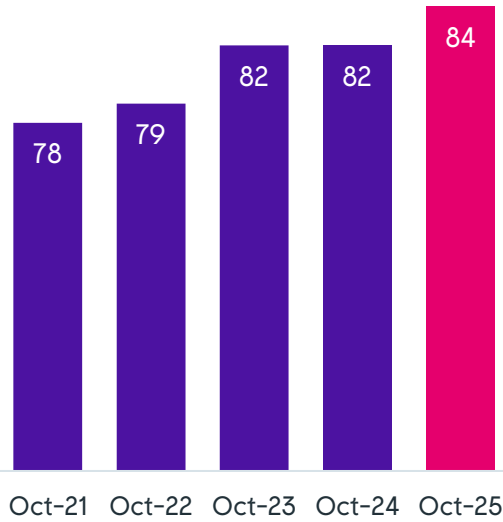


Our stores support our strategic priorities

Capable and committed colleagues



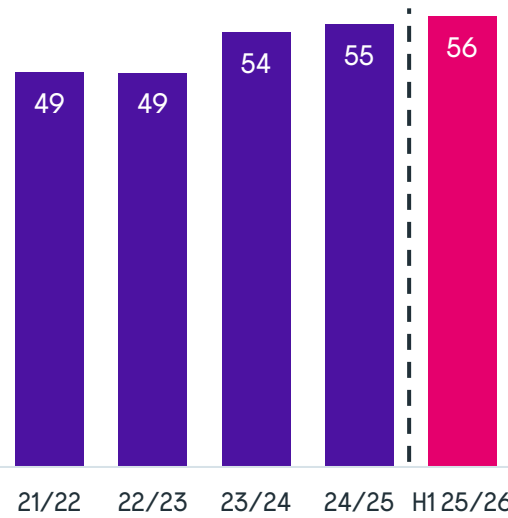
UK&I colleague engagement



Easy to Shop



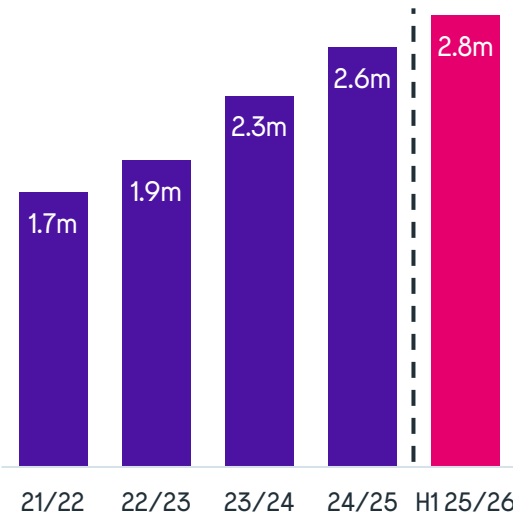
UK&I Net Promoter Score



Customers for Life



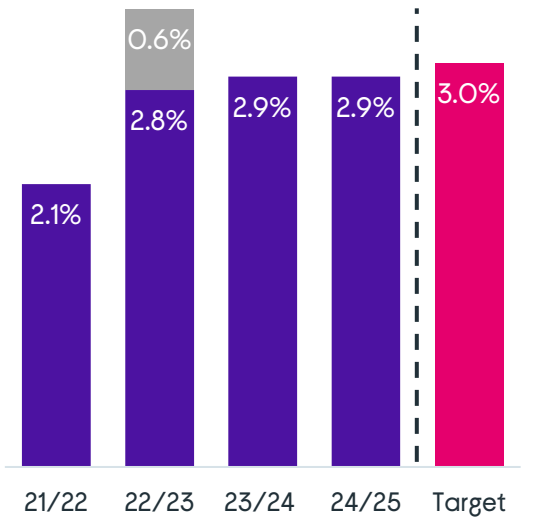
UK&I credit customers (m)



Grow Profits



UK&I Adjusted EBIT %¹



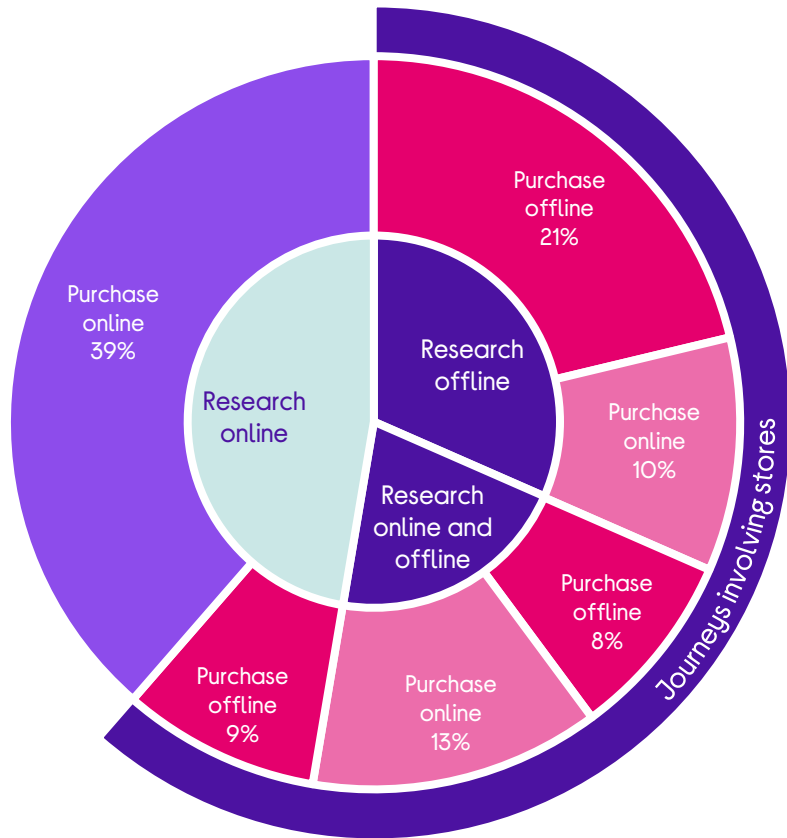
Source: Currys internal information.

1. 22/23 EBIT includes a non-repeat £30m mobile revaluation which accounts for 0.6% of total EBIT margin.

Omnichannel is the winning model

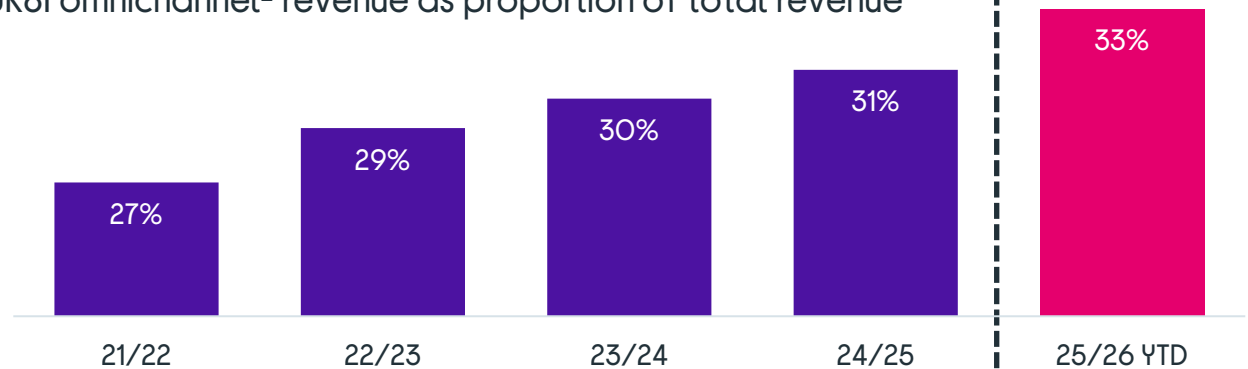
Brings together the best of stores and online

Customer prefer omnichannel¹...



Omnichannel sales are growing

UK&I omnichannel² revenue as proportion of total revenue



Store benefits

- ✓ Face to face service
- ✓ Expert advice
- ✓ Product demos
- ✓ Range of services
- ✓ Instant fulfilment

Online benefits

- ✓ 24/7 convenience
- ✓ Engaging content
- ✓ Full product range
- ✓ Next day delivery

1. Sources: GfK Neuron, Categories: Product Group: Cooking / Built-in Hobs, Cooling / Freezers, Core Wearables, Dishwashers, Food Preparation, Gaming Consoles, Hair Dryers / Stylers, Headphones / Headsets, Hot Beverage Makers, Media Tablets, Mobile Computing, PTV, Tumble Dryers, Vacuum Cleaners, Washing Machines | Time Frame: (Jul 24 - Jun 25).

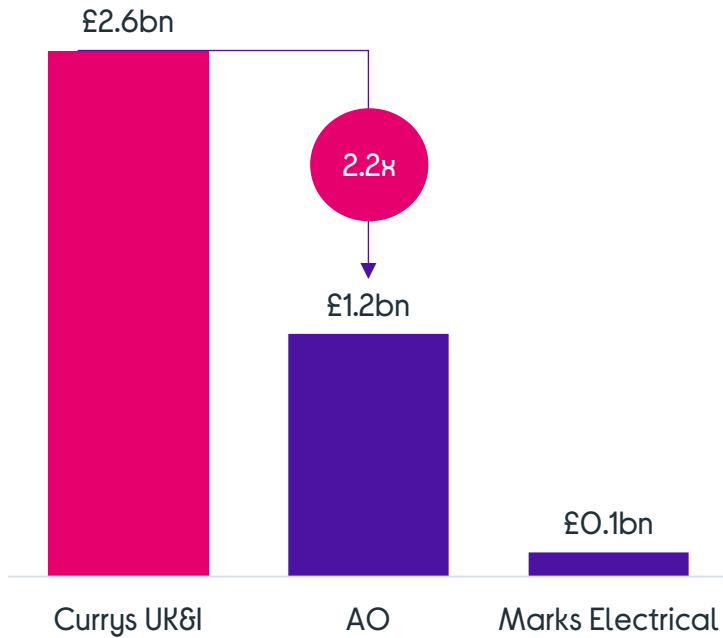
2. Omnichannel sales are defined as any sale that involves two or more channels in the customer purchase journey, predominantly comprising products ordered in-store and delivered to customer, and products ordered online and collected in store.

We are big online

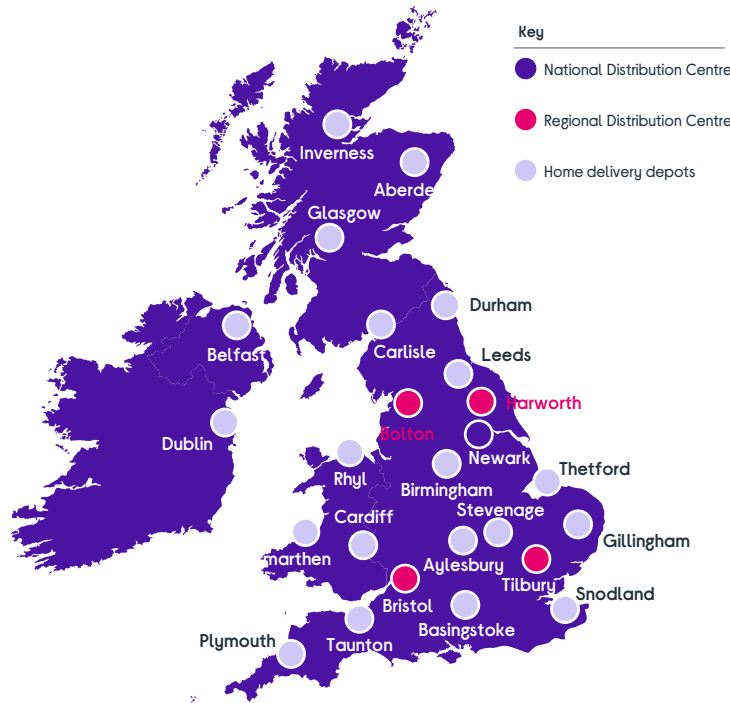
Online, we are larger than specialist competitors

Currys online is already large

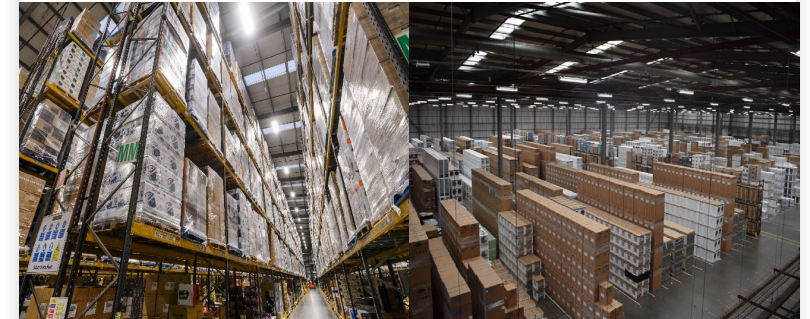
UK&I online revenue for the past 12 months¹



Supported by established delivery infrastructure



Dealing with significant volumes of stock



- + 276 different suppliers deliver to Newark
- + Receives 36,000 deliveries each year
- + Almost 26m units each year
- + 55,000 units picked and dispatched each week

Sources: Currys internal information, <https://www.ao-world.com/investor-centre/reports-and-presentations/>, <https://group.markselectrical.co.uk/results>,
1. 12 months revenue to end of September 2025 for Marks Electrical and October 2025 for Currys and AO. Currys and AO include H1 2025/26 and H2 2024/25.

Stores are our most important differentiator

Delivering value for all stakeholders

For customers and suppliers

Expert colleagues



Inspire & Demo



Convenience



Access to complete solutions



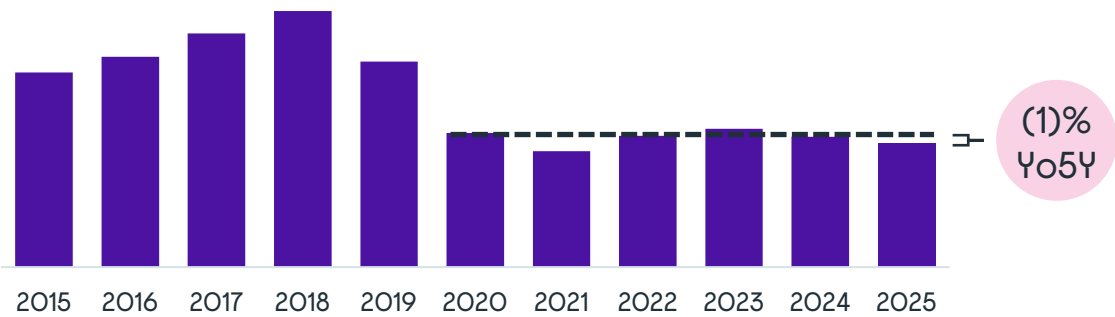
For Currys

- ✓ Higher conversion
- ✓ Larger basket size
- ✓ Increased service adoption
- ✓ Loyalty

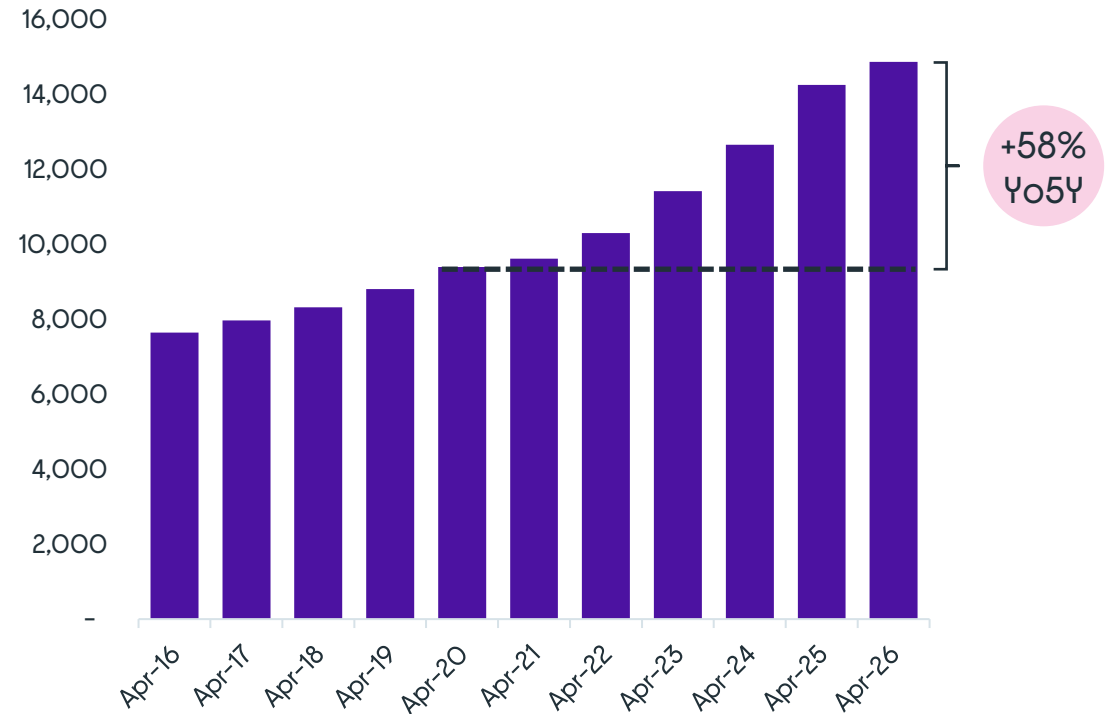
Face headwinds to maintain store relevance and profitability

Declining footfall and rising costs

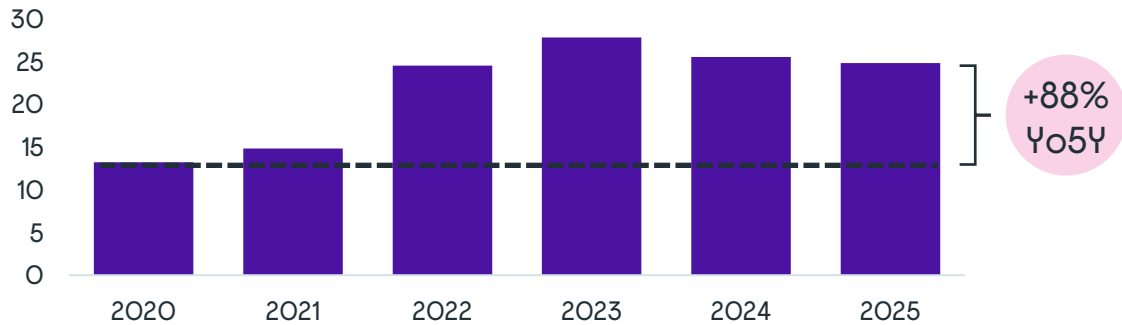
UK Retail footfall¹



UK employee cost - 20 hours per week at National Living Wage³ (£)



UK commercial electricity price (p/kWh)²



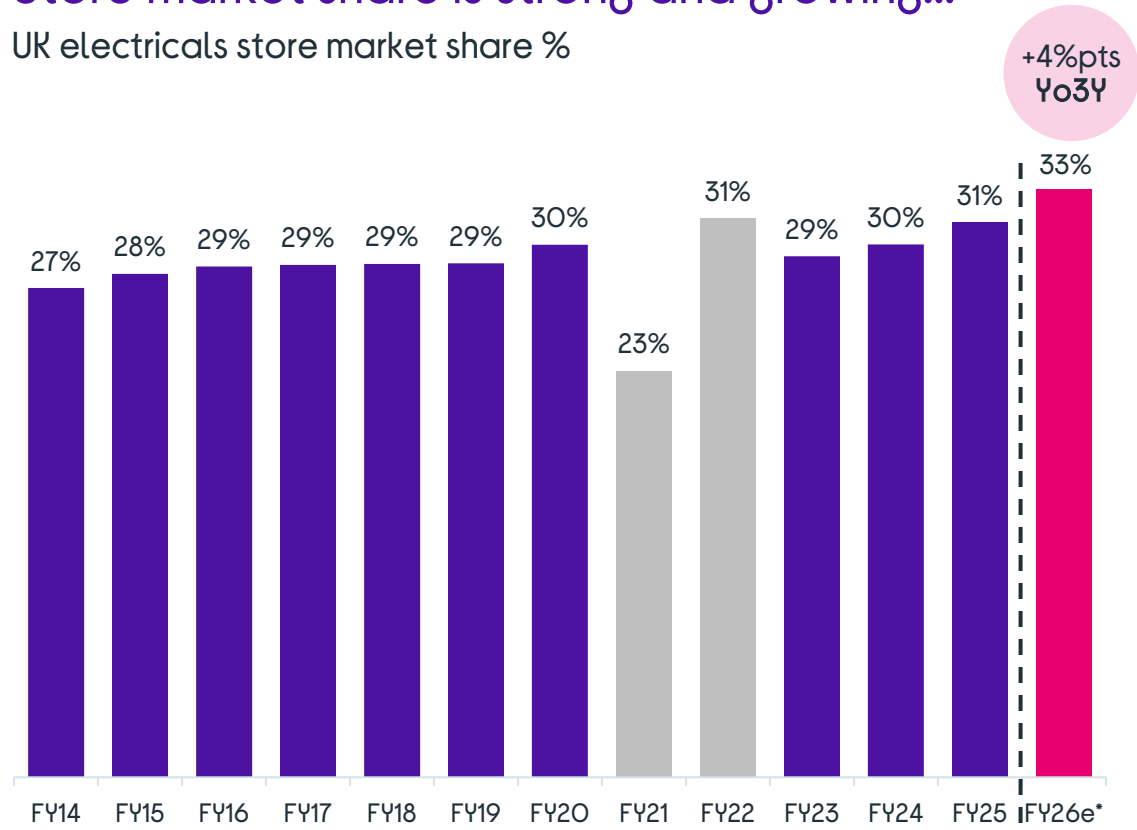
1. British Retail Consortium, Sensormatic Footfall Monitor, January 9, 2026. Indexed chart with base year 2015=100.
 2. Office for National Statistics (ONS) & Department for Energy Security and Net Zero (DESNZ).
 3. National Minimum Wage and National Living Wage Rates | Low Pay Commission available at www.gov.uk.

We have a strong position on which to build

#1 omnichannel retailer with very high store market share

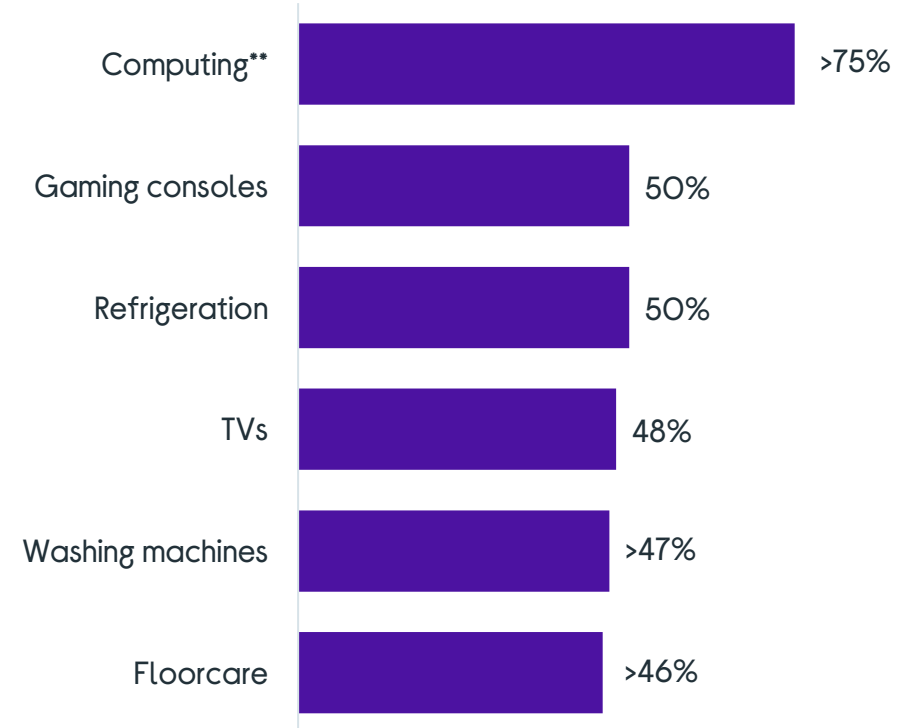
Store market share is strong and growing...

UK electricals store market share %



...with very high market share in some areas

Currys store market share¹ in selected categories



Sources: Currys Internal information, GfK.

1. YTD 25/26 figures.

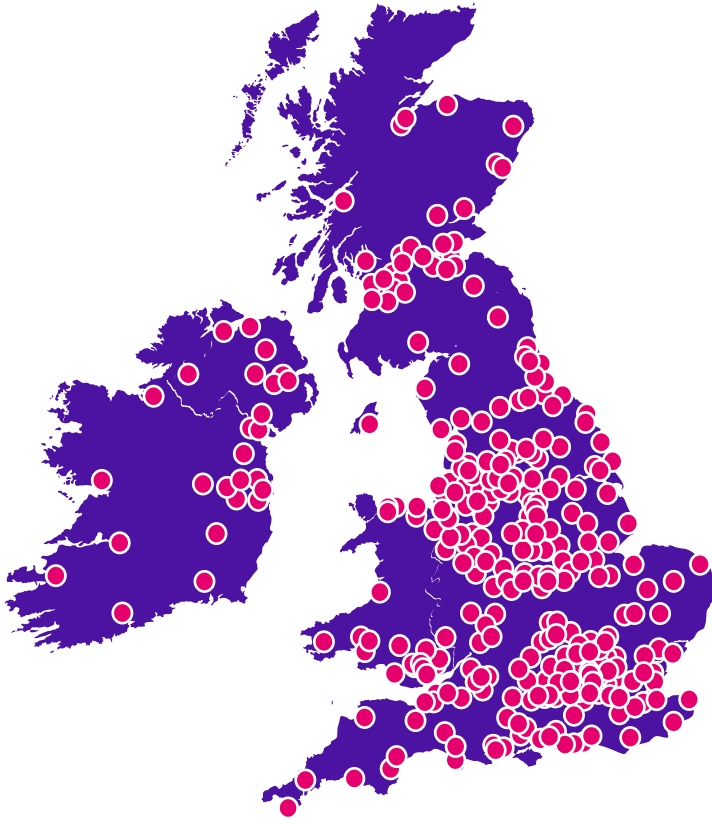
* FY26e represents an annualised estimate based on YTD performance.

**Computing excluding Apple products.

Stores are well located

Stores are close to customers and most cost-effective fulfilment route for Currys

Currys has a network of stores...



... that are very close to customers

75% of UK population within 15 minutes of a Currys store

96% within 30 minutes



296 stores
across UK&I



Total selling space of
5.4m sq ft



>9,500
colleagues



3.8m units
of stock held



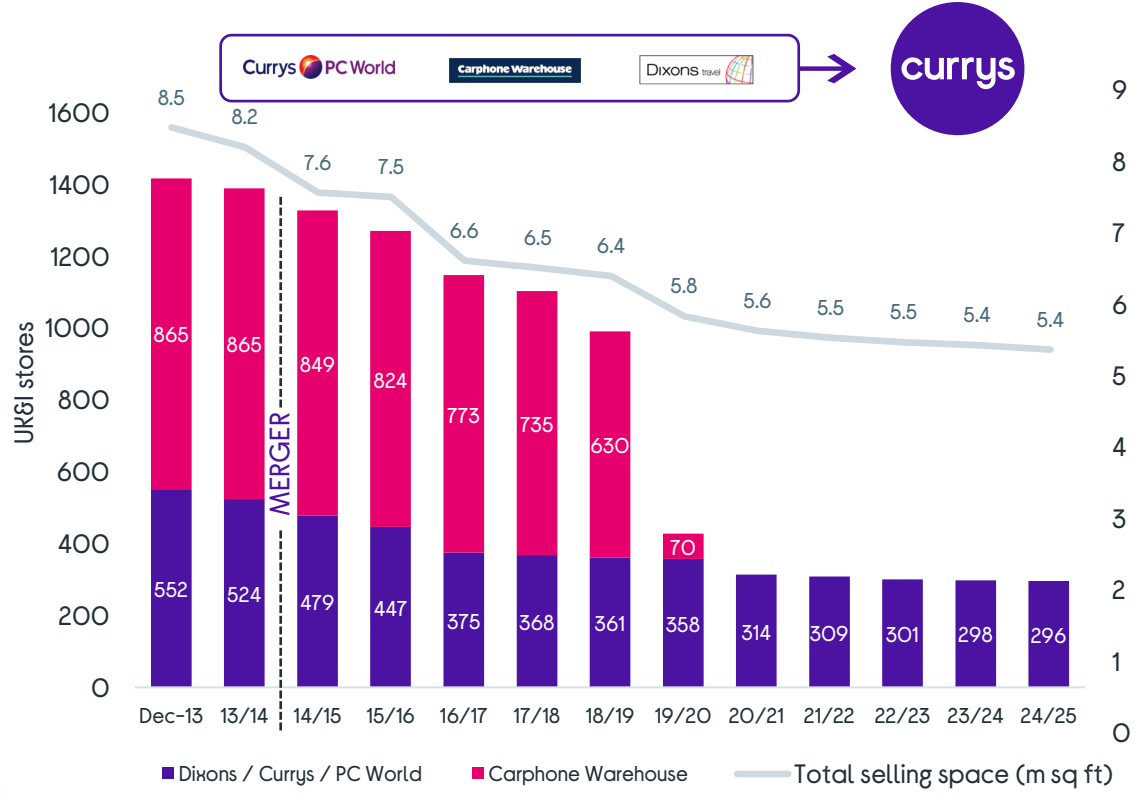
>14m units
sold each year

The estate is now rightsized, profitable and flexible

All operating under one brand with an average lease length of 3.6 years

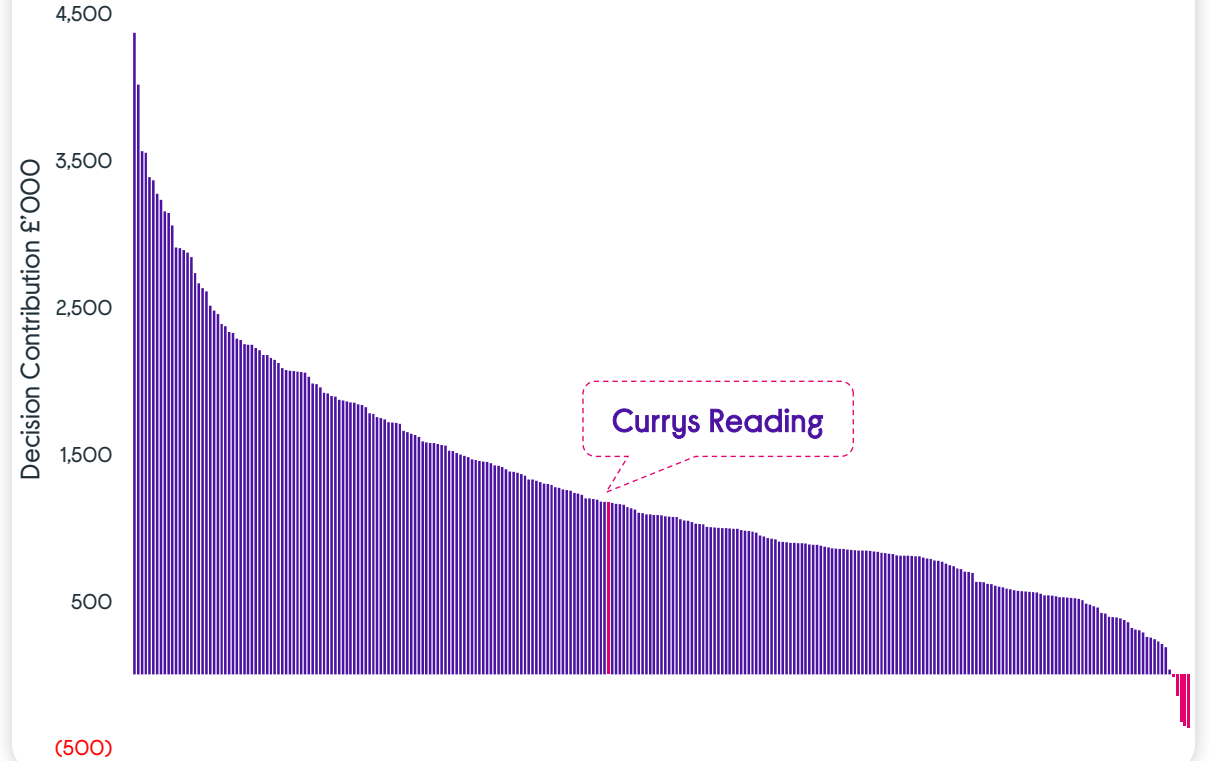
UK&I store evolution

Number of stores and total selling space at end of financial year



>98% of our stores are profitable

Decision contribution by store

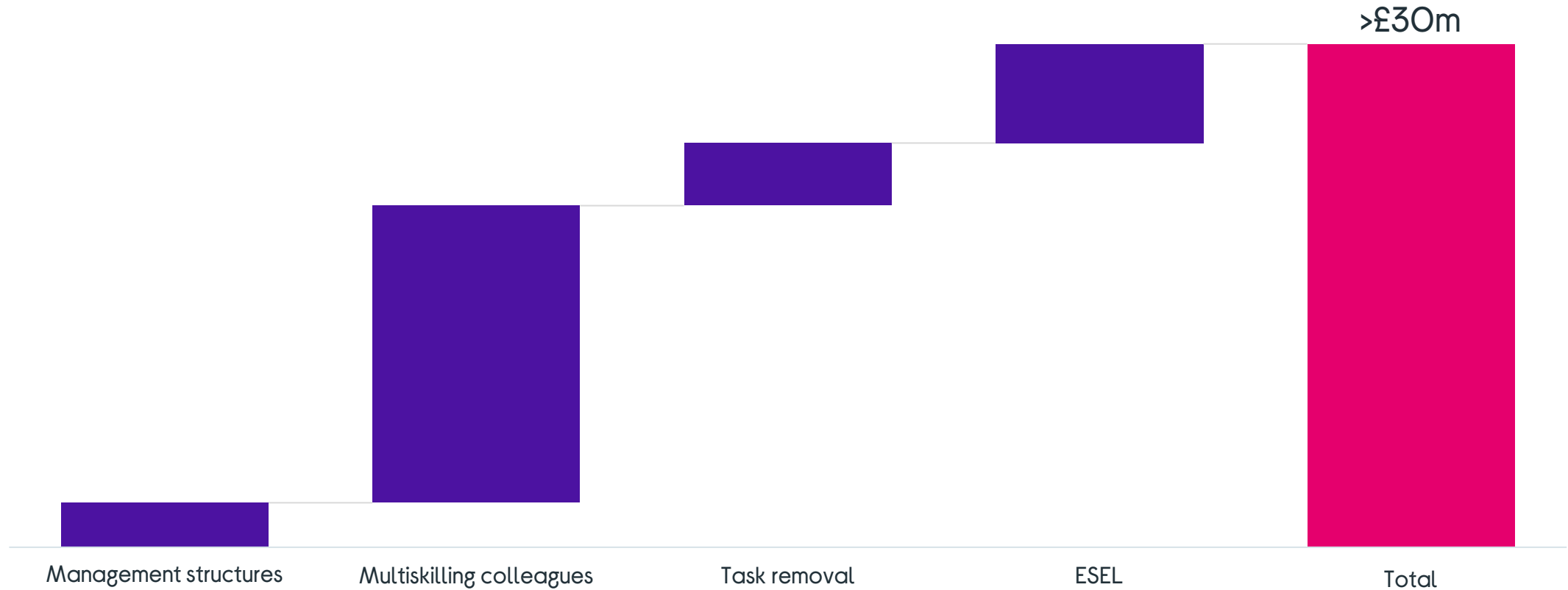


Source: Currys internal information.

Built a good track record of removing costs

Removed £30m of costs from stores over four years

Store cost savings – 2022/23–2025/26

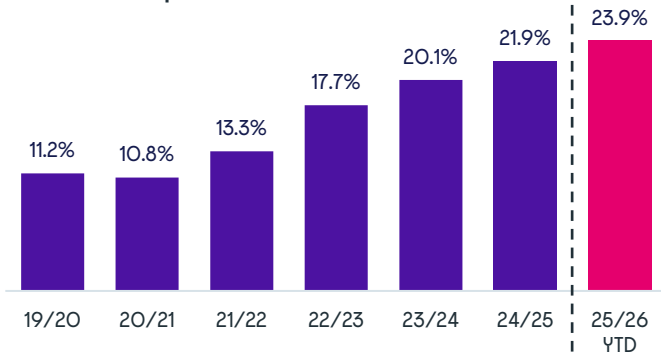


Our stores are fundamental for growth opportunities

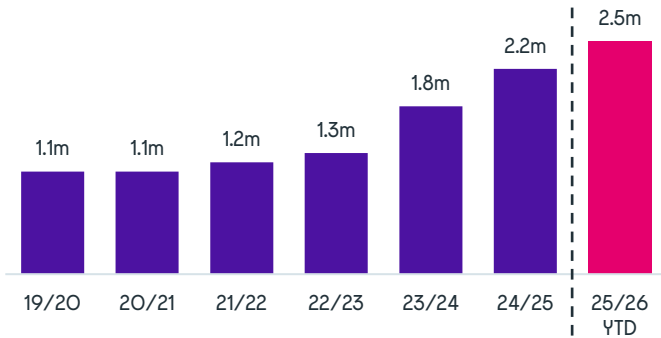
Across Services, new categories and B2B

Services & Solutions

Credit adoption rate

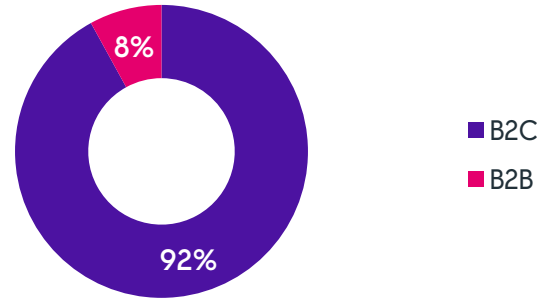


iD Mobile subscribers

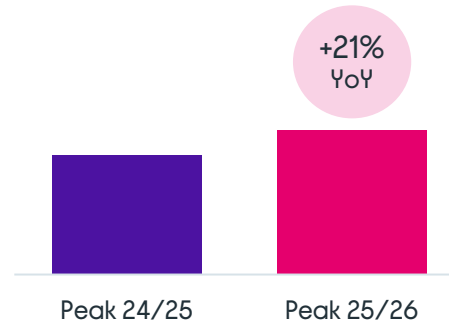


Currys Business

B2B Group share of business, H1 2025/26



UK&I B2B revenue



New Categories

New & emerging technology - innovation in core market



Adjacent categories - historically under-indexed



Seasonal & Impulse - incremental sales



Source: Currys internal information.

1. B2B market defined as SME market for IT hardware & solutions and MDA hardware & solutions, as estimated by PwC, data correct as of 2023/24.

Store tour journey

Improvements help customers and colleagues, while reducing costs

Existing Customers

New Customers

Help & Advise

- Customers find technology exciting, but also confusing
- We connect them to the right advice and reassurance

Convenience

- Different customer needs, one seamless experience
- Making sure the right products are available

See, touch, try & inspire

- Help customers discover and experience amazing technology
- In-store display and demo bring products to life

Selling complete solutions

- Help customers get the most out of their technology
- Opportunity to sell complete solutions to more customers

Operating performance & efficiency

- Deliver better profits and customer experience
- Investments are increasing productivity and conversion, while reducing shrinkage

Currys Business

- Leverage existing assets to target new customer segments
- Targeting SMEs with 1-50 seats: £9bn market with low single digit market share

Help & Advice

Help & Advice

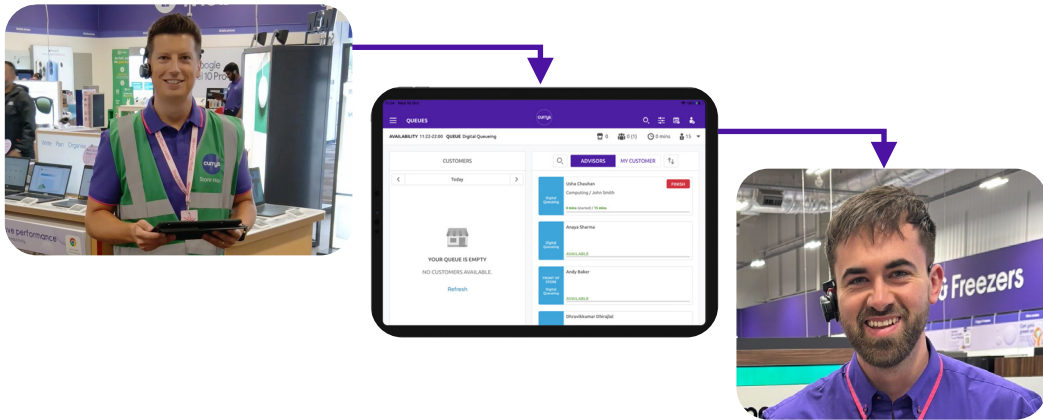
- Technology is exciting but can be confusing and expensive. Customers value advice and reassurance
- We want to serve customers efficiently and connect them to the appropriate colleague
- Investments into processes (Sales Floor Leader), technology (digital queuing app) and hardware (headsets) allow us to serve customers quickly



We aim to welcome every customer to our store

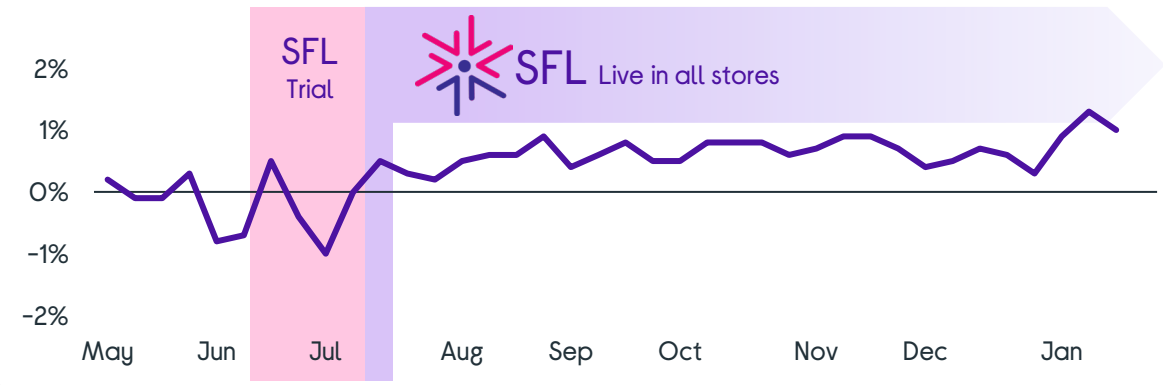
Identify how we can support and match every customer with a capable colleague

We help customer find what they are looking for

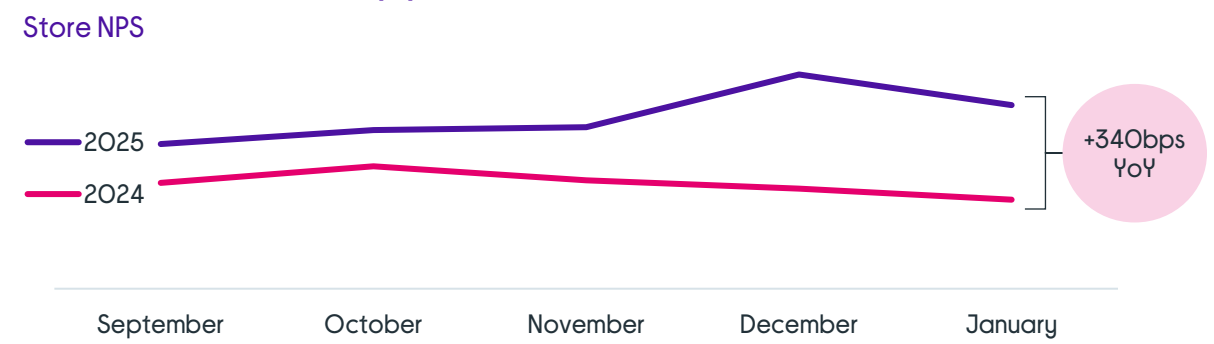


- + Sales Floor Leader approaches customers and identifies needs
- + Supported by digital queuing app on store mode and customer call buttons
- + Communicates with colleagues through headsets, improving efficiency and reducing wait times

Store LFL conversion has increased



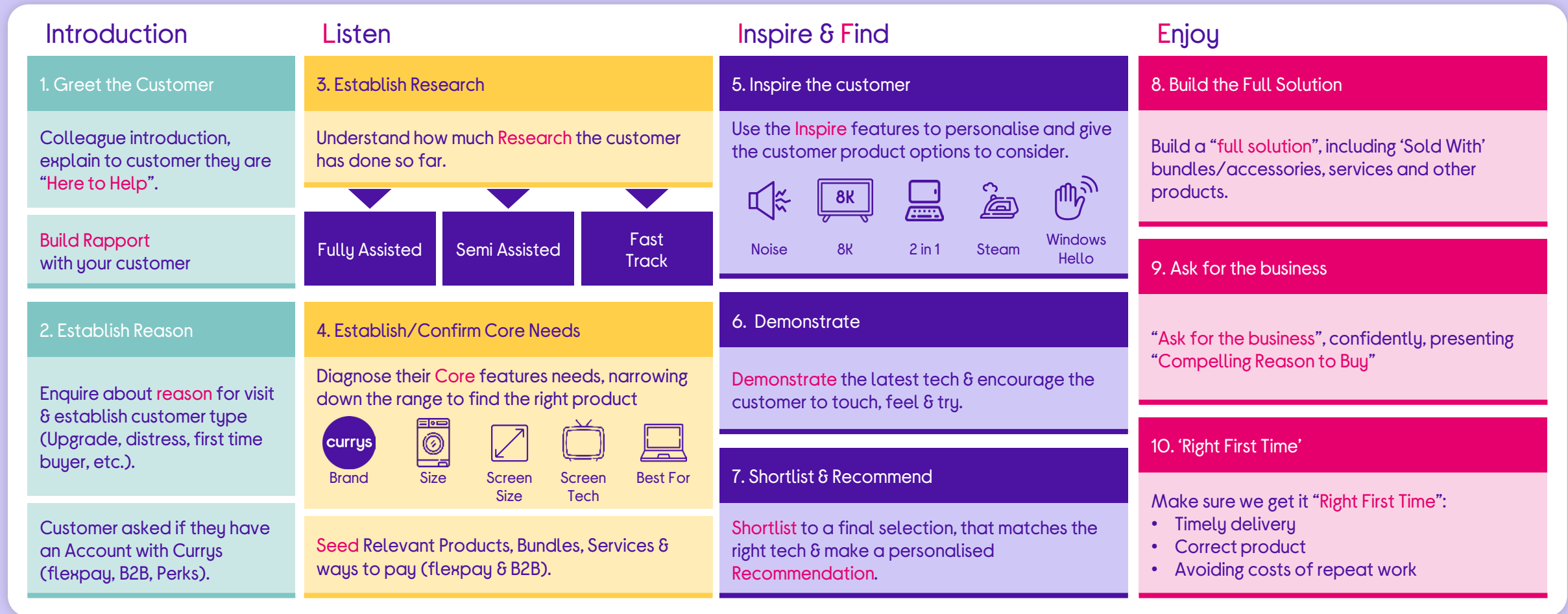
Customers are happier



Source: Currys Internal information.

Life 2.0 selling framework for colleagues

A clear framework



Convenience

Key messages

- Our store network enables a same day fulfilment capability that online pureplay competitors can't replicate, with Order & Collect in as little as 1 hour
- We have made it easy for customers to shop by investing in the convenient delivery & collection options
- Improved ranging and inventory approach is targeting the highest return products
- Better on-shelf availability aids in-store and order & collect conversion



Streamlined omnichannel processes are driving growth

Making the most out of our differentiated omnichannel model

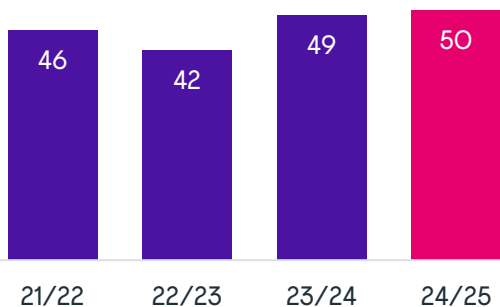
Order & collect improvements

- + Easier to see available products online
- + Enhanced end to end customer journey
- + Improved customer communication
- + Better tools for colleagues

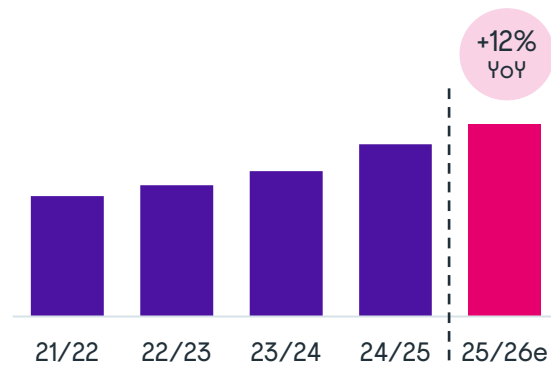
Online-in-store improvements

- + Better tools
- + Compatibility with services

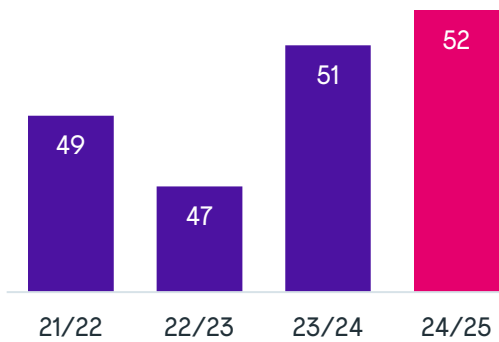
Order & collect CSAT



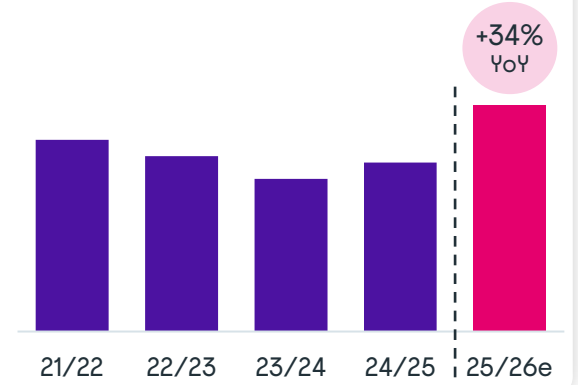
Order & collect revenue



Online CSAT



Online-in-store revenue



Source: Currys internal information.

1. 25/26e figures represent annualised estimates based on YTD performance.

Doing more to make sure right stock is available

Across both channels, with a specific focus on stores

Improved ranging & inventory approach

- ⊕ Measures product sales, margin, stock turn
 - 80% of sales from 14% of products
- ⊕ Prioritising inventory with channel specific, product level focus
- ⊕ Investment in best products

Better store processes

- ⊕ Implemented operational reboot with new daily process
- ⊕ Mindset shift from “make it look available” to “make it available”

Result

- ✓ Reduced products missing from the shop floor by >60%
- ✓ Stock investment drives an estimated +c.2% annual uplift in store sales
- ✓ Same-day collection uplift

Future ambitions

- 🎯 Store specific ranging and space allocation
- 🎯 Forecasting improvements to fast selling products

**See, Touch, Try &
Inspire**

Key messages

- Technology demonstrations are a memorable and confidence building part of the customer journey. We are leaders in this area but can do more
- New categories are a source of incremental revenue and profits that lean on existing capabilities
- Selling bundles of products increases the overall basket size and profitability



Our products displays cater for different customer needs

With opportunity to improve the execution further

Improve Core &/or Inspire Feature Demo

GAMING LAPTOP
Requires a core feature demonstration

Touch, see and feel the product

No Demo Game



Sub Standard Demo

Improve core feature demo



No Gaming Mouse to try a game



Core Feature Demo

PC Games on all Machines

Accessories to test



Improve Core & /or Inspire Feature Display

COFFEE MACHING
Move to a P.O.S¹ and product demo

Touch, see and feel the product

No core or inspire features



Sub Standard Display

Enhance with P.O.S.



Product Display + Core & Inspire Feature Content



See, Touch, Try & Inspire

We are growing in new categories

New technology, adjacent categories and impulse purchases

New & Emerging technology

- Innovation in core market



£17bn
Core addressable market

Adjacent categories

Eco products



Home & family



Health & wellness



>£12bn
Total addressable market

Seasonal & Impulse

- Incremental sales
- Build baskets and improve conversion



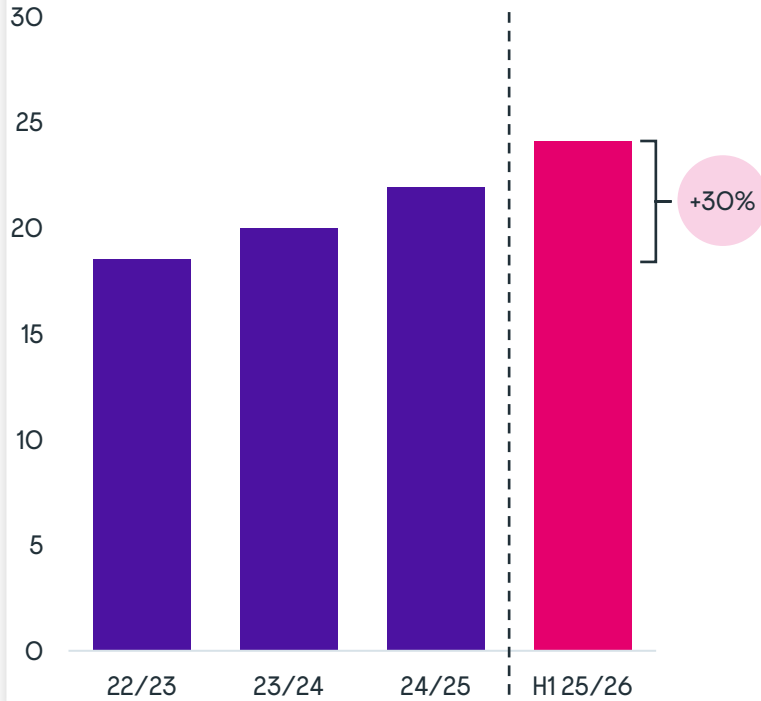
See, Touch, Try & Inspire

Investment in range is driving growth

Selling customers more of what they want

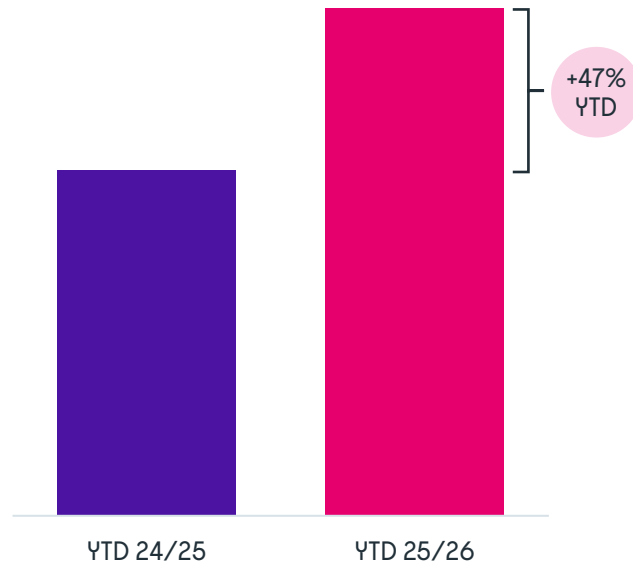
Larger range

Total online SKUs (000)



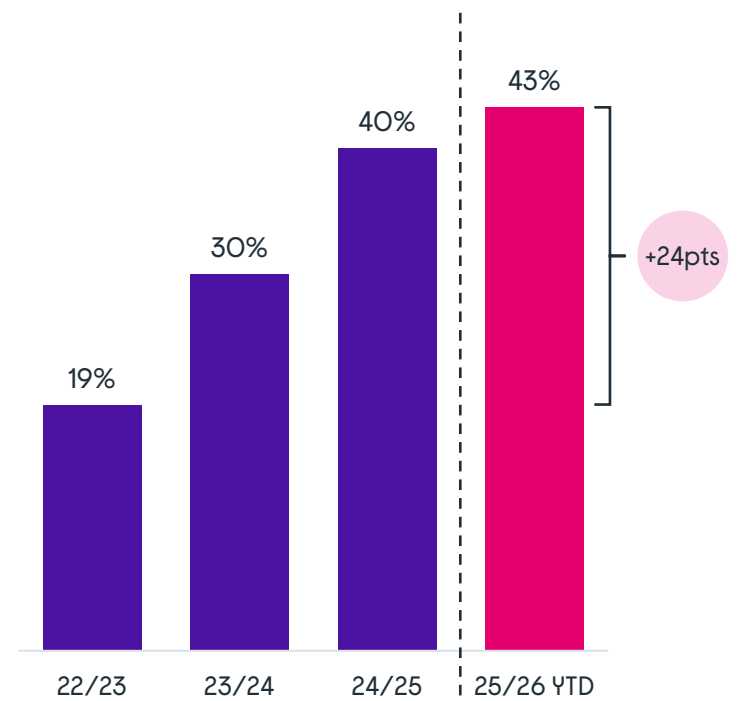
Growing new categories

New Categories sales



'Sold with' adoption is growing

Sold with adoption UK&I



Source: Currys internal information.

Selling complete solutions

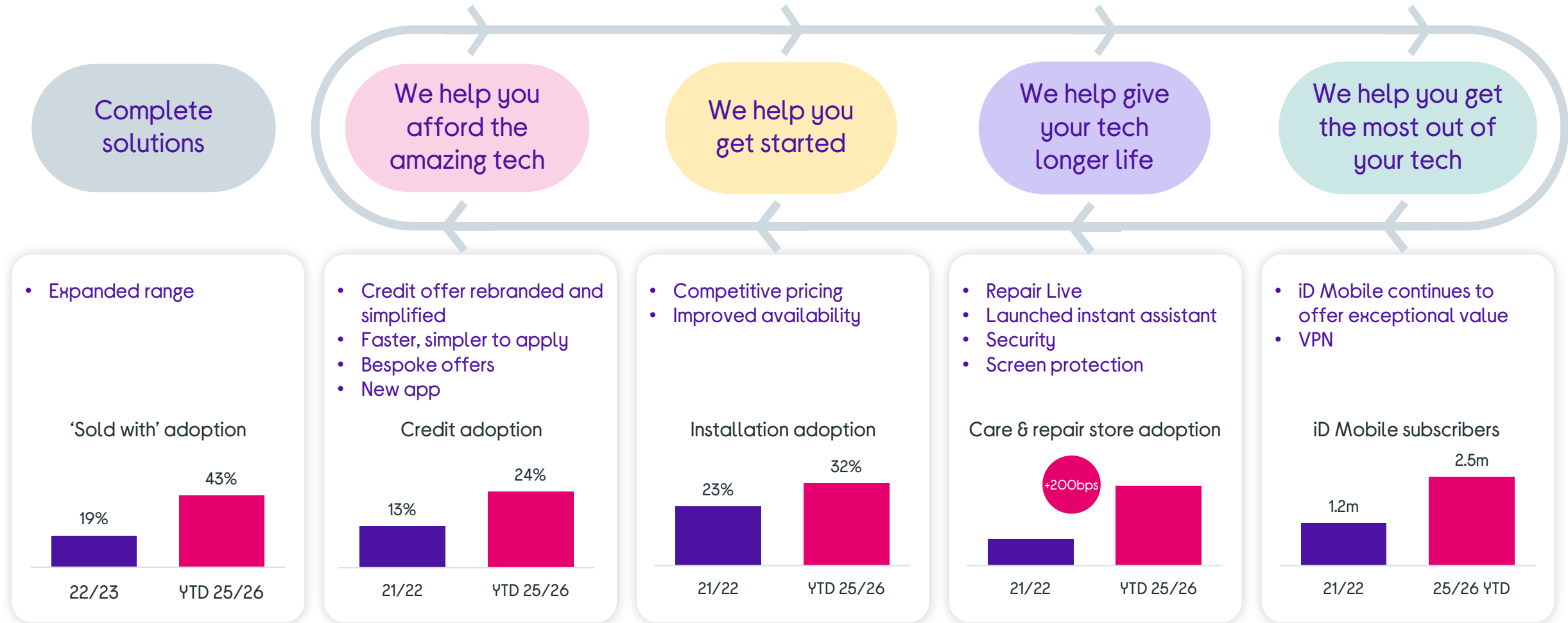
Key messages

- Customers want complete solutions to help them get the most out of their amazing technology
- Through our unique range of services, Currys is able to provide complete solutions in a way competitors can't
- Services are a source of higher margin, recurring revenue
- Customers who buy complete solutions are 8x more valuable than those that purchase a product alone



Core to solution selling: We are growing Services

Valuable to customers and source of recurring, higher margin revenue



Source: Currys internal information.

Selling complete solutions

Solutions build Customers for Life

Delivering 4x basket size and 8x lifetime margin vs. product only sales

		Customers and Colleagues are happier...		... Customers Buy More...			... at higher average value...	... and Shop More Often		Creating valuable Customers for life	
	% of business ¹	NPS	Colleague reward	Accessories	Services + Digital Services + Subscriptions	Care Services Protection	Basket ARP	Credit adoption	% Recurring Payments	Lifetime Margin	Transaction value
Product only	39%	57%	£0	0	0	0	£275	14%			
Product + Solution	0.3%	70%	£2.35	3+	1+	1+	£1,139	30%		8x	4x

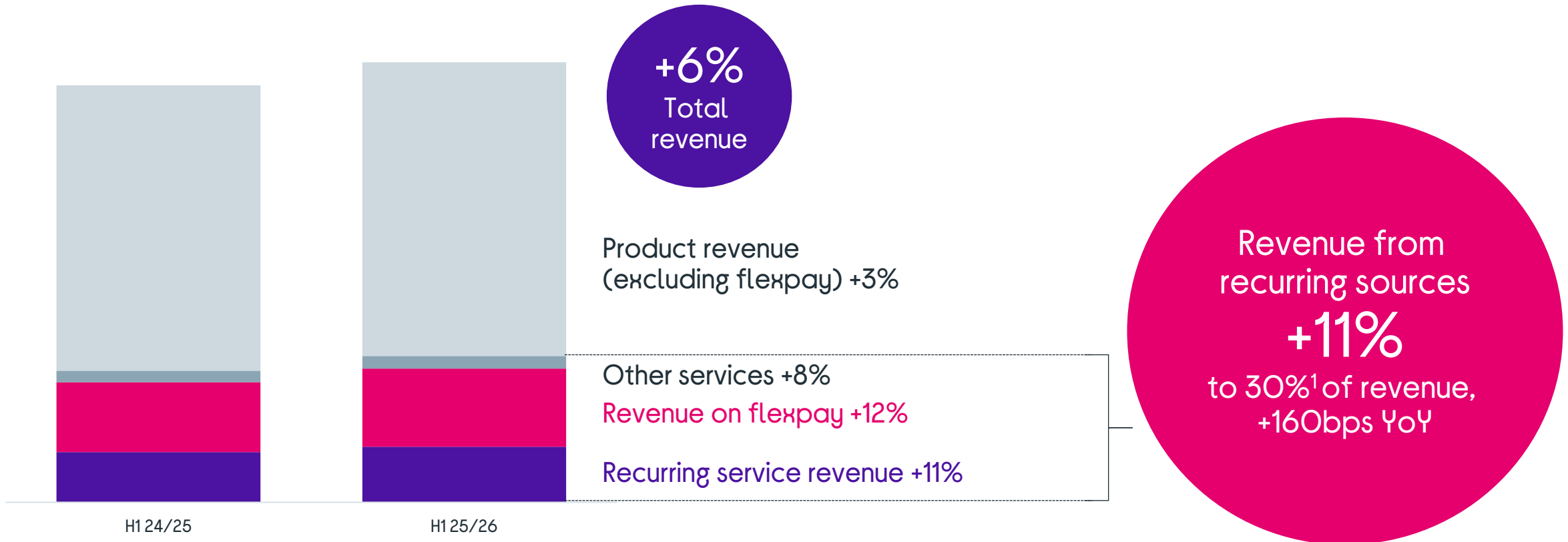
Source: Currys internal information.

1. % of transactions not included as do not fall into the basket types.

Services are driving higher recurring revenues

H1 recurring service revenue and flexpay grew to 30%¹ of UK&I revenue, +16Obps YoY

UK&I H1 revenue split



Source: Currys internal information.

1. Revenue from recurring sources refers to the total combined revenue from flexpay and recurring service revenue.

Operating performance & efficiency

Key messages

- Aim to maximise profit and cashflow while delivering excellent customer experience
- Investments in store systems and assets are increasing productivity and conversion, while reducing shrinkage
- Incremental investment generates high returns once initial systems are in place



Improved colleague deployment

Ensuring we have colleagues available when customers need them

We have changed how we deploy colleagues

- + Analyse historical footfall and transaction data
- + Generate suggested schedules based on colleague availability
- + Store Managers are able to review, edit and publish schedules



Saving time and improving customer experience

- ✓ Improvement of Selling Hours from 45% FY23 to 68% in FY25¹
- ✓ Saved 9,000 hours of manager time previously spent scheduling
- ✓ Conversion improves with auto scheduling

Future ambitions

- 🎯 Improve deployment efficiency to include task alongside customer demand
- 🎯 Automated absence tracking to reduce admin and improve workforce scheduling

Source: Currys internal information.

1. Selling hours refers to the number of hours a colleague has sold to a customer as a % of the hours worked, which includes in-store sales, Online in-store sales, Mobile sales or Order Collections.

Enhanced colleague safety and reduced theft

Better customer experience and happier colleagues

Investments made




+ Enhanced product security: Laptop clamps



+ Auror crime reporting tool



Benefits:

-  Reduced aggressive laptop incidents by 80%
-  Generating c£400k cost avoidance
-  Enables broader, premium range to be displayed

Future ambitions

-  Upgrade store CCTV to include facial recognition

Electronic Shelf Edge Labelling

Saves costs and allows for more nimble pricing

ESEL rolled out to all stores



- + Digital, battery powered shelf-edge tickets
- + Replaces paper-based tickets
- + Enable quick, efficient price changes with minimal colleague involvement

Benefits:

- ✓ Cost saving
 - Releases 138,000 colleague hours per year
 - Total annual cost saving of £6m
- ✓ Nimble pricing
 - Lower errors
 - Dynamic price changes

Future ambitions




- 🎯 Stripe and Payment at shelf edge
- 🎯 ESEL stock feed enhancements

Implemented Action AI by Quorso




Enabling stores to run self-serve analytics and supported by AI driven insights

AI simplifies the complicated






-  Analyses over 10,000 data points, across 30 data feeds
-  Highlights opportunities that are relevant and high priority for each individual store
-  Provides simple missions (what, when and how)

Action AI has driven significant improvements

-  Enhanced stock, sales, and commercial compliance
-  Generating an incremental sales benefit of £20-40m
-  Strong user engagement with 99% of stores using weekly

Future ambitions

-  Solution Selling Support
-  Reducing Returns by getting it 'Right First Time'
-  Stock accuracy and restocking

Currys Business

Key messages

- Capitalising on existing assets to target new customer segments
- Targeting SMEs with 1-50 seats: £9bn market with low single digit market share
- B2B customers deliver higher value: £500 average order value shopping 2.8x per year
- Proven growth model leveraging learnings from Nordic B2B success
- Ambition to double UK B2B sales in three years



Currys business: building on existing strengths

Serving business customers with minimal cost and no added complexity

Strategic focus



1 – 50

Employee seats

Underserved SME
segment

Shared infrastructure



Suppliers



Products



Services



Channels



Supply Chain

Comprehensive B2B solutions

18,000+

Professional SKUs

Plus full consumer range

Services:

- 30-day payment terms
- Leasing
- Repair & protection
- Delivery & installation
- Recycling Services

Targeting SMEs across segments

Diverse segments with distinct needs, all served through existing infrastructure

Schools¹
>32,000
 schools
>2,000
 multi-academy trusts

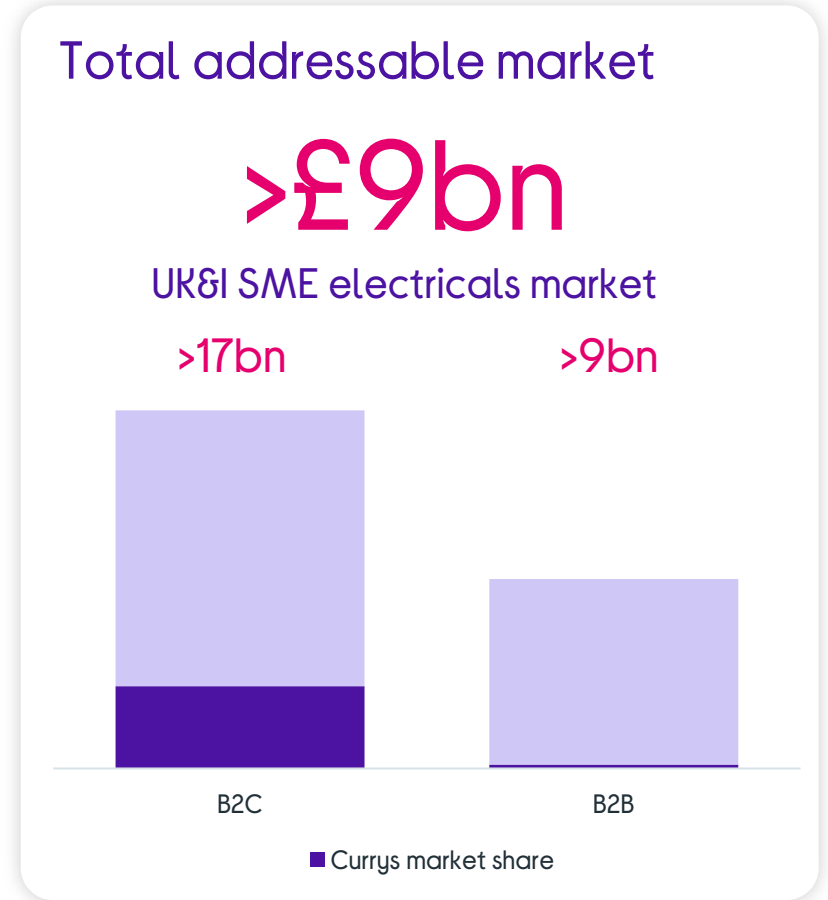
Offices²
1.2m
 businesses with <9
 employees
*No IT resources, owner buying
 products*

Hospitality³
>170,000
 businesses

Landlords⁴
2.9m
 private landlords
*c.60% own more than one
 property*

Construction⁵
2m
 employed

Startups⁶
846k
 launched in 2024



1. UK Department for education – Education and training statistics for the UK available on www.gov.uk. Multi –academy trusts figure: Academies Benchmark Report, May 2025.
2. Department for Business & Trade – Business population estimates for the UK and regions 2025 available on www.gov.uk.
3. House of Commons Library – Hospitality: statistics and policy, Fe2026 available on www.commonslibrary.parliament.uk.
4. Ministry of Housing, Communities & Local Government – English Private Landlord Survey February 2024 available on www.gov.uk.
5. BCIS – Latest construction workforce figures, February 2026.
6. UK Corporate register.

We are investing behind our proposition

1 Enhance our proposition



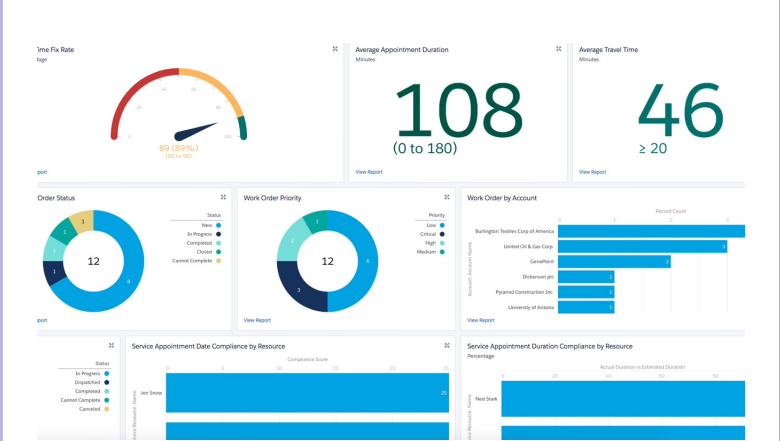
- Business Leasing
- Solutions
- Tailor to B2B segments

2 Increase our reach



- 10 new Business Hubs (total 70)
- Online conversion
- Targeting c.110k new customers

3 Improve the foundations



- Salesforce CRM
- Right First Time for B2B
- AI-driven insights & automation

**Capable &
Committed
Colleagues**

Why colleagues matter

Creating happy customers is the best route to future value



In a business like ours it is difficult for the customer experience to be better than the colleague experience

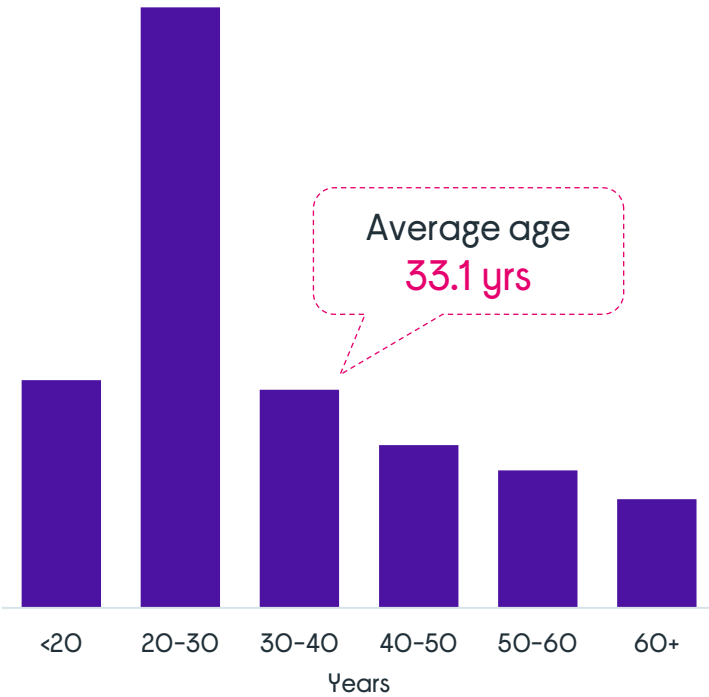
Alex Baldock



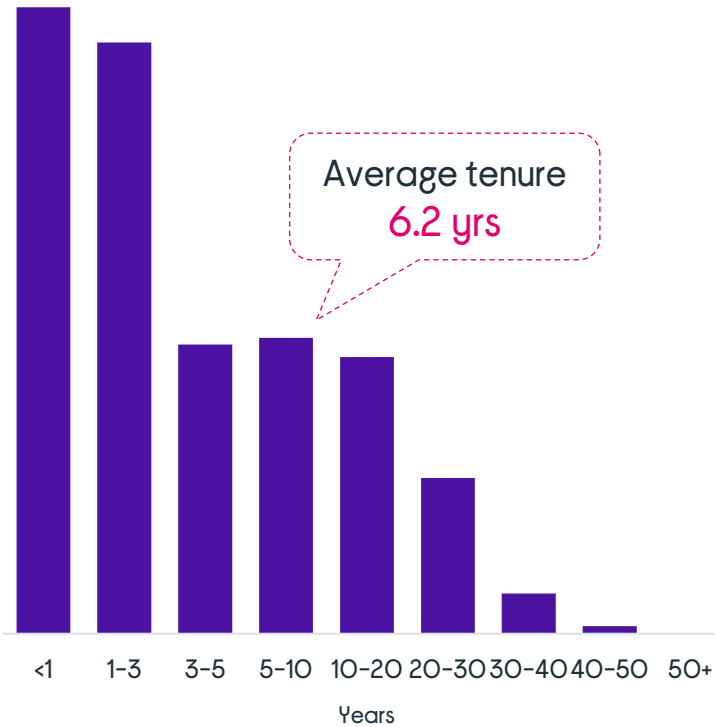
9,500 store colleagues are diverse and experienced

Employment flexibility that suits a wide range of colleague needs

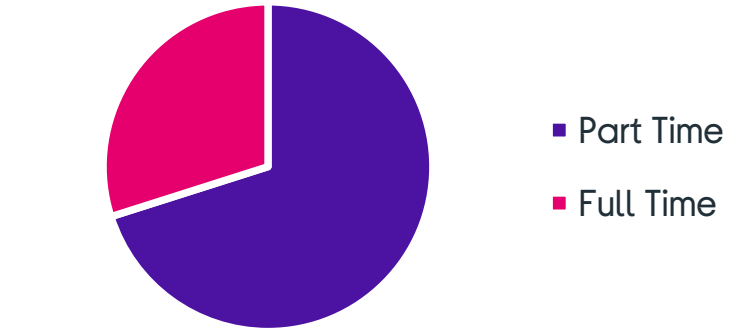
Age range



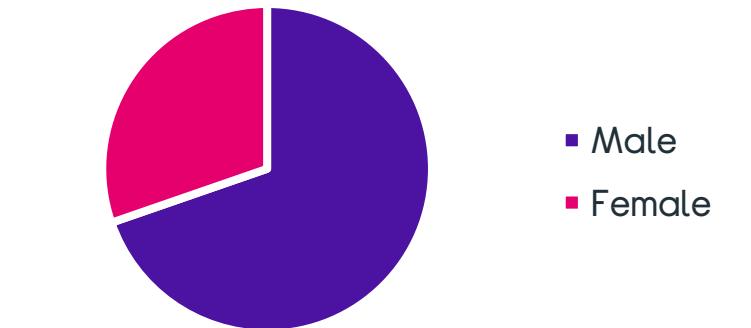
Length of service



Flexible working



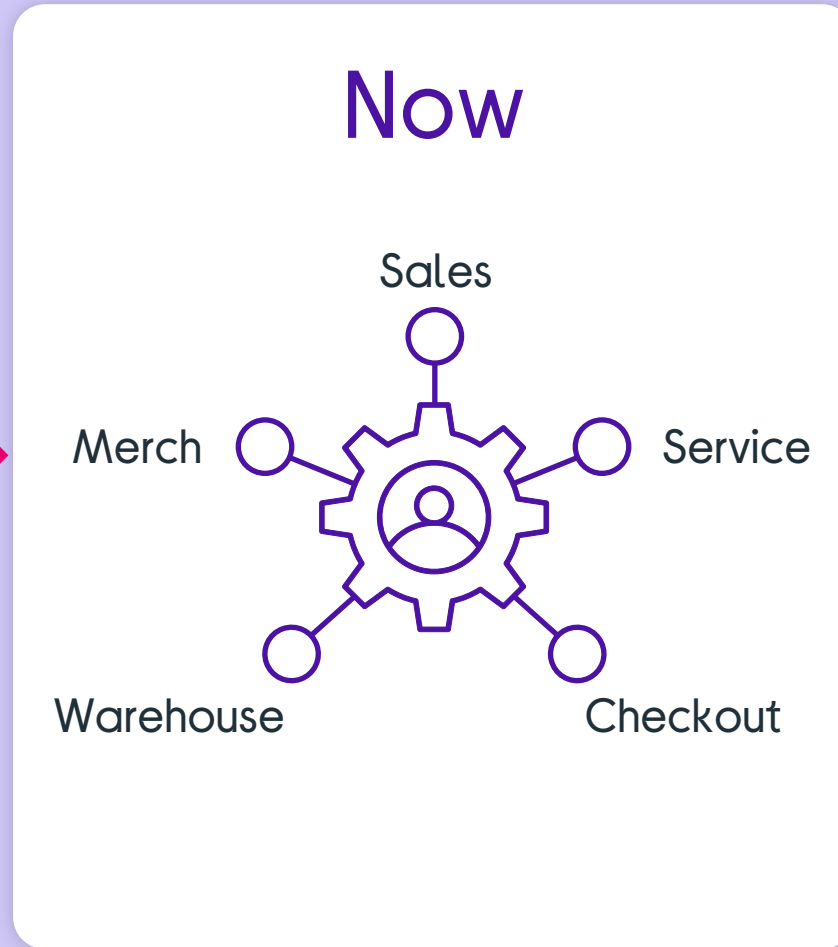
Gender



Source: Currays internal information.

Our colleagues build a wide range of skills

We have invested to ensure colleagues can now support across all areas of the store

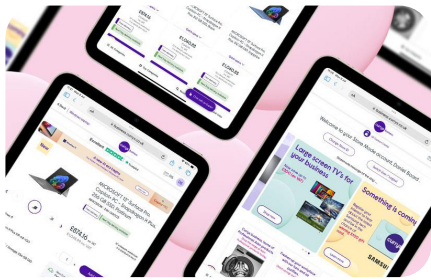


We support our colleagues with tools

Simplifying tasks frees up colleagues' time to support customers

Helping colleagues serve customers...

- + Store mode tablets: Enabling a true omnichannel customer journey - bringing online and store closer together



- + Action AI: helping drive actionable insight for store managers



- + 'Be Amazing' App: helping colleagues understand products, rewards and customer feedback



... and save time

- + Electronic Shelf Edge labels: better customer experience, flexible pricing and lower costs



- + Digital headsets: faster service, better security



We invest in colleague skills from day one

Supporting and upskilling colleagues to build confidence and improve customer experience

First week with Currys

Day 1:
Digital introduction to Currys



Days 2-3:
LIFE selling training at our Fort Dunlop training facility



Days 4-5:
Store orientation and meet the team



6-month training plan

✔ 'What's in store' training plan



✔ e-learning and in-person courses

✔ Mobile upskill course

✔ Serve & Support skills sign-off

Ongoing career pathways

Collaboration



Skills Pathway
Communication
1 hour 45 mins 30 secs



Skills Pathway
Building Relationships
1 hour 2 mins 37 secs



Skills Pathway
Innovating together
2 hours 14 mins

Coaching



Skills Pathway
Coaching Essentials
2 hours 45 mins



Skills Pathway
Coaching Mindset
1 hour 55 mins 32 secs



Skills Pathway
Coaching Conversations
2 hours 28 mins

Become a leader



Skills Pathway
Leadership Essentials
2 hours 10 mins



Skills Pathway
Leading through Change
2 hours 25 mins 7 secs



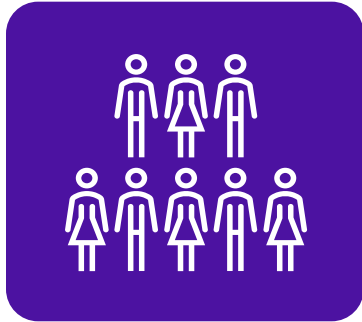
Skills Pathway
Leadership Skills
6 hours 4 mins 59 secs

Capable & Committed Colleagues

Colleagues can build a career with Currys

Through in-store management pathways and internal corporate roles

>8,000 store colleagues



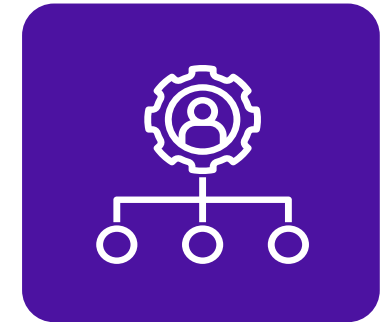
Upskilled by our
Aspiring Managers programme

~1,000 Sales & Ops Managers



Developed through our
Sales & Ops Manager academy

~300 General Managers



Supported by
GM academy

currys

amp

aspiring managers programme

Sales Colleague to Sales & Ops Manager Development

currys

Sales & Ops Manager Academy

An Academy for all our Sales & Ops Managers

Let's get started

currys

GM Academy

An Academy for all our General Managers

Colleagues can earn more than an hourly rate

Colleague pay increases with experience and can increase further through solution selling

Colleagues can earn more¹...



... by selling complete solutions....

- ✓ Currys flexpay
- ✓ Setup and installation
- ✓ Repair plans
- ✓ Connectivity
- ✓ Sold-With

... to happy customers

- ✓ Extra boost for achieving high CSAT scores

Our top performing colleagues are rewarded further

Colleague performance measured across key metrics

The top 1,000 colleagues receive more than double bonus



Source: Currys internal information.

1. Pay rates reflect current rates, these will be adjusted for 2026/27, in line with changes in National Living Wage.

We are creating a winning culture

With a consistent culture & set of values that are embedded across the entire business

We have a consistent set of values



We put our customers first.



“We're always curious and seek to understand what customers think, feel and need. This guides everything we do, from day-to-day interactions through to our wider business planning and decisions.” **Colleague A**



We own it.



“Customer, business and colleague needs often shift and our competitors are fierce. We test, learn and adapt to make sure we stay ahead in the market. We're not afraid to change.” **Colleague B**



We win together.



“Winning is in our DNA. We set the bar high and never lose sight of our vision. We work together to beat the competition and build a world-class business, for our colleagues, our customers and our shareholders” **Colleague C**

All this is enhanced by colleague feedback

Improvements are based on the feedback we receive

Colleagues share ideas and feedback

- ✓ Employee satisfaction surveys



>13,300 comments received in Oct 25

- ✓ Colleague forums
- ✓ Employee Resource Groups
- ✓ The Pitch



Actions taken as result of colleague feedback

- + **Ways of working**
 - Implemented ESEL to all stores
 - Provided headsets to support communication
- + **Colleague safety**
 - Trailed and launched Auror
 - Introduced a single door entry & exit policy
 - Improved product security
- + **Colleague reward**
 - Simplified sales incentive scheme
- + **Learning, capability and career development**
 - Aspiring managers program
 - Sales & operations manager academy
 - GM academy

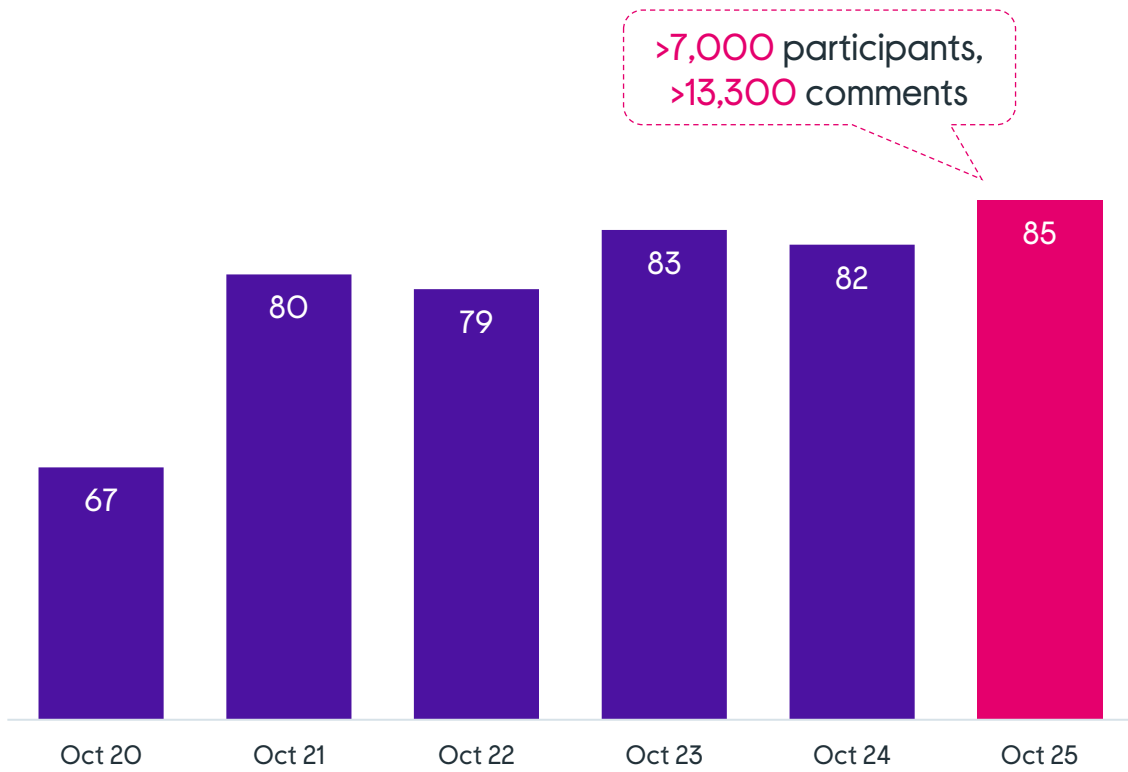




Result: Capable & Committed Colleagues

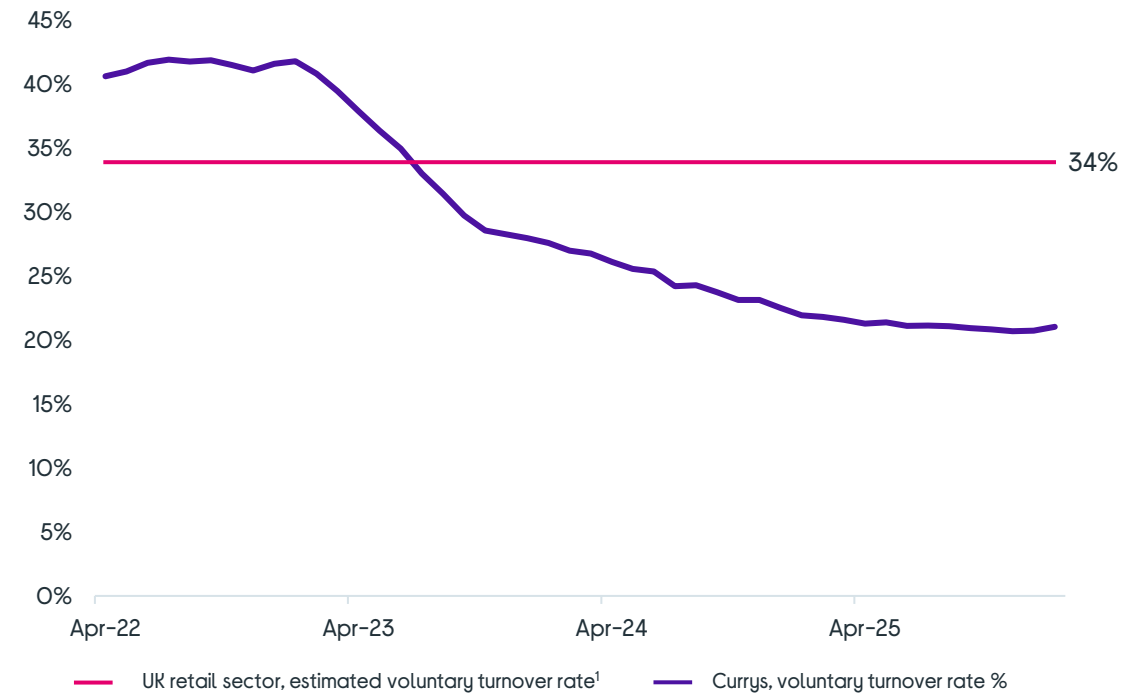
Our colleagues are happier, more engaged, and staying with us

UK&I colleague engagement – Stores



UK&I colleague attrition rates

Stores – Voluntary turnover by month



Source: Currys internal information.

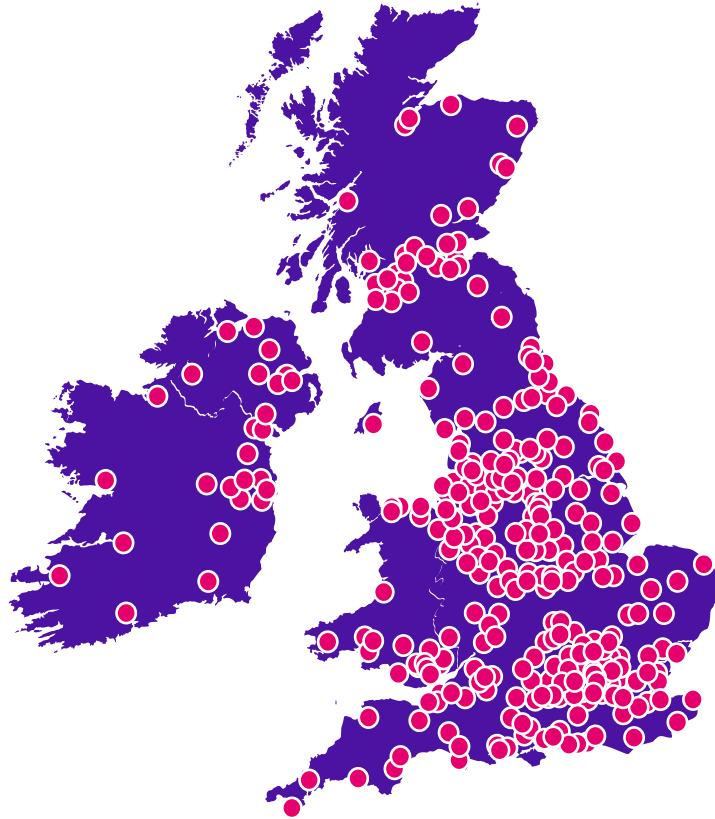
1. <https://www.cipd.org/uk/views-and-insights/thought-leadership/cipd-voice/benchmarking-employee-turnover>, <https://www.hrdatahub.com/blog/employee-turnover-by-industry>, <https://www.raconteur.net/talent-culture/how-many-employees-should-you-aim-to-lose-each-year>, <https://stribehq.com/resources/employee-retention-statistics-uk>

Summary & Q&A

High quality store estate

Well located, profitable and flexible

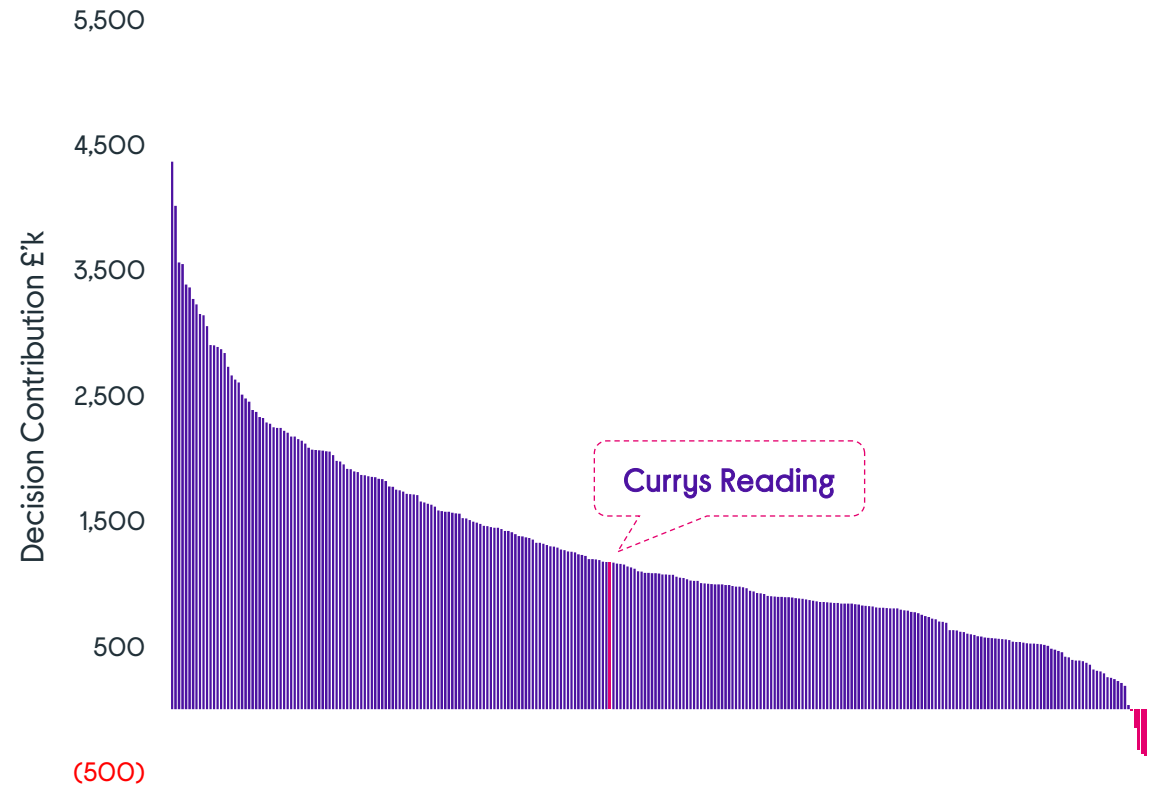
Stores are close to customers...



75%
UK population
within 15 mins
Currys store

96%
UK population
within 30 mins
Currys store

...and profitable



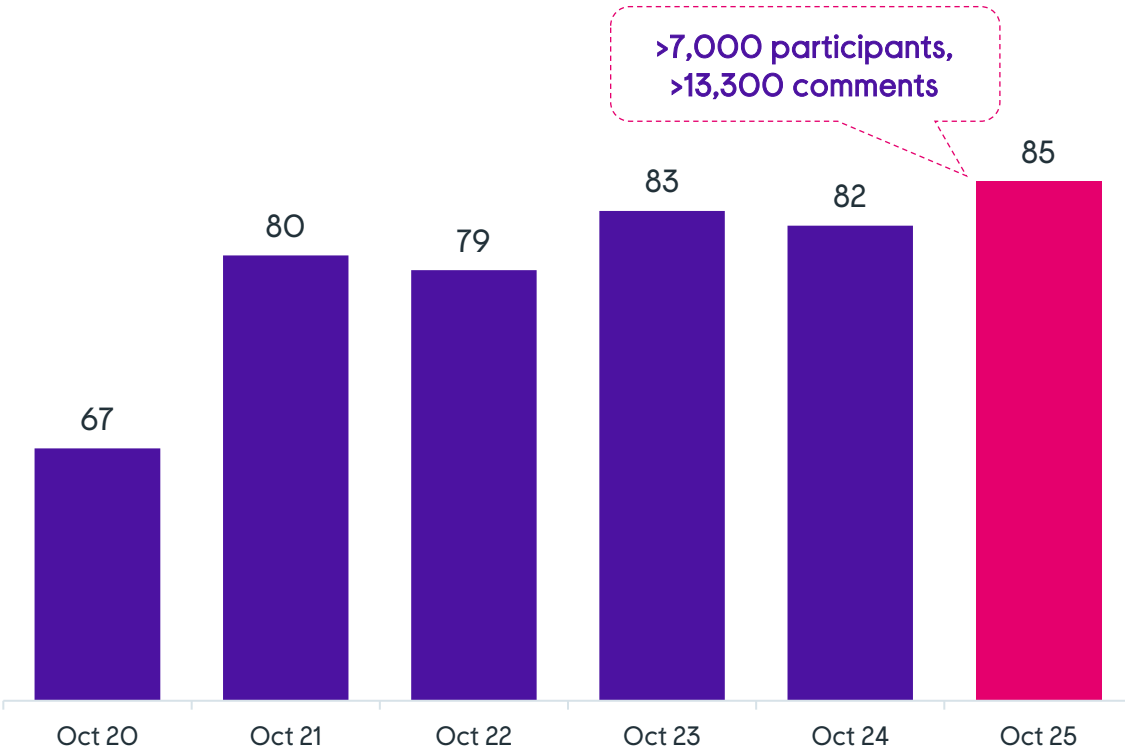
Source: Currys internal information.

Colleagues and customers are happier than ever

Higher colleague engagement is driving customer satisfaction

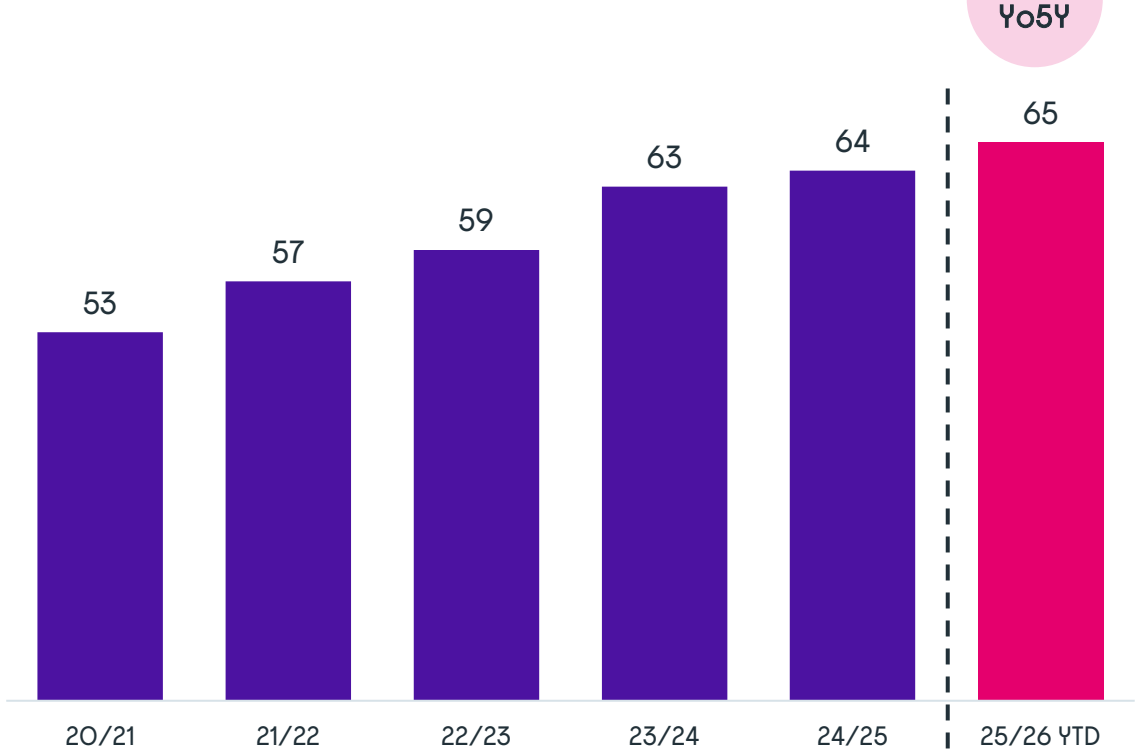
Colleagues are more engaged...

UK&I colleague engagement¹ – Stores



...and customers are happier

UK&I Net Promoter score² – Stores



Sources:

1. Viva – Glint.

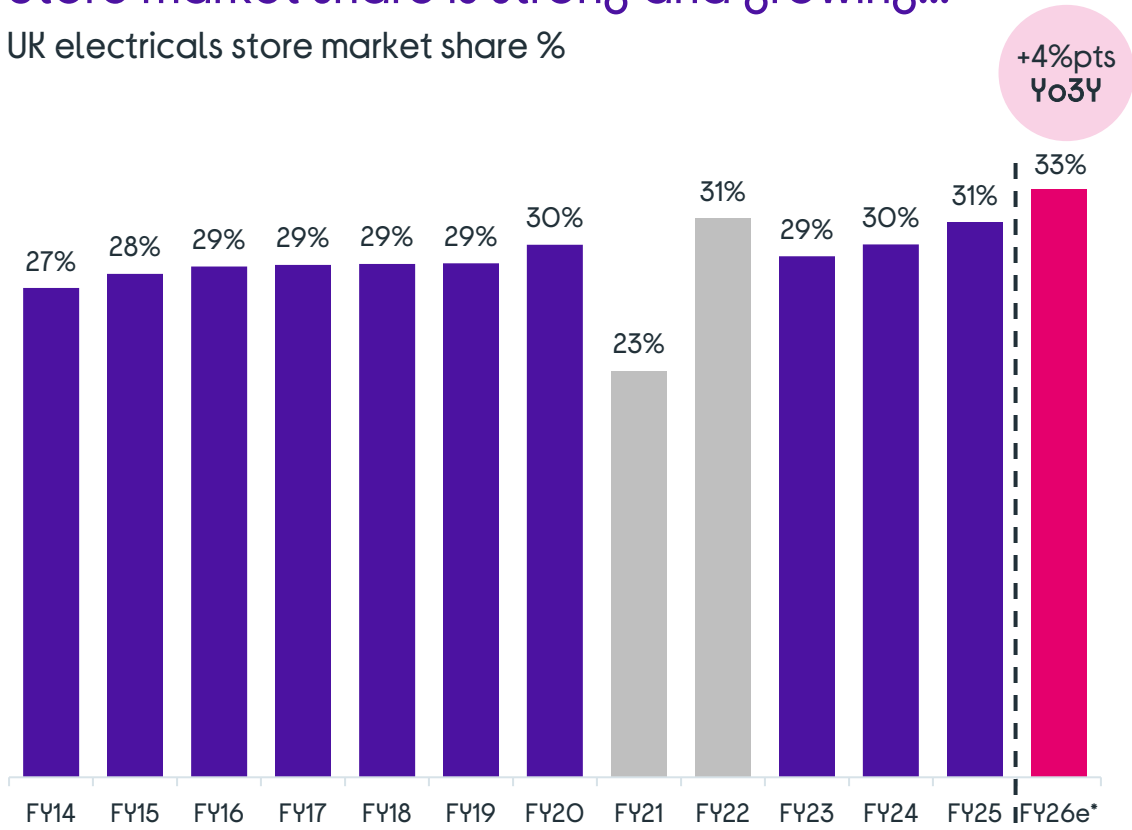
2. Voice of customer 7 Day Survey.

Store market share is high and rising

Proposition is becoming ever more unique in the market

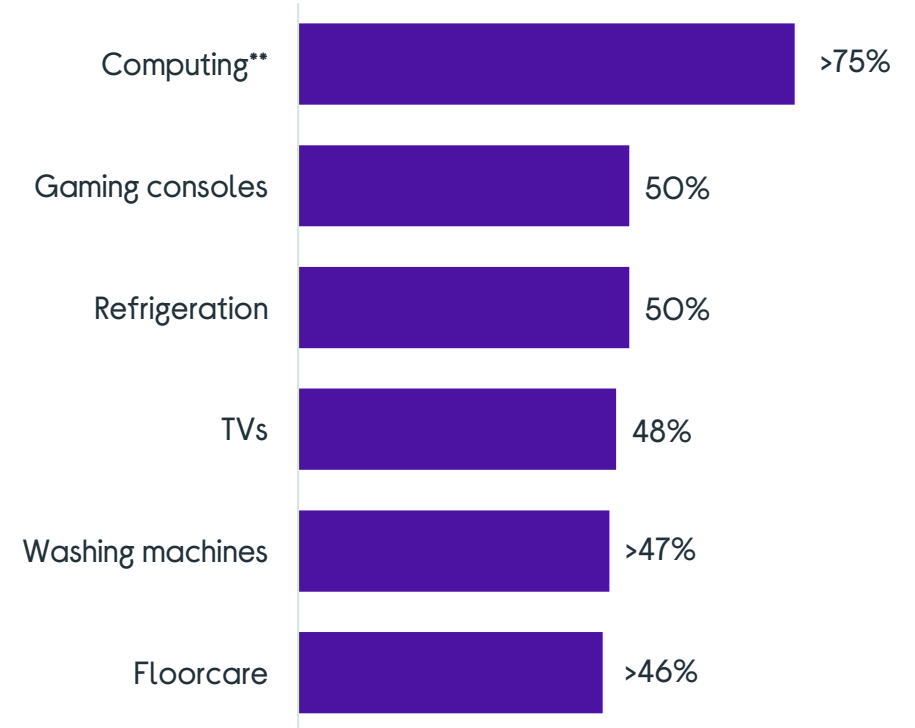
Store market share is strong and growing...

UK electricals store market share %



...with very high market share in some areas

Currys store market share¹ in selected categories



Sources: Currys Internal information, GfK.

1. YTD 25/26 figures.

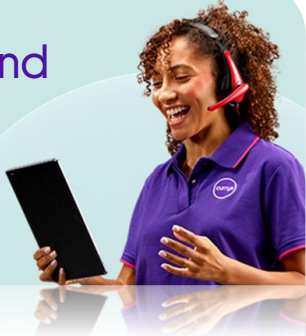
* FY26e represents an annualised estimate based on YTD performance.

**Computing excluding Apple products.

Confident in further improvements

Continued focus on strategic priorities will drive further benefits

Capable and committed colleagues



- ✓ Tools, training & reward
- ✓ Culture & values
- ✓ Colleague listening

Easy to Shop



- ✓ Range
- ✓ Availability
- ✓ Price
- ✓ Easy experience
- ✓ Omnichannel

Customers for Life



- ✓ Services
- ✓ Complete solutions

Grow Profits



- ✓ New categories
- ✓ New B2B customers
- ✓ Margin & cost discipline

We help everyone enjoy
amazing technology.



Appendix

Omnichannel model

Stores are mainly on retail parks

Reading is a typical store



Megastores 50



Size:
23,000-48,000 sqft²



Sales:
£9 - 36m



Rent:
£0.3 - 2.1m



Superstores 220



Size:
6,000-28,000sqft²



Sales:
£3 - 16m



Rent:
£0.1 - 0.8m



Reading



Size:
40,000 sqft²



Sales:
£14m



Rent:
£0.8m

Sources Currys internal information.

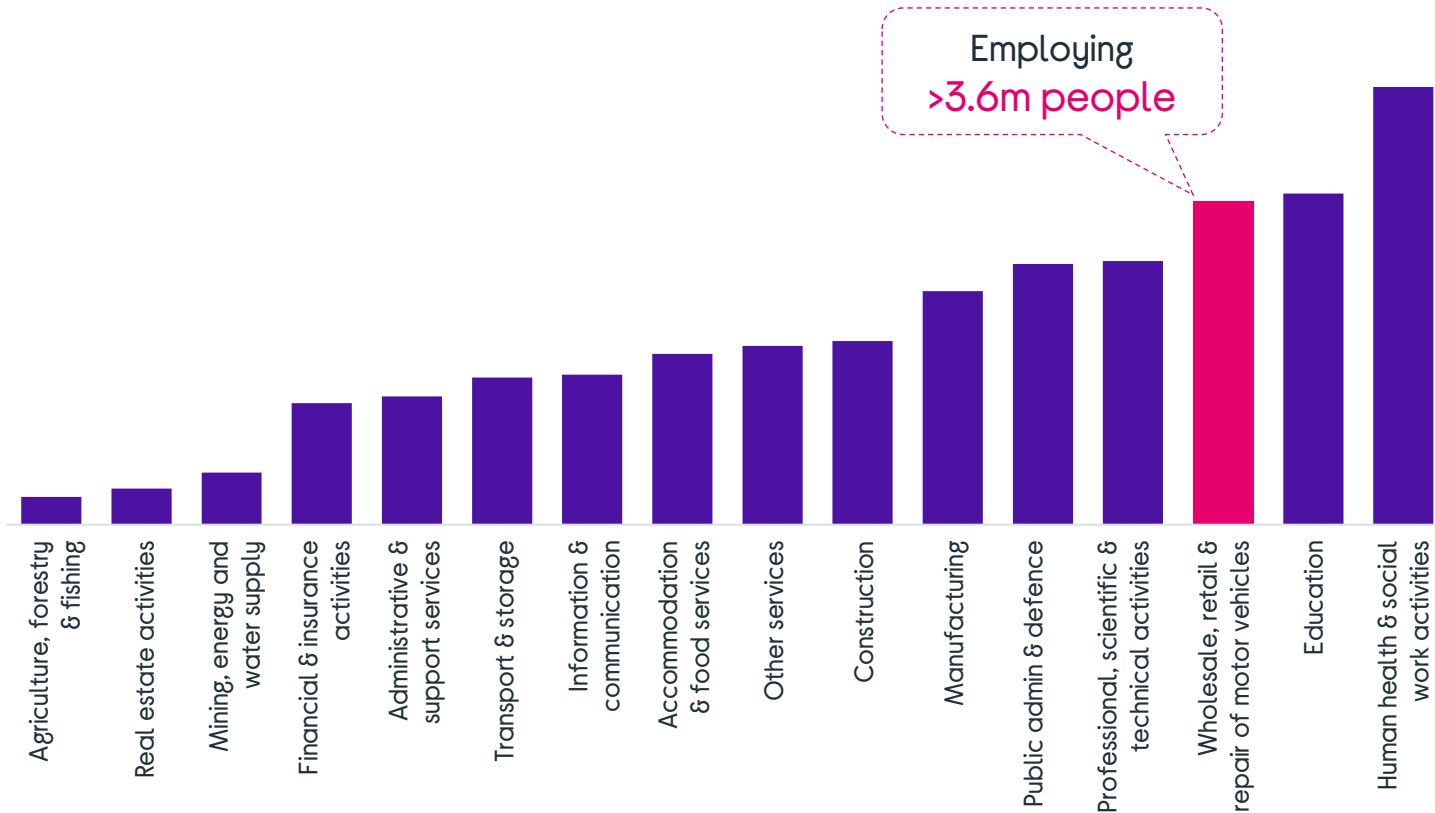
9 High street, 1 clearance store and 16 Rol stores are not shown on this analysis.

Size = sales sqft; sales = total product revenue including omnichannel sales.

Currys offers a wide range of employment opportunities

In a dynamic and challenging environment

UK employment by industry



Currys offer something that is increasingly rare in the jobs market

- + Entry level jobs for new entrants
- + Support flexible working
- + Part-time and full-time positions
- + Develop colleague skills and abilities
- + Supported by career progression opportunities
- + Employee Wellbeing programs