

# Who we are and what we do

We are the UK's leading home and general merchandise retailer.



Argos and Homebase are two of the UK's leading retail brands, with large customer bases across the UK and Ireland. Between them, our retail brands have more than 60 years of market heritage and consumer awareness. Argos was founded in 1973 and Homebase in 1981. They have been shaping modern retailing ever since.

Argos, the UK's largest general merchandise retailer, has an unrivalled blend of choice, value and convenience to meet customer needs.

Homebase is the UK's second largest home improvement retailer, and offers a growing range of home enhancement products and services in a differentiated store environment.

**53,000**

Our **colleagues** are the foundation of our business success.

**1,075**

The number of **Argos and Homebase stores** in the UK and Ireland.

**30,000**

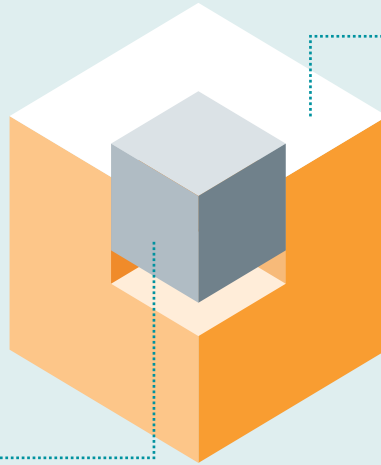
The **product range** available at Homebase.

**130 million**

The number of **Argos customer transactions** last year.

### MARKET POSITION

As the leader in UK home and general merchandise retailing, but with only a 10% share of the market, we still have significant room for growth.



£60bn

UK home and general merchandise market

10%

Our share of this market

### WIDE COVERAGE

We have 1,075 stores in the UK and Ireland across the Argos and Homebase formats.

1,075 stores

### STORE NUMBERS (YEAR-ON-YEAR CHANGE)



345 Homebase (+14)

730 Argos (+23)

### GEOGRAPHICAL BREAKDOWN – ARGOS



28 Northern Ireland  
 38 Republic of Ireland  
 43 Wales  
 65 Scotland  
 556 England

### GEOGRAPHICAL BREAKDOWN – HOMEBASE



9 Northern Ireland  
 11 Wales  
 14 Republic of Ireland  
 34 Scotland  
 277 England

### SALES MIX



#### ARGOS

19% Toys, jewellery, sports and leisure equipment  
 27% Home enhancement  
 54% Electrical goods



#### HOMEBASE

3% Electrical goods  
 22% Gardening/seasonals  
 35% Home enhancement  
 40% DIY/decorating



#### GROUP

14% Toys, jewellery, sports and leisure equipment  
 40% Electrical goods  
 46% Home enhancement, DIY/decorating and gardening/seasonals