

B&Q Strategic Update

October 2012



B&Q has developed a vision and strategic plan in response to Kingfisher's ambitions

Kingfisher's purpose



B&Q's response to Kingfisher's purpose ...



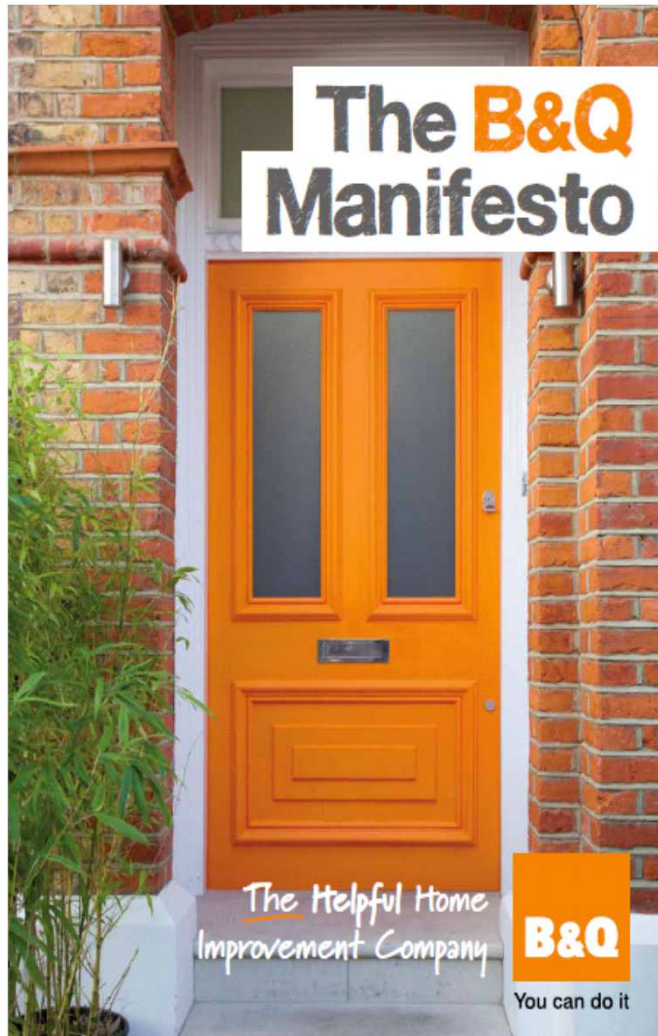
Kingfisher's strategic plan



B&Q's response to Creating the Leader ...



The B&Q Manifesto has been created to determine the customer outcomes of the strategy – ensuring customers benefit from the plan



1 our purpose

Helping play a part in the lives of our customers is at the heart of our business. We are proud that every year we are voted the most trusted brand in the UK. We are proud that every year we are voted the most trusted brand in the UK. We are proud that every year we are voted the most trusted brand in the UK.

BETTER HOMES BETTER LIVES

2 our vision

Our vision is to be the most trusted brand in the UK. We are proud that every year we are voted the most trusted brand in the UK. We are proud that every year we are voted the most trusted brand in the UK.

3 B&Q people

People are what makes us who we are. It's why we put people at the heart of our business. B&Q employees are who care and who make it happen for each other and to customers.

4 our customers

We are proud that every year we are voted the most trusted brand in the UK. We are proud that every year we are voted the most trusted brand in the UK. We are proud that every year we are voted the most trusted brand in the UK.

5 unique products & brands

Nothing motivates our customers more than new, exciting and innovative products and solutions. The range and products we sell will always be a key strength.

6 always lowering the cost

For many of our customers, the biggest concern is the cost of their projects. We are committed to always lowering the cost of our products and services.

7 first choice for help & advice

We are passionate about giving customers the knowledge, expertise and confidence to complete their homes. We will continue to look for ways to improve our knowledge and expertise to help our customers to help them.

8 available & accessible when & where you need it

Time is one of the biggest factors that prevents us from getting on with our projects. We are committed to always lowering the cost of our products and services.

9 sustainability

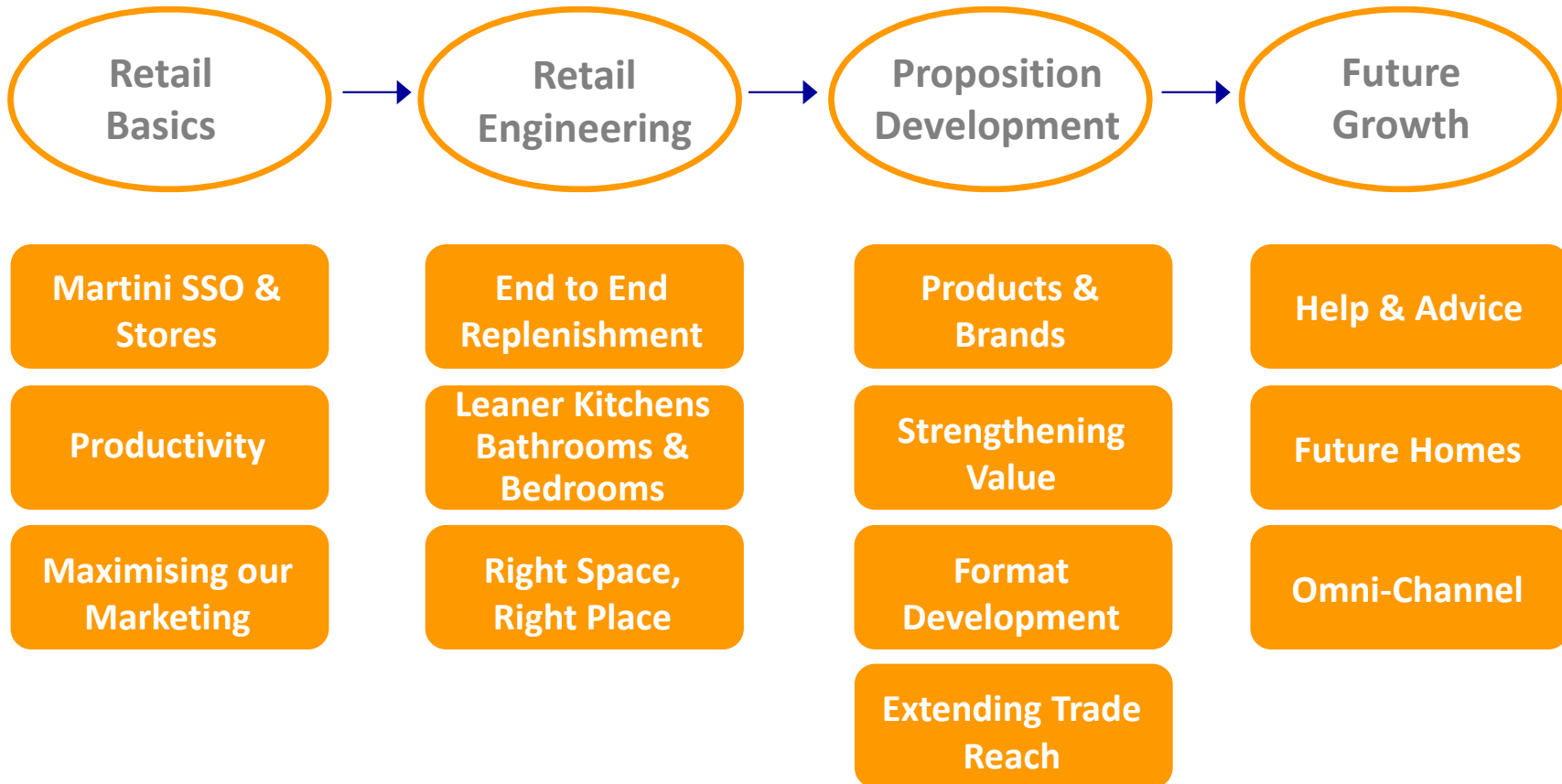
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10 the future

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Our strategic plan will support delivery of our vision and manifesto

Our People




We have developed a clear vision for our Kitchens Bathrooms and Bedrooms proposition

The KBB vision



Version 1 May 2012

The Helpful Home Improvement Company



You can do It

the KBB purpose

Rooms at the heart of the home

Our purpose is to enable our customers to realise their dreams and improve their homes. We will use our experience and knowledge to ensure all of our customers are able to achieve better homes, and through this better lives.

Kitchens Bathrooms Bedrooms Vision

- We will help people make better homes
- We will create raving fans
- We will deliver market leading growth
- We will be profitable all year round
- We will be simple & straightforward

The Helpful Home Improvement Company

B&Q kitchen prices can now be transparently compared with the our competitors

INDEPENDENT PRICE CHECK
PRICES UPDATED EVERYDAY

Home | About Us | The Model Kitchens | Choose my style | Newsletter | Contact Us

Welcome to Kitchen-compare.com

At kitchen-compare.com we know choosing a kitchen can be tricky and time consuming so we've taken some of the legwork out for you! We've brought together a carefully selected collection of kitchens from three of the largest kitchen retailers in the UK, grouped them together in similar styles with prices, including details of any current promotions.

Prices which we check daily are based on 3 of our own model kitchens, the most popular kitchen layouts, making it easier to directly compare prices and giving you an indication of how much each style would cost in your own home.

Kitchen-compare.com is very easy to use. Simply choose your style, then select your favourite design and finish and within seconds we'll show you what's available at B&Q, Homebase and Wickes with the very latest prices and details of any promotions.

Choose My Style

- Contemporary**
Elegant, sleek and streamlined with bold colours, clean lines and minimal fuss. Makes a bold statement with great functionality.
- Classic**
Understandable and stylish with a natural wood finish or painted cabinets. A successful, timeless look for any home regardless of age.
- Traditional**
Enduring style and charm with natural wood finishes and elegant decorative touches. Perfect for creating kitchens with warmth and character.

Key Differences

B&Q - IT Green Gloss with FreshCeramatic PPL on HOB area. 15mm thick doors. PPL countertop.

Homebase - HOB and FreshCeramatic PPL door.

Wickes - HOB, Torkley FreshCeramatic PPL door.

Kitchen	Details	Current Model Price	L-Model Price	U-Model Price	Promotion Offer Details
B&Q IT Green Gloss Itals	Cabinet Vertical Panel 18mm thick Cabinet Back Panel 9mm thick Service Gap (Base Units) 30mm Wall Unit Depth 280mm Granitebox 1 year factory product guarantee Drawer Facets H 175 PPL Countertop 180	Price List £1,214.00	Price List £1,638.50	Price List £2,437.50	No current offers
Misco	Cabinet Vertical Panel 18mm thick Cabinet Back Panel 18mm thick Service Gap (Base Units) 30mm Wall Unit Depth 280mm Granitebox 1 year factory product guarantee. See retailer T&C Drawer Facets H 175 PPL Countertop 180	Price List £4,465.00 Promotional Offer Price £2,774.00	Price List £5,773.00 Promotional Offer Price £3,461.00	Price List £8,686.00 Promotional Offer Price £5,124.00	5 Price Kitchen. 2016. Prices include cabinet, doors, soft close and hinges. Price exclude appliances and free standing appliances. Offer applies to home delivered kitchens only. Offer valid in store only. Price valid 15.09.2012 - 14/11/2012.
Wickes New Jersey	Cabinet Vertical Panel 18mm thick Cabinet Back Panel 18mm thick Service Gap (Base Units) 30mm	Price List £5,621.00	Price List £6,814.00	Price List £9,961.00	Free kitchen appliances, worktops & splashbacks, sinks & taps and storage solutions up to the value of £250.

Our omni-channel strategy supports the four customer pillars that underpin our vision

Vision



Proposition/
Brand
experience



Range



Availability &
Accessibility



Help & Advice



Price

Reaching the
customer

Omni-channel

Any way
they want

Stores

Web

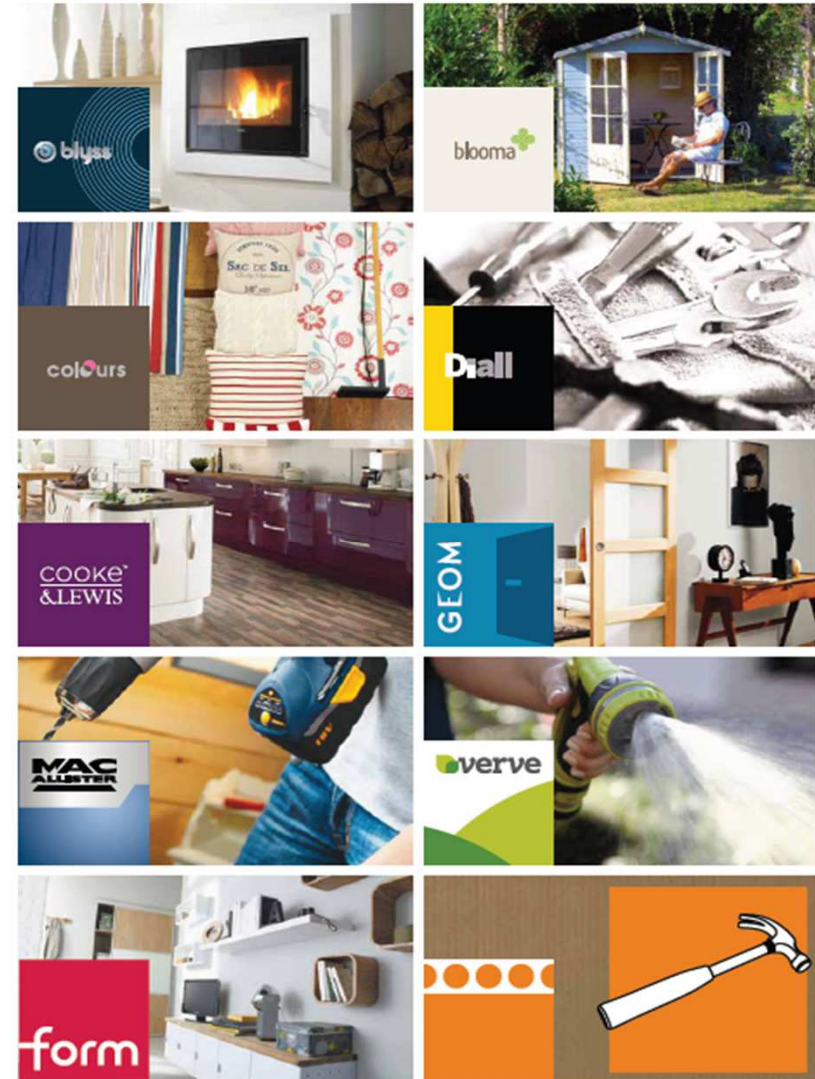
Mobile

Tablets

Telephone

We will offer our customers unique products and brands through all channels

- By using the scale of our group, we can bring our customers exclusive brands that share a strong core DNA
- We will achieve this through:
 - Common ranging
 - Increasing the amount of shared products with Castorama France
 - Direct sourcing
 - Leveraging scale and relationships of Kingfisher Group to generate enhanced value
- We're making good progress through recent range reviews including tiling and flooring
 - More than 8% of B&Q's total sales are now generated from products in common with other opcos
 - More than 20% of B&Q's sales are from products sourced through Kingfisher Group



We are confident that our strategic plan will help 'Create the Leader'

Kingfisher's purpose



B&Q's response to Kingfisher's purpose ...



Kingfisher's strategic plan



B&Q's response to Creating the Leader ...

