

CMO Group Plc

("CMO" or the "Company")

CMO Group launches Landscaping Superstore

Ninth online store extends CMO's unrivalled offering to trade and DIY customers

CMO Group PLC, the UK's largest online only retailer of building materials and products, has expanded its offering with the launch of Landscaping Superstore. The new superstore provides DIY and professional trade customers with quick and convenient access to over 6,000 different products for all aspects of garden design and maintenance.

The new Landscaping Superstore becomes CMO's ninth online store which offers specialist product solutions for the most popular building projects, designed to meet the needs of both DIY and professional trade customers.

Its launch follows on from the successful introduction of gardening and landscaping ranges to CMO's existing Drainage Superstore and is in direct response to a growing customer demand for more products and project-tailored advice. The new Landscaping Superstore combines a comprehensive collection of gardening tools and furniture, as well as outdoor flooring and building materials, alongside expert customer support and a selection of online guides.

Dean Murray, CEO of CMO Group said:

"We pride ourselves on being agile and responsive so we can better meet the evolving needs of our customer base. Landscaping Superstore is the latest specialist store to differentiate our customer proposition and extend the breadth of our product range. From homeowners to busy builders, our dropship online model allows us to source the very best products from leading manufacturers and to supply them to our customers at the best possible price."

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