

02 December 2024

ProCook Group plc
Publication of B Corp Impact Report 2024

ProCook Group plc ("ProCook" or "the Group"), the UK's leading direct-to-consumer specialist kitchenware brand, is pleased to announce the publication of its second B Corp certified Impact Report.

The report is now available on the company's website: <https://www.procookgroup.co.uk/investors/reports-and-presentations/>

The report outlines in detail the steps we have taken across the five Impact Areas: Environment, Customers, Workers, Community and Governance during our first year as a B Corp, and sets out our future plans.

ProCook was awarded the B Corp certification in October 2022, and was the first London Stock Exchange listed retailer to become B Corp certified. The certification reflects our long-held commitment to building a responsible brand with a strong purpose.

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Notes to editors:

ProCook is the UK's leading direct-to-consumer specialist kitchenware brand. ProCook offers a direct-to-consumer proposition, designing, developing and retailing a high-quality range of cookware, kitchenware and tableware which provides customers with significant value for money.

The brand sells directly through its website, www.procook.co.uk, and through its 65 own-brand retail stores, conveniently located across the UK.

Founded over 25 years ago as a family business, selling cookware sets by direct mail in the UK, ProCook has grown into a market leading, multi-channel specialist kitchenware company, employing over 600 colleagues and operating from its Store Support Centre in Gloucester.

ProCook has been listed on the London Stock Exchange since November 2021 (PROC.L).

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