

15 October 2025

## ProCook Group plc

Second quarter trading update

### Strong trading momentum, outperforming the market, reflecting strategic progress and commercial discipline

### Confident in delivering a strong full year performance, in line with market expectations

ProCook Group plc ("ProCook" or "the Group"), the UK's leading direct-to-consumer specialist kitchenware brand, today reports on Q2 trading results for the 16 weeks ended 12 October 2025.

£m	Quarter two		First half	
	FY26	YoY <sup>1</sup>	FY26	YoY <sup>1</sup>
<b>Revenue</b>	<b>21.3</b>	<b>25.1%</b>	<b>34.1</b>	<b>20.6%</b>
Ecommerce	7.4	25.5%	11.8	18.4%
Retail	13.9	25.0%	22.3	21.8%
<b>LFL Revenue<sup>2</sup></b>	<b>17.9</b>	<b>12.2%</b>	<b>29.1</b>	<b>8.1%</b>
Ecommerce	7.2	23.2%	11.5	15.7%
Retail	10.7	5.9%	17.6	3.6%

### Strong momentum with eighth consecutive quarter of growth delivering a record H1 trading performance

- Total revenue in Q2 increased by +25.1% to £21.3m, reflecting continued trading momentum and disciplined execution of our strategy, resulting in the eighth consecutive quarter of growth. Total like for like revenue growth accelerated to +12.2%
- Strong trading results driven by improved commercial discipline and substantial strategic progress made in key areas including new store openings, retail service excellence, and paid social marketing activities:
  - Retail revenue increased by +25.0%, reflecting like for like growth of +5.9% - marking the ninth consecutive quarter of like for like improvement - with new store openings contributing a further +19.1% points
  - Ecommerce revenue increased by +25.5%, with like for like revenue growth of +23.2%. Revenue generated on the Amazon UK marketplace, which we relaunched early in Q2 FY25, added a further +2.3% points of growth
- Outperformed the market<sup>3</sup> to deliver a record H1 revenue of £34.1m, a +20.6% increase on prior year and an +8.1% increase on a like for like basis
- Gross profit margin and operating costs in line with our expectations for the first half
- Net debt at the end of the first half of £4.1m (H1 FY25: £4.2m) after £2.2m capital investment in new stores (H1 FY25: £1.3m), with £11.9m in available liquidity of cash and facilities
- Whilst mindful of the economic backdrop, we are on track and confident in delivering a strong full year performance, in line with market expectations<sup>4</sup>

### Disciplined execution of strategy and firmly committed to deliver our medium term ambition of 100 UK retail stores, £100m revenue and 10% operating profit margin

- Six new stores successfully opened in the first half expanding our retail estate to 71 stores after one closure (FY25 H1: 64). New store format developed and launched in Birmingham Bullring
- Four new stores committed to open in the second half, well timed for Peak trading period ahead of Black Friday and Christmas
- New small kitchen electricals collection continues to build momentum, with H1 sales increasing by approximately +80% YoY
- Improved seasonal relevance and promotional discipline driving strong Summer and Autumn campaign performance
- Substantial progress with social marketing and content creation activity driving significant traffic growth, and attributed revenue growth of over +150% YoY in H1
- Well-prepared for important peak trading period in Q3 with improved Black Friday and Christmas campaigns planned and inventory secured

### Lee Tappenden, CEO, commented:

"The Group's strong second quarter performance marks our eighth consecutive quarter of growth, delivering a record first half trading performance, with our disciplined approach to trading and strong execution of our clear strategy enabling us to significantly outperform the market and grow market share.

"With momentum building, a record number of customers shopping with us, and expanded ranges and number of stores, we are well positioned for the peak trading period.

"We remain firmly on track with delivering our medium term ambition of 100 UK retail stores, £100m revenue and 10% operating profit margin, and whilst mindful of the challenging economic backdrop, we are confident in delivering a strong full year performance, in line with market expectations."

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**Next scheduled event:**

ProCook expects to release its FY26 interim results on 10<sup>th</sup> December 2025.

**Notes to editors:**

ProCook is the UK's leading direct-to-consumer specialist kitchenware brand. ProCook designs, develops, and retails a high-quality range of direct-sourced and own-brand kitchenware which provides customers with significant value for money.

The brand sells directly through its website, [www.procook.co.uk](http://www.procook.co.uk), and through 71 own-brand retail stores, 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 700 colleagues, and operating from its Store Support Centre in Gloucester.

As a B Corp, a Real Living Wage employer and a certified Great Place to Work<sup>TM</sup>, ProCook is committed to being a socially responsible and environmentally conscious business for the benefit of all stakeholders.

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

Further information about the ProCook Group can be found at [www.procookgroup.co.uk](http://www.procookgroup.co.uk).

**Quarterly revenue performance:**

	FY26 (52 weeks ending 29 March 2026)						
	Q1	Q2	H1	Q3	Q4	H2	FY
<b>Revenue (£'m)</b>	<b>12.8</b>	<b>21.3</b>	<b>34.1</b>				
Revenue growth %	13.7%	25.1%	20.6%				
<b>LFL revenue (£'m)<sup>2</sup></b>	<b>11.2</b>	<b>17.9</b>	<b>29.1</b>				
LFL growth %	2.0%	12.2%	8.1%				

	FY25 (52 weeks ending 30 March 2025)						
	Q1	Q2	H1	Q3	Q4	H2	FY
<b>Revenue (£'m)</b>	<b>11.3</b>	<b>17</b>	<b>28.3</b>	<b>25.6</b>	<b>15.5</b>	<b>41.2</b>	<b>69.5</b>
Revenue growth %	5.6%	8.8%	7.5%	11.2%	17.8%	13.6%	11.0%
<b>LFL revenue (£'m)<sup>5</sup></b>	<b>10.7</b>	<b>15.9</b>	<b>26.6</b>	<b>22.7</b>	<b>13.6</b>	<b>36.3</b>	<b>62.9</b>
LFL growth %	3.6%	4.7%	4.3%	3.3%	8.8%	5.3%	4.9%

**Notes:**

<sup>1</sup> YoY reflects year on year performance between the relevant financial periods of FY26 (52 weeks ending 29 March 2026) and FY25 (52 weeks ended 30 March 2025).

<sup>2</sup> FY26 LFL (Like For Like) revenue reflects:

- Ecommerce LFL - ProCook direct website channel only.
- Retail LFL - Continuing Retail stores which were trading for at least one full financial year prior to 30 March 2025, inclusive of any stores which may have moved location or increased/ decreased footprint within a given retail centre.

<sup>3</sup> UK market growth (excluding ProCook) calculated using weekly GfK Kitchenware data and management estimates.

<sup>4</sup> Company compiled consensus average of analysts' expectations for FY26 revenue of £78.0m, and FY26 operating profit of £4.8m

<sup>5</sup> FY25 LFL (Like For Like) revenue reflects:

- Ecommerce LFL - ProCook direct website channel only.
- Retail LFL - Continuing Retail stores which were trading for at least one full financial year prior to 31 March 2024, inclusive of any stores which may have moved location or increased/ decreased footprint within a given retail centre.

**FY26 store opening programme:**

Location	Retail Centre	Anticipated opening
Southampton	Westquay	Opened April 2025
Hereford	Old Market	Opened May 2025
Reading	Oracle	Opened June 2025
Cotswolds	Cotswolds Designer Outlet	Opened July 2025
Chichester	North St	Opened August 2025
Birmingham	Bullring	Opened October 2025
Canterbury	Whitefriars	October
Plymouth	Drakes Circus	October
Manchester	Arndale	November
Eastbourne	Beacon	November

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