



ProCook Group plc

Second quarter trading update

Trading in line with full year market expectations, as our strategy delivers significant market share gains

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 11 October 2026 and the first half of the financial year.

£m	Quarter two		Year to date	
	FY27	YoY ¹	FY27	YoY ¹
Revenue	24.1	13.2%	39.7	16.3%
Ecommerce	8.7	17.9%	14.4	21.6%
Retail	15.4	10.6%	25.3	13.5%
LFL Revenue²	21.2	6.2%	34.8	8.3%
Ecommerce	8.7	17.9%	14.4	21.6%
Retail	12.5	(0.7)%	20.4	0.6%

Twelfth consecutive quarter of growth, continuing to win market share

- Total revenue in Q2 increased by +13.2% to £24.1m, reflecting strong trading despite the record-breaking summer weather, resulting in a twelfth consecutive quarter of growth. Total like for like revenue increased by +6.2%
 - Retail revenue increased by +10.6%, driven by growth from new store openings. Like for like revenue declined by -0.7% (2Y LFL: +5.4%) impacted by lower footfall during the first half of the quarter as a result of the hot weather. Trading performance strengthened significantly during the second half of the quarter
 - Ecommerce revenue increased by +17.9% primarily driven by continued growth in traffic
- Record H1 revenue of £39.7m was +16.3% YoY and +8.3% on a like for like basis
- Outperformed the UK kitchenware market by +14% points during Q2, and by +20% points across the first half³
- Gross profit margin and operating costs in line with our expectations for the first half. First half revenues typically represent approximately 40% of full year revenue, resulting in profitability remaining significantly H2-weighted
- Net debt position of £3.7m at half year (FY26: £4.1m) reflects strong underlying cash generation, investment in seasonal stock-build to secure inventory for strengthened Black Friday and Christmas campaigns during the important peak trading period, and £2.2m of capex primarily on new store openings. Available liquidity in cash and facilities was £12.3m at the end of the first half
- Whilst mindful of the unpredictable macro backdrop, we are well positioned for the important peak trading period. Combined with a return to stronger trading performance as the weather normalised in the second half of Q2, we are confident in delivering a strong full year performance, in line with market expectations

Continued investment to build a stronger business and pave the way for continued growth

- Three new stores opened successfully in the first half as well as two relocations and two refits. After two store closures our retail estate comprised 80 stores at the end of H1, of which 13 are now in our new format
- Two new stores legally committed to open early in the second half, with additional opportunities in the pipeline and between two and four further new stores anticipated to be open and trading before the end of the financial year
- Strong progress with new product development including expansion of Summer and Autumn seasonal ranges
- Continued investment in paid media supporting significant further H1 growth in new customer acquisition (+25% YoY) and L12M active customer base (+28% YoY). Social marketing and content creation continues to accelerate traffic growth, with attributed revenue growth of +46% YoY in H1
- Transitioned operation of our warehouse in Gloucester to DHL during late July. Their industry-leading experience and capability will support our continued growth plans over the years ahead

- Continued to invest in technology improvements as planned, completing the first major milestone of migrating to our new ERP during late July. Preparations to transition to Shopify+ are progressing well and we currently expect to launch post-peak and before the end of the financial year

Lee Tappenden, Chief Executive Officer, commented:

“Our strategy continues to drive significant market share gains, with trading performance strengthening as we moved through the second quarter following the extreme heat during the summer, to deliver a record first half trading performance.

“Whilst mindful of the unpredictable macro backdrop, we are well positioned for the important peak trading period, with inventory in place across compelling Black Friday and Christmas ranges. We are, therefore, confident in delivering a strong full year performance, in line with market expectations.”

For further information please contact:

ProCook Group plc

investor.relations@procook.co.uk

Lee Tappenden, Chief Executive Officer

Dan Walden, Chief Financial Officer

MHP Group (Financial PR Adviser)

procook@mhpgroup.com

Katie Hunt

Tel: +44 (0)7884 494 112

Lucy Gibbs

Next scheduled event:

ProCook expects to release its FY27 interim results on 9 December 2026.

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, and through 80 own-brand retail stores, located across the UK.

Founded 30 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.

As a B Corp, a Real Living Wage employer and a certified Great Place to Work™, 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.

Quarterly revenue performance:

	FY27 (53 weeks ending 4 April 2027)						
	Q1	Q2	H1	Q3	Q4	H2	FY
Revenue (£'m)	15.6	24.1	39.7				
Revenue growth %	21.5%	13.2%	16.3%				
LFL revenue (£'m) ²	13.6	21.2	34.8				
LFL growth %	11.9%	6.2%	8.3%				

	FY26 (52 weeks ending 29 March 2026)						
	Q1	Q2	H1	Q3	Q4	H2	FY
Revenue (£'m)	12.8	21.3	34.1	32.8	18.5	53.3	85.5
Revenue growth %	13.7%	25.1%	20.6%	28.0%	19.2%	24.7%	23.0%
LFL revenue (£'m) ⁵	11.2	17.9	29.1	27.0	15.0	42.0	71.1
LFL growth %	2.0%	12.2%	8.1%	17.2%	9.9%	14.5%	11.8%

Notes:

¹ YoY reflects year on year performance between the relevant financial periods of FY27 (53 weeks ending 4 April 2027) and FY26 (52 weeks ended 29 March 2026).

² FY27 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 29 March 2026, inclusive of any stores which may have moved location or increased/ decreased footprint within a given retail centre.

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

⁴ Company compiled consensus average of analysts' expectations for FY27 revenue of £94.5m, EBITDA of £14.6m, operating profit of £6.1m and PBT of £4.6m.

⁵ 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.

FY27 store opening programme:

Location	Retail Centre	Anticipated opening
Brighton	Churchill Square	Opened April 2026
Maidstone	Fremlin Walk	Opened June 2026
Harrogate (relocation)	James Street	Opened July 2026
Lewes (relocation)	High Street	Opened July 2026
High Wycombe	Eden Centre	Opened August 2026
St Pauls, London	One New Change	October 2026
Derby	Derbion	November 2026