



ProCook Group plc

Fourth quarter trading update

Trading performance ahead of expectations, significantly outperforming the market, driving improved profitability year on year

Strong cash generation supporting investment for growth as we continue to deliver on our strategy

ProCook Group plc (“ProCook” or “the Group”), the UK’s leading direct-to-consumer specialist kitchenware brand, today reports on Q4 trading results for the 12 weeks ended 29 March 2026 and the full year (unaudited¹).

£m	Quarter four		Year to date	
	FY26	YoY ²	FY26	YoY ²
Revenue	18.5	19.2%	85.5	23.0%
Ecommerce	7.0	18.9%	31.3	22.9%
Retail	11.5	19.4%	54.2	23.1%
LFL Revenue³	15.0	9.9%	71.1	11.8%
Ecommerce	6.8	18.2%	30.4	21.2%
Retail	8.3	3.9%	40.7	5.7%

Excellent trading performance resulting in substantial market share gains

- Total revenue in Q4 increased by +19.2% to £18.5m, with total like for like revenue increasing by +9.9%
 - Retail revenue increased by +19.4%, reflecting an eleventh consecutive quarter of like for like growth (+3.9%) benefitting from our focus on service excellence, with new stores contributing a further +15.5% points of revenue growth
 - Ecommerce revenue increased by +18.9%, with like for like growth of +18.2% primarily driven by increased traffic. Marketplace revenue contributed +0.7% points of growth
- Record full year revenue of £85.5m, ahead of market expectations⁴, +23.0% year on year and +11.8% on a like for like basis
- Outperformed the UK kitchenware market by +13% points during Q4, and by +20% across the full year⁵
- EBITDA anticipated to be slightly ahead of market expectations for the full year driven by trading performance and acceleration in new store openings
- Operating profit anticipated to be in line with market expectations reflecting the dilutive impact of new stores prior to reaching maturity, and pre-opening costs. PBT also anticipated to be in line with expectations, after impact of significant FX volatility
- Strengthened balance sheet with net cash position of £4.4m at year end (FY25: net cash of £1.0m) ahead of market expectations, after £5.3m of investment capex on new store openings and disciplined management of working capital
- £20.4m of available liquidity in cash and facilities. RCF increased to £15m (previously £10m) shortly after year end and committed for a further three years to April 2029

Continued investment to build a stronger business and deliver our medium term ambitions

- Three new stores opened in the fourth quarter taking the full year total to 13 (net 12, after one planned closure in Q1), increasing our total UK retail estate to 78 stores, of which eight are now in our new format
- Investment in paid media to accelerate growth in customer base supporting a significant increase in new customer acquisition (+25% YoY) and L12M active customer base (+24%)
- Acceleration in social media content creation supporting growth in paid social revenue (over +67% YoY in Q4), enhanced by acquisition of substantial digital content library (9000+ recipes and imagery) from UK operators (in liquidation) of the Delicious magazine
- Continue to improve our technology, with a programme launched in February and expected to be phased over the next two years to support growth, increase agility and accelerate the capture of AI benefits

Lee Tappenden, Chief Executive Officer, commented:

“We have delivered a strong fourth quarter and full year performance, significantly outperforming the market and improving profitability, whilst accelerating investment in our new store opening programme. Strong revenue growth across both our expanding store footprint and online reflects substantial increases in new customers attracted to our brand and repeat purchases, demonstrating that our unique product proposition and service focus is really resonating with consumers.

“Whilst we are mindful of the potential macroeconomic effects of any protracted geopolitical instability, we look forward to building on our recent progress and continuing to increase market share as we drive profitable growth. Our ongoing store openings, initiatives to increase brand awareness, and disciplined investments to support growth, position us well to deliver on our medium term ambition of 100 stores, £100m revenue and 10% operating profit margin.”

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Next scheduled event:

ProCook expects to release its FY26 annual results on 24 June 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 78 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 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™, 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:

	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) ³	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%

	FY25 (52 weeks ending 30 March 2025)						
	Q1	Q2	H1	Q3	Q4	H2	FY
Revenue (£'m)	11.3	17	28.3	25.6	15.5	41.2	69.5
Revenue growth %	5.6%	8.8%	7.5%	11.2%	17.8%	13.6%	11.0%
LFL revenue (£'m) ⁶	10.7	15.9	26.6	22.7	13.6	36.3	62.9
LFL growth %	3.6%	4.7%	4.3%	3.3%	8.8%	5.3%	4.9%

Notes:

¹ FY26 financial metrics in this trading statement are subject to year-end audit procedures

² 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).

³ 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.

⁴ Company compiled consensus average of analysts' expectations for FY26 revenue of £83.5m, EBITDA of £11.7m, operating profit of £4.8m and PBT of £2.3m.

⁵ UK market growth (excluding ProCook) calculated using weekly GfK Kitchenware data and management estimates.

⁶ 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	Opening date
Southampton	Westquay	April 2025
Hereford	Old Market	May 2025
Reading	Oracle	June 2025
Cotswolds	Cotswolds Designer Outlet	July 2025
Chichester	North St	August 2025
Birmingham	Bullring	October 2025
Canterbury	Whitefriars	October 2025
Plymouth	Drakes Circus	October 2025
Manchester	Arndale	November 2025
Eastbourne	Beacon	November 2025
Glasgow	Braehead	February 2026
Bromley	Glades	February 2026
Sheffield	Meadowhall	March 2026