



ProCook Group plc

Third quarter trading update

Record peak season trading and significant market share gains

Underpins confidence in a strong full year performance

ProCook Group plc ("ProCook" or "the Group"), the UK's leading direct-to-consumer specialist kitchenware brand, today reports on Q3 trading results for the 12 weeks ended 4 January 2026.

£m	Quarter three		Year to date	
	FY26	YoY ¹	FY26	YoY ¹
Revenue	32.8	28.0%	67.0	24.1%
Ecommerce	12.5	30.0%	24.3	24.1%
Retail	20.3	26.8%	42.7	24.1%
LFL Revenue²	27.0	17.2%	56.1	12.3%
Ecommerce	12.1	28.9%	23.6	22.1%
Retail	14.8	9.1%	32.5	6.1%

Record peak season trading performance reflecting ninth consecutive quarter of revenue growth

- Total revenue in Q3 increased by +28.0% to £32.8m and like for like revenue increased by +17.2%
 - Retail revenue increased by +26.8% benefitting from the tenth consecutive quarter of like for like growth (+9.1%), and the impact of new store openings
 - Ecommerce revenue increased by +30.0%, reflecting like for like growth of +28.9% driven by significant growth in both traffic and average order values
- Outperformed the UK kitchenware market (including kitchen electricals)³ by approximately 30%pts, as we continue to invest in growing our share of the £5bn market
- Strong cash generation led to a net cash position at the end of the quarter of £7.8m (Q3 FY25: £1.0m) with available liquidity of £23.8m
- Opened four new stores in Q3 as planned in prominent retail destinations, taking the year to date total up to ten new stores and the total retail estate to 75 stores
- Successfully completed the B Corp recertification process during the quarter, increasing the Group's BIA score to 93.1 (from 80 at initial certification in Q2 FY23), and recognised as a Great Place to Work® for the fifth year running
- On track to deliver a strong full year performance, with revenue and cash generation anticipated to be slightly ahead of market expectations. Operating profit and PBT, excluding impacts of FX movements, anticipated to be in line with market expectations following investment to drive acceleration in market share gains

Lee Tappenden, CEO, commented:

"The Group's excellent peak season trading performance has built on our strong momentum resulting in our ninth consecutive quarter of growth, with substantial like for like revenue growth in both retail and ecommerce channels. These results reflect strong execution of our strategy and the outstanding customer focus and commitment demonstrated by our colleagues.

"Continued disciplined investment is supporting our results, enabling us to significantly outperform the market and capture increased share, with our active customer base growing to new heights driven by record new customer acquisition as more customers discover our brand for the first time and enjoy our award-winning quality products and excellent-rated service.

"These results, together with our expanding retail footprint and our enhanced product offering which is clearly resonating with consumers, mean we are confident in delivering a strong full year performance. We are firmly on track to achieve our medium-term ambition of 100 UK retail stores, £100m revenue and 10% operating profit margin."

For further information please contact:

ProCook Group plc

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Next scheduled event:

ProCook expects to release its FY26 Q4 trading update in mid-April 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 75 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™, 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			
Revenue growth %	13.7%	25.1%	20.6%	28.0%			
LFL revenue (£'m)²	11.2	17.9	29.1	27.0			
LFL growth %	2.0%	12.2%	8.1%	17.2%			

	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)⁵	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 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).

² 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.

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

⁴ Company compiled consensus average of analysts' expectations for FY26 revenue of £79.5m, and FY26 operating profit of £4.8m

⁵ 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	Opened October 2025
Plymouth	Drakes Circus	Opened October 2025
Manchester	Arndale	Opened November 2025
Eastbourne	Beacon	Opened November 2025