



**INVESTING  
FOR GROWTH**

**Investor Presentation**  
Unaudited Interim Results –  
6 months ended 30 April 2025

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# Overview

## Financial

- Record H1 revenue and operating profit despite challenging conditions

## Operational

- Continued emphasis on foodservice integration and operational efficiency
  - Integration of Creed Foodservice, Westcountry and Total Foodservice
  - Transition to new South West distribution centre
  - ERP migration at Creed on track
  - Technology/Voice picking investment

## Strategic

- Transformation of foodservice division to provide a platform for growth as a nationwide, delivered foodservice business

## Dividend

- Interim dividend of 4.00 pence per ordinary share (4% increase compared to FY24)



# Group performance

Revenue

**+26.7%**

L4L\* +3.1%

Gross margin

**22.6%**

+1.1% vs H1 24

Adj. operating profit

**£13.2m**

+£2.4m v H1 24

LTM  
Leverage

**2.5x**

1.7x  
(ex. IFRS16)

Bank  
Leverage\*\*

**2.3x**

1.5x  
(ex. IFRS16)

Interim dividend

**4.00p**

+ 4% vs H1 24

Net cash from  
operations

**£19.6m**

+£7.2m vs H1 24



# OUTLOOK

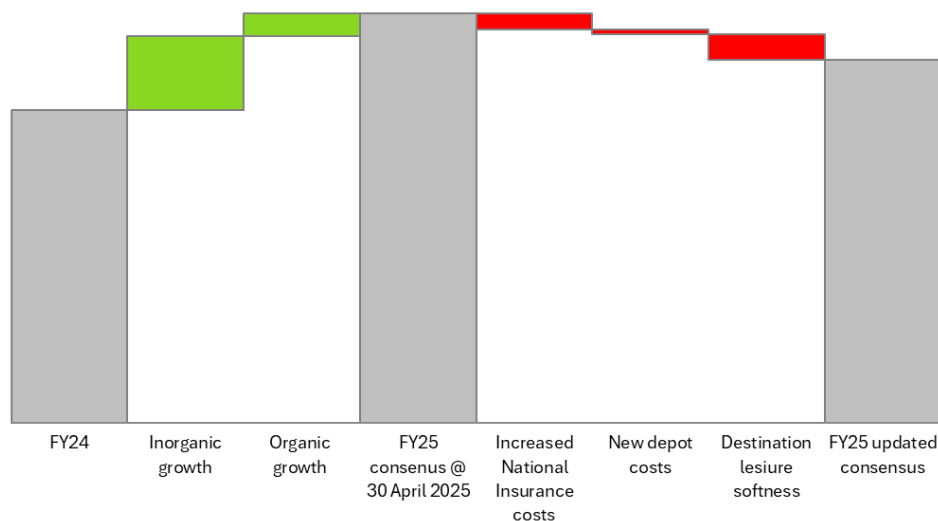


# Short term outlook

## FY25 market expectations

FY25 expectations set prior to the 2024 Autumn budget were based on FY24 outturn plus a combination of organic and inorganic growth

The key assumption changes relate to 3 key factors



**Foodservice market** – reduced customer spend in destination leisure outlets due to fragility in consumer confidence

Mid term mitigation - we maintain good long-term relationships with our customers and continue to win new customers

**Southwest depot** - short term costs have exceeded original expectations but are required to ensure there is a sound platform for future growth from this location.

Mid term mitigation - plans being implemented to ensure the benefits from the long-term strategy can continue to be seen

**Cost headwinds from the Autumn Budget** - the changes to National Insurance announced in the autumn budget will add c.£1.8m to the Group's labour cost in FY25 and c.£2.7m in FY26

The Group expects to report FY25 adjusted operating profit in the range of £38.0m to £40.5m

# Near term outlook

We have updated expectations to reflect near term softness in the foodservice sector. We remain confident in our long-term strategy to deliver value through scalable growth

Strong balance sheet and cash generation providing financial resilience and ability to pursue growth strategy

The integration of the Creed operations is ahead of plan and over the next 12 months the benefit of these synergies will start to be seen

National infrastructure and expertise provides excellent platform for growth through sales pipeline and improved sentiment in foodservice sector

Focus on service excellence, operational improvement and a differentiated service model set us apart in the market and continues to provide growth opportunities

Group continues to target a record year in terms of revenue and profitability subject to summer trading conditions



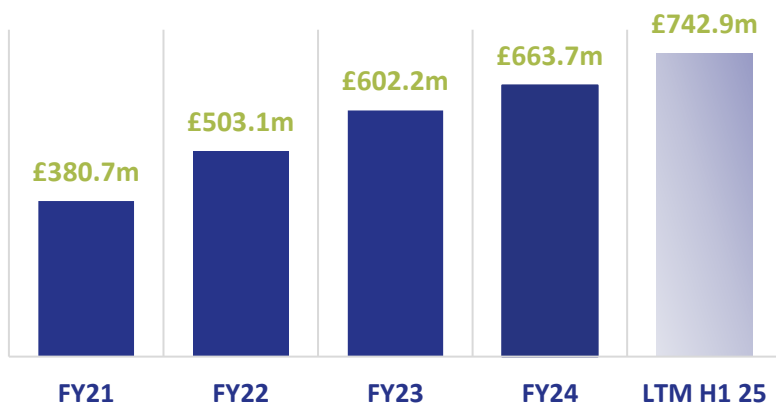
# FINANCIAL SUMMARY



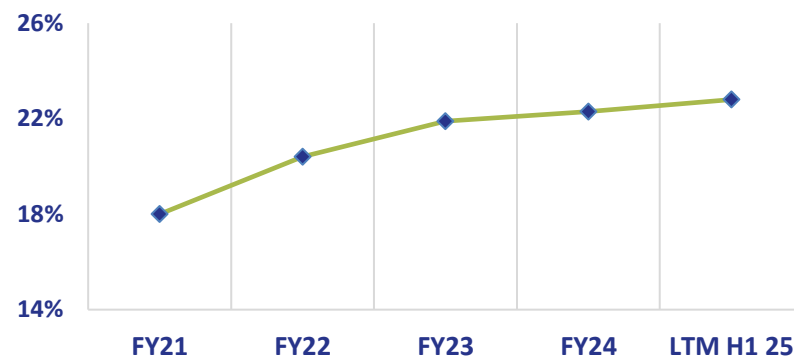


# Delivering growth

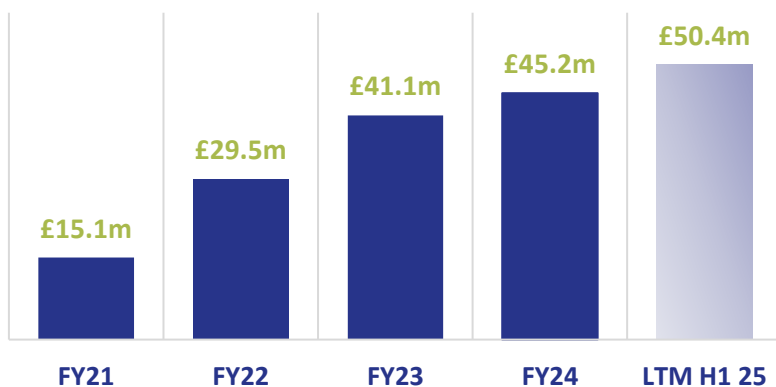
## Revenue



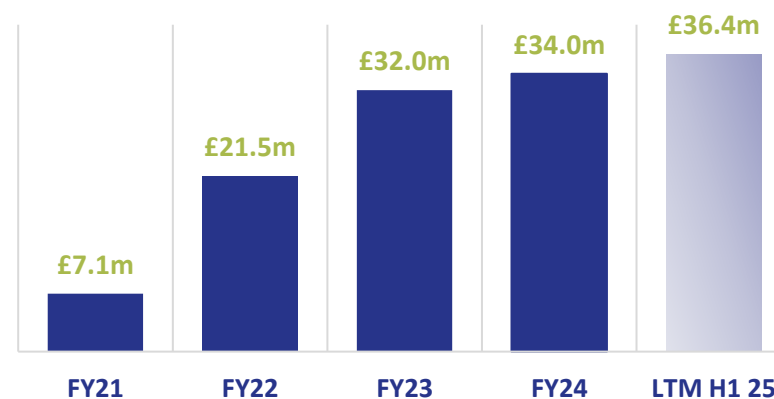
## Gross profit margin %



## Adjusted EBITDA



## Adjusted operating profit



# Divisional performance



## Revenue



## Gross Margin



## Adj. operating profit \*

### Retail & Wholesale

**£210.2m**

+3.1% v H1 24

**18.1%**

-0.4% v H1 24

**£7.6m**

+3.0% v H1 24

### Foodservice

**£166.0m**

+78.5% v H1 24

**28.4%**

+0.4% v H1 24

**£8.3m**

+33.7% v H1 24

### Central costs

### Group

**£376.2m**

+26.7% v H1 24

**22.6%**

+1.1% v H1 24

**£13.2m**

+21.9% v H1 24

# Capital allocation

## Principles

1

Maintain working capital control with LTM conversion of 95%

2

Reinvest in business operations and customer service

3

Maintain a solid balance sheet with leverage below 2.5x

4

Maintain a dividend policy of paying between 40% and 50% of PAT

5

M&A activity that is earnings enhancing to the Group

## Outcomes

=>

H1 25 = 106%

=>

Fixed asset additions (inc. right of use assets) of £9.3m

=>

\*Net debt/EBITDA = 2.3x  
Net debt (exc. IFRS16)/EBITDA = 1.7x

=>

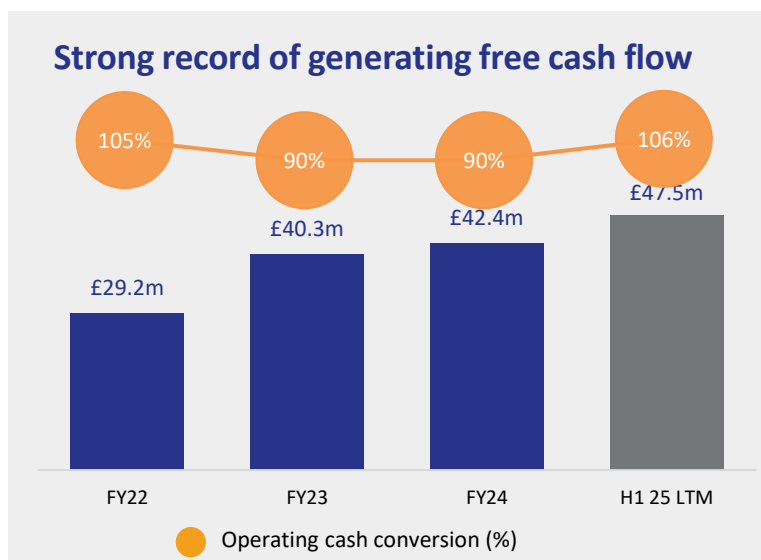
H1 25 dividend proposed of 4.00 pence per share

=>

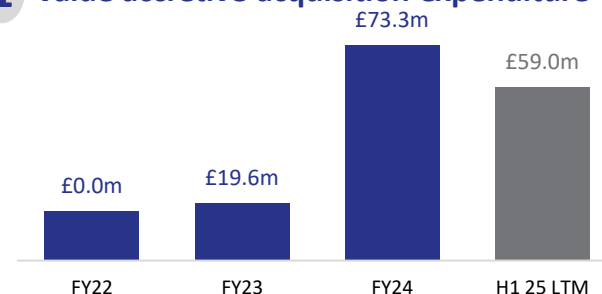
£5.0m of the Creed deferred consideration paid



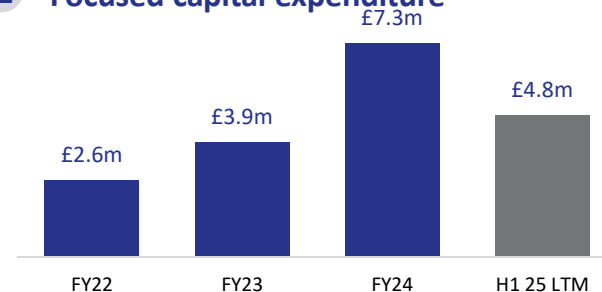
# Capital allocation model - 4 core priorities



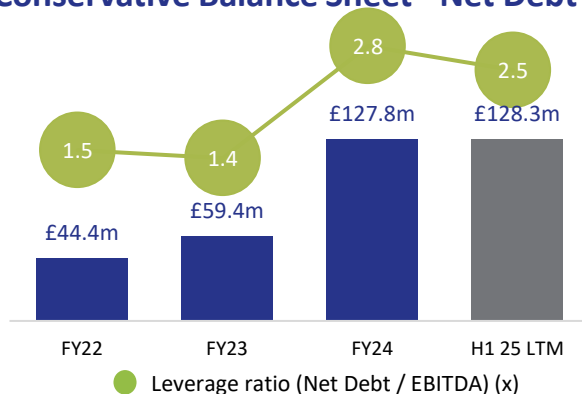
## 1 Value accretive acquisition expenditure



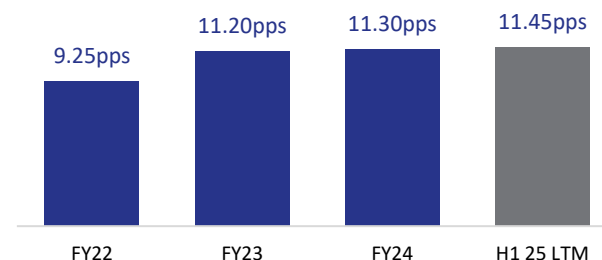
## 2 Focused capital expenditure



## 4 Conservative Balance Sheet - Net Debt



## 3 Progressive Dividend Policy



# OPERATIONAL INVESTMENT



Trust • Quality • Reliability



**Total foodservice**  
YOUR BUSINESS  
at the heart of ours

NORTH WEST DEPOT  
01254 828330  
YORKSHIRE DEPOT  
01484 536688

# Creed – post acquisition update

Creed is a transformative acquisition for the Group to develop a differentiated nationwide foodservice offering and has made excellent progress to date

## Customer offering

- Retention of strategic National Trust contract
- Successful tender of Centre Parcs frozen distribution volume
- Successful on-boarding of new contracts including Coco Di Mama
- YoY growth in turnover and profitability
- Strong order pipeline and inbound referrals which can be serviced by the Group's national infrastructure



## Operations

- In sourced third-party logistics in the South West to Westcountry which will yield sustainable overhead savings
- Closure of Hull site
- Operations and management structure implemented across Total Foodservice
- Product alignment across northern foodservice to allow for future integration synergies
- 1 range approach to allow supplier buying synergies and best pricing



## Back office

- Review of northern sales team and implementation of synergies with Creed sales model
- Alignment of finance, HR, procurement and marketing activities
- ERP development on track and progressing well, paving the way for further operational and back-office synergies





# What we have achieved

## National foodservice infrastructure

Consolidation of the Group's acquisitions to streamline operations



Nationwide reach, filling the geographical gap in the network



All now trading with CRG to create a homogeneous product base



Westcountry and Total Foodservice Solutions migrated onto ERP system

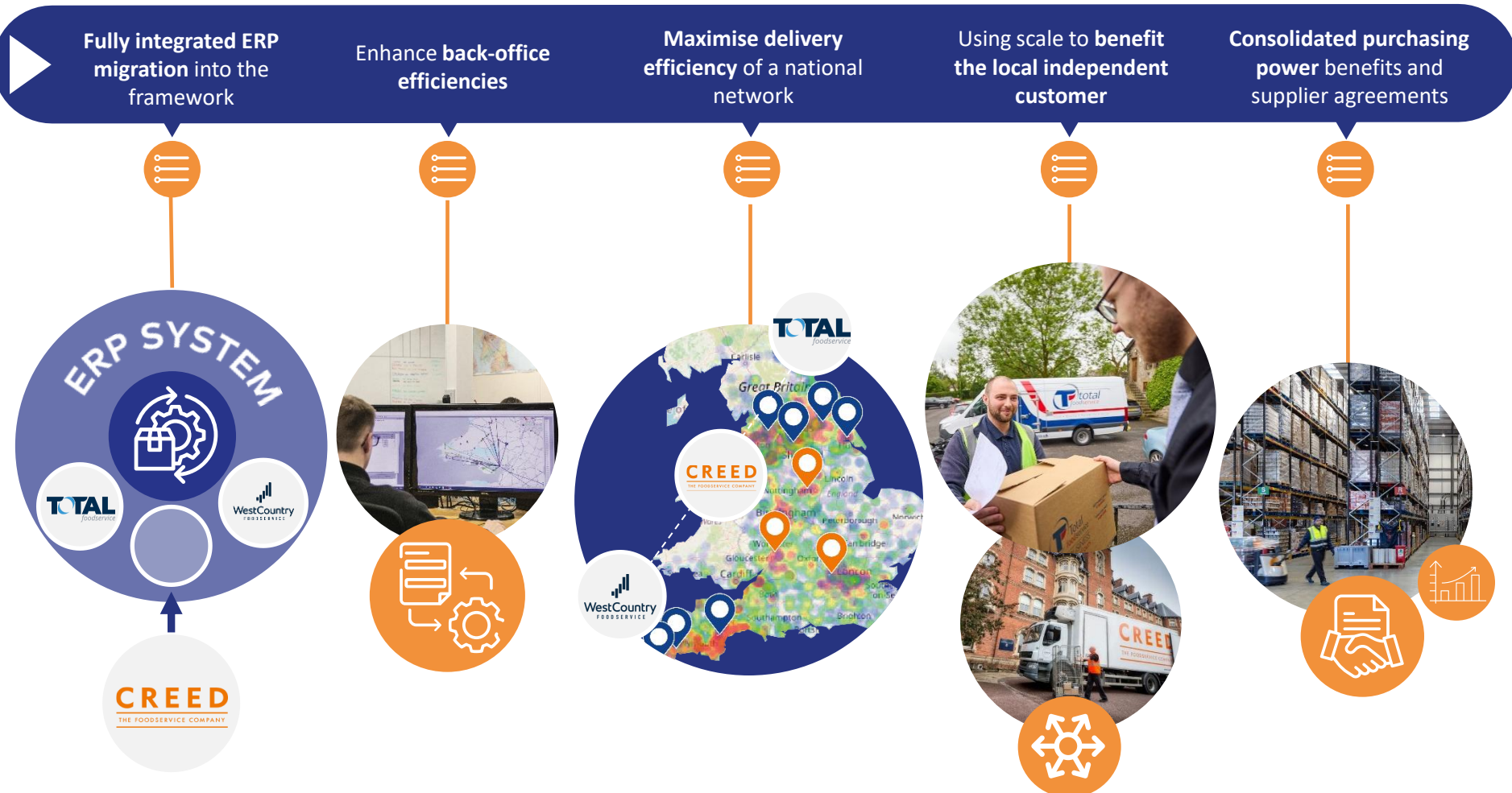


Completed depot rationalisation



# The next phase

## Future synergies Kitwave is looking to develop through FY25 onwards





# GROUP STRATEGY



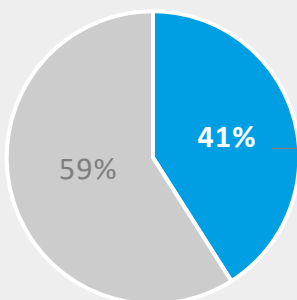


# Market Opportunity

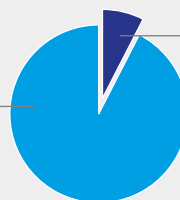
**UK grocery and foodservice wholesale market offers significant acquisition and organic growth potential**  
Excellent track record of successfully integrating businesses

## Retail & convenience – worth c.£19.5bn (£13.3bn ex tobacco)\*

- Booker
- Bestway
- Nisa
- SPAR



Total market  
opportunity  
**£5.5bn**



Kitwave's  
Share  
**c.8.0%**



**c.90,000** outlets



**64%** customer delivered



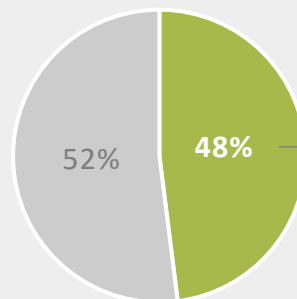
2024 forecast **↑1.7%**



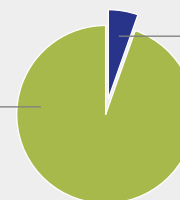
Online ordering **55%**

## Foodservice – worth c.£14.0bn\*

- Brakes
- Bidfood
- Booker



Total market  
opportunity  
**£6.7bn**



Kitwave's  
Share  
**c.5.6%\*\***



**c.360,000** outlets



**84%** customer delivered



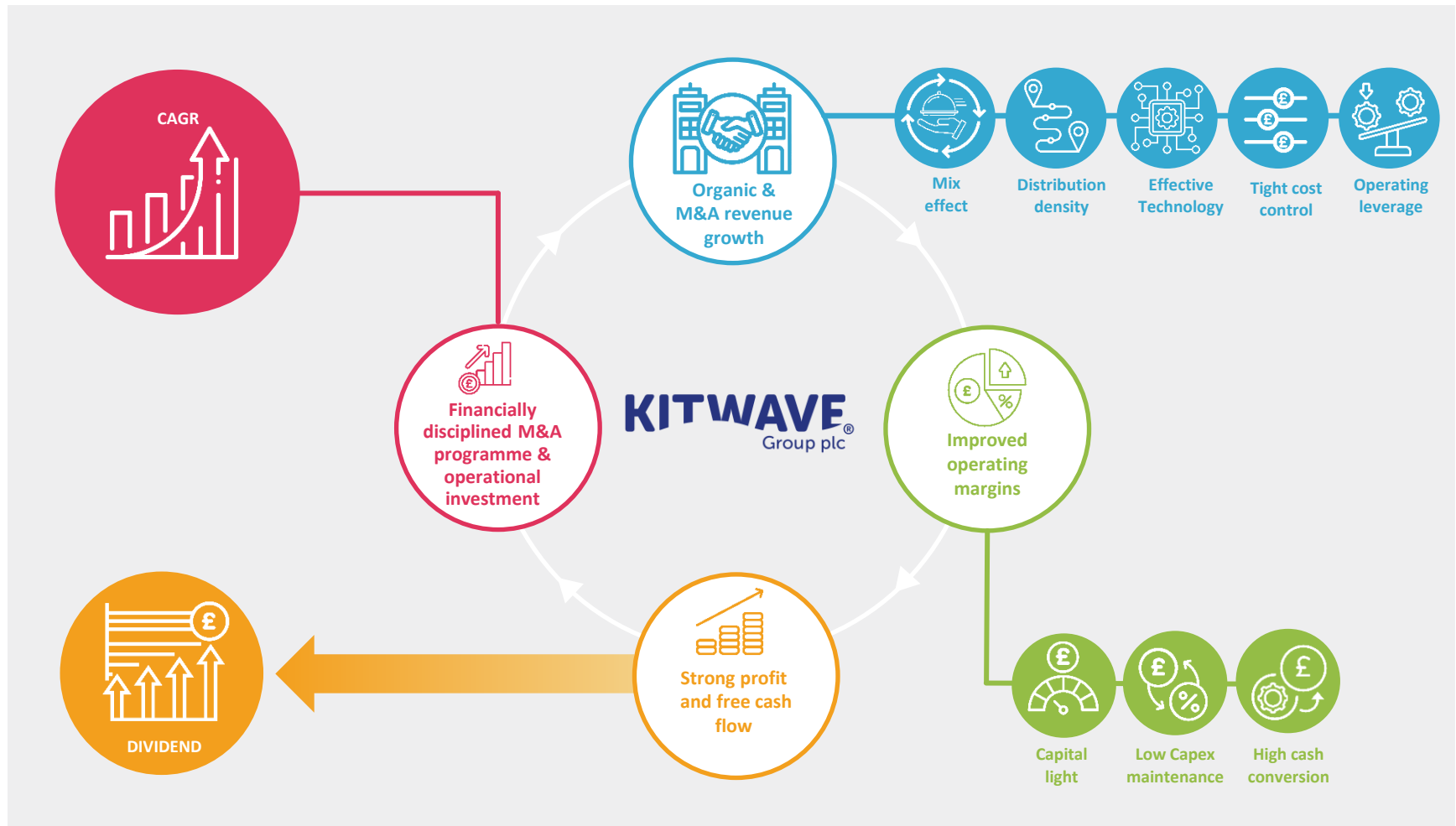
2024 forecast **↑3.9%**



Online ordering **43%**

# Compounding growth model

## Compounding revenue, profit and cash flow growth



# Growing organically

**Kitwave targets revenue and market growth as well as operational efficiency across the Group**

Through leveraging opportunities that arise from activities across the following four pillars:



**Organic sales growth through selling more to our well-established customer base**

- Sale of wider basket to existing customers
- Grow customer wallet share
- New business wins



**M&A provides scale in the Foodservice operations**

- Negotiate better annual terms and rebates
- Ability to cross-sell wider product categories



**Daily focus on operational efficiency**

- Opportunity to access a wider customer base
- Delivery efficiency via centralised 'Paragon' route planning
- Constant review of infrastructure requirements and layout



**IT & service excellence**

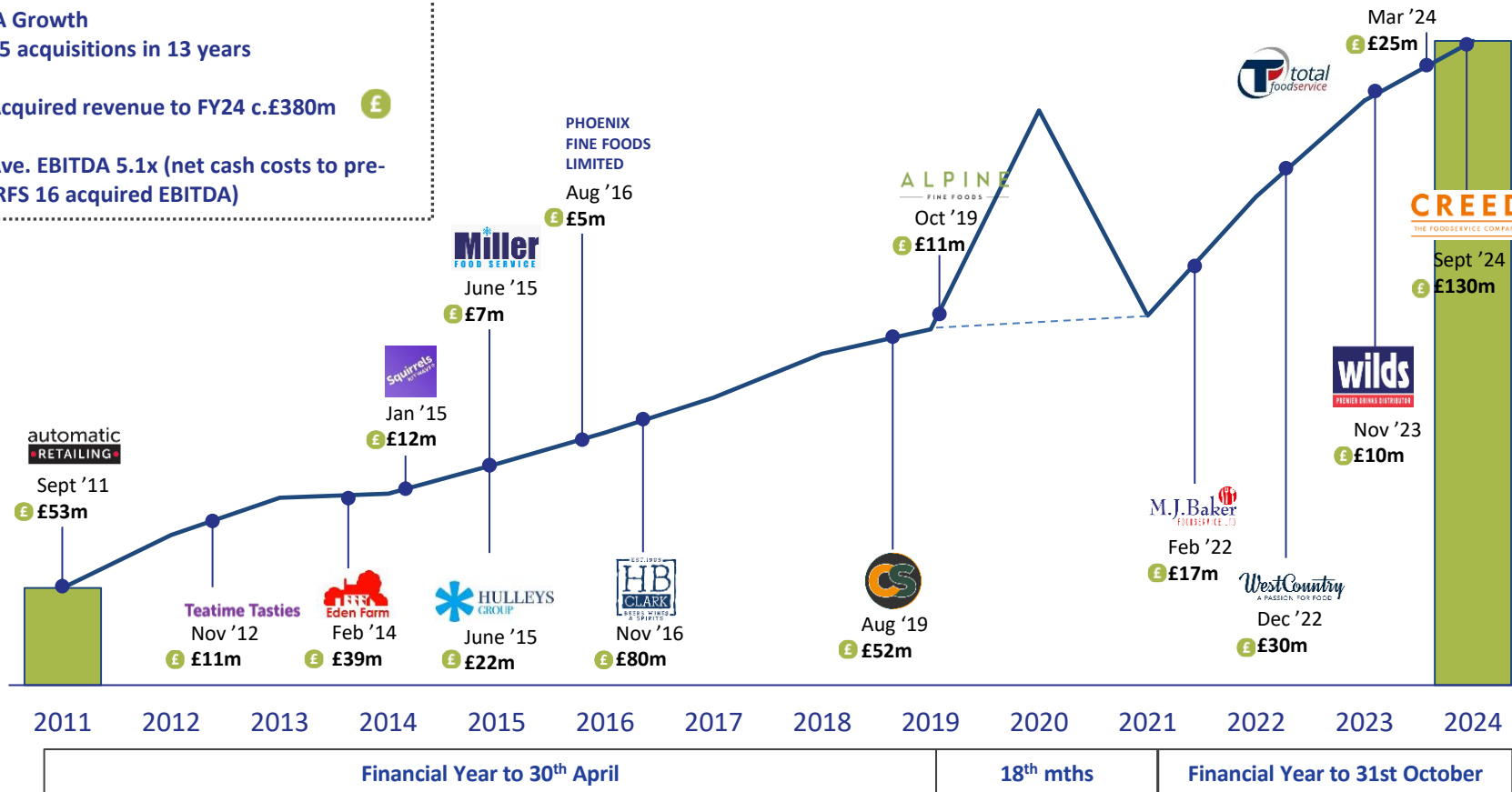
- Full web and app sales offering
- Order tracking and customer insight via EPOD technology



# Delivering M&A and Organic Growth

## M&A Growth

- 15 acquisitions in 13 years
- Acquired revenue to FY24 c.£380m
- Ave. EBITDA 5.1x (net cash costs to pre-IRFS 16 acquired EBITDA)



## Group Revenue FY11:

**£100m**

## Adjusted Operating Profit FY11:

**£1.7m**

## Organic Growth

- Organic revenue growth FY18-FY24 of £180.1m

**CAGR 6.7%**

## Group Revenue FY24:

**£663.7m**

## Adjusted Operating Profit FY24:

**£34.0m**

# SUMMARY



# Summary

## Aiming to continue to be seen as a leading delivered wholesaler in the UK

The Group is well placed to capitalise on organic growth and acquisition opportunities to drive long-term value for its shareholders



Established business with more than 37 year history provides high barriers to entry



Strong growth track record (organic and through acquisitions)



Trusted brand ambassador and partner to suppliers, ensuring excellent service provision



Robust balance sheet and cash generative business model



Continuing a successful buy-and-build strategy



Significant market opportunity - current share of addressable market c.7%



# APPENDIX





## Ensuring high quality service provision to clients

With over three decades' experience, Kitwave's focus is delivering to its diverse, nationwide customer base – on time and in full

### Wholly owned fleet

- Fleet of c.650 delivery vehicles fulfilling 6,500+ deliveries per day
- Having its own fleet enables the flexibility to deliver on the Group's commitment to service quality
- Provides customers the ability to have lower minimum order levels, whilst still achieving next day delivery if required

### Nationwide depots

- Network of 37 depots, comprising 12 main stock holding depots and 25 satellite depots
- Provides a nationwide delivery capability and the capacity to ensure stock holding is sufficient to achieve over 98% of deliveries being on time and in full

### Diverse customer base

- Diverse customer base of 46,000+ customers - mainly independent convenience stores and foodservice outlets
- The Group has a good representation of national based retailers
- Many other UK wholesalers utilise the Group's provision of the delivery of frozen and chilled products





## Dr Marnie Millard

### Independent Non-Executive Chair

- Joined the Group as Non-Executive Chair in May 2025
- Held role of CEO for Nichols Plc for eight years
- Currently serves as the Non-Executive Chair of Marks Electricals Plc, University Academy 92 Limited and MyPura.com Limited, and is a Non-Executive Director of Applied Nutrition plc
- Previously board advisor to Belvoir Group and Non-Executive Director of Finsbury Food Group Plc
- Awarded an OBE in 2018 for Services to Business in the Northwest and International Trade
- Marnie is the Chair of the Nomination Committee and a member of the Audit and Remuneration Committees

## Ben Maxted

### Chief Executive Officer

- Joined the Group in 2011 as Finance Director of the Automatic Retailing business, before his appointment as Managing Director of Eden Farm (following its acquisition by the Group in 2014).
- Led the growth of the Frozen & Chilled division, successfully integrating four acquisitions into the Group.
- Fellow of the Institute of Chartered Accountants in England and Wales
- Spent three years at PricewaterhouseCoopers in its Corporate Finance division.
- Holds a degree in Business Accounting and Finance from the University of Newcastle upon Tyne.
- Appointed to the Board as Chief Operating Officer in November 2021.

## David Brind

### Chief Financial Officer

- Joined the Group in 2011, following NVM Private Equity LLP's investment
- Has led the Group's 14 successful acquisitions and is responsible for the development of the IT and reporting infrastructure.
- Previously held roles at Barclays, at Ward Hadaway as a Corporate Finance Director and at Ernst & Young as Assistant Director in Corporate Finance.
- Qualified as a chartered accountant and is a Fellow of the Institute of Chartered Accountants in England and Wales.
- Holds a degree in Business Studies at the University of Hull.

## Gerard Murray

### Independent Non-Executive Director

- Currently the Non-Executive Chairman of Nixon Hire and director of Newrona Limited.
- Previously held roles as either Group Finance Director or Chief Financial Officer of a number of companies including Reg Vardy plc, Northgate plc, Immunodiagnostic Systems Holdings plc, Benfield Motor Group and Quantum Pharma plc.
- Fellow of the Institute of Chartered Accountants in England and Wales, having qualified as a chartered accountant with Arthur Andersen
- Holds a degree in Economics from the University of Leicester.
- Chairman of the Audit Committee and Chairman of the Remuneration Committee.

## Teresa Octavio

### Independent Non-Executive Director

- Teresa joined the Kitwave Board in February 2023. Teresa has held a number of executive roles at global businesses, including at Kantar Consulting and consumer-facing multinationals Diageo plc and Procter & Gamble. She has also acted as a board advisor at omnichannel company DAME and as an independent advisor for a number of board and C-suite individuals.
- Teresa holds a Sloan Masters MSc in Leadership & Strategy from London Business School, Digital Business Transformation certification from Imperial College, and The Financial Times Non-Executive Director Diploma accreditation.



# FINANCIAL APPENDIX





# Income statement

## H1 25 Financial Summary

The H1 25 results reflect a period of investment in the Group with continued emphasis on gross margin and cost control

- L4L Group revenue increased by 3.1% to £306.2m. This excludes revenue from Creed Foodservice but includes acquired revenue from Total Foodservice now financially integrated with Miller Foodservice
- Gross profit margin increased to 22.6% (H1 24: 21.5%)
- Adjusted operating profit increased to £13.2m (H1 24: £10.8m)
- Adjusted EBITDA of £21.1m (H1 24: £15.9m)
- Profit before tax of £5.8m (H1 24: £6.9m)

	H1 25	H1 24
	£000	£000
<b>Revenue</b>	<b>376,209</b>	<b>296,960</b>
Cost of sales	(291,084)	(233,223)
<b>Gross profit</b>	<b>85,125</b>	<b>63,737</b>
<b>Gross margin %</b>	<b>22.6%</b>	<b>21.5%</b>
Other operating income	85	98
Distribution expenses	(39,564)	(27,949)
Administrative expenses	(35,364)	(26,590)
<b>Operating profit</b>	<b>10,282</b>	<b>9,296</b>
<b>Operating profit %</b>	<b>2.7%</b>	<b>3.1%</b>
<b>Adjusted operating profit</b>	<b>13,210</b>	<b>10,836</b>
<b>Adjusted operating profit %</b>	<b>3.5%</b>	<b>3.6%</b>
<b>Adjusted EBITDA</b>	<b>21,067</b>	<b>15,863</b>
<b>Adjusted EBITDA %</b>	<b>5.6%</b>	<b>5.3%</b>



# Ambient income statement

## Revenue

- Divisional revenue decreased by £0.9m being a drop in tobacco by £1.1m down to £3.2m in the period

## Gross profit

- Gross profit margin maintained at 15.2% (H1 24: 15.2%)

## EBITDA

- Adjusted EBITDA increased to £5.8m (H1 24: £5.7m) resulting in an improvement in EBITDA margin to 5.9% (H1 24: 5.7%)

## Operating profit

- Adjusted operating profit was in line with prior year £4.7m (H1 24: £4.7m). An increase in general overhead costs being mitigated by distribution costs efficiencies

	H1 25	H1 24
	£000	£000
<b>Revenue</b>	<b>98,127</b>	<b>99,073</b>
Cost of sales	(83,164)	(84,055)
<b>Gross profit</b>	<b>14,963</b>	<b>15,017</b>
<b>Gross margin %</b>	<b>15.2%</b>	<b>15.2%</b>
Other operating income	2	17
Distribution expenses	(5,248)	(5,602)
Administrative expenses	(4,975)	(4,690)
<b>Adjusted* operating profit</b>	<b>4,742</b>	<b>4,742</b>
<b>Adjusted operating profit %</b>	<b>4.8%</b>	<b>4.8%</b>
<b>Adjusted* EBITDA</b>	<b>5,774</b>	<b>5,694</b>
<b>Adjusted EBITDA %</b>	<b>5.9%</b>	<b>5.7%</b>

*\* Adjusted for exceptional items as defined in the APM's and the central management recharge*

# Frozen & Chilled income statement

## Revenue

- Divisional revenue increased by £7.2m a 7% increase to £112.1m. This includes increases sales over Easter compared to PY

## Gross profit

- Gross profit margin decreased to 20.6% due to the full period effect of a contracted revenue stream that came online in Feb 2024 (H1 24: 21.7%)

## EBITDA

- Adjusted EBITDA increased to £5.4m (H1 24: £4.9m) resulting in an improvement in EBITDA margin to 4.8% (H1 24: 4.7%)

## Operating profit

- Adjusted operating profit increased by 8% to £2.8m (H1 24: £2.6m)

	H1 25	H1 24
	£000	£000
<b>Revenue</b>	<b>112,113</b>	<b>104,933</b>
<b>Cost of sales</b>	<b>(89,018)</b>	<b>(82,213)</b>
<b>Gross profit</b>	<b>23,095</b>	<b>22,720</b>
<b>Gross margin %</b>	<b>20.6%</b>	<b>21.7%</b>
Other operating income	12	72
Distribution expenses	(12,385)	(12,389)
Administrative expenses	(7,907)	(7,808)
<b>Adjusted* operating profit</b>	<b>2,815</b>	<b>2,595</b>
<b>Adjusted operating profit %</b>	<b>2.5%</b>	<b>2.5%</b>
<b>Adjusted* EBITDA</b>	<b>5,418</b>	<b>4,936</b>
<b>Adjusted EBITDA %</b>	<b>4.8%</b>	<b>4.7%</b>

*\* Adjusted for exceptional items as defined in the APM's and the central management recharge*

# Foodservice income statement

## Revenue

- Divisional revenue increased by £73.0m a 79% increase to £166.0m.
- L4L revenues were c.£96.0 million for the period (including the full period revenues from TFS), resulting in reported like-for-like sales increasing by 3%

## Gross profit

- Gross profit margin increased to 28.4% due to the full period effect of acquired businesses (H1 24: 28.0%)

## EBITDA

- Adjusted EBITDA increased to £12.5m (H1 24: £7.9m). Reduction in EBITDA margin to 7.5% (H1 24: 8.5%) resulting from rent and integration costs for the new South West depot

## Operating profit

- Adjusted operating profit increased by 34% to £8.3m (H1 24: £6.2m)

	Existing operations £000	Creed £000	H1 25 £000	H1 24 £000
<b>Revenue</b>	<b>95,966</b>	<b>70,003</b>	<b>165,969</b>	<b>92,954</b>
Cost of sales	(69,029)	(49,874)	(118,903)	(66,955)
<b>Gross profit</b>	<b>26,938</b>	<b>20,129</b>	<b>47,067</b>	<b>25,999</b>
<b>Gross margin %</b>	<b>28.1%</b>	<b>28.8%</b>	<b>28.4%</b>	<b>28.0%</b>
Other operating income	71	0	71	9
Distribution expenses	(12,118)	(9,812)	(21,930)	(9,899)
Administrative expenses	(11,125)	(5,753)	(16,878)	(9,880)
<b>Adjusted* operating profit</b>	<b>3,765</b>	<b>4,564</b>	<b>8,329</b>	<b>6,229</b>
<b>Adjusted operating profit %</b>	<b>3.9%</b>	<b>6.5%</b>	<b>5.0%</b>	<b>6.7%</b>
<b>Adjusted* EBITDA</b>	<b>6,410</b>	<b>6,045</b>	<b>12,455</b>	<b>7,875</b>
<b>Adjusted EBITDA %</b>	<b>6.7%</b>	<b>8.6%</b>	<b>7.5%</b>	<b>8.5%</b>

*\* Adjusted for exceptional items as defined in the APM's and the central management recharge*

*\*\* Existing operations includes Total Foodservice acquired in March 2024*

# Balance sheet

## Key highlights

- Strong balance sheet with net assets of £123.2m

## Goodwill & Intangible assets

- Intangible assets reduced by £1.8m amortisation during the period

## Capital investment

- £1.3m cash investment in fleet, IT infrastructure and warehouse facilities
- 54 new vehicles totalling £8.0m right of use assets additions as part of BAU fleet replacement cycle

Apr-25

£000

### Non-Current assets

Goodwill	105,717
Intangible assets	28,935
Tangible and right of use assets	81,272
Investments	27
	<hr/>
	<b>215,951</b>

### Working Capital

Inventories	56,102
Trade receivables and other debtors	102,634
Trade payables and other creditors	(113,665)
	<hr/>
	<b>45,071</b>

### Cash and debt

Cash and cash equivalents	4,337
Lease liabilities	(55,889)
Contingent consideration	(4,870)
Other interest bearing loans and borrowings	(70,935)
	<hr/>
	<b>(127,357)</b>

### Tax

Tax payable	(657)
Deferred tax liabilities	(9,846)
	<hr/>

### Net assets

---

**123,162**



# Balance sheet

## Working capital

- Reduction in working capital of £1.3m since October 24

## Debt

- Net debt of £127.4m, including £43.7m of IFRS16 lease liabilities
- Contingent consideration relating to the acquisition of Creed Foodservice, with £5.0m paid during the period leaving a balance included at a fair value adjusted £4.9m
- LTM leverage of 2.5x (1.7x excluding IFRS16 liabilities)
- The bank covenants are based the full year run rate effect of the acquisitions of businesses acquired made during the prior 12 months, on this basis Group's leverage (inc. IFRS 16 debt) would be below our stated target of 2.5x

Apr-25  
£000

### Non-Current assets

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Tangible and right of use assets	81,272
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	<hr/>
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	<hr/>
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### Tax

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	<hr/>

### Net assets

**123,162**

# Cashflow statement

## Key highlights

- Net increase in cash in H1 25 of £0.2m  
(H1 24 : inflow of £4.3m)
- Working capital inflow of £1.3m
- Pre-tax operational cash conversion of 106%

## Non trading cashflows

- £1.2m net capex spend
- £5.7m of lease liabilities paid
- £4.6m of interest paid
- Net draw on debt facilities over the period of £3.1m

## Dividend

- Total dividends paid in the period of £6.2m

## Acquisition costs

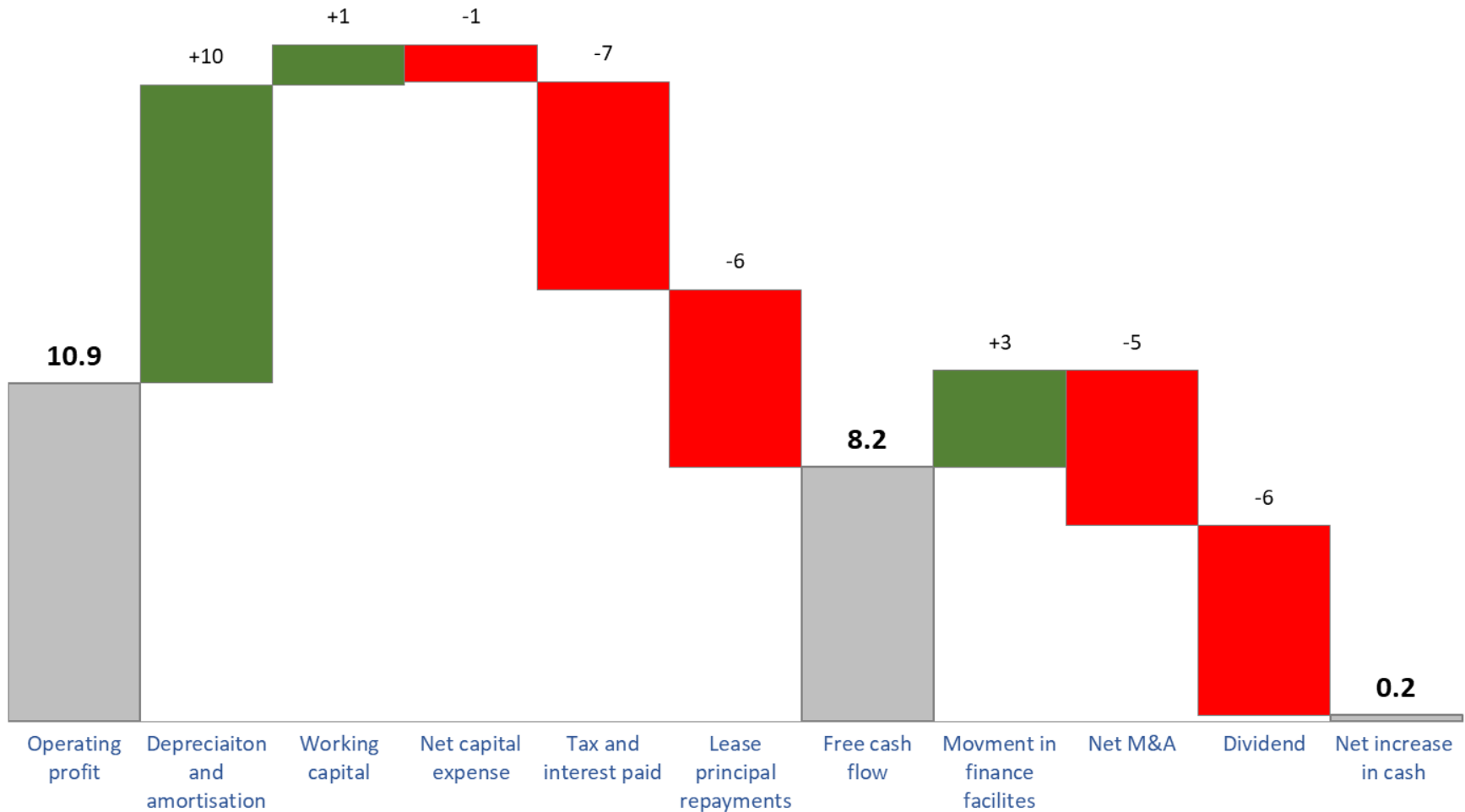
- Net acquisition outflow of £5.0m

Headroom on banking facilities of £32.0m plus £4.4m of cash at bank

	H1 25 £000	
<b>Cash flow from operating activities</b>		
PBIT	10,282	
Depreciation and amortisation	9,569	
Other non cash items	626	
	<b>20,477</b>	
Working capital	1,329	
<b>Pre tax operational cash</b>	<b>21,806</b>	<b>106%</b>
Tax paid	(2,164)	
<b>Net cash inflow from operating activities</b>	<b>19,642</b>	<b>96%</b>
Net capex	(1,157)	
<b>Free cash flow to service debt</b>	<b>18,485</b>	
Interest paid	(4,612)	
Net proceeds from share issuance	120	
Net cash movement in debt	3,114	
Lease liabilities paid	(5,675)	
Dividends paid	(6,232)	
<b>Net pre M&amp;A increase in cash</b>	<b>5,200</b>	
Acquisition of subsidiary undertakings	(5,000)	
<b>Net increase in cash</b>	<b>200</b>	

# Cashflow statement

## Strong operating cash conversion



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