

### **Today's presenters**



Steve Francis
Chief Executive Officer



**lan Ashton**Chief Financial Officer



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# 2021 Results – Agenda

2021 Results **Strategic Progress UK Progress & Outlook Driving Sustainable Growth Summary** 



### Earlier, stronger profit delivery underpins confidence in future

#### **Returning to winning ways**

- Strategy delivering ahead of expectations proof of demand and SIG's core model
- Rapid return to underlying £41m profit through market share gain and margin discipline in turbulent markets
- Strong franchise able to manage supply chain disruption and inflation, with conscious investment in scarce stock
- Healthy EU growth (now c. 60% of revenue), especially France and Poland
- UK Exteriors strong growth with >5% operating margin
- UK Interiors profitable in H2, faster turnaround than forecast
- Leadership strengthened, workforce enabled, significant improvement in employee engagement, reputation regained





#### With momentum into 2022

- Operating profit margins improved consistently throughout 2021
- Strong trading momentum in Q1 to date, with similar demand and inflationary conditions continuing into 2022
- Focus firmly on continuous margin improvement and sustained cash generation
- A maiden Eurobond issue increases financial stability and flexibility



#### **Enabling acceleration of our growth strategy**

- Clear path to 5% Group operating margin in the medium term; confidence in 3% for FY2023, enabling cash generation
- Investing in expertise and talent, network expansion, customer-centric digitalisation, fleet modernisation
- SIG "born green" well positioned to capitalise on industry shift to sustainable construction
- Backed by progress on our own carbon emissions (17% lower vs. 2019) and our commitment to Net Zero by 2035
- Increasing number of investment opportunities to accelerate growth



#### 2021 Results



**Key financials** 

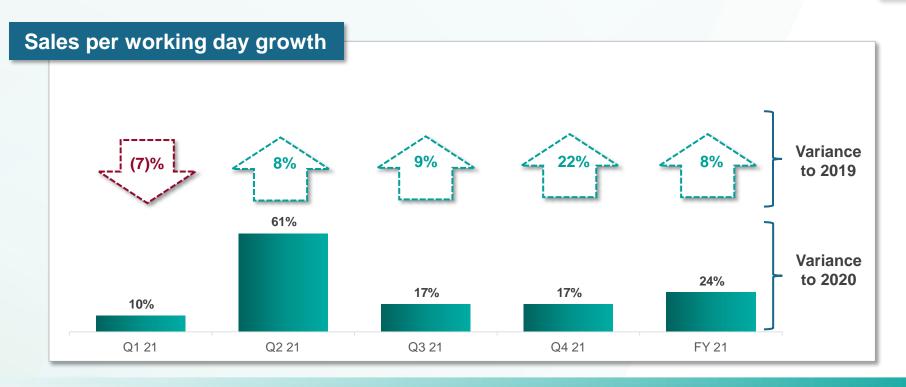
Capital allocation priorities and medium term goals

Outlook and technical guidance

# **Key financials – return to profitability**

£'m	H1 2021	H2 2021	FY 2021	FY 2020
Revenue	1,108	1,183	2,291	1,873
LFL sales	33.0%	17.1%	24.3%	(13.3)%
LFL sales (v2019)	1.0%	15.0%	7.8%	
Gross profit	287	315	602	470
Gross margin	25.9%	26.6%	26.3%	25.1%
Underlying operating profit/(loss)	14	27	41	(53)
Operating margin	1.2%	2.3%	1.8%	(2.8)%
Finance costs	(11)	(11)	(22)	(23)
Underlying profit/(loss) before tax	3	16	19	(76)
Other items	(5)	(30)	(35)	(119)
Underlying EBITDA	49	64	113	20
Net debt, post IFRS 16	289		365	238
Net debt, pre IFRS 16	58		129	4

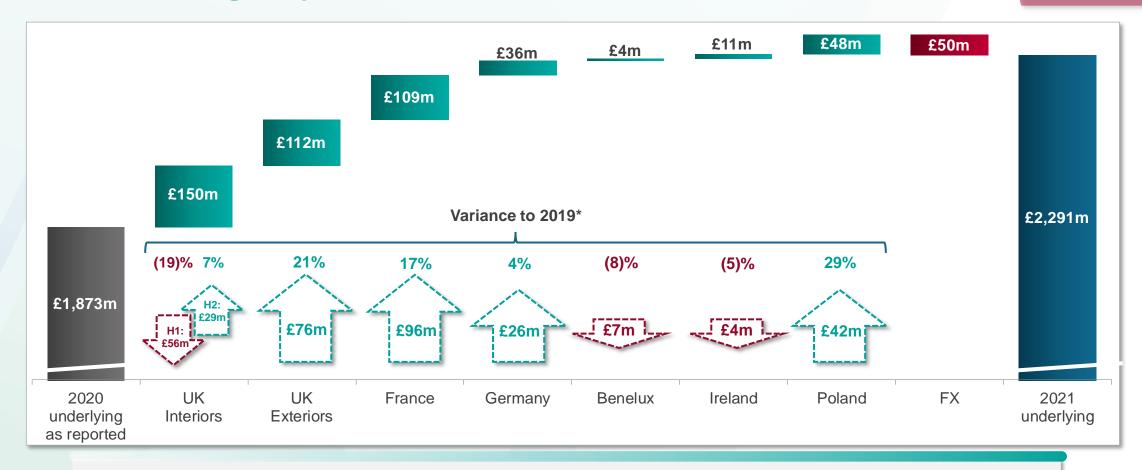
#### **Group revenues – back to growth**



- LFL revenue growth of 24% vs. 2020, and 8% vs. non Covid-affected 2019, driven by strong trading in UK, France and Poland
- Growth momentum in Q3 and Q4 drives strong exit rate into 2022
- Q4 revenue was 22% above 2019, due notably to UK Interiors recovery
- H2 benefited from successful pass through of purchase price inflation above typical levels (inflation an approximately 8% estimated impact on full year)



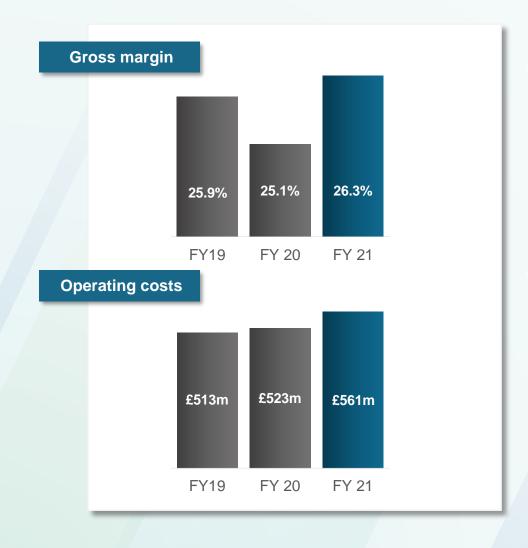
### Revenue bridge by business unit



- Turnaround successfully executed in UK Interiors, driving LFL growth vs. H2 2019 as well as Covid-affected 2020
- Excellent growth in France, UK Exteriors and Poland
- Benelux in turnaround mode, under new management; Ireland uniquely affected by Covid restrictions in H1 2021



#### Improving Gross Margin and Opex as % of sales

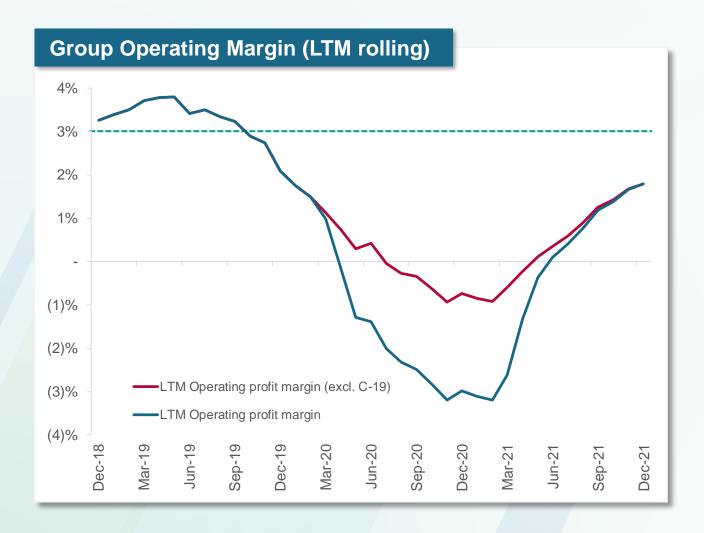


- Full year gross margin of 26.3%, 120bps higher than 2020
- Trading volumes driving higher rebates in key OpCos
- H2 margin represents 70bps improvement on H1; increased volumes and favourable change in product mix

- Operating costs as % of sales fell from 27.9% to 24.5%
- Operating costs of £561m a YoY increase of 7.1%
- Higher variable costs resulting from increased trading volumes, inflation, higher variable compensation, and 2020 furlough relief



#### **Operating Profit margin – consistent upward momentum**



- Notable improvement in operating margin since implementation of new strategy: 2.2% uptick to date, excluding estimated Covid impact in 2020 (>4% on unadjusted basis)
- Expect to continue on positive although less steep trajectory in medium and long term

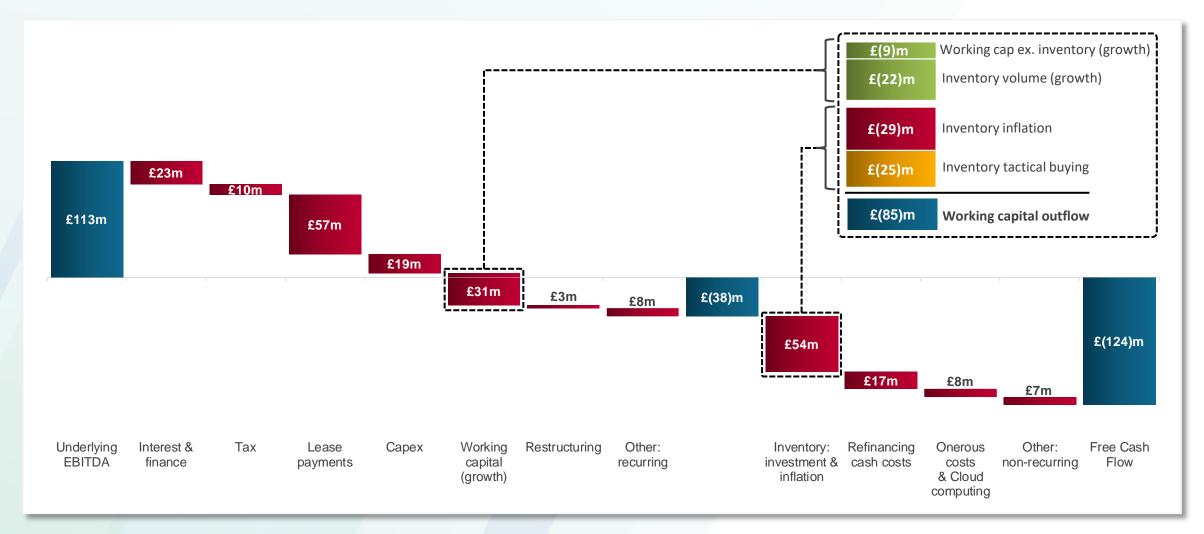
#### **Cash flow**

£'m	FY 2021	Restated FY 2020
Underlying operating profit/(loss) Add back: Depreciation	41 68	(53) 68
Add back: Amortisation  Underlying EBITDA	3 <b>113</b>	<b>20</b>
Cash exceptionals Working capital movements Repayment of lease liabilities Capital expenditure Other	(11) (85) (57) (19) (15)	(20) (42) (55) (13) 5
Operating cash flow	(74)	(105)
Interest and financing Refinancing cash costs Tax	(23) (17) (10)	(23) (8) (10)
Free cash flow	(124)	(145)
(Acquisitions)/disposals Drawdown/(repayment) of debt Net proceeds from equity raise	(11) 52 -	147 (85) 152
Total cash flow	(83)	68
Cash at beginning of the year	235	145
Effect of foreign exchange rate changes	(8)	22
Cash at end of the year	145	235

- Exceptional items detailed further in "other items" in Appendix
- Working capital:
  - 2021 reflects year on year volume growth and inflation, as well as investment in inventory to optimise customer service during supply shortages - see next slide
  - 2020 working capital affected by c£45m of unwinding of delays in supplier payments
- "Other" includes payments to Employee Share Trust to fund share plans, and payments of £5m to UK pension scheme (£2.5m from 2022 onwards)
- Refinancing cash costs relates to £12.9m make whole payment and £4.0m advisory fees in connection with the refinancing during the year
- Acquisitions/disposals: 2021 reflects acquisition of Penlaw (October) and F30 (March). 2020 includes receipts related to disposal of Air Handling business
- Refinancing in November resulted in increase in gross debt and cash of £52m



### Free Cash Flow reflects atypical inventory backdrop



### **Capital allocation priorities**

# Organic growth

- Inventory in supply challenged segments
- Investment in new branches to drive growth
- Investment in existing branch network and fleet to optimise efficiencies and growth

#### **Focused M&A**

#### Criteria for acquisitions:

- OpCo readiness
- Strategic fit category priorities, distinctive expertise, aligned to sustainability
- Synergistic, accretive deals

#### **Dividends**

- Targeting a return to progressive dividend policy
- Dividend cover of 2-3x once appropriate leverage has been met

#### Underpin

- Maintain credit ratings
- Maintain liquidity and headline financial leverage targets



### **Medium-term financial goals**

#### Margin

- Confidence in achieving 3% for FY2023
- 5% Group operating margin in the medium term

#### Cash

- Cash neutral in 2022
- Meaningfully cash generative by 2023

#### Leverage

• Headline Financial Leverage of <2.5x (post IFRS 16 basis); equivalent to c1.5x pre IFRS 16



### Outlook and technical guidance

- Revenue in H1 2022 will reflect annualisation of input inflation, following increases in H2 2021
- Good start to 2022
  - Similar demand and inflationary conditions continuing into 2022
  - Q1 ahead of plan to date
- Expect to be cash neutral in FY 2022; unwind of recent investment in inventory will offset normal seasonal increase in inventory during H1
- Capex expected to be c. £25m for full year
- Interest charge expected to be £28-29m for full year
- Tax rate
  - EU operations expected to continue on prevailing local rates
  - UK Group continues to have unrecognised deferred tax assets and so not expected to report a tax charge



### **Strategic Progress**



#### Strategic progress drove profit and strengthened foundations

Investing in our strategy and people is paying off

- We invested in stock availability, more expertise and people in the field, better training and incentives, modernising and decarbonising our fleet, digitalising processes across our supply chain, improving branches, expanding network
- We strengthened our leadership bench to drive rapid turnaround and prepare for accelerated growth
- Resulting in market share gains, profit uplift, and a healthier long-term franchise

SIG's proven model aligns to market needs

- Resilience, agility and growth through strong relationships with suppliers and customers in a period of uncertainty
  - Supplier partnerships helped secure scarce inventory in one of the most difficult supply years
  - Product availability and superior service reflected in market share gains
  - Empowering branches with flexibility and tools to trade significant improvement in people engagement scores went hand in hand with growth

Long-term value of the franchise is growing

- Clear sight of the path to 5%: further upside in high performing businesses, UK profit levers a template for Germany
- Energy efficiency tailwinds: structural demand trends support robust long-term market growth
- Sustainable construction: SIG "born green", building capability in product carbon footprint and traceability
- Digitalisation: making SIG easier to buy from, sell to and work for productivity prize plus ecommerce underexploited
- Reputation regained: UK Interiors "Best supplier" (BMJ); Lariviere (France) "Best Specialist Distributor" (Geste D'Or)



# **UK Progress & Outlook**



### **UK Progress & Outlook**



**Phil Johns Managing Director, UK** 

- SIG 1987 to 2015
  - From independent company to plc, rapid growth periods, 2008/09 recession and recovery
  - MD UK Exteriors, other OpCo Board positions, M&A
- MKM Building Supplies CEO largest and fastest growing independent merchant in the UK
- Returned to SIG April 2020 as Managing Director, UK

#### Turnaround started with market focus, people and culture

# UK had lost focus on its core model

- Disconnected from customers, suppliers and employees
- Overly centralised and siloed, with loss of specialisation exacerbated by cost-out in response to profit fall
- Reputation at all time low; others (often SIG alumni) prospered

# Rebuilt UK organisation in first 6 months

- Hand-picked UK Board: 5 of 7 market facing Directors joined in 2020 with average 27yrs' industry experience; all but 1 ex-SIG
- Restructured: £4m overhead savings, reduction of 70 roles
- Reinvested: created 380 specialist managers and salespeople positions, recruiting 240 and redeploying 140

# Executed Return to Growth strategy at pace

- Shift from centralised generalist to decentralized specialist
- Clear mission, strategy and USPs
- Values-led, customer centric, more diverse: integrity, endeavour & teamwork, "everyone sells" mantra



### The 7 pillars: SIG's playbook



#### 1. Responsible actions

- Early H&S focus
- New Sustainability
   Director and ambitions



#### 2. Winning branches

- Reinstated branch directors & P&Ls
- Empowered 'franchise' style model
- Incentives to reward exceptional performers



#### 3. Superior service

- Commitment to stock
- Systems for product availability and OTIF
- Training, mentoring, activity metrics, CRM+



### 4. Specialist expertise

- More specialists in sales & technical
- Reinforced credibility, allowing us to negotiate our value



#### 5. Valuable partnerships

- Reconnected with key suppliers at local and strategic level
- From adversarial to 'Win-win' mentality
- Secured allocation of scarce stock



### 6. Highest productivity

- Streamlined operations and decision-making
- Began fleet modernisation
- Digitalising processes



#### 7. Focused growth

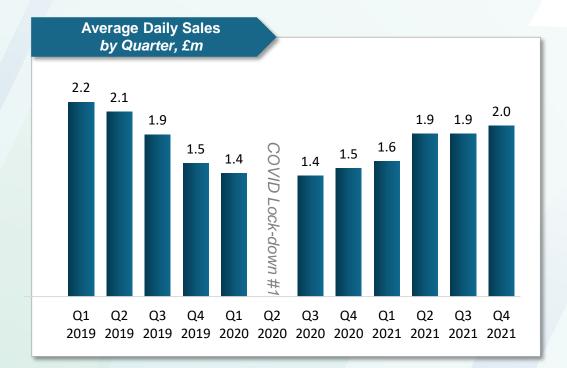
- New sites: Cardiff, Cambuslang, Nottingham, Birmingham
- 3 acquisitions: SM Roofing Supplies, F30 Construction Products, Penlaw

- Improved employee and customer engagement
- Reputation and influence regained
- Recovery of market share well underway
- Back to profit
- ...and more to go for



#### **UK Interiors – now in continuous improvement mode**

- Recent sales hires hit the ground running
- · Regaining lost customers / lost share of wallet
- H2 growth despite supply allocation constraints



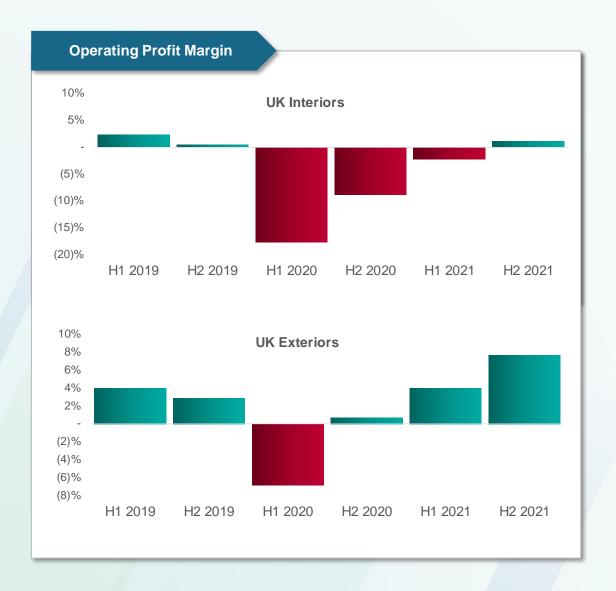
- Improved supplier relationships rebates, terms, stock
- Improved pricing discipline and inflation management
- Improved product mix, as a result of the return of expertise



Data indexed vs. 2018 full year average - (NB. Margins in H2 2019 were inflated by excess price rises in dry lining which accelerated market share loss; 2018 is a more realistic benchmark)



#### UK Interiors profitable again; UK Exteriors now >5% margin



#### **UK Interiors**

- 7% LFL growth vs. H2 2019
- 38% LFL growth vs. 2020 and 2.6ppt Gross Margin uplift drove 9.5ppt improvement in Opex ratio (leverage on fixed cost base)
- This propelled UK Interiors back to profit in H2 2021
- Further revenue and profitability upside (still below 2018)

#### **UK Exteriors**

- Gained share and returned to >5% margin in 2021
- Embraced 7 pillar model (and was less damaged than Interiors)
- Distinctive expertise to cost effectively meet building regulations and energy efficiency standards, including own fabrication and SIG Design & Technology



### UK Interiors – clear roadmap for further margin uplift

Expand the network

Accretive M&A

#### Levers **Actions Underway** Deploying **branch-specific roadmaps** with guidance on customer/category mix Enter / grow higher margin categories Strengthening **expertise** in priority specialisms **Boost** growth with Fix low margin categories / segments **Drylining**: price discipline, cross-sell of high value products, procurement / rebate favourable mix & pricing Leveraging our value engineering capabilities Value-added services & private label Enhancing insight into product sustainability Add volume to leverage fixed costs Further operating leverage from **share re-capture** - revenues still below 2018 Drive operating Automation and simplification, e.g., warehouse & transport management systems Digitalise operational processes leverage and productivity Maintain lean support Tackling legacy IT costs, streamlining decision-making Open new branches **Selective branch openings** focused on priority (higher margin) segments

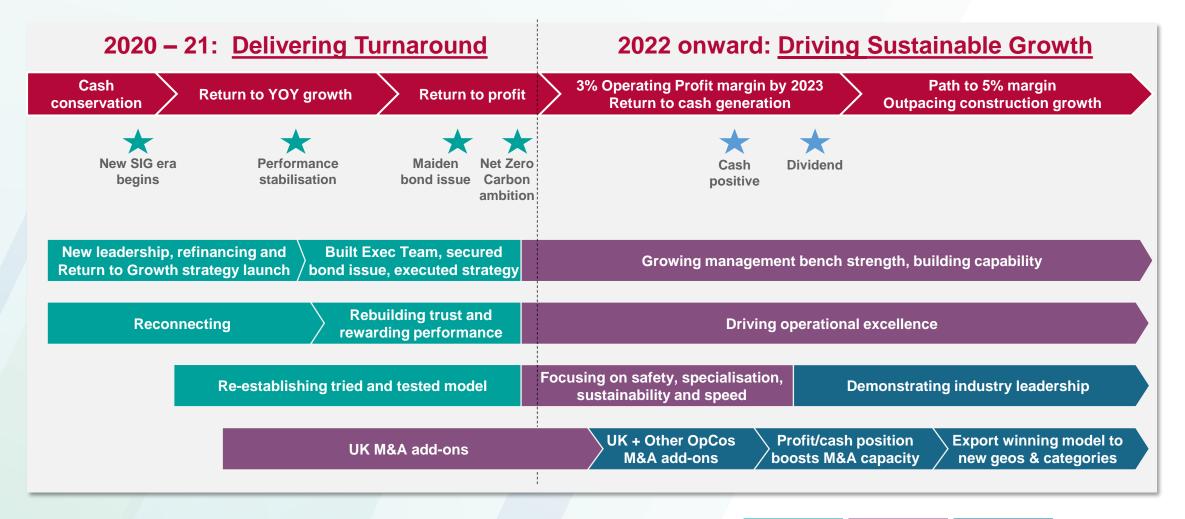
E.g., F30 (Construction Accessories) and Penlaw (Drylining and Insulation)

successfully integrated and fit our specialist model

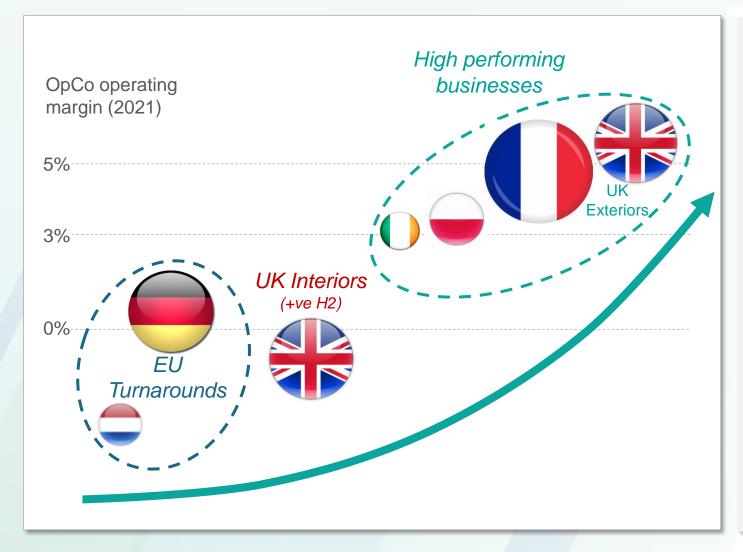
### **Driving Sustainable Growth**



### 2021 momentum underpins confidence to accelerate



### Portfolio: different stages on the path, common recipe



#### Experienced and committed leadership

#### Back to basics

- Reconnect business to customers, leaders to people, senior management to suppliers
- Decentralise, empower and incentivise
- Lean central support
- Range & availability, supplier terms and rebates, price discipline, service standards, fleet efficiency
- Fix low margin categories and segments

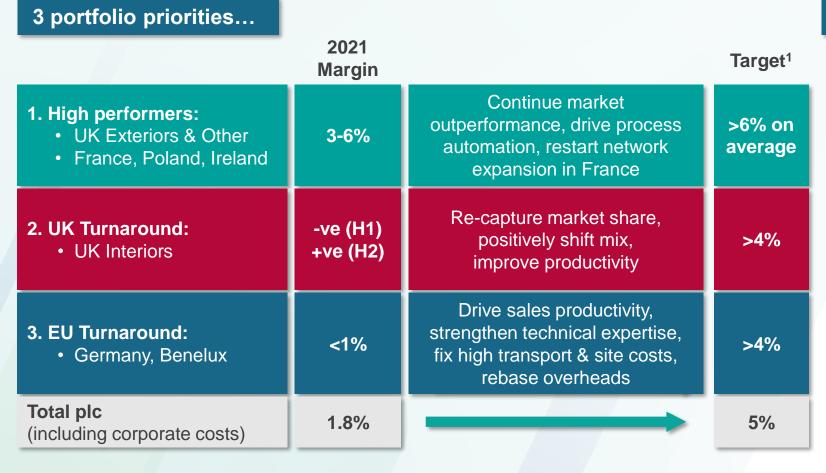
#### Drive operational excellence

- Category expertise to drive higher margin mix, solutions selling, own label
- Make SIG easy to buy from, sell to and work for, enabled by digitalisation

#### Accelerate growth and market share gain

- Branches: regional in-fill, new geos, specialist niches
- Innovative and low carbon products
- Adjacent category expansion

### Path to 5% tailored to OpCo situation



#### ...with similar £ Operating Profit Uplift



### Focused M&A will accelerate execution of our strategy

# Recent acquisitions on track

- UK acquisitions of SM Roofing, F30 (Construction Accessories) and Penlaw (Insulation) are performing well, beating 2021 profit expectations
- M&A execution and integration capability strengthened

# Disciplined approach

- OpCo readiness
- Strategic fit category priorities, distinctive expertise, resilience, aligned to sustainability
- Synergistic, accretive deals

# Opportunity rich environment

- Growing pipeline of attractive UK and EU acquisition opportunities
- Bolt-ons in the core plus adjacencies with supplier and / or customer synergies

#### **M&A readiness**

- Board and Exec carry deep M&A experience
- UK: seasoned management team, 3 recent acquisitions
- France: strong performance, deepening bench strength; other OpCos reviewing opportunities

### Sustainability – structural market growth drivers

Energy Efficiency Focus

- Energy prices and climate awareness raising the importance of energy efficiency
- EU commission proposed mandatory energy upgrades in Dec 2021 (min. E by 2030)
- >50% of SIG sales exposed to tightening energy efficiency regulation

Sustainable Construction

- Built environment is c40% of emissions;
   c30% of construction materials wasted
- Large customers and suppliers setting their own net zero carbon and waste ambitions
- Growing attention on lifecycle carbon increasing need for data and advice

Green Fiscal Stimulus

- European Green Deal (~€1 trillion budget) targets investment in renovation across EU
- UK drive to "Build Back Better" with a Green / ESG focus

RMI Acceleration

- c70% of EU homes need to be renovated to meet governments' net zero goals
- Shift to home working and diversion of spend from leisure to renovation

- Robust demand: energy efficiency categories likely to outpace construction
- Robust supply: several suppliers have announced significant capacity plans
- Shifting expectations of distributors: sustainability expertise and credentials key



### SIG well positioned to lead industry shift to sustainability

"Born green" in the 1950s

- Since 1957: a leading role in helping to make the built environment sustainable deep expertise and commitment
- In each energy conservation era: partnered with suppliers & governments to promote better practices & materials
- Since 2007: measuring our carbon footprint, issuing SIG's first Environmental Management report that year

A pivotal role to play in sustainable construction

- Benefiting from rising demand for energy efficient solutions category growth above construction overall
- Making lower carbon materials and systems accessible, e.g., bio-sourced insulation, carbon-capturing green roofs
- Building capability to understand product carbon footprint, use data to empower our local teams and help customers
- Together with our suppliers, help customers make trade-offs between insulation performance & embodied carbon
- Coordinating complex logistics to reduce on-site cost and waste, and facilitate growth in the circular economy
- Digitalising our supply chain, as 'materials traceability' through the building lifecycle becomes increasingly important

Backed by commitment to reduce SIG's own emissions

In 2021 we formalised our sustainability commitments, including...

- Net Carbon Zero by 2035: by migrating our fleet to electric and low carbon fuels, shifting to greener energy suppliers
- Zero SIG waste to landfill by 2025: through re-use, recycling & reduction

2021 Scope 1 and 2 emissions reduced by 16.8% vs. 2019, and are 35% lower than ten years ago



# **Summary**



### Summary: entering a new era for SIG



# **Appendix**



### **Operational Excellence through our 7 pillars**

#### **Sustainable Construction**

Enable modern, sustainable and safe living and working environments in the communities in which we operate





#### 1. Responsible actions

Our people feel safe, proud and valued

A greener fleet and estate

Positive community impact



#### 2. Winning branches

Local teams trusted and empowered to succeed

Differentiated through expertise, proximity and service



#### 3. Superior service

Agile and entrepreneurial sales teams

Multi-channel, data-rich customer journey



### 4. Specialist expertise

Known for specialist focus and technical knowledge

Advice to optimise cost, performance and carbon



### 5. Valuable partnerships

Win-win strategies with suppliers

Supporting suppliers & customers' sustainability goals



### 6. Highest productivity

Digitalising operational processes

Lean and effective governance



#### 7. Focused growth

Growing energy efficient and low carbon solutions

Expanding branch network

Acquisitions

#### **Sustainable Market Leadership**

- Grow our leadership positions and market share
- Demonstrate path to Net Zero Carbon by 2035 and Zero SIG Waste to Landfill by 2025

- Operating margin of 3% for FY2023, trending to 5%
- Cash generation to re-invest in growth

#### SIG "born green" – 7 decades of environmental leadership



Sheffield Insulations
Limited founded for the
"Wholesale and Retail
Distribution of
Insulating Materials"



SIG led the industry's response to the Energy crisis, focused on new technologies for insulation



Chairman Sir Norman Adsetts awarded OBE for services to energy conservation



SIG began measuring its carbon footprint in 2007

Detailed environmental objectives published





SIG in top 2% of Carbon Reduction Commitment league for emissions reduction



SIG awarded green economy mark by LSE

Five sustainability commitments launched, including Net Zero Carbon by 2035



- Helping to make the built environment more sustainable since SIG's foundation in 1957
- In each energy conservation era, partnering with suppliers & governments to promote better practices & materials



# **Underlying financials by segment**

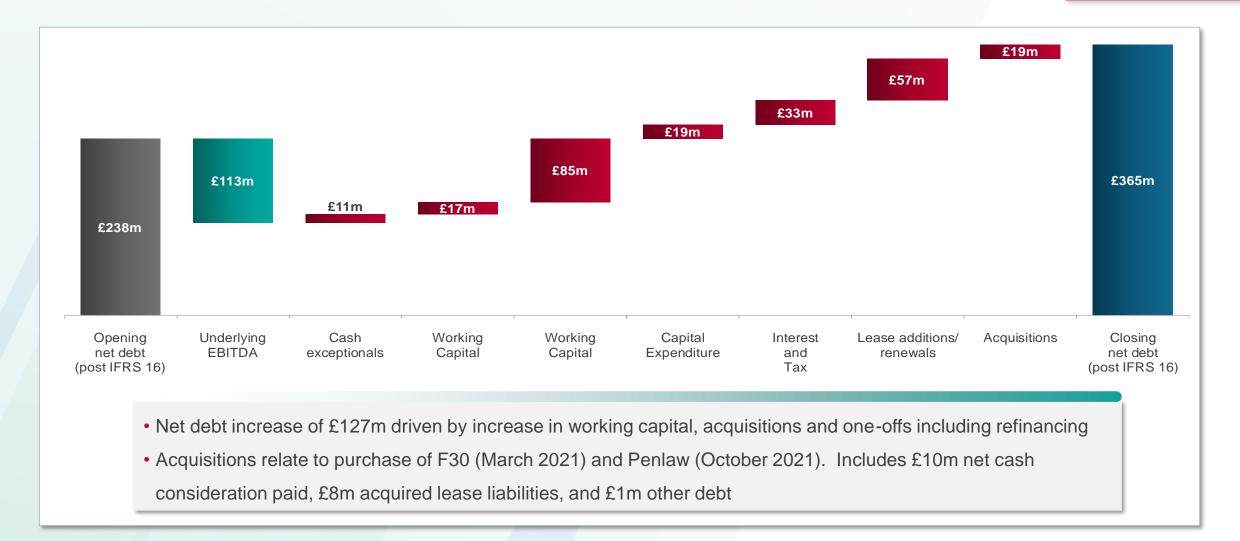
	Revenue	LFL vs 2020	LFL vs 2019	Operating (loss)/profit	Change vs PY	Operating margin	Change vs PY
UK Interiors	£507m	38.0%	(7.7)%	£(2.5)m	£42.9m	(0.5)%	12.2%
UK Exteriors	£422m	35.5%	21.0%	£25.0m	£32.4m	5.9%	8.3%
Total UK	£930m	36.9%	3.6%	£22.5m	£75.3m	2.4%	10.3%
France Interiors	£195m	20.1%	7.3%	£11.2m	£4.1m	5.7%	1.5%
France Exteriors	£406m	21.7%	22.2%	£17.4m	£9.1m	4.3%	1.9%
Total France	£601m	21.2%	16.9%	£28.6m	£13.2m	4.8%	1.8%
Germany	£393m	9.6%	4.0%	£3.6m	£3.2m	0.9%	0.8%
Benelux	£92m	5.1%	(8.4)%	£(4.9)m	£(7.4)m	(5.3)%	(8.0)%
Ireland	£88m	13.7%	(5.4)%	£2.8m	£2.0m	3.2%	2.2%
Poland	£187m	33.5%	28.8%	£6.3m	£4.3m	3.4%	2.0%
Total Group	£2,291m	24.3%	7.8%	£41.4m	£94.7m	1.8%	4.7%



### **Other items**

		PBT Impact		Cash Impact	
£'m	H1 2021	H2 2021	FY 2021	FY 2021	
Amortisation of acquired intangibles	(2.3)	(2.4)	(4.7)	-	
Impairment charges	-	(10.2)	(10.2)	-	£9.9m impairment of Benelux goodwill
Net restructuring costs	(2.2)	(1.5)	(3.7)	(2.4)	Restructuring in different OpCos, notably Germany, and Head Office
Costs related to acquisitions	(0.3)	(1.2)	(1.5)	(0.4)	Legal and professional fees for acquisitions and related earn out recognition
Cloud computing costs	-	(3.3)	(3.3)	(3.3)	Changed accounting regarding SaaS – per IFRS Interpretations Committee
Onerous contract costs	-	(2.0)	(2.0)	(4.8)	Additional provision in relation to SAP licence fee commitments
Costs associated with refinancing	-	(4.9)	(4.9)	(4.0)	Adviser and other fees on refinancing in November
Release of hedging reserve	-	2.5	2.5	-	Hedging reserve related to legacy debt
Other specific items	0.2	0.2	0.4	-	
Impact on operating profit/(loss)	(4.6)	(22.8)	(27.4)	(14.9)	
Non-underlying finance costs	-	(7.8)	(7.8)	(12.9)	Refinancing - make-whole costs on PPNs less (non-cash) modification of debt
Impact on profit/(loss) before tax	(4.6)	(30.6)	(35.2)	(27.8)	

### Net debt bridge



#### Revised debt structure

			Structure			Draw down		
	Date of		31 Dec	31 Dec	31 Dec	31 Dec		
£'m	expiry [	Denomination	2020	2021	2020	2021		
Private placement notes*	2023 - 2026	EUR/USD	136	-	136	-		
Term loan	May 2023	GBP	70	-	70	-		
Old RCF	May 2023	GBP	25	-	-	-		
Senior Secured Notes**	Nov 2026	EUR	-	252	-	252		
New RCF	May 2026	GBP	-	50	-	-		
Total			231	302	206	252		

- The Group refinanced its debt structure in November 2021 through raising senior secured notes of €300m and renegotiating both the terms and size of the Revolving Credit Facility (RCF)
- Proceeds were used to repay existing private placement notes and term loan
- A springing net leverage covenant applies to the new RCF, which is set at 4.75x, and is only tested when the RCF is at least 40% drawn
- RCF facilities remained undrawn in 2020 and 2021, and are undrawn in 2022 to date



# **Number of trading sites in 2021**

	31 Dec 2020	Opened	Acquired	Merged	Closed	31 Dec 2021
UK Interiors	43	4	7	-	(1)	53
UK Exteriors	116	-	-	(1)	-	115
Total UK	159	4	7	(1)	(1)	168
France Interiors	38	-	-	-	-	38
France Exteriors	106	-	-	-	-	100
Total France	144	-	-	-	-	144
Germany	51	-	-	-	-	5
Benelux	15	1	-	-	(1)	1:
Ireland	9	-	-	-	-	9
Poland	43	2	-	-	-	4
Total Group	421	7	7	(1)	(2)	43:

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