



M. WINKWORTH PLC

HIGHLIGHTS 2021

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THE WINKWORTH MODEL

ESTABLISHED 1835



FRANCHISED 1981

Winkworth

for every step...

A RECOGNISED BRAND

4th

Most recognised
brand in the areas
we cover*

NATIONAL COVERAGE

102

UK franchised
offices

2

owned offices
in London

59

offices in
London

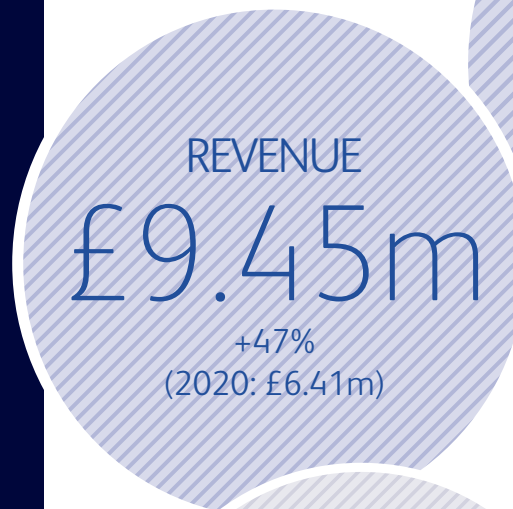
45

elsewhere in
the UK

*Source Censuswide - Winkworth Consumer Survey - January 2022

FINANCIAL HIGHLIGHTS

- Winkworth Revenue up 47% to £9.45m
- 6 new offices opened; 2 re-sold
- Acquisition of an additional 35% in Tooting office
- First full year for Crystal Palace and Development and Commercial Investment
- Profit Before Tax up 110% to £3.21m
- Clean Balance Sheet; no debt
- Significant cash returns to shareholders in the year of 17.0p per share

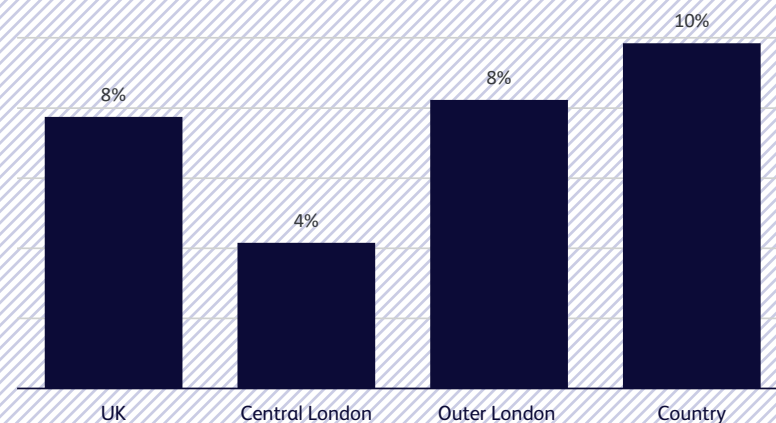


NETWORK PERFORMANCE 2021

SALES INCOME 2021 VS 2020



LETTINGS & MANAGEMENT INCOME 2021 VS 2020

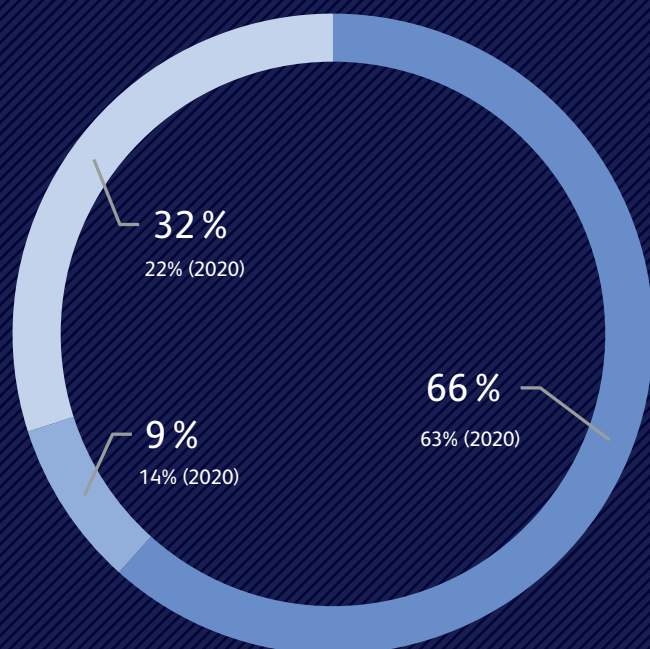


- Transactions up 59%
- ▲ London up 58%
- ▲ Country up 60%

- Sales 60% : Lets 40% of group income
- ▲ Sales revenue up 64%
- ▲ Lettings revenue up 8%

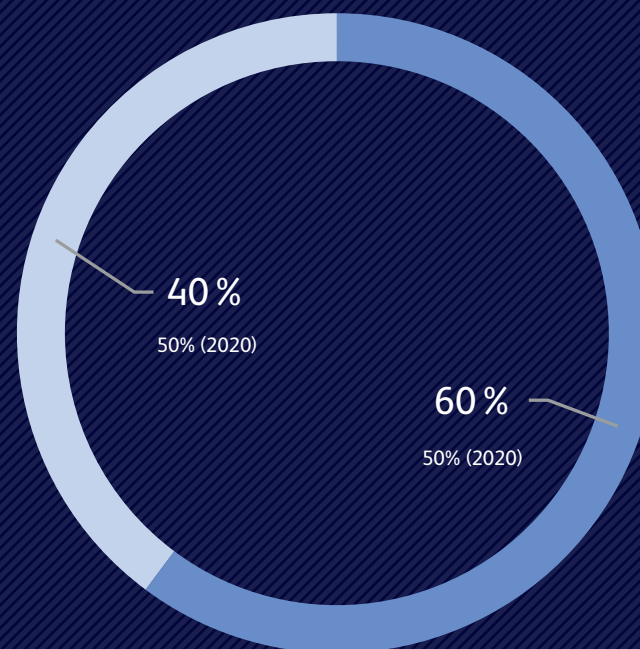
INCOME BREAKDOWN 2021

INCOME BY AREA



■ Outer London ■ Central London ■ Country

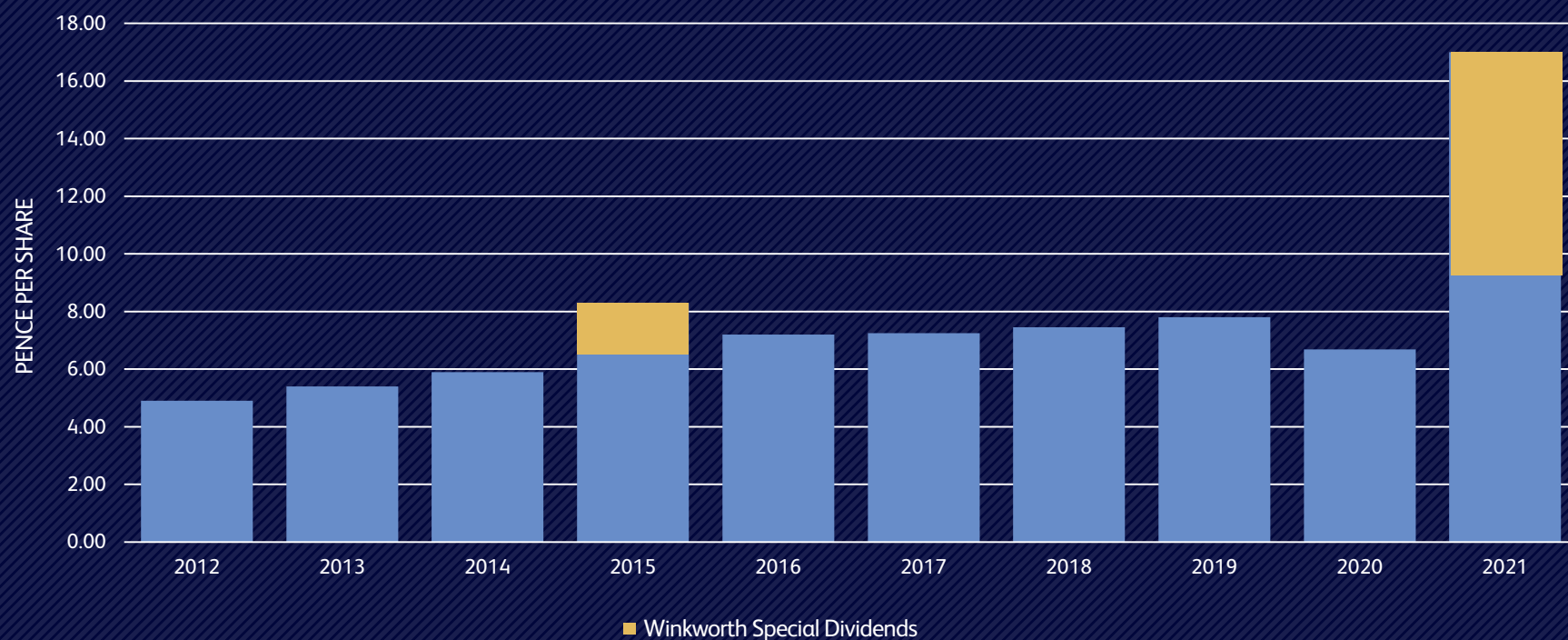
INCOME BY TYPE



■ Sales ■ Lettings & Management

WINKWORTH DIVIDENDS

DIVIDENDS 2012 - 2021



RETURN OF CAPITAL - In a capital reorganisation in 2018, the company returned 9p per Ordinary Share to shareholders

*Source - Announced results and trading statements



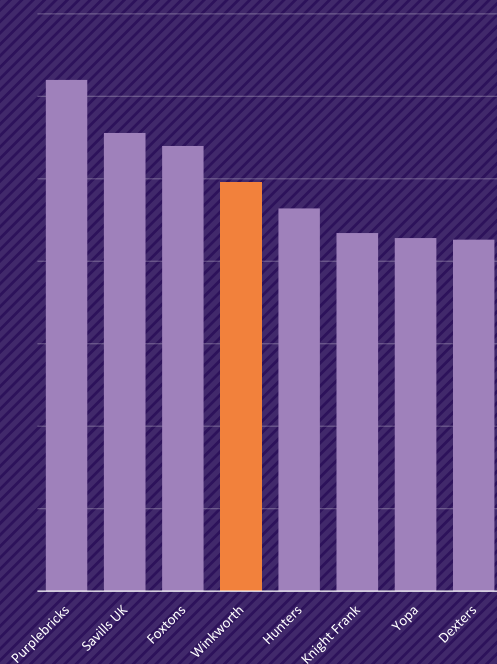
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THE WINKWORTH BRAND

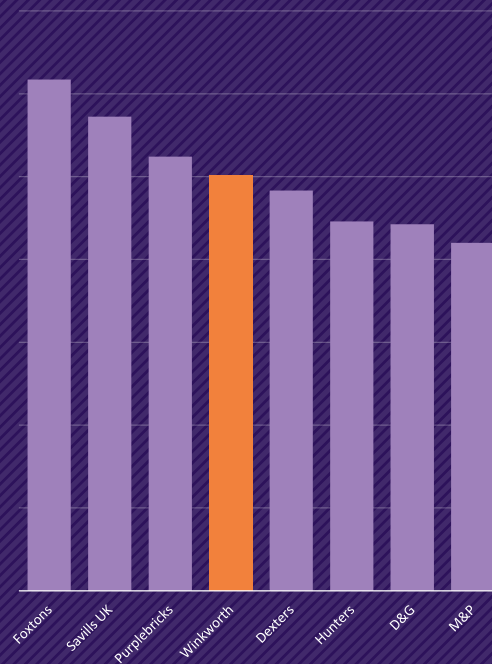
RESULTS FROM THIS YEAR'S CONSUMER SURVEY – PERCEPTION OF THE BRAND

OUR BRAND RECOGNITION...

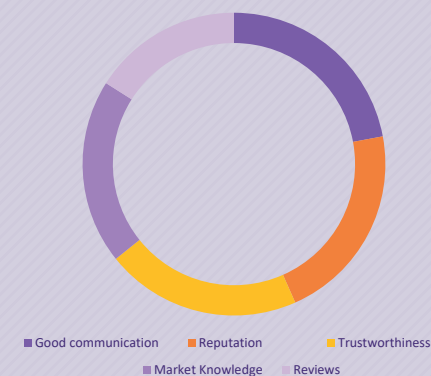
IN UK AREAS COVERED BY WINKWORTH*



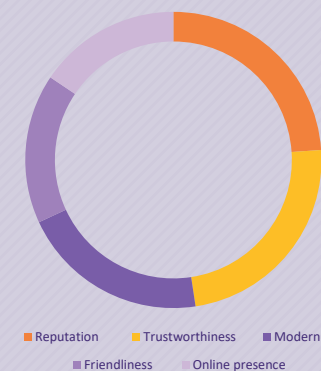
IN GREATER LONDON*



TOP 5 ATTRIBUTES THAT PEOPLE LOOK FOR IN AN AGENT*



TOP 5 ATTRIBUTES THAT PEOPLE ASSOCIATE WITH WINKWORTH*

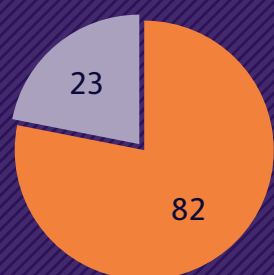


*Source Censuswide - Winkworth Consumer Survey - January 2022

BUILDING THE WINKWORTH BRAND ONLINE

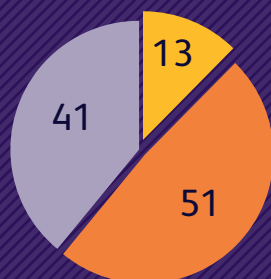
GOOGLE SEARCH RANKINGS...

ESTATE AGENTS IN...



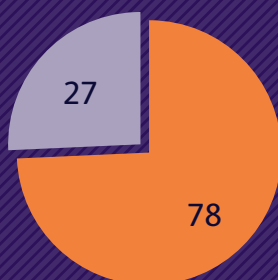
■ #1 - 3 place ■ #4 - 10 place

PROPERTIES FOR SALE IN...



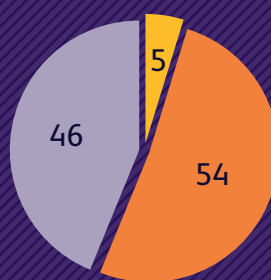
■ #1 - 3 place ■ #4 - 10 place ■ #11 - 20 place

LETTING AGENTS IN...



■ #1 - 3 place ■ #4 - 10 place

PROPERTIES FOR RENT IN...



■ #1 - 3 place ■ #4 - 10 place ■ #11 - 20 place

Estate agent
in London
2nd
on Google

Estate agent in UK
4th
on Google

1st
North London
Estate Agents

1st
Estate Agents in South
East London

GAINS IN SOCIAL MEDIA

Employed full time Social Media Exec. in Q2, to focus on building our social media engagement and to support the local offices

 **73,000**
followers on Instagram
+6% September 2021

Avg. Reach of posts
+14%
Since Q1 2021

Total Impressions
+10%
Since Q1 2021



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FRANCHISING OUTLOOK

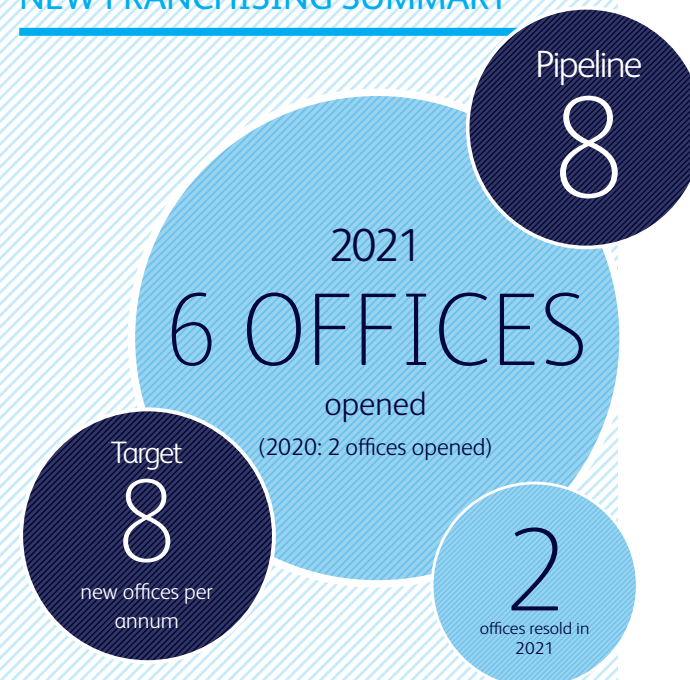
2022 FRANCHISING OUTLOOK

- 3 growth routes for new offices: cold starts, conversions & investment in existing franchisees
- Growth from existing network through portfolio management
- Recruitment driving talented potential franchisees

UK OFFICES OPENED & CLOSED SINCE 2016



NEW FRANCHISING SUMMARY



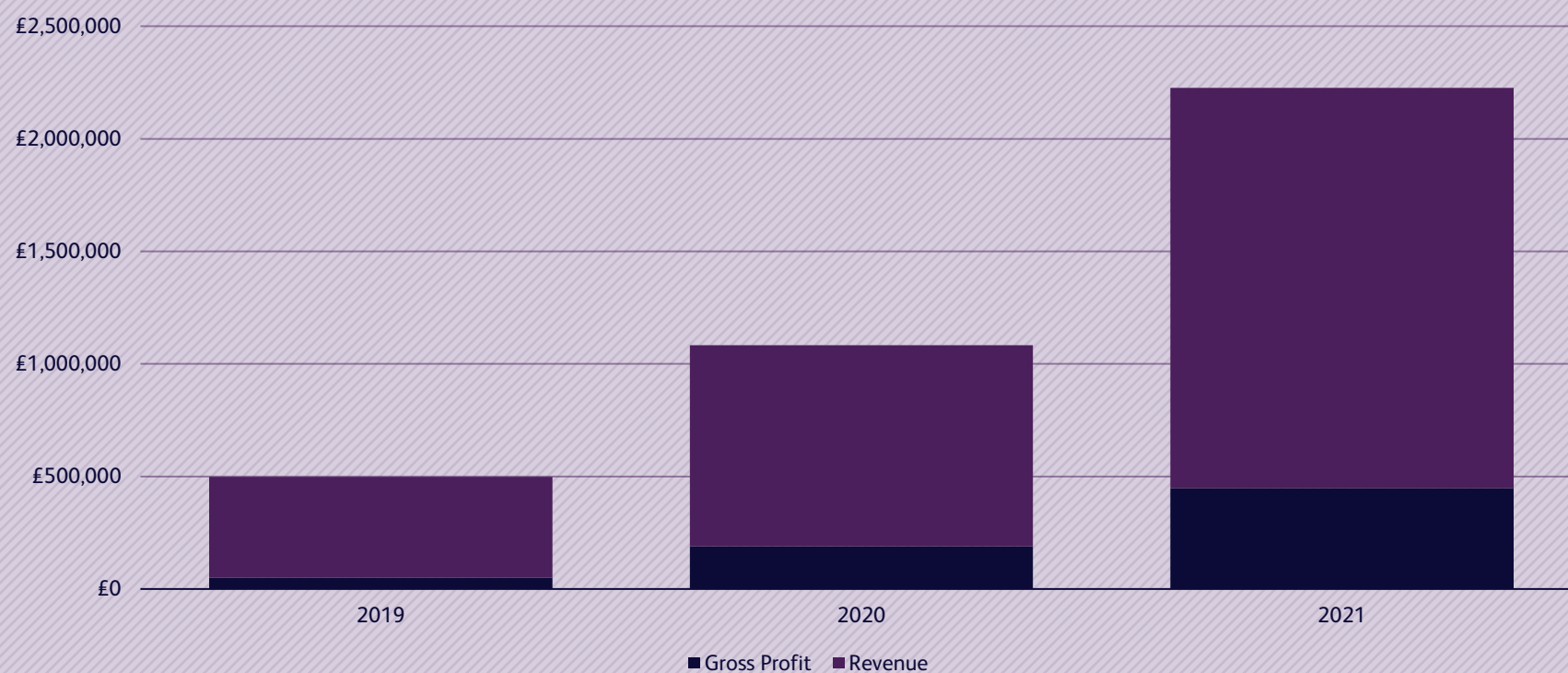


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OWNED BUSINESSES

OWNED BUSINESSES

OWNED BUSINESSES - REVENUE AND PROFITS





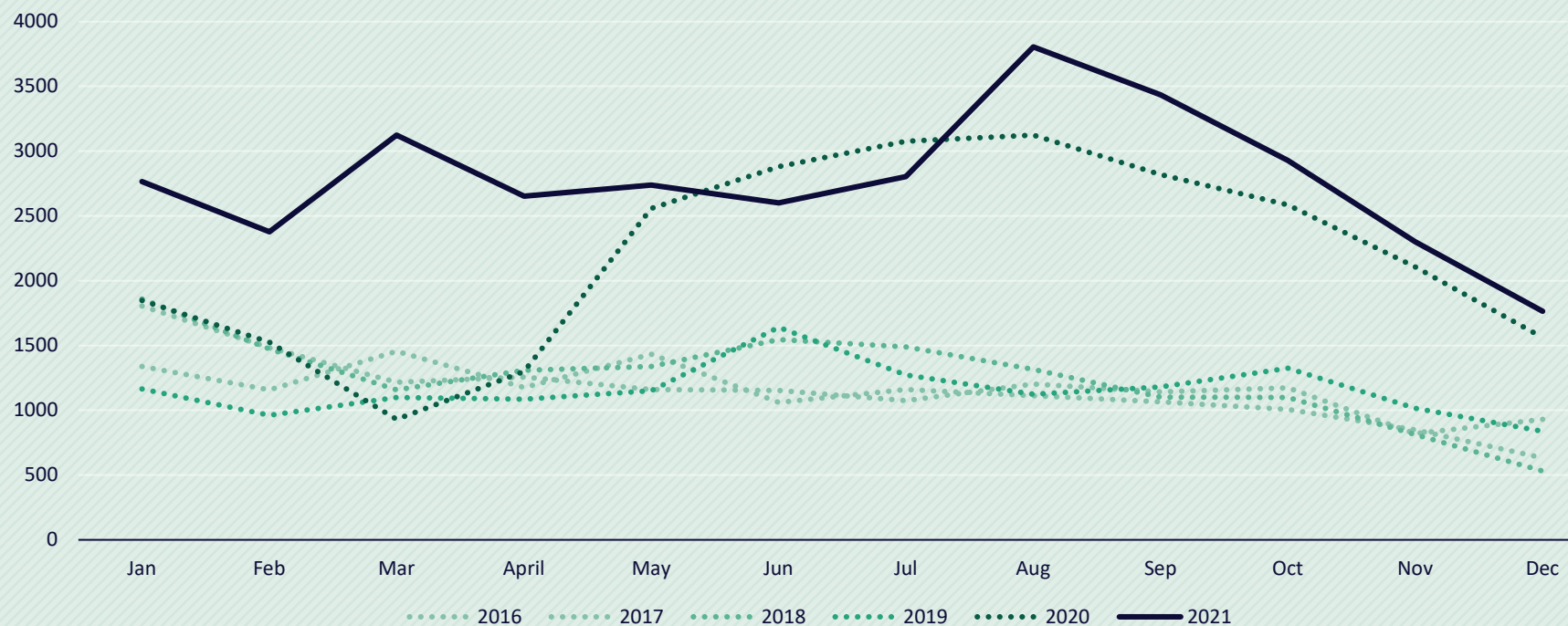
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DIGITAL EVOLUTION

Ongoing evolution of the website has maintained the level of leads

WEBSITE LEADS 2021

Valuation and General Inquiry leads reach a record level in August 2021 ahead of the last record month in August 2020





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LOOKING BACK & LOOKING AHEAD

2021 SUMMARY & LOOKING AHEAD

2021 - LOOKING BACK

- Network Revenue up 36% to £64.8m (2020: £47.7m)
- Maintained position as number 2 in London by SSTC market share
- Sales revenue up 47% to £39.0m (2020:£23.8m)
- Lettings and management revenue up 8% to £25.8m (2020:£23.9m)
- Winkworth revenue of £9.45m up by 47%; PBT £3.21m up by 110%
- Dividends declared of 17.0p (Ordinary 9.7p Special 7.7p) vs 6.68p in 2020
- 6 new franchised offices opened
- Significant growth in revenue of majority owned businesses - 2 in 1st full year of trading

2022 AND BEYOND

- Aim to be the first option for those wishing to set up their own business operating in the prime markets
- Continued investment in digital to improve functionality and evolve the network offering
- Remain a people led business guided by available talent
- Target new equity participation businesses with key talent in suitable areas
- Target of 8 new franchises each year
- Further growth in revenue of majority-owned offices
- Invest in select and proven existing franchisees to acquire businesses to create regional points of new office growth
- PCL activity to return post Brexit deal and the opening up of travel
- Growth in lets and management business as London rents and activity recover
- Market conditions to remain positive overall above 2019 levels
- Continue Progressive dividend

Winkworth

for every step...