



M. WINKWORTH PLC

HIGHLIGHTS 2022

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THE WINKWORTH MODEL

ESTABLISHED 1835



FRANCHISED 1981

Winkworth

for every step...

NATIONAL COVERAGE

102 UK franchised
offices

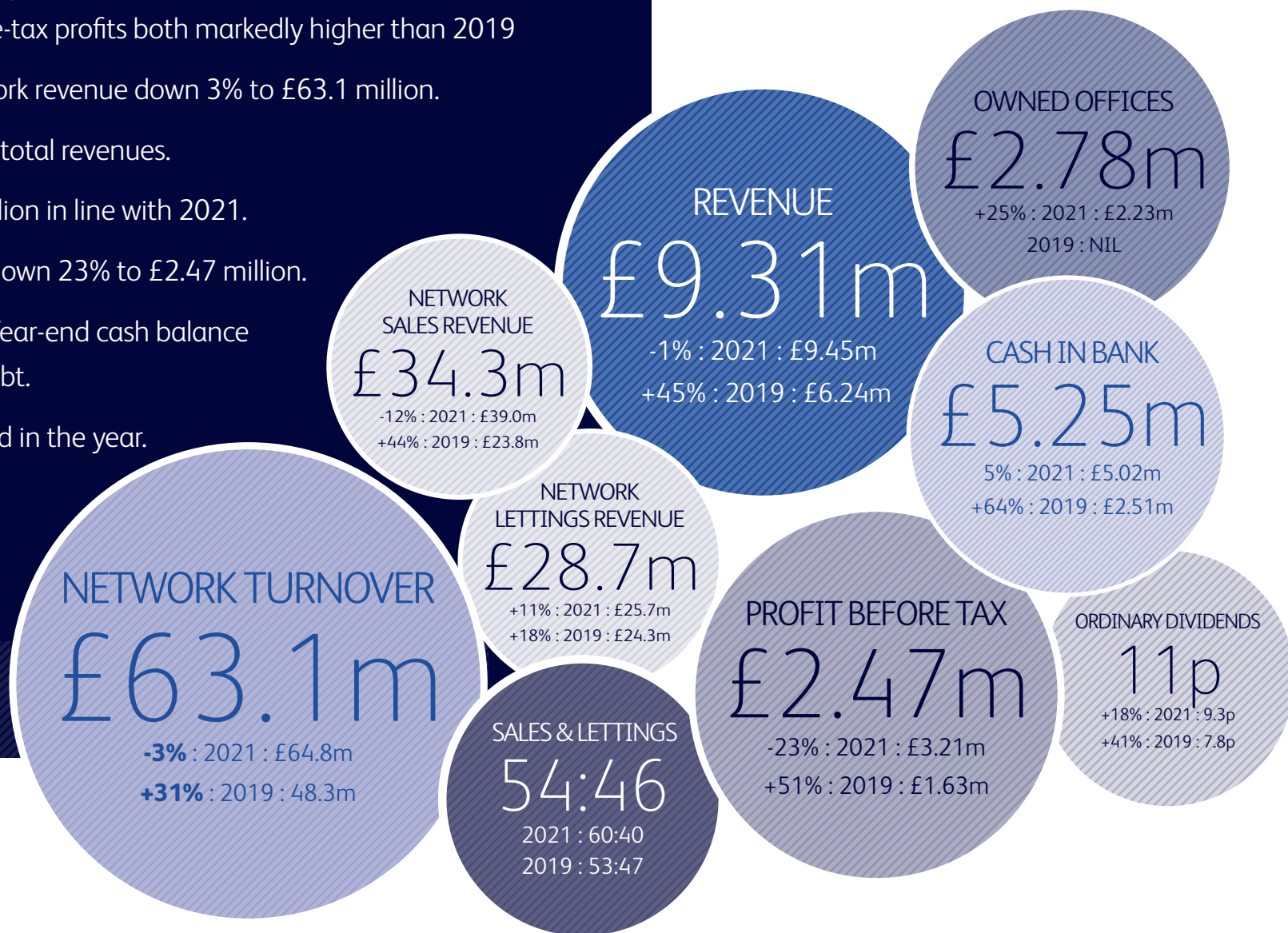
2 owned offices
in London

59 offices in
London

45 elsewhere in
the UK

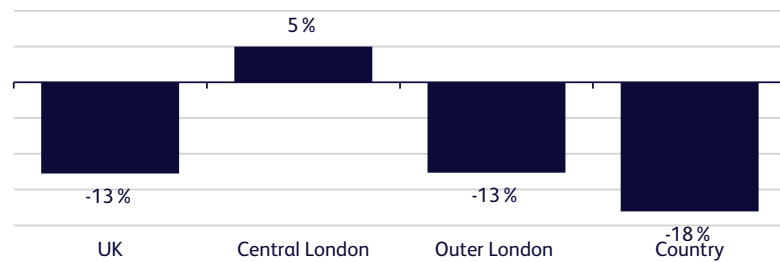
OPERATIONAL HIGHLIGHTS

- 2022 in line with management expectations but below exceptional 2021 level. Revenues and pre-tax profits both markedly higher than 2019
- Franchised office network revenue down 3% to £63.1 million.
- Sales revenues 54% of total revenues.
- Revenues, at £9.31 million in line with 2021.
- Profit before taxation down 23% to £2.47 million.
- Clean Balance Sheet: Year-end cash balance of £5.25 million. No debt.
- Two new offices opened in the year.
- Ordinary dividends of 11.0p per ordinary share declared.

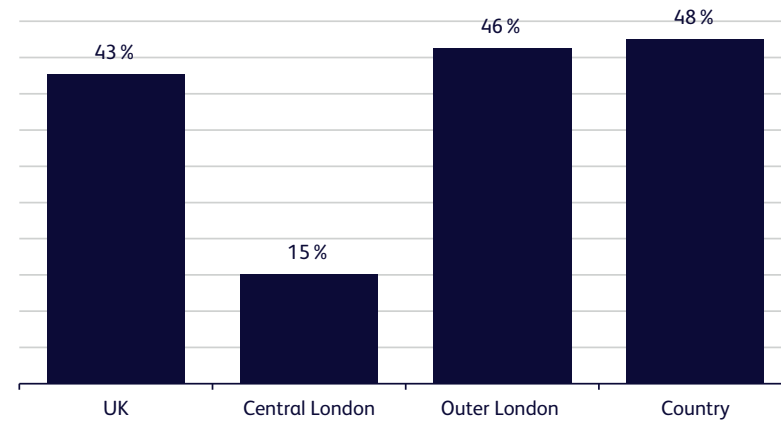


NETWORK SALES PERFORMANCE 2022

SALES INCOME VS 2021



SALES INCOME VS 2019

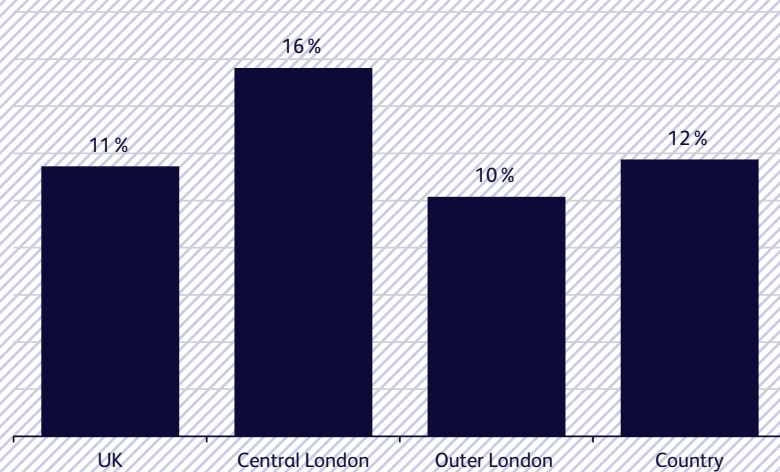


- Transactions down 16% vs. 2021
- ▼ London down 21% vs. 2021
- ▼ Country down 9% vs. 2021

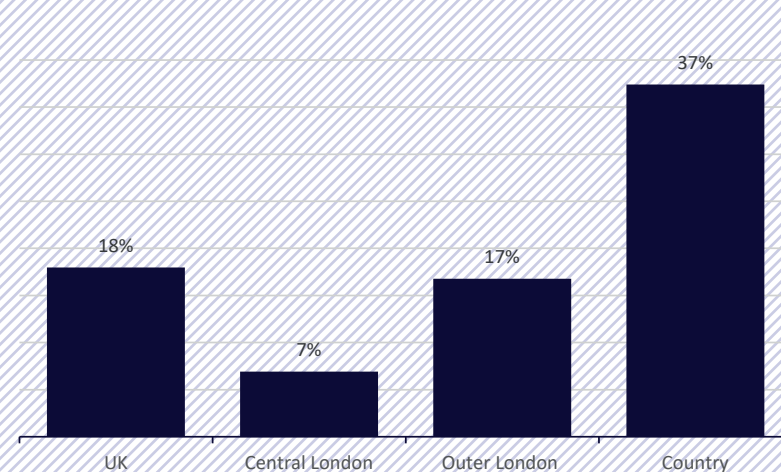
- Transactions up 33% vs. 2019
- ▲ London up 37% vs. 2019
- ▲ Country up 28% vs. 2019

NETWORK LETTINGS PERFORMANCE 2022

LETTINGS & MANAGEMENT INCOME VS 2021



LETTINGS & MANAGEMENT INCOME VS 2019



2022 Lettings / Management Split - **53% Lettings : 47% Management**

▲ Lettings up 8% vs. 2021

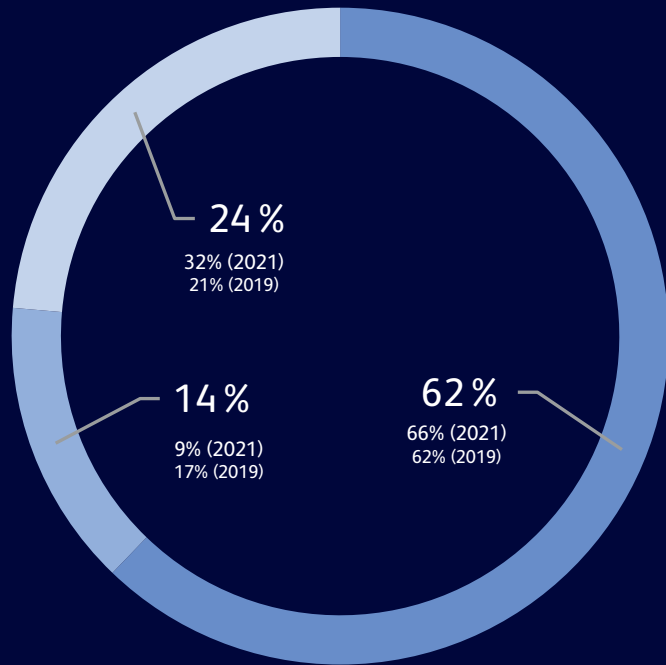
▲ Management up 15% vs. 2021

▲ Lettings up 8% vs. 2019

▲ Management up 33% vs. 2019

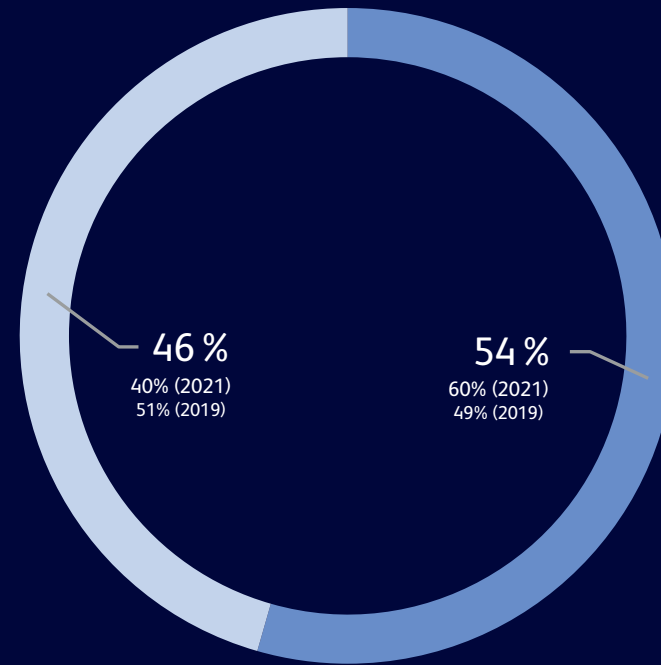
INCOME BREAKDOWN 2022

INCOME BY AREA



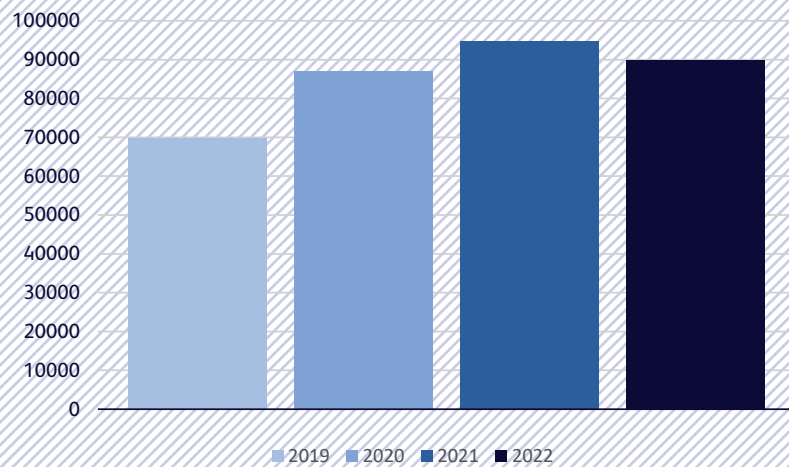
■ Outer London ■ Central London ■ Country

INCOME BY TYPE

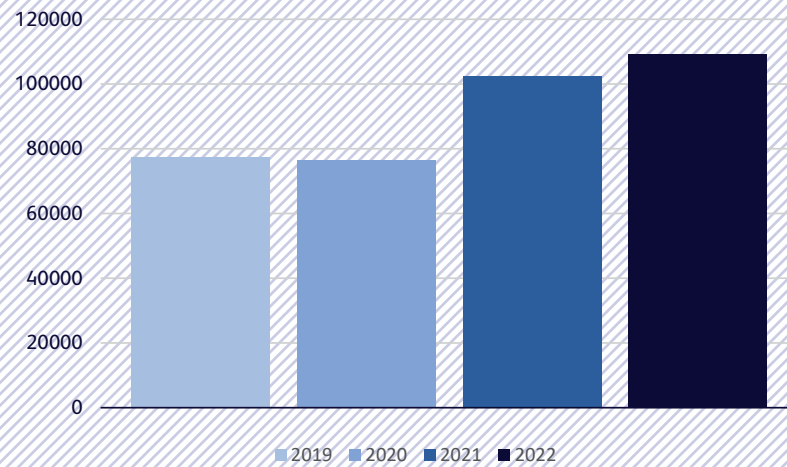


■ Sales ■ Lettings & Management

SALES APPLICANTS

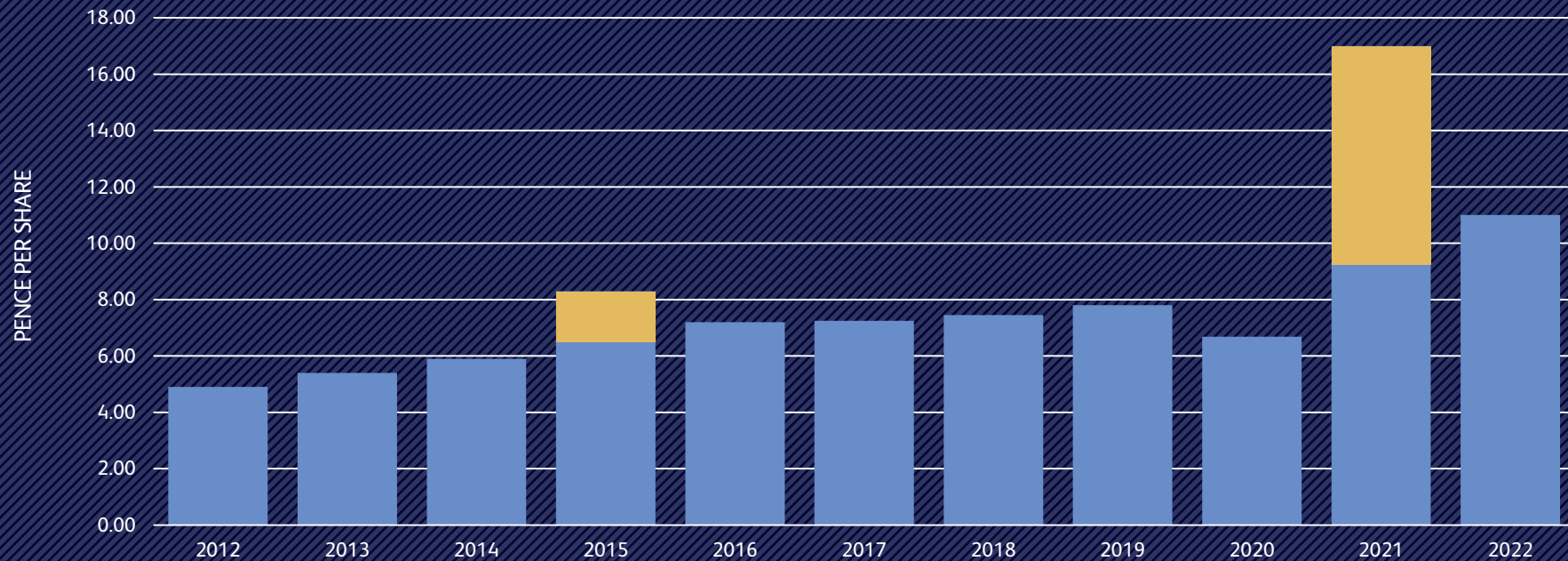


LETTINGS APPLICANTS



WINKWORTH DIVIDEND PERFORMANCE

DIVIDENDS



■ Winkworth Special Dividends

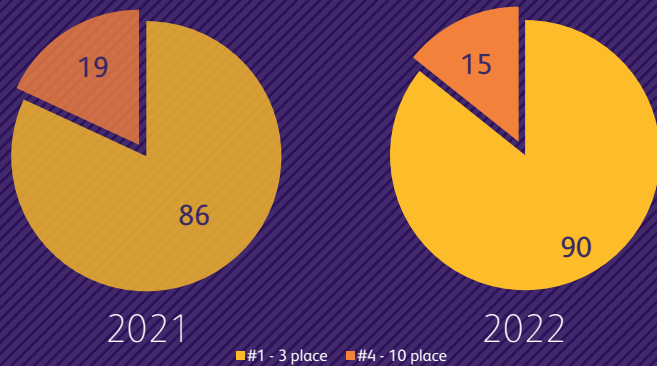
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THE WINKWORTH BRAND

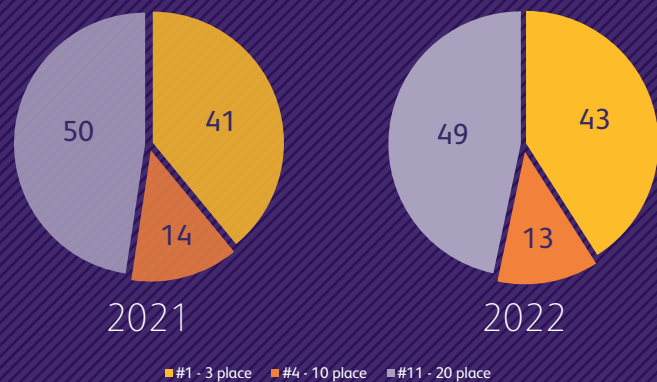
BUILDING THE WINKWORTH BRAND ONLINE

GOOGLE SEARCH RANKINGS...

WINKWORTH OFFICE RANKING FOR: ESTATE AGENTS IN...



WINKWORTH OFFICE RANKING FOR: PROPERTIES FOR SALE IN...



GAINS IN SOCIAL MEDIA

Facebook Page reach

+166%

2022 vs 2021

Instagram reach

+913%

2022 vs 2021

Facebook Page Visits

+55%

2022 vs 2021

Instagram Profile Visits

+21%

2022 vs 2021

Facebook Likes & Follows

+16%

2022 vs 2021

Instagram Follows

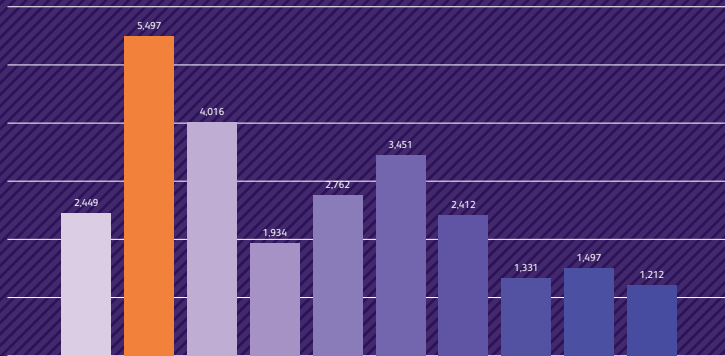
+19%

2022 vs 2021

STRENGTH OF THE WINKWORTH BRAND IN OUR AREA

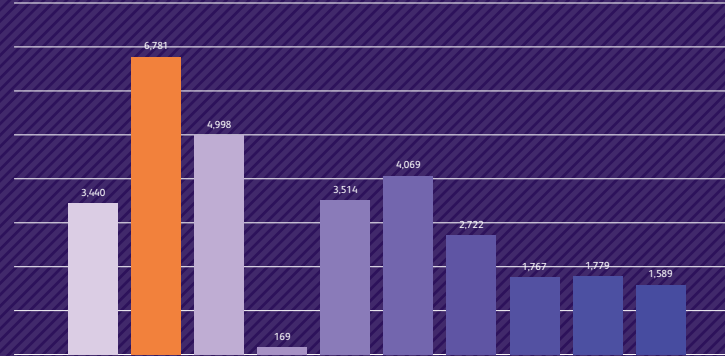
SSTC VOLUME

Largest volume of SSTC'S within the top 10 agency brands



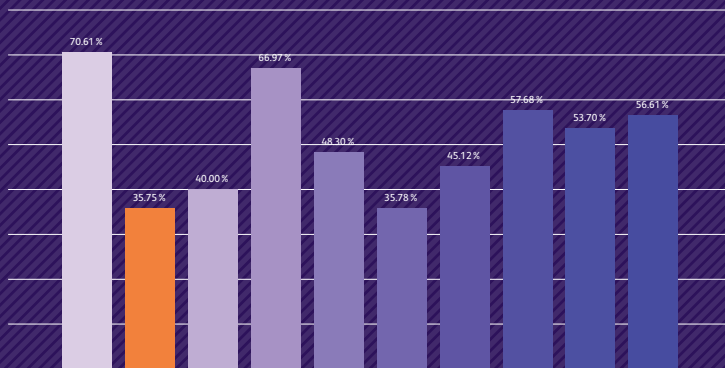
EXCHANGE VOLUME

Largest volume of Exchanges within the top 10 agency brands



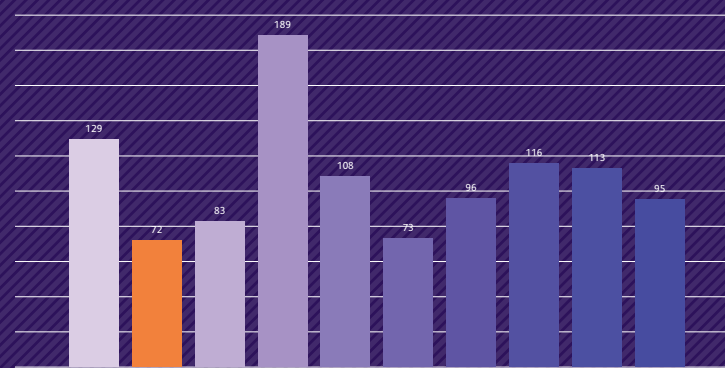
% OF WITHDRAWN PROPERTIES

Smallest number of Withdrawns within the Top 10 agency brands



NUMBER OF DAYS FROM LISTING TO SSTC

Fastest agent to SSTC within the Top 10 agency brands



■ Foxtons ■ Winkworth ■ Kinleigh Folkard & Hayward ■ Dexters ■ Savills ■ Purplebricks.com ■ Hamptons ■ Chestertons ■ Knight Frank ■ Barnard Marcus



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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

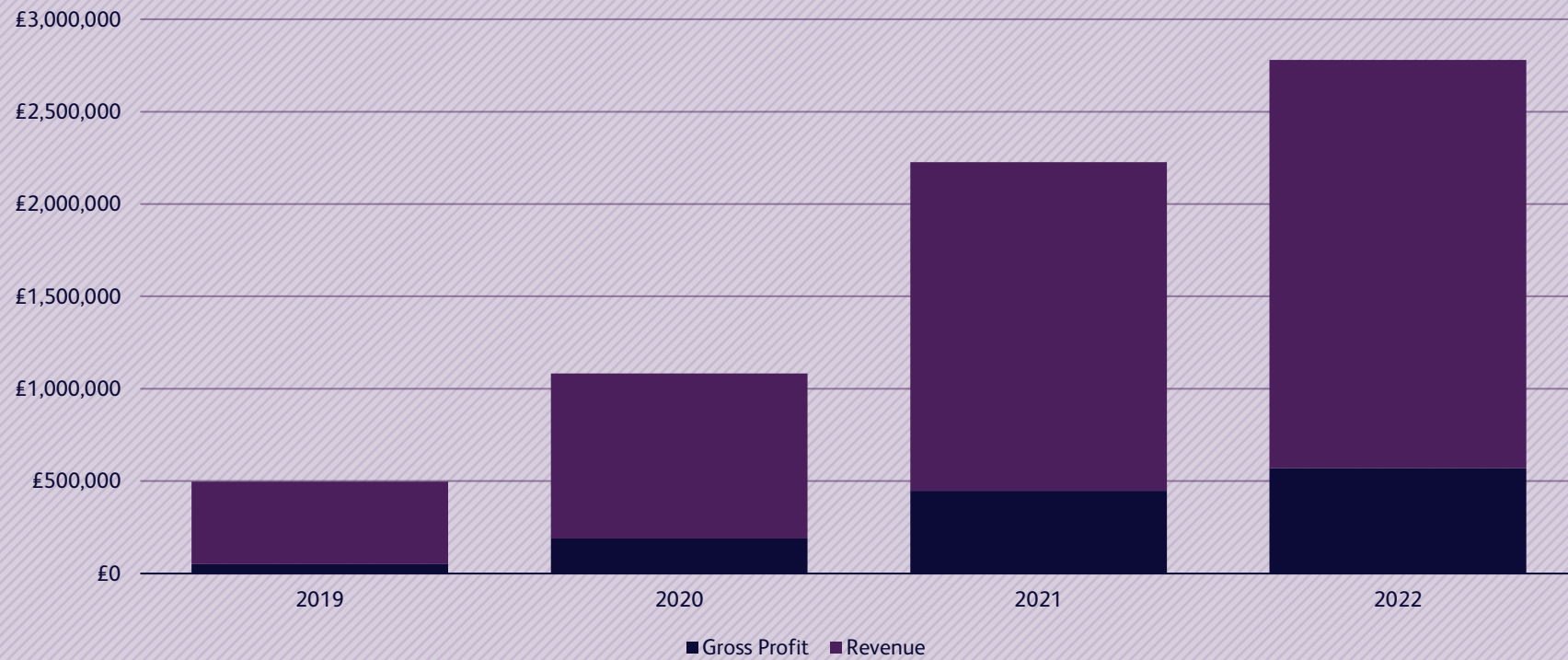


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OWNED BUSINESSES

OWNED BUSINESSES

OWNED BUSINESSES - REVENUE AND PROFITS

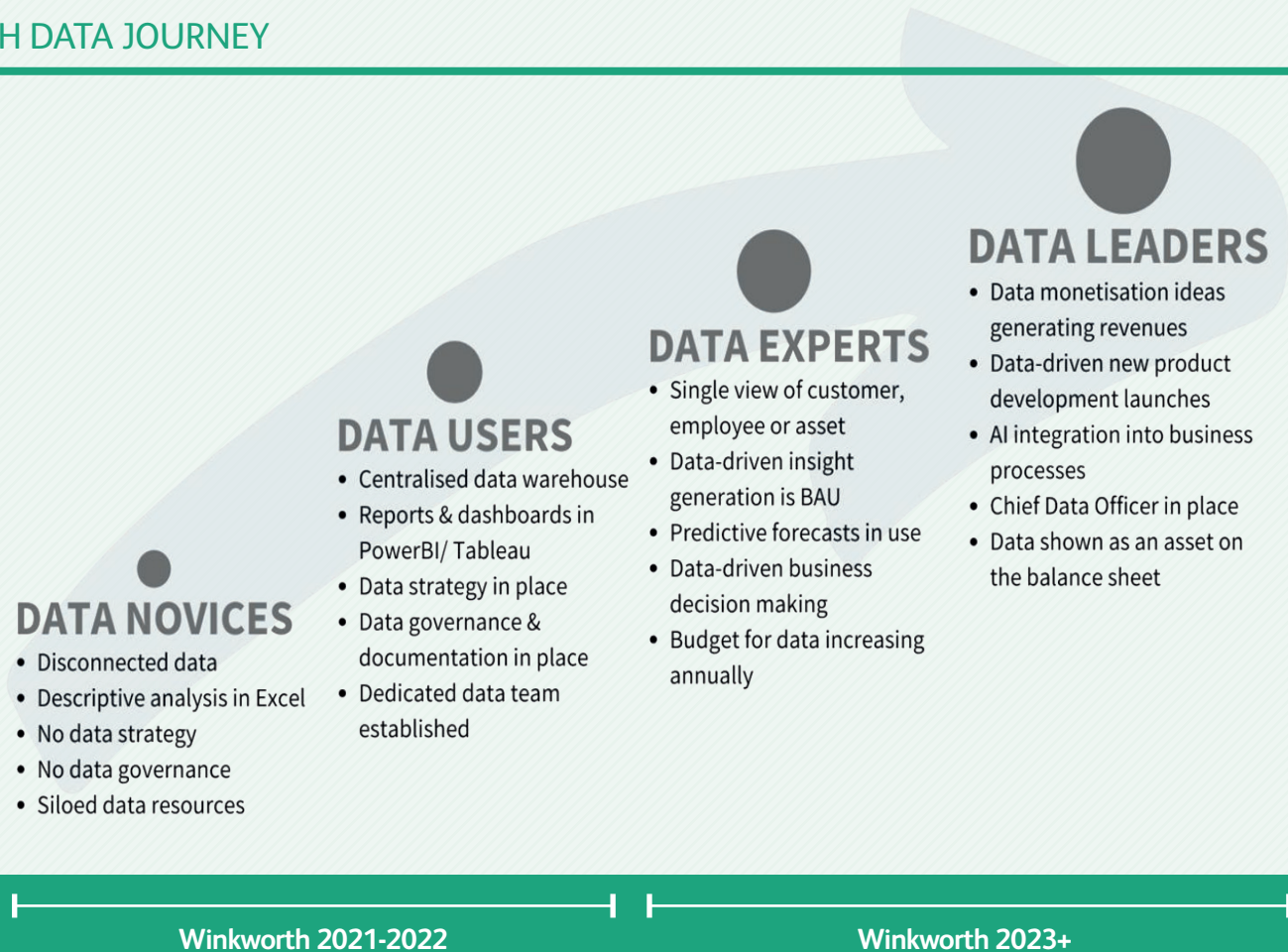




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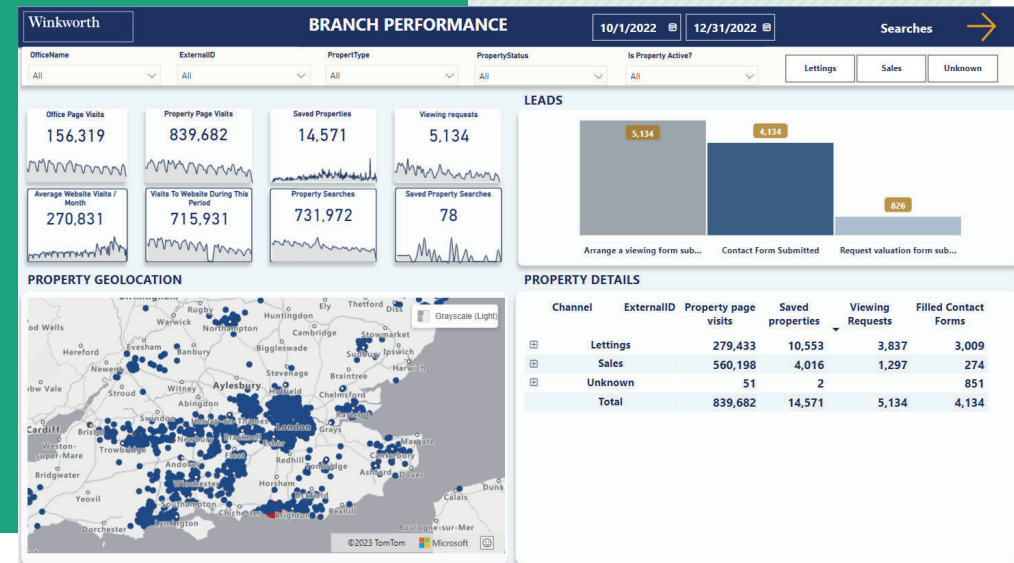
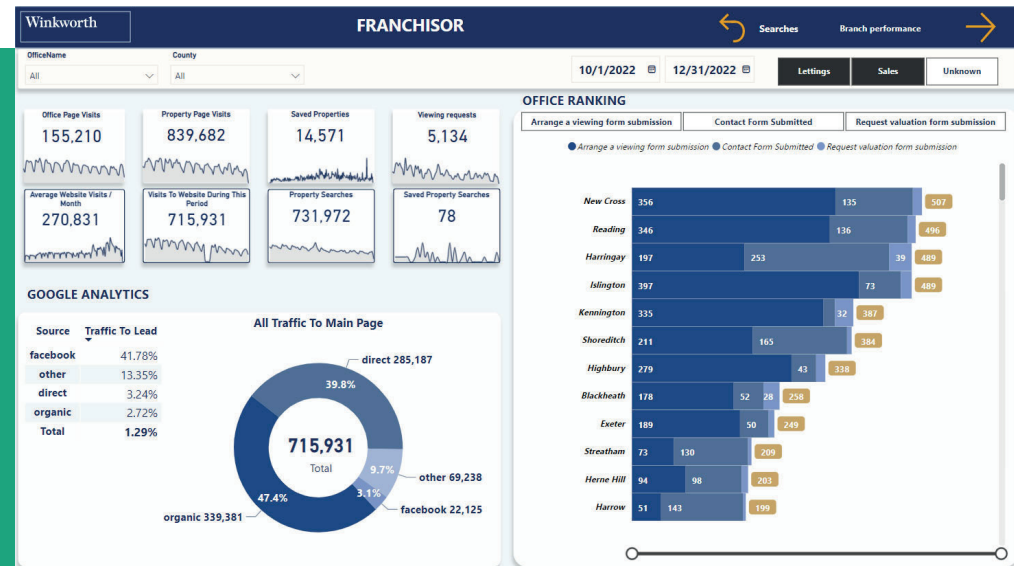
DIGITAL EVOLUTION

WINKWORTH DATA JOURNEY



WINKWORTH DATA DASHBOARD V1

- Designed to put data and analytics in an easy to understand and actionable form
- v1 built from Winkworth.co.uk and Google Analytics data
- For Winkworth offices it allows analysis of how well properties are performing on the site in terms of views and leads. As well as information on their individual Microsites
- For the Franchisor it allows easy insights and rankings on offices across the network as well as analysis on lead generation and sources
- v2 to include data from other sources such as our property CRM to enable a clearer picture of our client journey (Cradle to Grave)

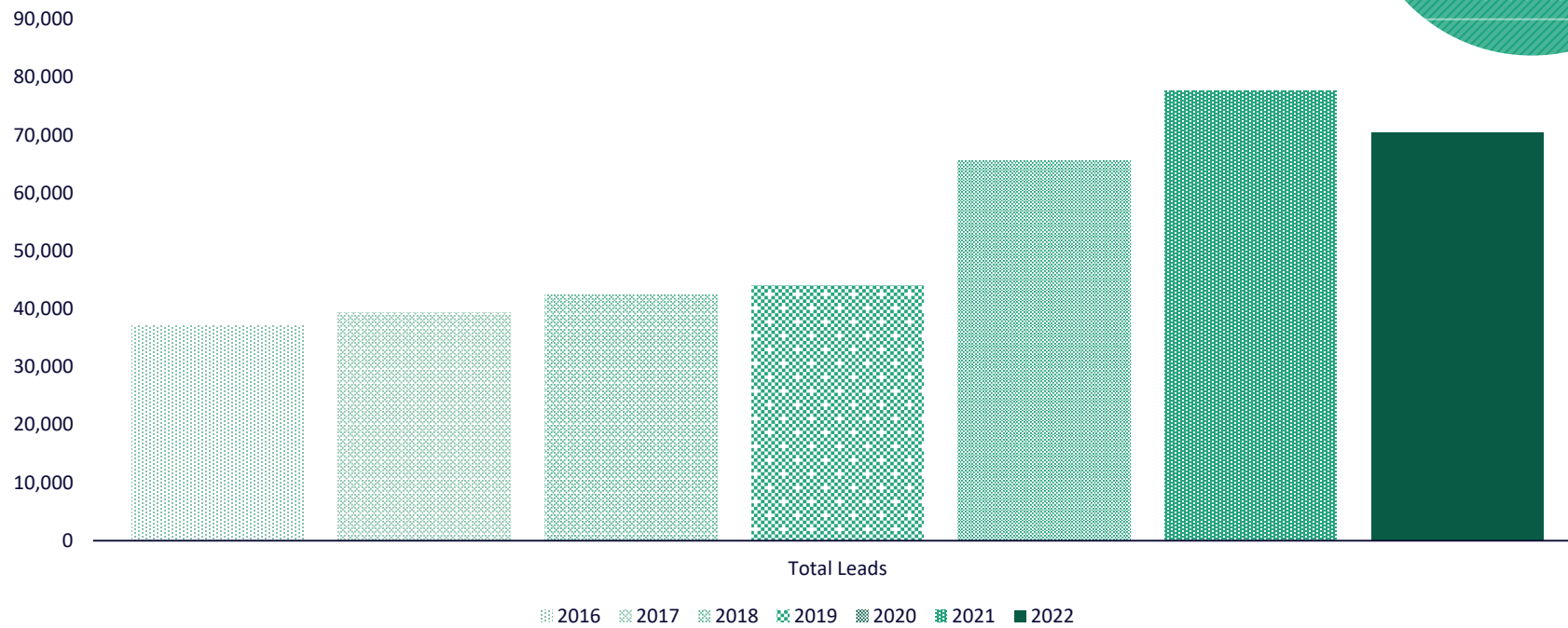


LEAD GENERATION FROM WINKWORTH.CO.UK

Ongoing evolution of the website has maintained the level of leads

WEBSITE LEADS 2022

2022
Conversion Rate
1.70%
2021 : 1.41%
2019 : 1.07%



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LOOKING BACK & LOOKING AHEAD

2022 SUMMARY & LOOKING AHEAD

2022

- Lettings and management revenue of £28.7m up by 11% vs 2021 (Up 18% vs. 2019)
- Network sales revenue of £34.3m down by 12% vs. 2021 (Up 44% vs. 2019)
- Overall franchised network revenue down 3% to £63.1 million (Up 31% vs. 2019).
- Maintained position as number 2 in London by number of properties exchanged
- Winkworth revenue of £9.31m down by 1% vs. 2021 (Up 45% vs. 2019); PBT £2.47m down by 23% vs. 2021 (Up 51% vs. 2019)
- Ordinary dividends declared of 11.0p
- 2 new franchised offices opened
- Continued growth in revenue of majority owned businesses
- Tooting retained number one position for SSTC in its area. Crystal Palace improved to 6th

2023 AND BEYOND

- Aim to be the first option for agents wishing to set up their own business operating in prime markets
- Continued investment in digital to improve functionality and evolve the network offering
- Remain a people led business guided by available talent; Portfolio management
- Target new equity participation businesses with key talent in suitable areas
- Target of 6 new franchises each year
- Further growth in revenue of majority-owned offices
- PCL to continue to recover in 2023
- Prime London markets to remain positive overall above 2019 levels
- Balance sheet strength positions us to invest as opportunities arise
- Progressive dividend

Winkworth

for every step...