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SUMMARY OF OFFERING AND EXPECTED TIMETABLE

SUMMARY OF OFFERING

● ISSUER	LIKEWISE GROUP PLC
● MARKET	AIM
● TICKER	LIKE
● MARKET CAPITALISATION ON ADMISSION	C.£50 MILLION
● TARGET FREE FLOAT	EST. 53%
● MANAGEMENT AND SENIOR EMPLOYEE OWNERSHIP POST IPO	EST. 47%
● ISSUE SIZE	PRIMARY (GROSS): C.£10 MILLION / SECONDARY: C.£1 MILLION
● LOCK INS	DIRECTORS AND SENIOR MANAGEMENT: 12 MONTH LOCK-IN FOLLOWED BY 12 MONTHS ORDERLY MARKET
● NOMAD AND BROKER	ZEUS CAPITAL LIMITED
● JOINT BROKER	RAVENS CROFT CONSULTANCY & LISTING SERVICES LIMITED

EXPECTED TIMETABLE

● INVESTOR MARKETING	14 JULY 2021 TO 23 JULY 2021
● ALLOCATIONS	27 JULY 2021
● PUBLICATION OF ADMISSION DOCUMENT	28 JULY 2021
● GENERAL MEETING	17 AUGUST 2021
● ADMISSION	18 AUGUST 2021



PAUL BASSI CBE
NON-EXECUTIVE CHAIRMAN

- Paul is also CEO of Real Estate Investors PLC
- Founder and Chairman of Bond Wolfe and formerly Non-Executive Chairman of CP Bigwood Chartered Surveyors
- Past President of the Birmingham Chamber of Commerce
- Former Regional Chairman & Strategy Adviser to Coutts Bank (West Midlands)
- Awarded a CBE in 2010 for services to business and the community



TONY BREWER
CHIEF EXECUTIVE OFFICER

- 44 years' experience within flooring, gaining extensive industry knowledge and supplier relationships
- Joined Headlam in 1991 as Managing Director of their Flooring Division and Main Board Director
- Headlam Chief Executive 2000 - 2016
- Founder and Chief Executive of Likewise Group, principally responsible for Strategy, Acquisitions, Supplier and Investor Relations



ROY POVEY
CHIEF FINANCIAL OFFICER

- Financial Controller with 21 years' experience in the flooring industry
- 6 years as Financial Director within the home improvement industry
- Worked as Financial Controller as part of the Senior Management Teams in Headlam Coleshill and Tamworth. Roy successfully integrated several newly acquired businesses both financially and operationally
- In acknowledgement of his operational experience he was appointed as General Manager at Mercado



ANDREW SIMPSON
NON-EXECUTIVE DIRECTOR

- 37 years' experience in the flooring industry
- Joined the Gainsborough Group in 1973
- Joined the MCD Group in 1978
- Appointed Managing Director of Wilkies Carpets, Leeds in 1983
- Joined Headlam in 1991
- Retired in 2010 after 37 years gaining immense knowledge and experience working with suppliers, customers and employees

EXECUTIVE BOARD

MANAGEMENT TEAM



TONY JUDGE
COMMERCIAL

- 36 years' experience within the flooring industry, having worked for both manufacturers and distributors
- Before joining Likewise in October 2019, Tony was employed as the Chief Operating Officer of the Headlam Group, having previously gained experience in various roles across Purchasing, Sales, Logistics and IT
- As Commercial Director Tony is principally responsible for IT, Logistics and Business Development



ADRIAN LAFFEY
MAINSTREAM RESIDENTIAL

- 33 years' experience in flooring, from retail to distribution
- Joined Mercado in 1993 as a Sales Representative progressing to Buying Director and latterly Joint Managing Director, with responsibility for the four businesses operating from the Mercado site
- Responsible for all aspects of Headlam's flagship distribution centre in Tamworth before joining Likewise
- Global supplier relationships across all types of flooring products with considerable industry knowledge



JAMES KELLETT
MAINSTREAM CONTRACT

- 31 years' flooring industry experience, starting on the trade counter working through the business to sales, stock control then 15 years as Commercial Buying Director for the Mercado Group of companies within Headlam, latterly Joint Managing Director
- Strong supplier and customer relations across the commercial and luxury vinyl tile flooring sectors



JIM MCGREGOR

BRANCH MANAGER
LIKEWISE SCOTLAND



GEORGE PRIOR

COMMERCIAL DIRECTOR
LIKEWISE NORTH



STU PETERS

COMMERCIAL DIRECTOR
LIKEWISE NORTH EAST



CRAIG MELLING

GENERAL MANAGER
A&A CARPETS



TROY FALLON

KEY ACCOUNT MANAGER
LIKEWISE TRADING



SANDRA CARTER

KEY ACCOUNT MANAGER
LIKEWISE TRADING



JOHN SPINK

BUSINESS MANAGER
LIKEWISE MIDLANDS



SHONA REDMAN

FINANCIAL CONTROLLER
LIKEWISE FLOORS



SHANE WILLIS-BETTS

COMMERCIAL DIRECTOR
LIKEWISE SOUTH



DARREN AITKEN

OPERATIONS MANAGER
LIKEWISE MATTING &
MARQUEE FLOORS



SIMON PAGE

SALES MANAGER
LIKEWISE MATTING &
MARQUEE FLOORS



DARREN MINNS

FINANCIAL CONTROLLER
LIKEWISE MATTING &
LEWIS ABBOTT



DAN THOMPSON

COMMERCIAL MANAGER
LEWIS ABBOTT



PATRICK O'CONNOR

BUSINESS MANAGER
H&V CARPETS

EARLY YEARS

EXECUTIVE MANAGEMENT

LIKEWISE

1970'S

- APPRENTICESHIP
- WAREHOUSE & TRANSPORT
- TELESALES
- FLOORING FITTER
- BUYING & SELLING

1980'S

- OPERATIONAL MANAGEMENT
- NATIONAL & REGIONAL
- BUYING
- SELLING
- IT, LOGISTICS & FINANCE
- LARGE FLOORING DISTRIBUTION BUSINESS

1990'S

- ESTABLISHED NEW FLOORING DISTRIBUTION BUSINESS
- SALES C. £20M
- MKT CAP £5M

2000'S

- PRINCIPAL PLAYER
- MULTIPLE BRANDS
- WORLDWIDE SUPPLIER RELATIONSHIPS
- SOPHISTICATED IT

2010'S

- SALES £700M
- MKT CAP £380M

2018

- NEW VENTURE
- PROVEN TEAM
- SALES £4M

2021

- FOUNDATION ESTABLISHED
- SUPPLIERS
- SALES TEAM
- MKT CAP £40M

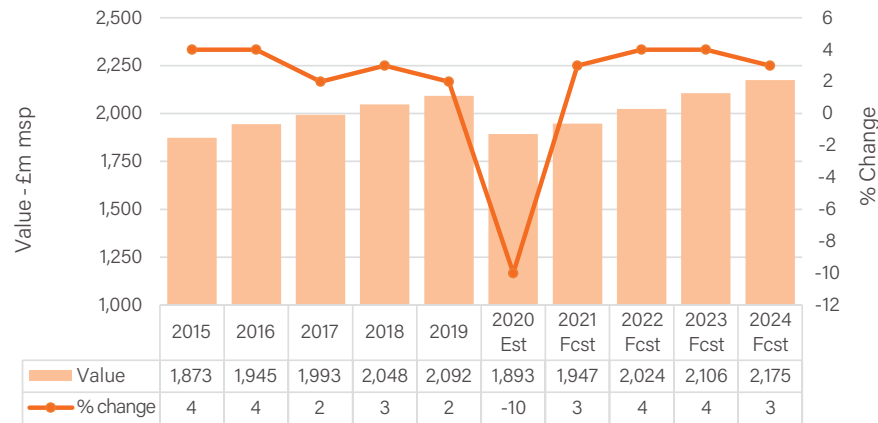
TIMELINE OF EVENTS



HIGHLIGHTS

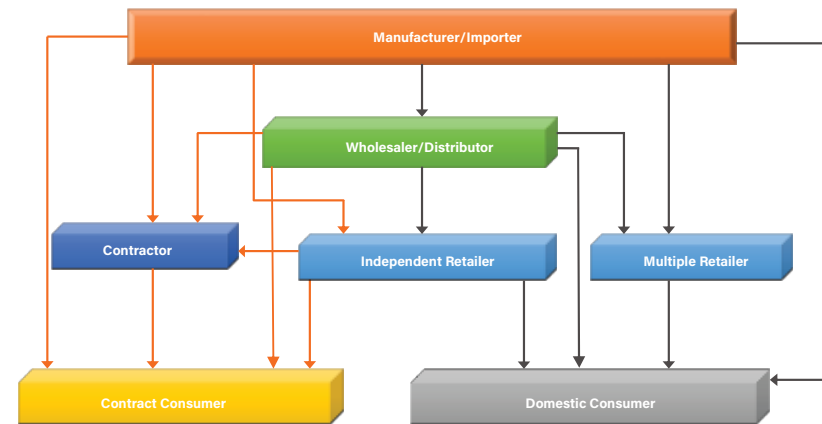
- MATTING BUSINESSES SUCCESSFULLY MERGED TO ONE SITE AND NOW PROFITABLE
- HEATSEAM PROVIDES GROUP WITH CRITICAL MASS IN RESIDENTIAL FLOORING
- NEW DISTRIBUTION CENTRE OPERATIONAL IN MORLEY, LEEDS
- SUCCESSFUL IMPLEMENTATION OF SINGLE PLATFORM IT SYSTEM INTO ALL BUSINESSES (EXCEPT A&A)
- ALL LIKEWISE BRANDED BUSINESSES ESTABLISHED IN 2019 NOW PROFITABLE
- A&A PERFORMING AHEAD OF MANAGEMENT EXPECTATIONS
- OPPORTUNITIES FOR ADDITIONAL GEOGRAPHICAL PRESENCE THROUGH ORGANIC GROWTH

UK FLOORCOVERINGS MARKET SIZE AND FORECASTS 2015 - 2024 BY VALUE (£M AT MSP)



Source: AMA Research Ltd/Trade Estimates

MAIN DISTRIBUTION CHANNELS FOR THE UK FLOORCOVERINGS MARKET



Source: AMA Research Ltd

UK RESIDENTIAL PROPERTY TRANSACTIONS* VALUED AT £40K OR ABOVE 2014 - 2019 BY VOLUME

Year	Volume (000s) Not Seasonally Adjusted	% Change
2014	1,219	+ 14
2015	1,230	+ 1
2016	1,235	-
2017	1,220	- 1
2018	1,191	- 2
2019	1,177	- 1
2020 Q1 to Q3	671	

Source: HMRC/AMA Research Ltd * Includes all freehold, leasehold and residential housing land

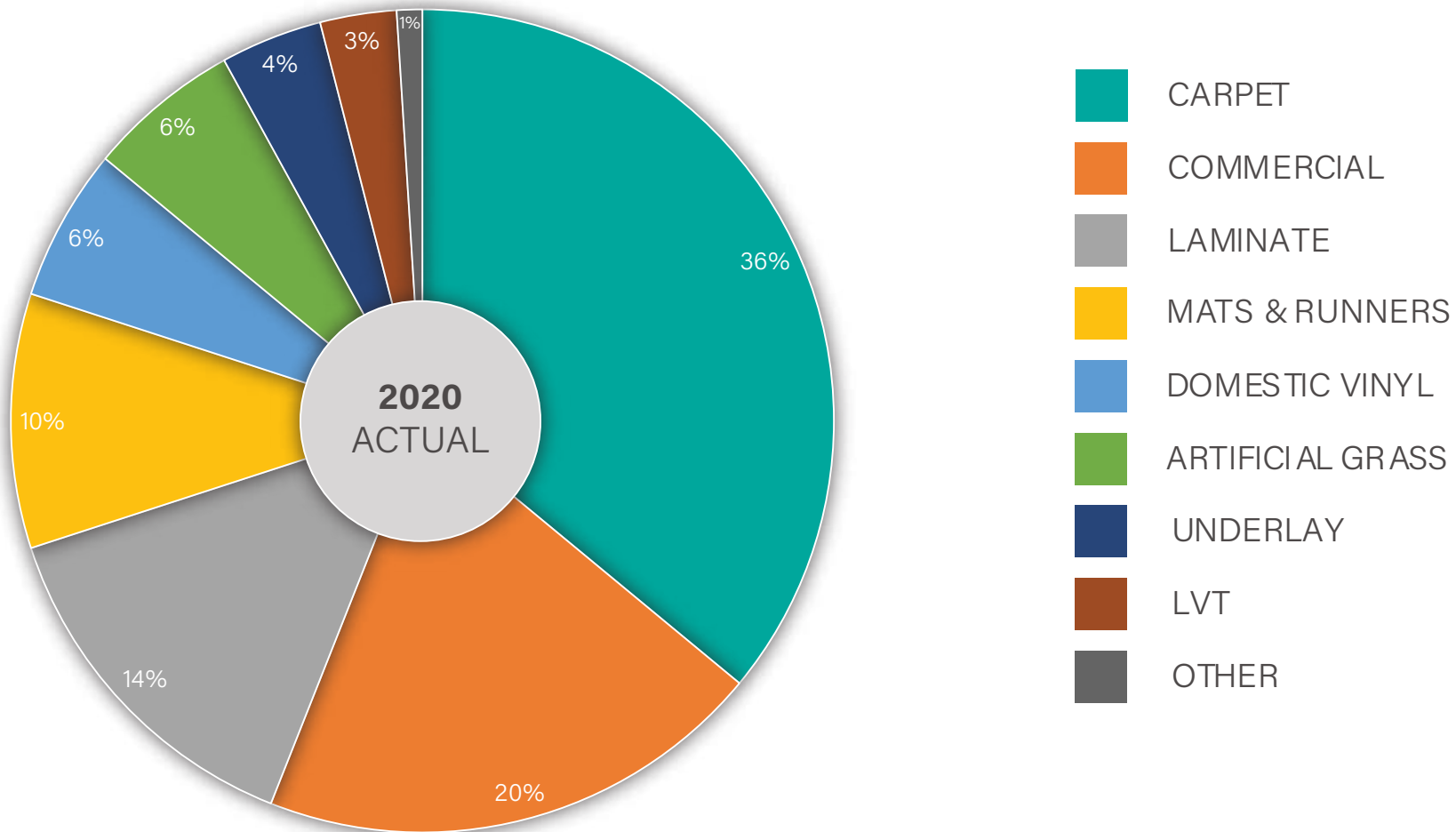
HOUSING COMPLETIONS (GB) 2014 - 2020 NUMBER OF DWELLINGS

Year	Private Sector	Public Sector	All Dwellings	% change
2014	110,553	29,971	140,524	+ 7
2015	129,557	38,080	167,637	+ 19
2016	133,861	32,697	166,558	- 1
2017	152,599	35,517	188,116	+ 13
2018	154,937	37,636	192,573	+ 2
2019	165,227	43,144	208,371	+ 8
2020 Est	111,624	25,018	136,642	- 34

Source:ONS/AMA Research Ltd

PRODUCTS

- RESIDENTIAL AND COMMERCIAL SECTORS INCLUDING MULTIPLE RETAILERS, INDEPENDENTS AND FLOORING CONTRACTORS
- EXTENSIVE PRODUCT OFFERING COVERING ALL KEY CATEGORIES



SUPPLIERS

OVERVIEW

- LONG ESTABLISHED SUPPLIER RELATIONSHIPS
- GLOBAL SUPPLY BASE - 79 SUPPLIERS IN 19 COUNTRIES
- LEADING MANUFACTURERS IN THE UK, EUROPE, TURKEY AND THE FAR EAST

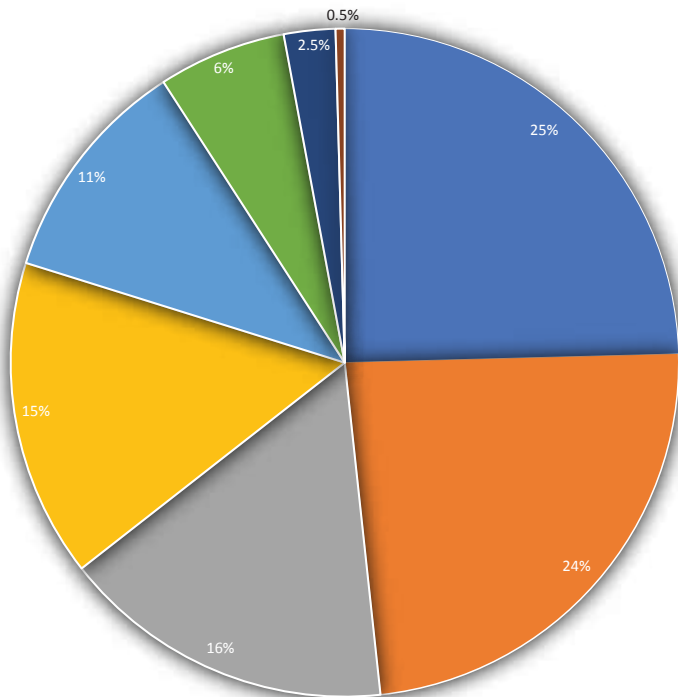
KEY RESIDENTIAL SUPPLIERS



KEY CONTRACT SUPPLIERS



SUPPLIERS BY REGION



- HOLLAND
- BELGIUM
- EUROPE OTHER
- UK
- FAR EAST
- TURKEY
- INDIA
- UKRAINE
- KEY SUPPLIERS



SHOWROOM DISPLAYS



SALES RESOURCE

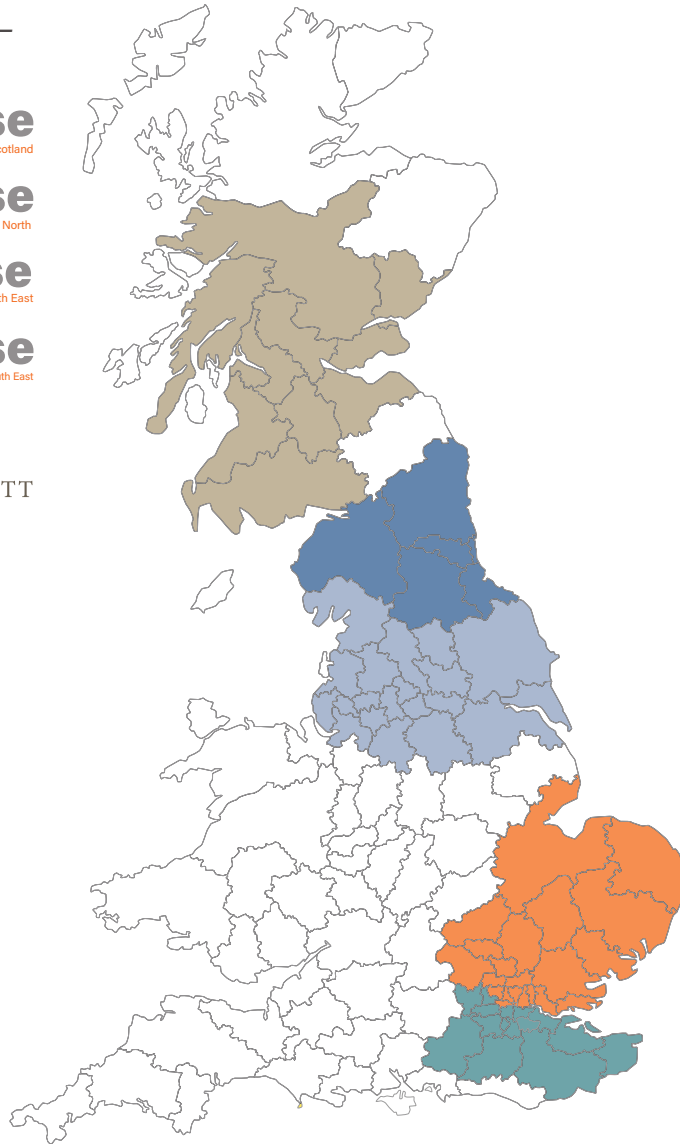
- ONGOING RECRUITMENT OF EXPERIENCED SALES PEOPLE IS KEY TO THE DEVELOPMENT OF THE GROUP

BRAND	SALES MANAGEMENT	SENIOR CUSTOMER SUPPORT		SALES AGENTS
		EXTERNAL	INTERNAL	
	1	4	3	-
	1	-	3	4
	1	2	2	3
	1	2	1	1
 Scotland	2	2	1	-
 North East	1	3	1	-
 North	2	5	2	-
 Midlands	1	3	1	-
 South East	1	3	1	-
 Matting	2	6	1	2
 Trading	2	-	-	-
TOTALS	15	30	16	10
49 PEOPLE - MAY 2019	17	8	4	20


GEOGRAPHICAL MARKET PRESENCE

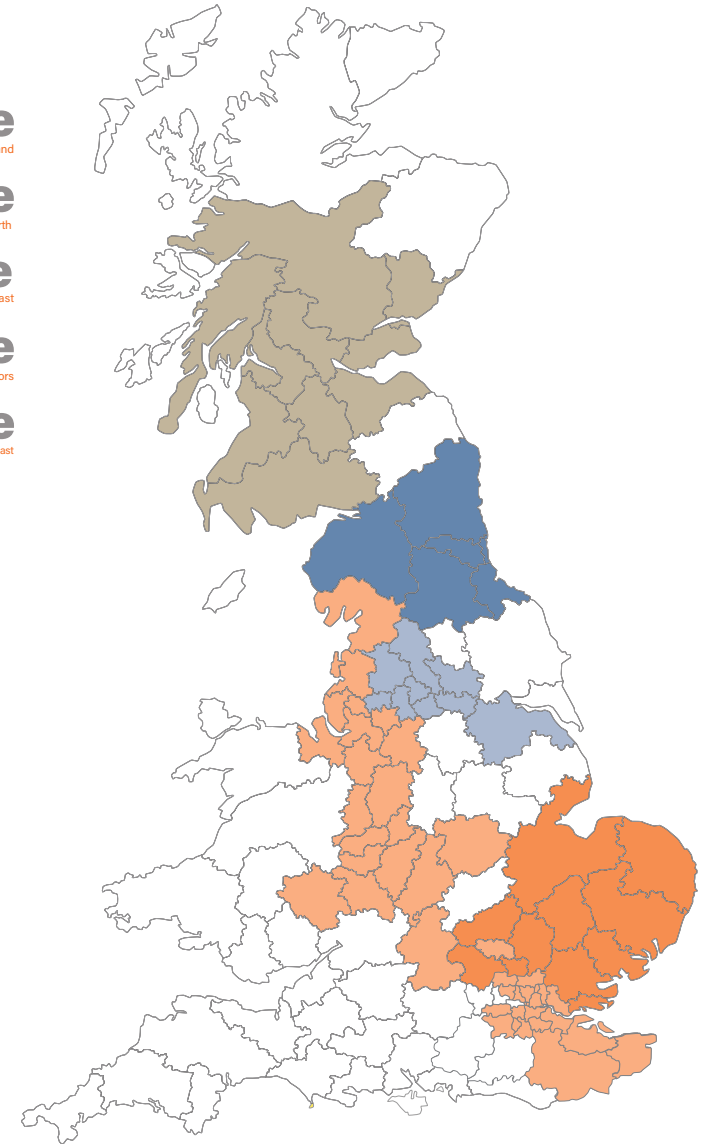
COMMERCIAL

-  **Likewise**
Scotland
-  **Likewise**
North
-  **Likewise**
North East
-  **Likewise**
South East
-  
Floors by
LEWIS ABBOTT



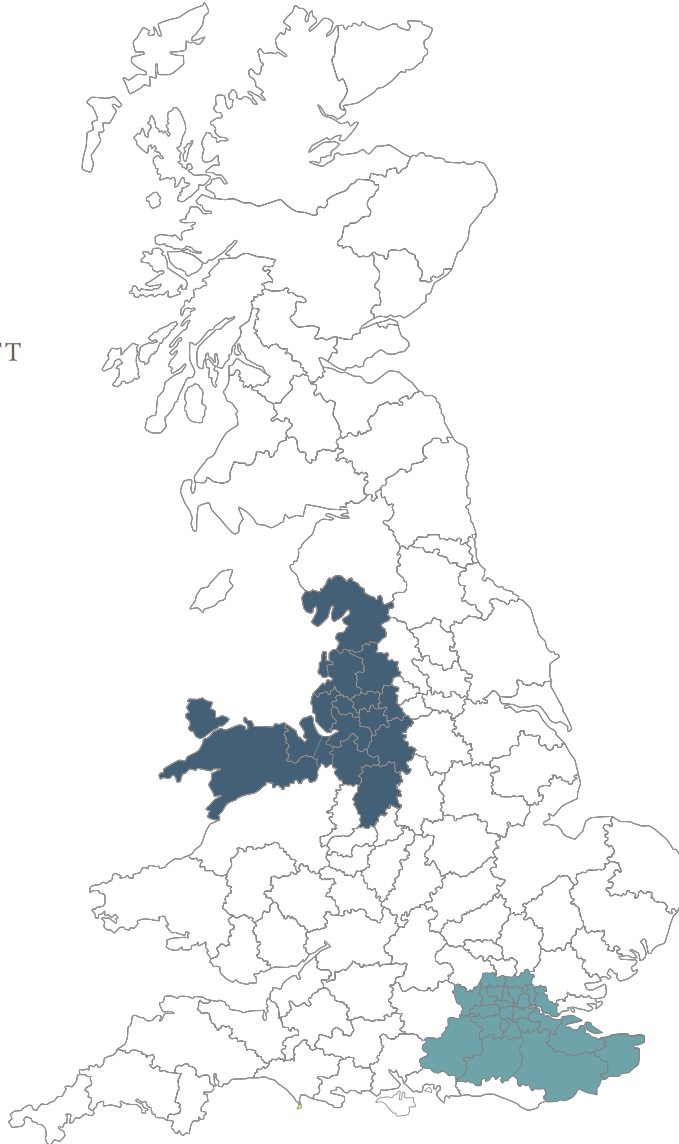
RESIDENTIAL

-  **Likewise**
Scotland
-  **Likewise**
North
-  **Likewise**
North East
-  **Likewise**
Floors
-  **Likewise**
South East

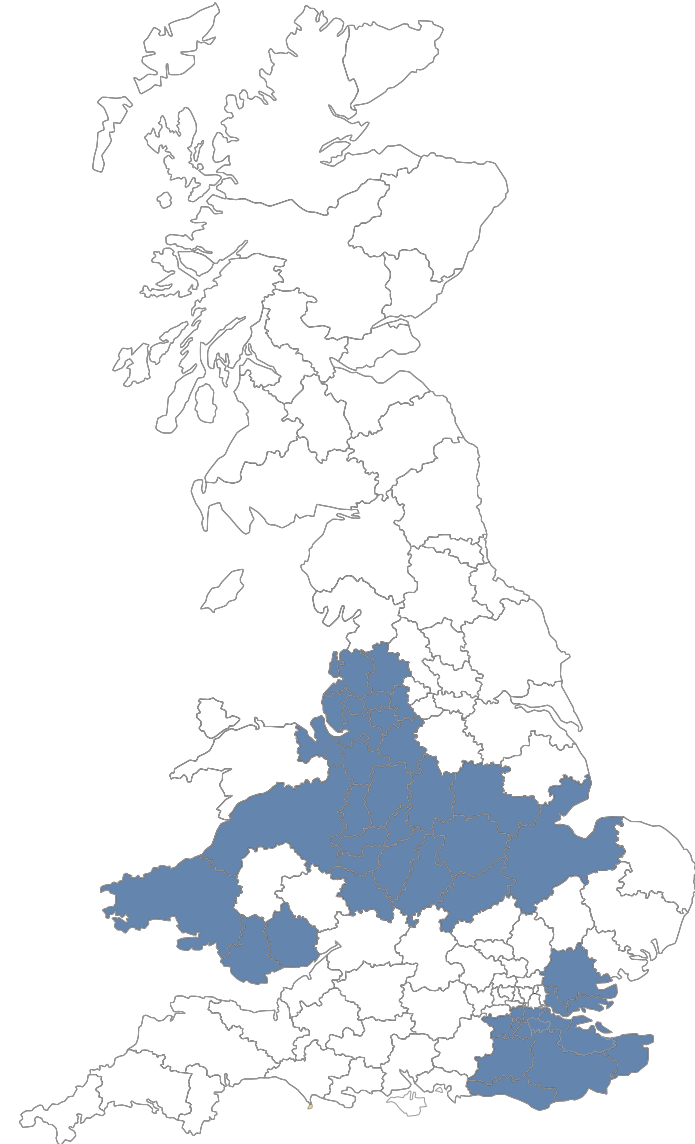


GEOGRAPHICAL MARKET PRESENCE

RESIDENTIAL



RESIDENTIAL



NEW DISTRIBUTION FACILITY

- LOCATED IN MORLEY, LEEDS WITH EXCELLENT ACCESS TO THE M62 AND M621 MOTORWAYS



NEW DISTRIBUTION FACILITY

- LOCATED IN BIRMINGHAM WITH EXCELLENT ACCESS TO THE M6 AND M42 MOTORWAYS



IT SYSTEM IMPLEMENTATION



JANUARY 2019



MARCH 2019



AUGUST 2019



SEPTEMBER 2019



SEPTEMBER 2019



JANUARY 2020



MAY 2020



OCTOBER 2020



APRIL 2021



CRM SYSTEM

AUGUST 2021



B2B COMMUNICATION

Q4 2021



SIGN ON GLASS

LATE 2021



INNOVATIVE NEW STOCK LOCATION SYSTEM



- 52 DELIVERY VEHICLES PROVIDING A NEXT DAY SERVICE

NATIONAL DISTRIBUTION HUB
MORLEY 80,000 FT²

NATIONAL DISTRIBUTION CENTRE
SUDBURY 80,000 FT²
BIRMINGHAM 57,000 FT²

REGIONAL DISTRIBUTION CENTRE
MANCHESTER 35,000 FT²

REGIONAL LOGISTICS CENTRES
GLASGOW 10,500 FT²
NEWCASTLE 7,500 FT²
PECKHAM 8,500 FT²

EUROPE
MEULEBEKE 20,000 FT²



COMMERCIAL VEHICLES		
LOCATION	TRUCKS	VANS
GLASGOW	5	1
NEWCASTLE	4	1
MORLEY	12	2
MANCHESTER	9	2
BIRMINGHAM	3	0
SUDBURY	7	2
PECKHAM	3	1
TOTALS	43	9
MAY 2019	16	18

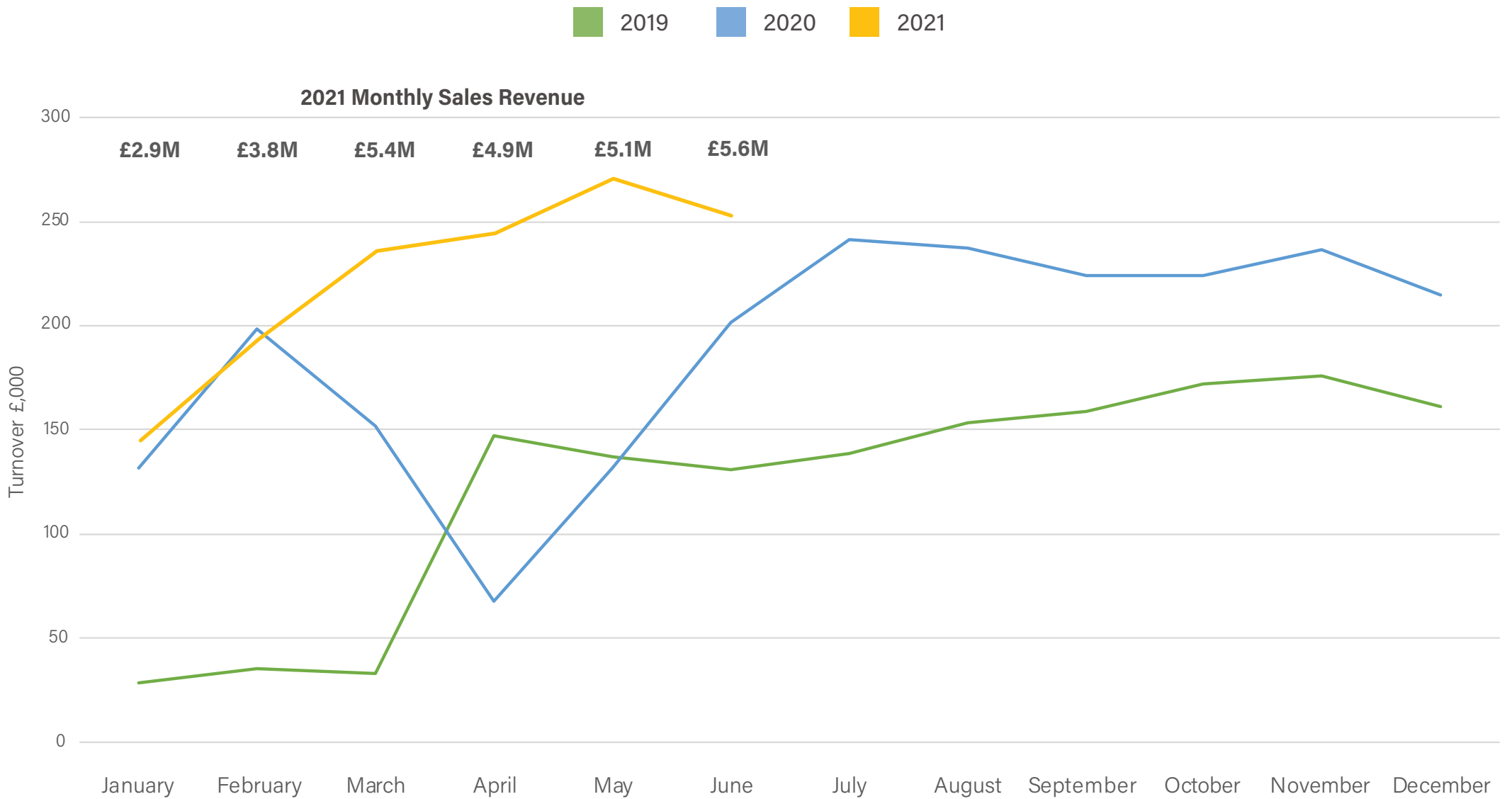
LOAD CAPACITY INCREASED FROM 114 TO 267 TONNE PER DAY

FINANCIAL HIGHLIGHTS

- SALES PROGRESSIVELY DEVELOPED IN LAST 3 YEARS
- CONSISTENTLY PROFITABLE SINCE JULY 2020*
- CASH GENERATIVE
- MARKET CAPITALISATION £40 MILLION

* WITH THE EXCEPTION OF DECEMBER, JANUARY AND FEBRUARY DUE TO WORKING DAYS AND SEASONALITY

MONTHLY AND ANNUAL FIGURES



Figures shown calculated per working days

- ADDITIONAL DISTRIBUTION AND LOGISTICS CENTRES
 - > FREEHOLD LEASEHOLD PLUS ENHANCEMENTS
- WORKING CAPITAL INVESTMENT TO ACCELERATE GROWTH
- POTENTIAL FOR STRATEGIC ACQUISITIONS
- DEFERRED CONSIDERATION OF £1.48 MILLION DUE IN RELATION TO ACQUISITION OF HEATSEAM
- FEES, COMMISSION AND EXPENSES ASSOCIATED WITH THE PLACING AND ADMISSION

- LEVERAGE MORLEY NATIONAL DISTRIBUTION HUB
- INTENDED RELOCATION OF A&A MANCHESTER REGIONAL DISTRIBUTION CENTRE
- LIKewise MIDLANDS COMMENCING TRADING 5 JULY 2021
- REFINE AND INCREASE CAPACITY IN SUDBURY NATIONAL DISTRIBUTION CENTRE
- GEOGRAPHICAL EXPANSION OF FREEHOLD / LEASEHOLD DISTRIBUTION CENTRES
- ONGOING RECRUITMENT OF EXPERIENCED SALES PEOPLE
- STRATEGIC VALUE ENHANCING ACQUISITIONS

- ACCELERATE ORGANIC GROWTH THROUGH STRATEGIC INVESTMENT
- CREATE A NATIONAL DISTRIBUTOR WITH REVENUES IN EXCESS OF £200M
- THIS ENABLES THE BUSINESS TO MAXIMISE SUPPLIER AND CUSTOMER RELATIONSHIPS
- CREATE OPERATIONAL COST SYNERGIES
- GENERATE OPERATING MARGINS IN EXCESS OF C. 5%
- EXECUTED BY A VERY EXPERIENCED TEAM WITH A PROVEN TRACK RECORD IN THE SECTOR
- INTENTION TO IMPLEMENT PROGRESSIVE DIVIDEND POLICY

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