

Fact Sheet 2024

UK's largest retailer of fresh cream celebration cakes



Company Overview

- UK's largest retailer of **fresh cream celebration cakes**
- Operates under a **franchise model**
- Expanded from a single store in 2008 to more than 250 locations today
- Operating out of three facilities with UK wide reach: Enfield, Coventry and Bradford
- **1 hr click-and-collect personalised service** with UK-wide reach
- Executive directors with **experience running franchise stores**
- Listed on LSE AIM in 2018 (AIM:CBOX)

History

- 2024:** Launched new brand refresh with new website & CRM platform
- 2023:** 200th store opened in Sneiton, Nottingham
- 2022:** 27,000 sq ft bulk storage warehouse in Enfield
- 2021:** opened warehouse & distribution centres in Bradford & Coventry, reducing road miles by over 80%
- 2020:** Started delivery with Uber Eats, Just Eat & Deliveroo
- 2018:** 100th store opened / and listed on the LSE
- 2015:** Purchase of 40,000 sq ft site in Enfield
- 2013:** 5,000 sq ft baking and warehousing facility acquired
- 2008:** Cake Box is born with a shop in East London

Strategies for Growth



Grow UK footprint: targeting 400 stores

New store openings, new locations, and the next generation of shop refits with a refreshed brand, with a target for 400 stores.



Multi-channel sales model

Through digital channels, including delivery and the popular 'click-and-collect' feature, Cake Box is reaching more people, new demographics, and making it easier for customers to get what they want.



National and consumer data driven marketing

Broadening our appeal and driving loyalty through a data-driven approach, with updated CRM system and new customer loyalty programme to grow customer database and enhance customer stickiness.



Focus on capable and efficient franchisees

Working with franchisees on expansion opportunities to increase the number of multi-site franchisees some of whom are looking at locations overseas.



Investment Case

- An **asset light and cash generative** model
- **5 years of strong growth** in franchise stores and sales
- **Strong net cash position** and balance sheet
- Successful delivery against strategy over the past five years generated significant growth
- Successful management of cost pressures
- Consistent **dividend growth** - Interim dividend of 3.4 pence per share (as at 12.11.24) up 17.2% from previous year
- **Significant market opportunity** - Sweet Baked Goods & Celebration Cakes market £2.8bn in 2022, **forecast to grow to £3.2bn by 2027** (Mintel Report, 2022)

Recent Updates

Half Year Results for the 6 months ended 31 September 2024

Robust growth in revenues and profits driven by increased franchise store sales, increased online sales and new store openings.

Sukh Chamdal, CEO, said:

"It has been another successful period for Cake Box, in which we delivered strong growth across key financial metrics, and expanded our customer base by 40%, resulting in double digit increases in profits and dividends, whilst also launching our customer loyalty programme.

Our store opening programme is gaining traction, with fourteen new franchise stores opening in the year to date, compared to ten by the same date last year. We enter the second half with ongoing positive trading momentum and confidently on track to deliver full year performance in line with market expectations."



Sukh Chamdal, Founder & CEO

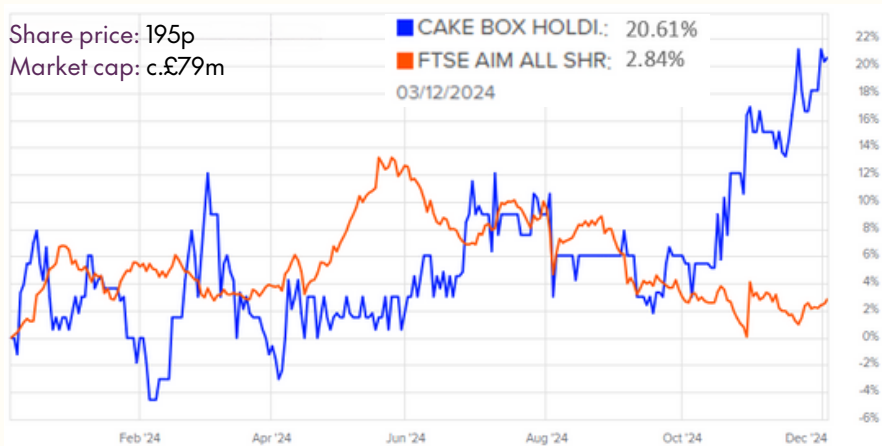
Sukh opened the first Cake Box concept store in 2008 and co-founded the franchise business in 2009. He has over 35 years' experience in the food manufacturing and food retail industry. He was previously a consultant for a food equipment company that specialised in high volume food production.



Michael Botha, CFO

Michael joined as CFO in April 2023. He has worked in senior finance and commercial roles for several franchise businesses over the last 20 years, most recently for one of the largest Domino's Pizza franchise groups in the UK and Ireland.

12 month Share Price Performance



For further information:

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