



www.currys.co.uk

Currys sales were £1,607 million (£1,487 million), an increase of 8 per cent overall and 5 per cent like for like. Currys superstore sales grew by 6 per cent like for like.

There were strong performances and good market share gains across most product categories, particularly in widescreen televisions and large domestic appliances.

The Currys *Marketplace* store concept has been successfully rolled out to 120 stores, offering greater self-service on smaller ticket items, with increased availability of take-away stock. We successfully launched the new *Currys...no worries* service proposition and marketing campaign, offering customers free delivery seven days a week and 24-hour service support underpinned by a strong price proposition. This has had considerable impact in reinforcing Currys brand positioning and driving store traffic.

We opened or resited 18 new Currys superstores, including eight large *Marketplace* stores with more than 25,000 square feet of net trading space. These stores continue to show excellent performance, ahead of the chain average. They have strong customer appeal and provide good returns and a strong platform for future growth. At the year end Currys had 17 stores of 25,000 square feet or more. We estimate that around 100 markets in the UK are able to support stores of this size.



384
stores



1. Laura Hillsdon and Lauren Gallavan answer customer enquiries at the dedicated service area in the Milton Keynes superstore. 2. Currys Milton Keynes is one of 120 *Marketplace* stores. 3. Choosing from the state of the art cookers.

7 day
home delivery



Britain's biggest for
LOW
prices



4. Elliot Smith, white goods sales adviser, with the increased laundry range at Currys. 5. Kalpesh Wanza, sales adviser, discusses widescreen TVs in one of the focal points of the Milton Keynes store. 6. Putting the latest vacuum cleaners to the test. 7. Nilesh Parma demonstrates the features of digital camcorders.