

DISCLAIMER

This document contains forward-looking statements with respect to the operations, performance and financial condition of WH Smith PLC. By their nature, these statements are subject to risks, assumptions and uncertainties that could cause actual results to differ materially from those expressed or implied because they relate to future events.

Unless otherwise required by applicable law, regulation or accounting standard, we do not undertake to publicly update any forward-looking statements, whether as a result of new information, future developments or otherwise. Nothing in this presentation should be construed as a profit forecast.

The financial information referenced in this presentation does not contain sufficient detail to allow a full understanding of the results of WH Smith PLC. For more detailed information, please see the interim results announcement for the six months ended 28 February 2025 which can be found on the Investors section of the WH Smith PLC website - www.whsmithplc.co.uk

A photograph of a WHSmith store interior. The store is brightly lit with a blue light strip along the top of the ceiling. On the left, there are shelves stocked with various products, including boxes of tissues and other packaged goods. Above these shelves, there are signs for 'DIGESTION', 'PAIN RELIEF', 'COLD & FLU', 'TEA & COFFEE', and 'SWEETS'. In the center, a large blue rectangular overlay contains the text 'WHSmith THE GLOBAL TRAVEL RETAILER' and 'INTERIM RESULTS - 16 APRIL 2025'. To the right of the overlay, there are refrigerated display cases labeled 'Meal Deal' and shelves stocked with snacks. The floor is made of large, light-colored tiles.

WHSmith

THE GLOBAL TRAVEL RETAILER

INTERIM RESULTS - 16 APRIL 2025

AGENDA

- Key Highlights
- Financial Review
- Strategic Progress
- Summary



PURE PLAY GLOBAL TRAVEL RETAILER



**INCREASE IN
SPEND PER
PASSENGER**



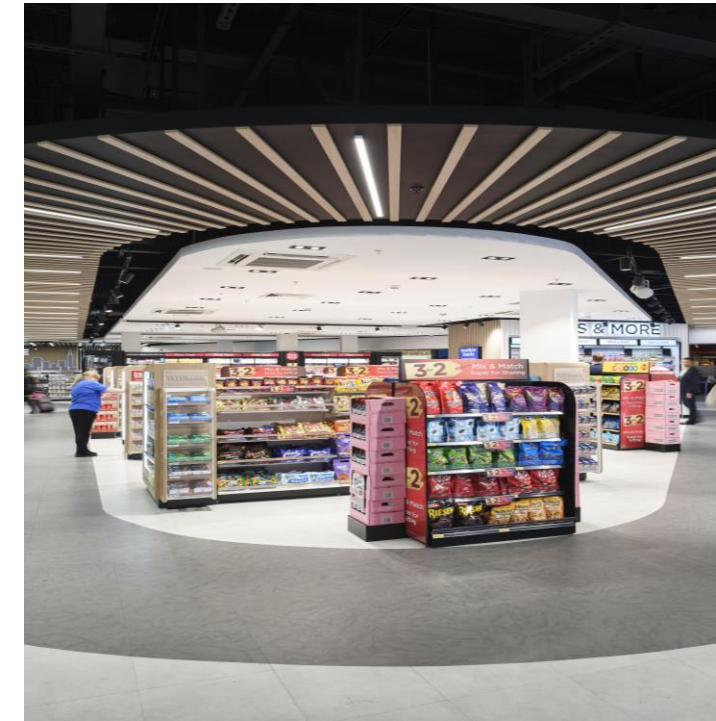
**Strong revenue
growth**



**OPTIMAL USE OF
SPACE IN EACH
STORE**



Profit growth



**SPACE GROWTH
IN NEW AND
EXISTING
MARKETS**



**Substantial cash
generation**



**GROWTH OF
PASSENGER
NUMBERS**

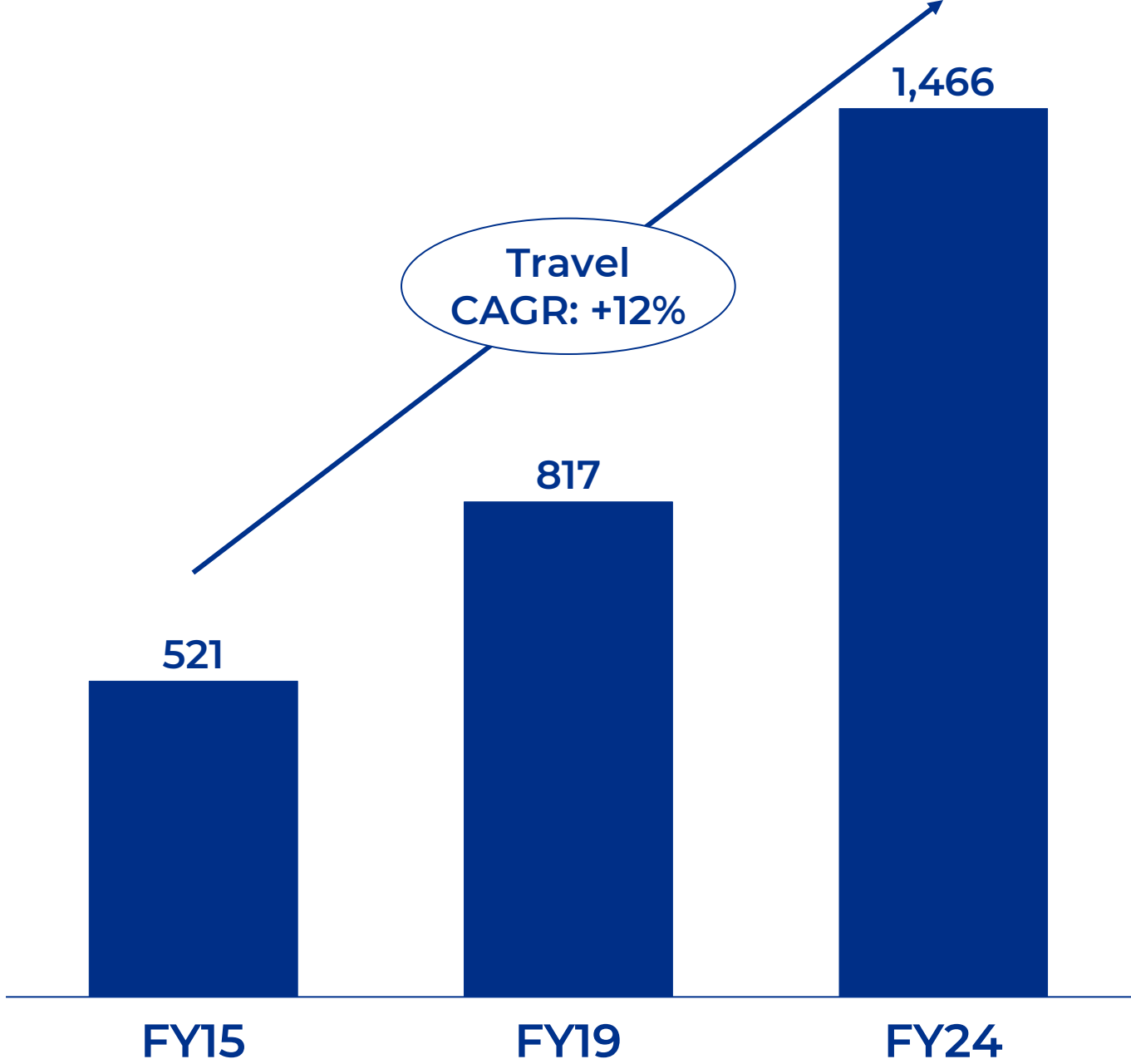


**Efficient capital
allocation policy**

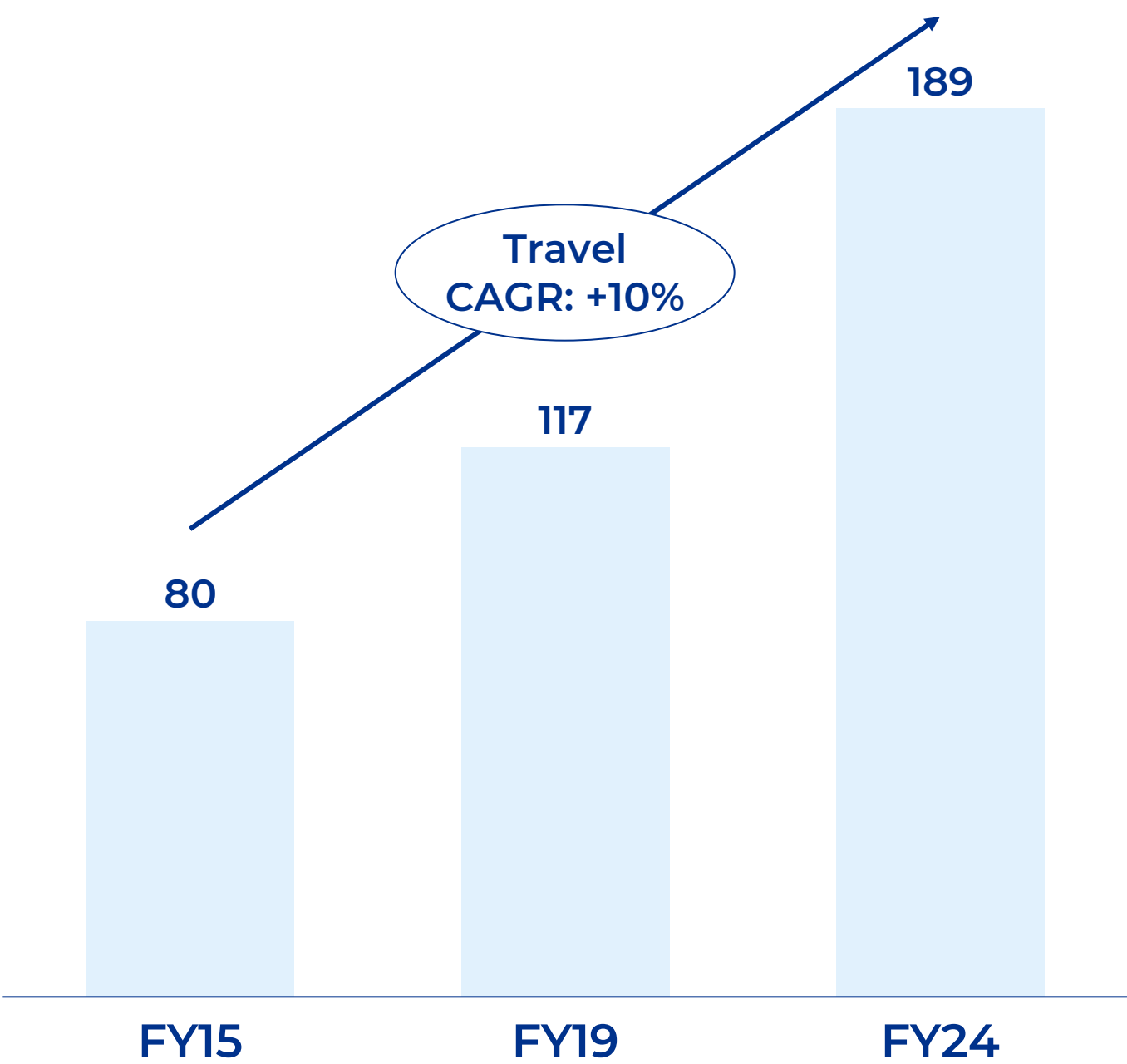
STRONG PLATFORM CREATED OVER PAST DECADE

£M

TRAVEL TRADING REVENUE

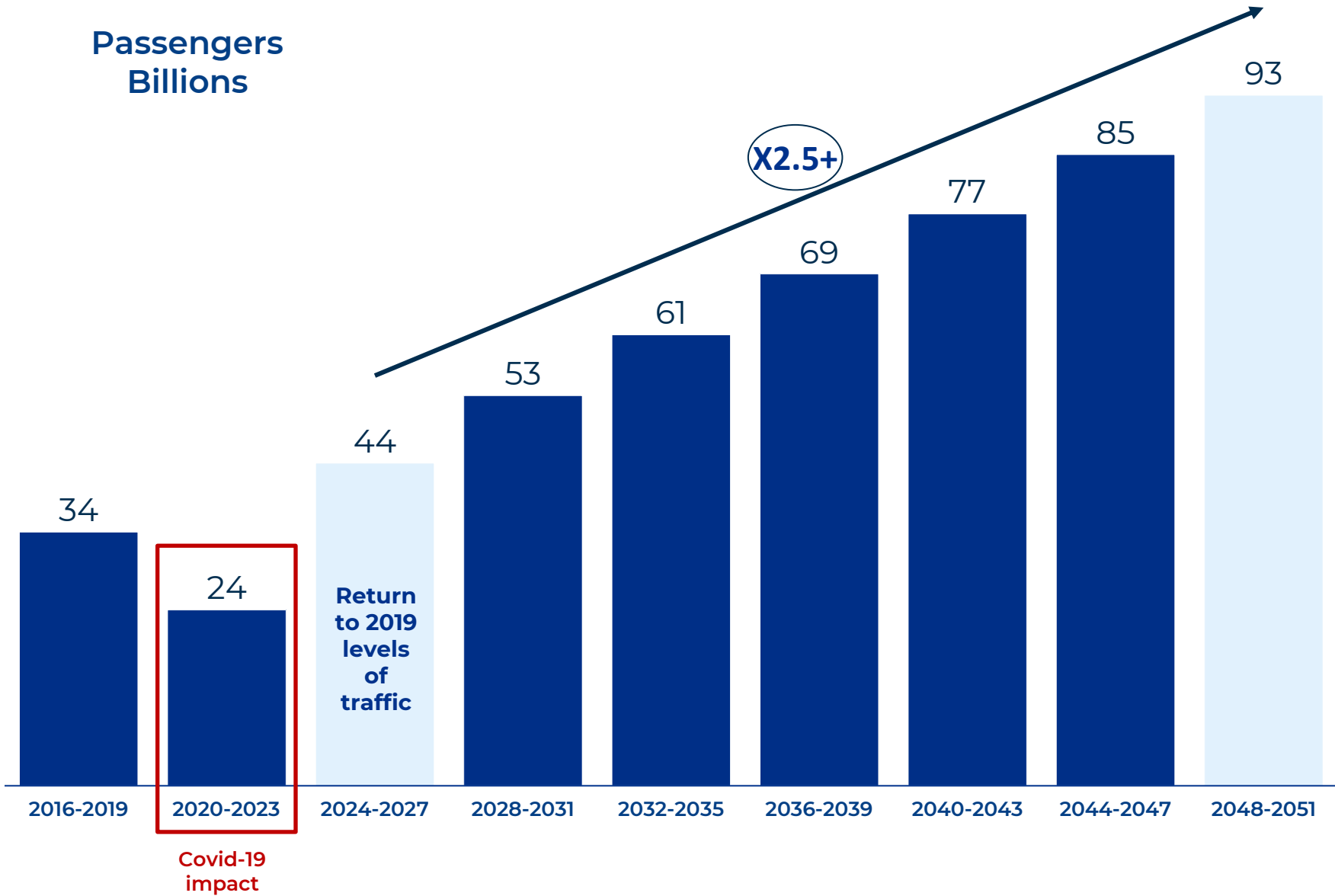


TRAVEL TRADING PROFIT



SIGNIFICANT GROWTH OPPORTUNITIES IN TRAVEL RETAIL

GLOBAL PASSENGER FORECAST 2016 - 2051



KEY GROWTH DRIVERS

- ✓ Air passengers forecast to grow at 2.5x to 2050 driven by population and economic growth
- ✓ Significant investment into airport infrastructure and retail offering
- ✓ Convergence trends in travel retail supporting “one-stop-shop” proposition
- ✓ WHSmith 4 pillar growth strategy: increasing spend per passenger, optimal use of space, space growth opportunities and growth in passenger numbers

FIRST HALF HIGHLIGHTS

Announced sale
of High Street
business



Travel trading
profit¹ of £56m
up 12%

Strong
like-for-like
revenue growth



Investing £110m
capex in
the year

30 stores opened²
during H1



New Store
pipeline of over
90 stores

£50m share
buyback
ongoing



Interim dividend
of 11.3p

Well-positioned to generate substantial growth and value for our shareholders

WHSmith

¹ Pre IFRS 16

² Gross store openings

FINANCIAL REVIEW

Max Izzard
Group CFO



WHSmith

H1 2025 FINANCIAL HIGHLIGHTS¹

TRAVEL
REVENUE

£712m

+6%¹

GROUP
REVENUE

£951m

+3%¹

GROUP
HEADLINE PBT²

£45m

(2)%¹

GROUP
EPS²

23.8p

(2)%¹

TRAVEL
TRADING PROFIT³

£56m

+12%¹

TRAVEL
PROFIT MARGIN

7.9%

+40BPS¹

GROUP
LEVERAGE

1.7x

0.1 Lower¹

INTERIM
DIVIDEND

11.3p

+3%¹

¹ Vs H1 FY24

² Headline – pre IFRS 16, excludes the impact of non-underlying items of £70m (2024: £14m)

³ Headline – pre-IFRS 16

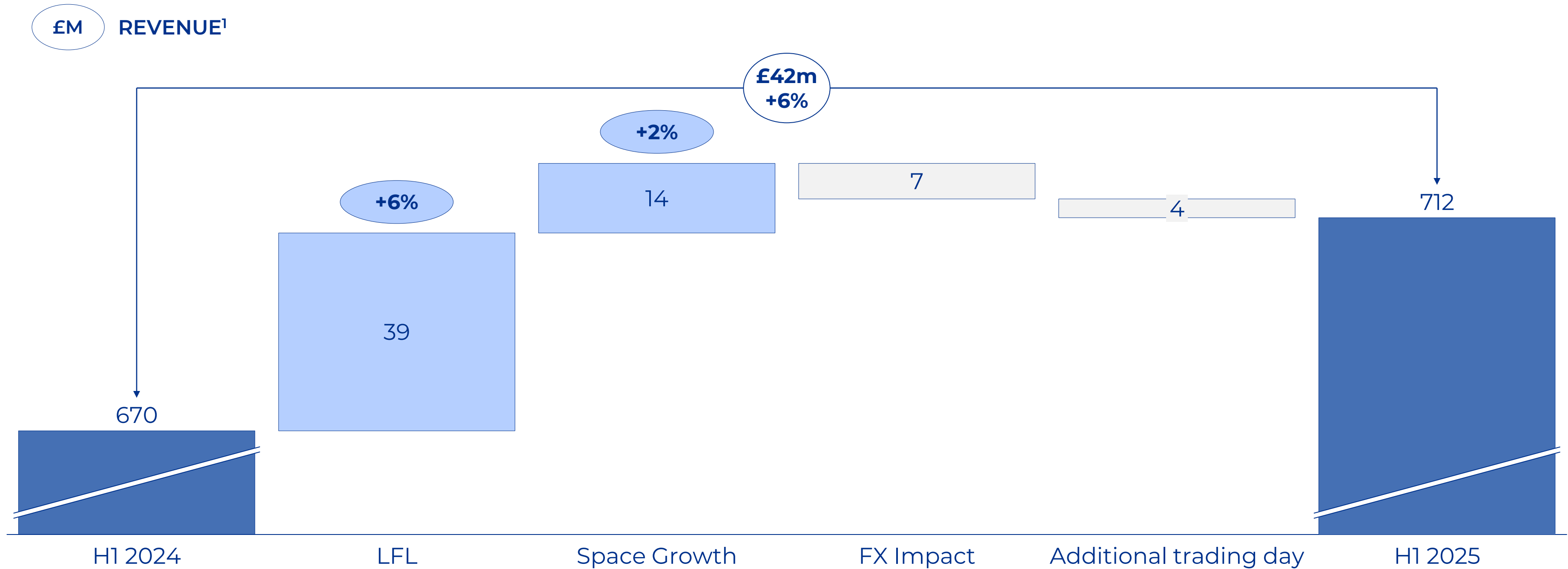
REVENUE SUMMARY

	6 months to Feb 2025 £m	6 months to Feb 2024 £m	Total vs 2024	Total at constant currency vs 2024	LFL ¹ vs 2024
Travel UK	384	360	7%	7%	7%
North America	194	189	3%	5%	3%
Rest of the World	134	121	11%	15%	9%
Total Travel	712	670	6%	8%	6%
High Street ²	239	256	(7)%	(7)%	(3)%
Group	951	926	3%	4%	3%

¹ Constant currency

² Includes internet businesses

TRAVEL REVENUE ANALYSIS



¹ As reported

TRAVEL REVENUE BY SEGMENT AND CHANNEL

	Total vs 2024	Total at constant currency vs 2024	LFL ¹ vs 2024
Air	8%	8%	9%
Hospitals	9%	9%	4%
Rail	5%	5%	4%
Travel UK	7%	7%	7%
Air	6%	9%	4%
Resorts	(9)%	(6)%	(3)%
North America	3%	5%	3%
Rest of the World	11%	15%	9%
Total Travel	6%	8%	6%

¹ Constant currency

INCOME STATEMENT¹

	6 months to Feb 2025 £m	6 months to Feb 2024 £m
Travel UK ²	40	37
North America ²	15	14
Rest of the World ²	1	(1)
Total Travel ²	56	50
High Street ²	15	22
Headline Group profit from trading operations ²	71	72
Unallocated central costs	(14)	(13)
Headline Group operating profit ³	57	59
Headline net finance costs	(12)	(13)
Headline Group profit before tax ³	45	46

¹ All results are stated before the impact of IFRS 16 – See Appendix for more details

² Stated after directly attributable share-based payment and pension service charges, and before non-underlying items, unallocated costs, finance costs and taxation

³ Excludes non-underlying operating items of £70m (2024: £13m)

NON-UNDERLYING SUMMARY¹

	6 months to Feb 2025 £m	6 months to Feb 2024 £m	12 months to Aug 2024 £m
IT transformation programme	5	1	4
Operational efficiency programme	6	-	-
Impairment of non-current assets and onerous contracts – Travel	3	1	23
Other	2	3	10
Sub total	16	5	37
Impairment of non-current assets and onerous contracts – High Street	37	5	8
High Street store portfolio review	8	-	-
Supply Chain rationalisation	3	1	4
Costs related to High Street disposal	6	-	2
Other	-	3	6
Total High Street	54	9	20
Group income statement non-underlying items¹	70	14	57
Cash impact of non-underlying items²	(25)	(6)	(28)

¹ Pre-IFRS 16

² Includes cash impact of utilisation of provisions recognised in the income statement in prior periods

GROUP FREE CASH FLOW¹

	6 months to Feb 2025 £m	6 months to Feb 2024 £m
Group operating profit ²	57	59
Depreciation, amortisation and impairment ³	32	29
Non cash items	5	6
Operating cash flow ⁴	94	94
Capital expenditure ⁵	(50)	(65)
Working capital ³	(87)	(68)
Net tax paid	(17)	(9)
Net interest paid	(7)	(8)
Movement on provisions	(2)	-
Free cash flow	(69)	(56)

¹ All results are stated before the impact of IFRS 16 – See Appendix for more details

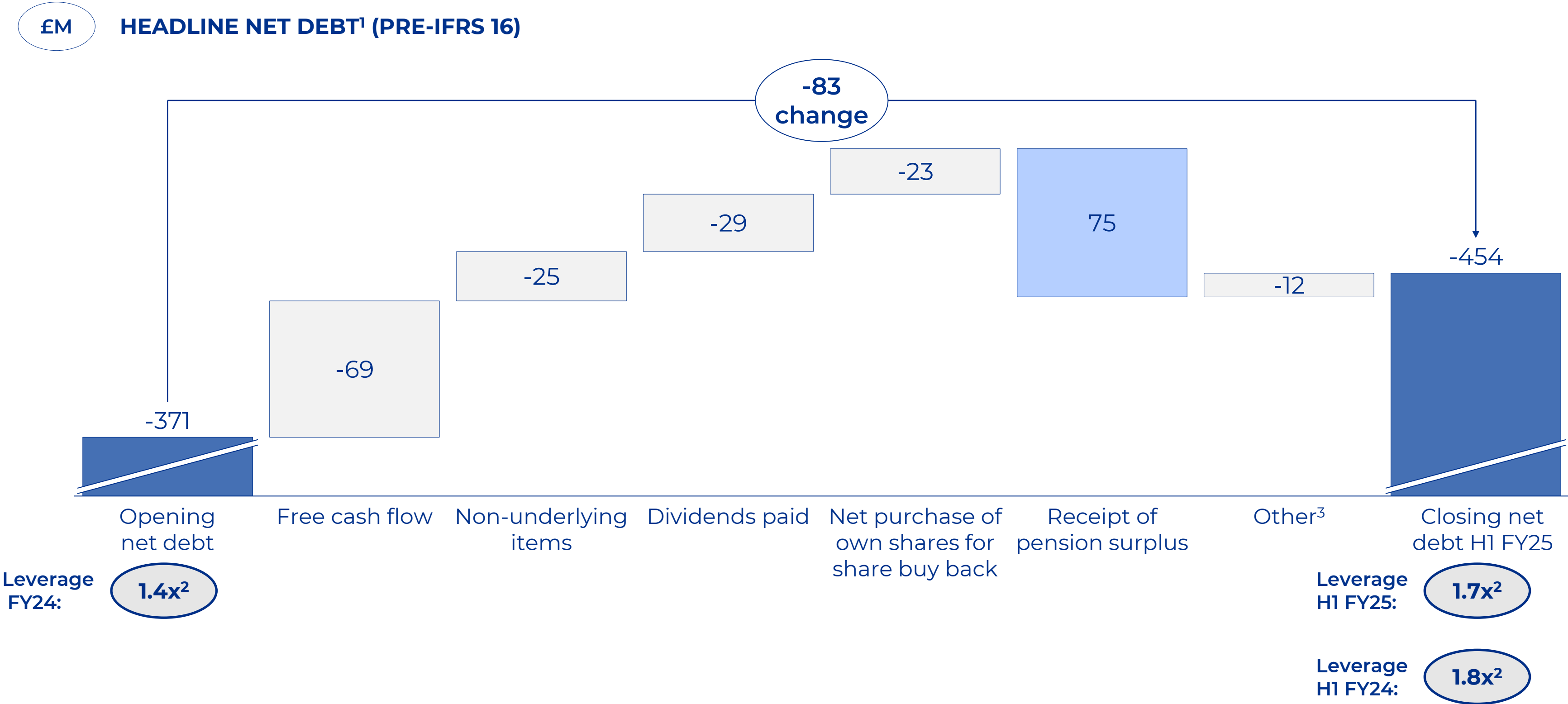
² Headline, excludes non-underlying operating items of £70m (2024: £13m)

³ Headline, excludes non-underlying items

⁴ Operating cash flow is Headline Group operating profit, before non-underlying items, depreciation, amortisation, impairment and other non-cash items

⁵ Excluding capital expenditure related to non-underlying items of £1m (2024: £nil)

NET DEBT AND LEVERAGE PROFILE

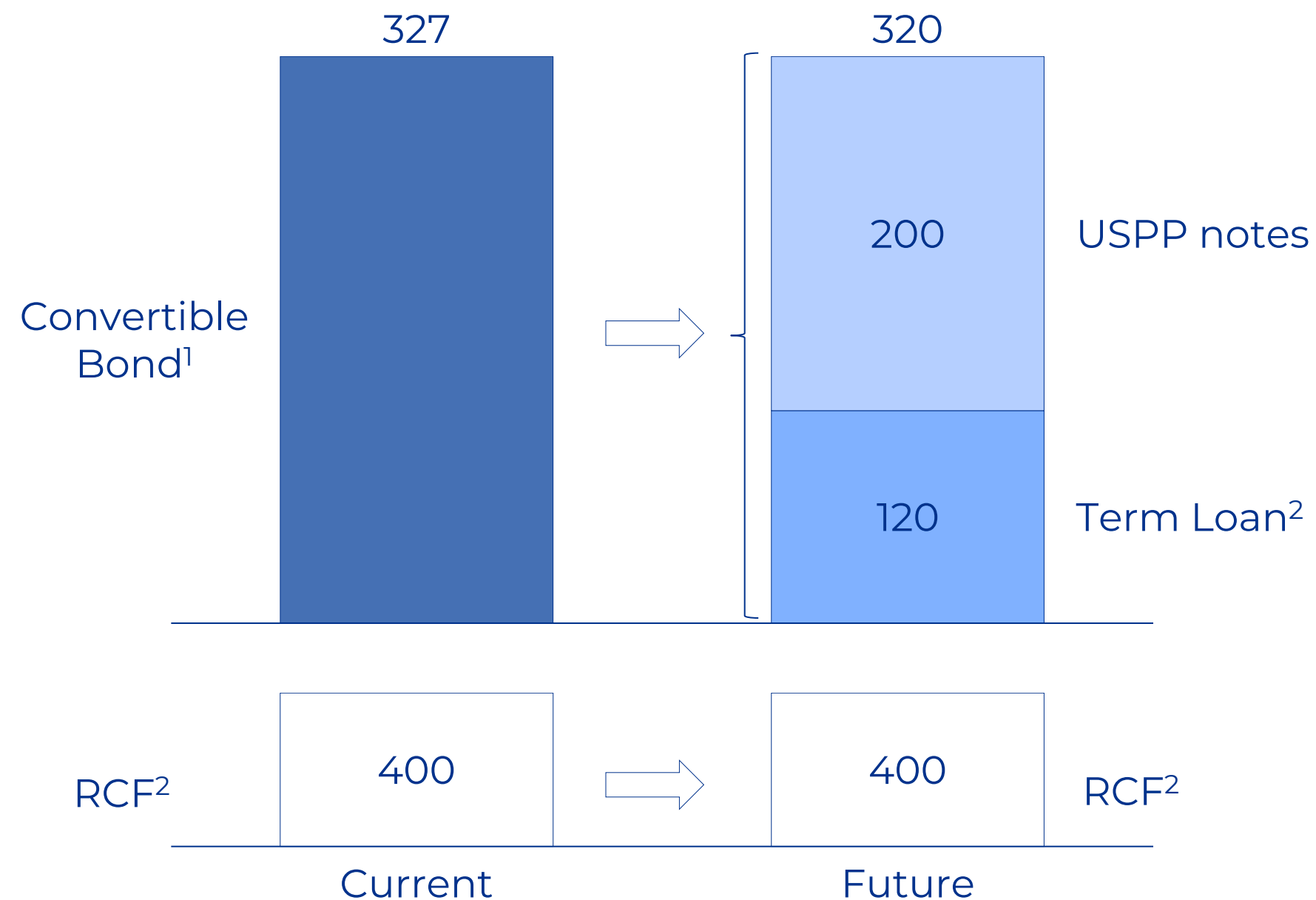


¹ All results are stated before the impact of IFRS 16 – See Appendix for more details
² Leverage is calculated as Headline net debt divided by Headline EBITDA and non-cash items
³ Includes non-cash bond accretion of £5m (2024: £4m)

SUCCESSFUL REFINANCE STRENGTHENS BALANCE SHEET

£M

DEBT STACK

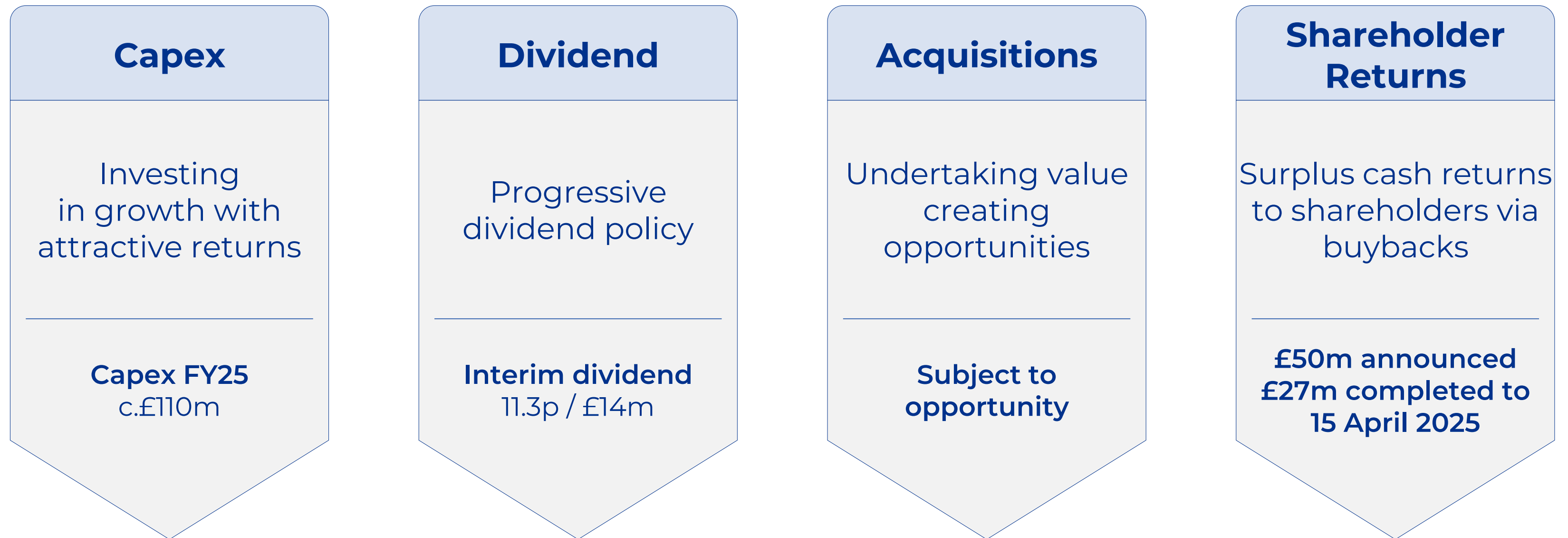


- £320m of new Bank and Private Placement debt
- **Extension of debt maturity profile**
- **Diversification of capital structure** with debt funding from new USPP investors
- **Delayed draw profile** to minimise interest cost
- **Expect interest charge to increase from c.4.6% to c.6.3%**
- **RCF remains available**

¹ P&L cost: 4.6% interest cost

² Term Loan and RCF margin is subject to a grid based on leverage

DISCIPLINED APPROACH TO CAPITAL ALLOCATION



Strong Balance Sheet

Target leverage of 0.75-1.25x EBITDA¹ - Feb 24 Leverage 1.7x²

¹ Pre-IFRS 16

² Leverage is calculated as Headline net debt divided by Headline EBITDA and non-cash items

STRATEGIC PROGRESS

Carl Cowling
Group CEO



WHSmith



WHSmith

PAYMENT & SERVICE

PAIN RELIEF

HAIRCARE

WHSmith

TRAVEL UK

WHSmith

CONTINUED STRONG GROWTH IN TRAVEL UK



Strong growth across all channels
in our **largest division**

Strong LFL revenue growth up **7%**
Trading profit up 8% to £40m

Focus on **customer conversion**, increasing
spend per passenger and **ATV growth**

Continue to invest: on track to **open 10 to 15
stores per annum** over the medium-term

STRONG PERFORMANCE IN UK AIR



LFL revenue growth of **9%** in UK Air

Rollout of **one-stop-shop** format delivering **strong results** and driving an **improvement in profitability**

Continue to **innovate** by **broadening categories** and **enhancing ranges**; ***Smith's Family Kitchen*** food range proving popular with customers

Continued focus on **ATV, spend per passenger and conversion**

CONTINUED GROWTH IN HOSPITALS



Good performance in Hospitals

LFL revenue **growth of 4%**

Tailored retail proposition, including increased food, health and beauty and tech accessories **driving increased footfall**

2 hospital stores opened in H1, and our second ***Smith's Family Kitchen*** café

Expect to open a further 8 stores in H2

FURTHER GROWTH IN RAIL



Good performance in Rail
LFL revenue **growth of 4%**

Continue to **improve customer** offer by
investing in new store formats and **improved ranges**

Recently **refitted stores** at Charing Cross,
Glasgow Queen Street, Kings Cross and York
stations

More dedicated space for food, health and
beauty and tech accessories



NORTH AMERICA

THE WORLD'S LARGEST TRAVEL RETAIL MARKET



The most **exciting growth opportunity** for the Group

Total **revenue up 5%¹** ; LFL revenue up **3%**
Profit **up 7%** to **£15m**

Continue to **invest and re-engineer our Travel Essentials airport business**; driving **higher growth** and **profitability**

Focus on **growing our market share** to 20% by 2028

¹ On a constant currency basis

STRONG GROWTH IN TRAVEL ESSENTIALS FORMAT



C.80% of passenger traffic in the US is domestic
Focus on improving **quality and efficiency**
of our space

Travel Essentials continues to **perform strongly**
with **LFL revenue up 8%**

Over 90% of our new store pipeline is in
Travel Essentials

Forensic analysis of space to **enhance**
ranges, introduce new categories and
review **space allocation**

FOCUS ON INCREASING SPEND PER PASSENGER



Strong **spend per passenger growth** in the first half, up **5%**

Food and drink categories **central** to development in **customer offer**

Developing **new Health and Beauty offer** in line with category development in the UK

Confident we will **continue to grow LFL revenue** in Travel Essentials

SIGNIFICANT NEW AIRPORT WINS

**5 STORES
WON AT
PORTLAND
AIRPORT**



**8 STORES
WON AT
DALLAS FORT
WORTH**



**7 STORES
WON AT
ALBUQUERQUE
AIRPORT**



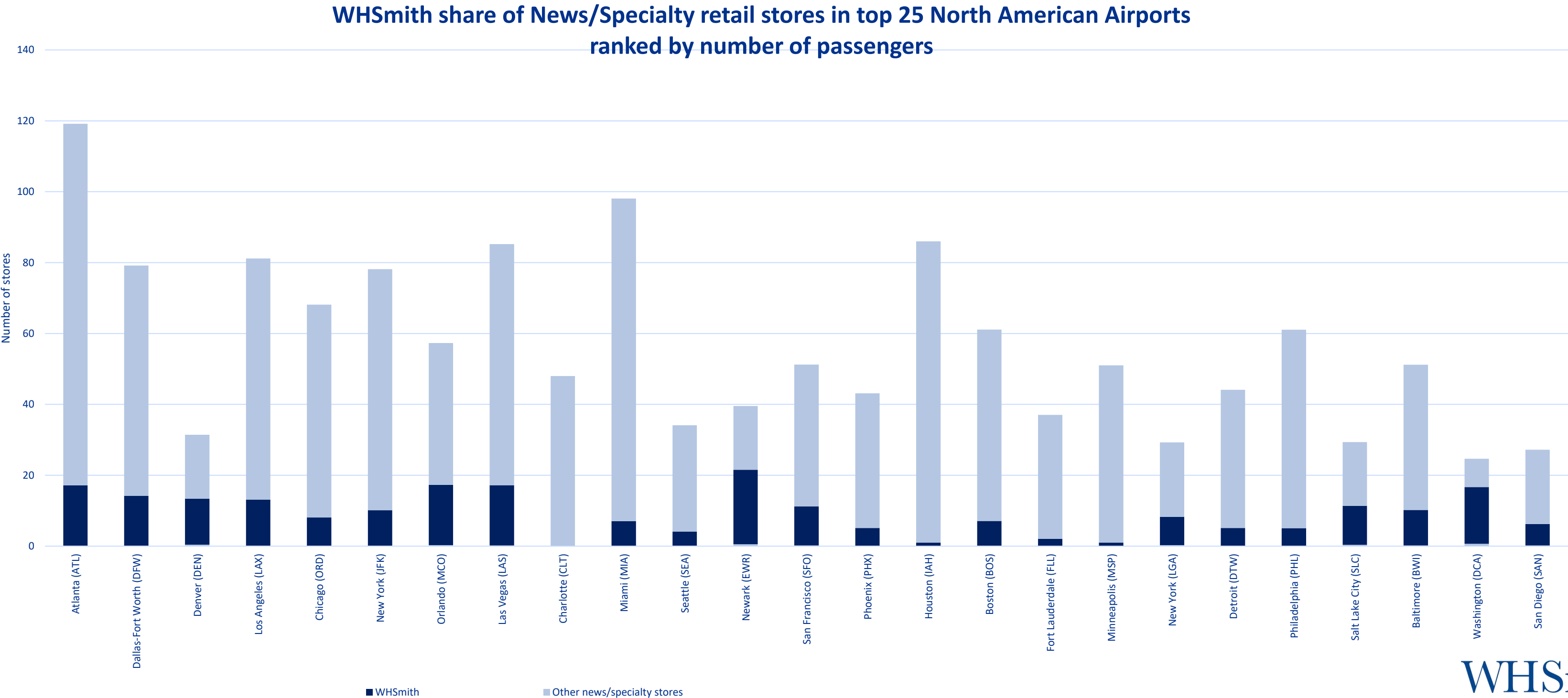
**MAJOR WIN
AT EAST COAST
INTERNATIONAL
AIRPORT**



Trading from over 340 stores; over 70 stores won and yet to open

SIGNIFICANT OPPORTUNITIES IN NORTH AMERICA

- New store pipeline of over 70 stores due to open over next 3 years



WHSmith

REST OF THE WORLD



WHSmith

INVESTING TO GROW SCALE INTERNATIONALLY



Significant opportunities to scale travel retail formats **globally**

LFL revenue **up 9%**

Delivered **profit of £1m**

Opened 17 stores in the period, including new stores in Australia, Spain, UAE and **3 InMotion stores** in Denmark

Significant **new space opportunities** globally across **multiple formats**

STRATEGIC FOCUS ON TRAVEL ESSENTIALS



Now operate **over 60 stores across Australia**

Apply **retail disciplines from the UK** to **improve customer offer and experience**

Won Food and Beverage tender in Alfred Hospital, Melbourne

Important learnings for the Group as we look to **grow our food credentials across the globe**



SUMMARY

WHSMITH: THE PURE PLAY GLOBAL TRAVEL RETAILER



Travel Retail powered by **passenger growth globally**

Highly scalable business in **32 countries**; **exciting market share** opportunities

Retail innovation driving **spend per passenger**

Highly attractive financial profile

A photograph of a WHSmith store interior. The store is brightly lit with a blue LED light strip along the top of the ceiling. On the left, there are shelves stocked with various products, including boxes of tissues and other household items. Above these shelves, there are signs for 'DIGESTION', 'PAIN RELIEF', 'COLD & FLU', 'TEA & COFFEE', and 'BATH & BODY'. In the center, a large white sign with the 'WHSmith' logo is mounted on the ceiling. To the right, there are more shelves stocked with snacks and a refrigerated display case labeled 'Meal Deal'. The floor is made of large, light-colored tiles. A blue semi-transparent box is overlaid on the center of the image, containing the text 'WHSmith THE GLOBAL TRAVEL RETAILER' and 'INTERIM RESULTS - 16 APRIL 2025'.

WHSmith

THE GLOBAL TRAVEL RETAILER

INTERIM RESULTS - 16 APRIL 2025



APPENDIX

IFRS 16 – IMPACT ON BALANCE SHEET

£m	Headline Pre-IFRS 16 28 Feb 2025	IFRS 16 Adjustment	IFRS 16 28 Feb 2025
Goodwill and other intangible assets	490	(2)	488
Property, plant and equipment	313	8	321
Right-of-use assets	-	467	467
Investments in joint ventures	2	-	2
	805	473	1,278
Inventories	225	-	225
Payables less receivables	(92)	(13)	(105)
Working capital	133	(13)	120
Net current and deferred tax assets	54	-	54
Provisions	(30)	13	(17)
Operating assets employed	962	473	1,435
Net debt	(454)	(601)	(1,055)
Net assets	508	(128)	380

IFRS 16 – IMPACT ON INCOME STATEMENT

£m	Headline Pre-IFRS 16 28 Feb 2025	IFRS 16 Adjustment	IFRS 16 28 Feb 2025
Revenue	951	-	951
Travel UK trading profit ¹	40	-	40
North America trading profit ¹	15	3	18
Rest of the World trading profit ¹	1	4	5
Total Travel trading profit¹	56	7	63
High Street trading profit ¹	15	5	20
Group profit from trading operations¹	71	12	83
Unallocated central costs	(14)	-	(14)
Group operating profit before non-underlying items²	57	12	69
Net finance costs	(12)	(13)	(25)
Group profit before tax before non-underlying items²	45	(1)	44
Income tax expense, before non-underlying items	(11)	-	(11)
Profit for the period, before non-underlying items	34	(1)	33
Diluted earnings per share, before non-underlying items (p)	23.8p	(0.7)p	23.1p

¹ Stated after directly attributable share-based payment and pension service charges, and before non-underlying items, unallocated costs, finance costs and taxation

² Headline, excludes non-underlying operating items of £70m on a pre-IFRS 16 basis; £86m on an IFRS 16 basis

IFRS 16 – IMPACT ON CASH FLOW STATEMENT

£m	Headline		
	Pre-IFRS 16 28 Feb 2025	IFRS 16 Adjustment	IFRS 16 28 Feb 2025
Net cash inflows from operating activities	26	60	86
Net cash outflows from investing activities	(48)	-	(48)
Net cash inflows/(outflows) from financing activities	5	(60)	(55)
Net decrease in cash in the period	(17)	-	(17)