

THIS ANNOUNCEMENT CONTAINS INSIDE INFORMATION

WH Smith PLC

The global travel retailer

21 August 2025

**Update – North America
Revised guidance**

In preparation for the Group's year end results for the financial year ending 31 August 2025, a current financial review has identified an overstatement of around £30m of expected Headline trading profit¹ in North America. This overstatement is largely due to the accelerated recognition of supplier income² in the North America division.

WHSmith now expects Headline trading profit¹ from the North America division for the financial year ending 31 August 2025 to be approximately £25m, down from previous market expectations of approximately £55m.

As a result, the Group expects full year Headline profit before tax and non-underlying items¹ to be in the region of £110m.

The Board has instructed Deloitte to undertake an independent and comprehensive review.

The Group will provide a further update at its preliminary results announcement.

Enquiries:

WH Smith PLC

Nicola Hillman

Media Relations

+44 1793 563354

Mark Boyle

Investor Relations

+44 7879 897687

Brunswick

Tim Danaher

+44 20 7404 5959

The person responsible for making this announcement on behalf of the Group is Ian Houghton (General Counsel and Company Secretary).

¹ Pre-IFRS 16 basis

² The Group receives supplier income in the form of supplier incentives and discounts. These incomes are recognised as a deduction from cost of sales on an accrual basis as they are earned for each supplier contract.