

Who we are and what we do.

We are the UK's leading home and general merchandise retailer.

Argos and Homebase are two of the UK's leading retail brands, with large customer bases across the UK and Ireland.

Between them, our retail brands have more than 60 years of market heritage and consumer awareness. Argos was founded in 1973 and Homebase in 1981. They have been shaping modern retailing ever since.



Argos, the UK's largest general merchandise retailer, has an unrivalled blend of choice, value and convenience to meet customer needs.

Homebase is the UK's second largest home improvement retailer, and offers a growing range of home enhancement products and services in a differentiated store environment.

18,000+

The product range available at **Argos**.

30,000+

The product range available at **Homebase**.

4% ↓

The average **price reduction** on reincluded lines in the Spring/Summer 2008 Argos catalogue.

200m+

The number of **store transactions** last year.

53,000

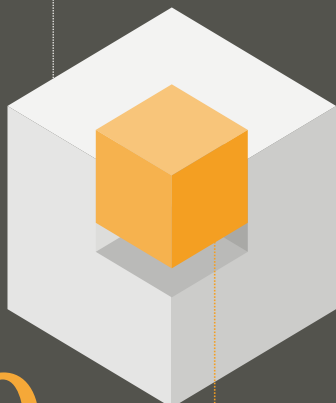
The foundation of our **business success** is our 53,000 colleagues.

MARKET STRENGTH

As the leader in UK home and general merchandise retailing, but with only a 10% share of the market, we still have significant room for growth.

£60_{bn}

UK home and general merchandise market



10%

Our share of this market

BECOMING INDEPENDENT

Home Retail Group has been a standalone business and FTSE 100 company in its own right since the demerger from GUS plc in October 2006. But our success as an independent company is just the latest chapter in a bigger story.

OUR HISTORY

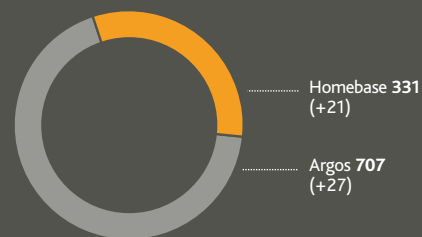
1998 <i>Acquisition of Argos by GUS plc</i>	2000 <i>Launch of Financial Services business</i>	2002 <i>Acquisition of Homebase by GUS plc</i>
<i>Launch of Argos website</i>		
2004 <i>Acquisition of 33 Index stores</i>	2006 <i>Demerger of Home Retail Group from GUS plc</i>	2007 <i>Launch of trials of Argos in India and HomeStore&More in the UK</i>
<i>Acquisition of 27 Focus DIY stores</i>		

WIDE COVERAGE

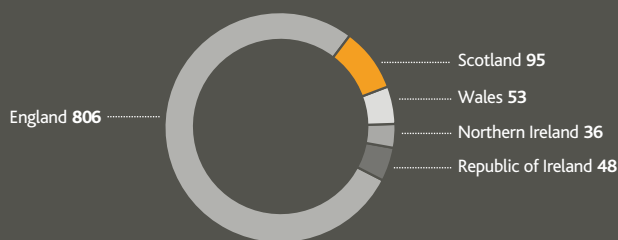
We have more than 1,000 Argos and Homebase stores in the UK and Ireland in a variety of retail formats.

1,038 stores

STORE NUMBERS 2007/08 (YEAR-ON-YEAR CHANGES)



GEOGRAPHICAL BREAKDOWN 2007/08



PURCHASING SCALE

The size and sophistication of our procurement means we can source the products our customers want at great prices.

SHARED INFRASTRUCTURE

Our retail brands are supported by an increasingly shared infrastructure and logistics operation that enables us to meet customer needs cost-efficiently.

OUR SALES MIX

