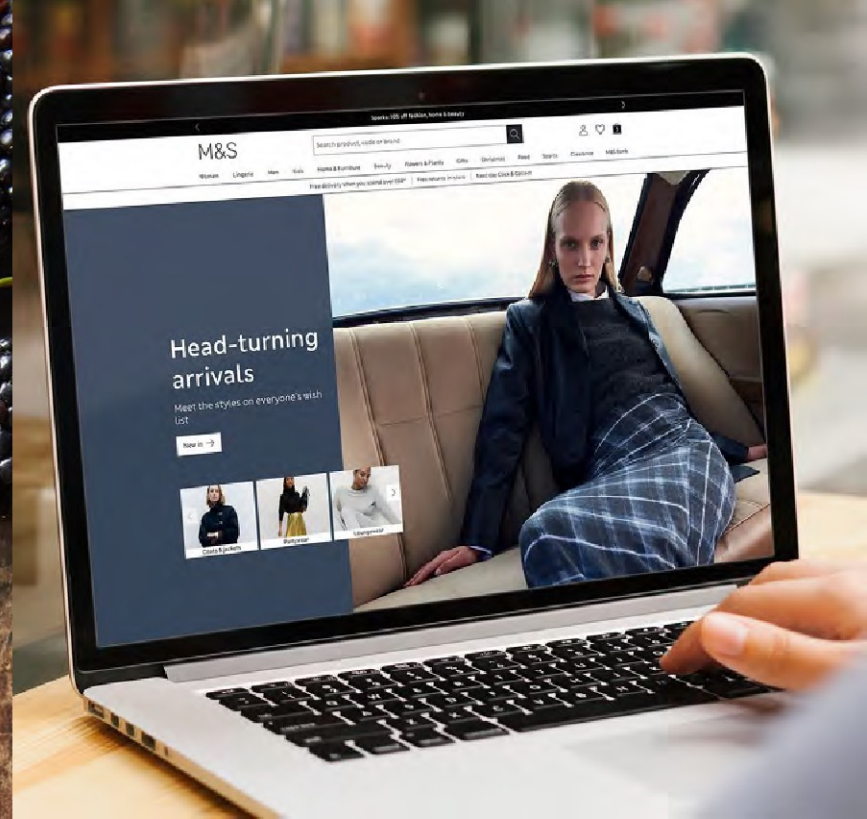




Capital Markets Day

November 2025

M&S



Stuart Machin

Chief Executive

M&S

What we want to be

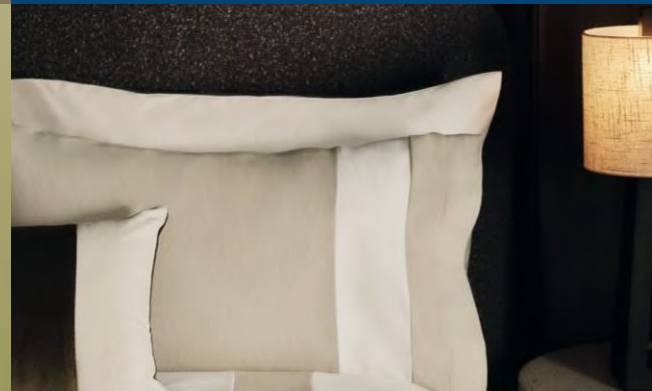
The most **trusted retailer**, doing the right thing for our customers, with **quality products at the heart** of everything we do.

The most
trusted British
brand

Own label at
our core with
full control

Long-term
supplier
partnerships

Category
breadth under
one brand



Why we exist

To bring the magic of **M&S**, through **exceptional quality, value, service and innovation** to every customer. **Whenever, wherever and however** they want to shop with us.

Outstanding
own label
quality at
trusted value

Customer
service through
people and
technology

Leaders in
innovation

Online and
omnichannel
advantage



Our strategy

M&S

Protect the magic



Modernise the rest



Our strategic priorities

M&S

CREATE EXCEPTIONAL M&S PRODUCTS

Quality food, stylish clothes,
homeware and beauty

Enhanced trusted value to
drive volume

DRIVE PROFITABLE SALES GROWTH

Bigger frequent customer base,
shopping more broadly

Online and omnichannel
advantage

Store rotation and renewal

Global growth

DELIVER TARGET OPERATING MARGINS

Structurally lower cost base

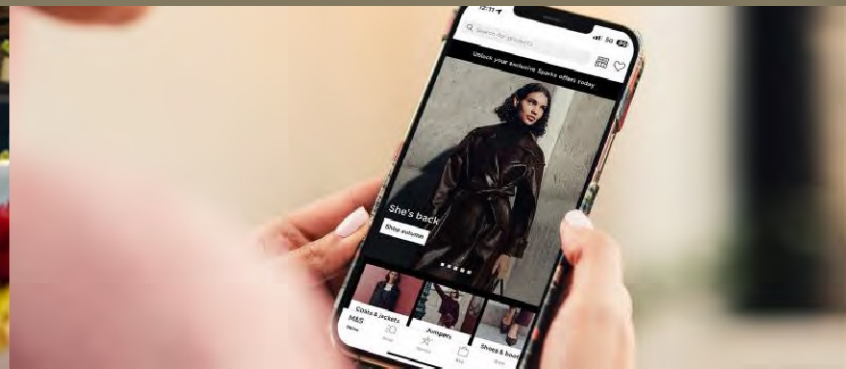
Modernised supply chains

BUILD THE M&S WE NEED TO BE

High performance,
customer-centric culture

Better decisions and
service through technology

Disciplined capital
investment and allocation



We said

Reshaping M&S for growth

M&S

Value market share

+1% Food

+1% Fashion, Home
& Beauty

Operating margin

> 4% Food

> 10% Fashion, Home
& Beauty

Operating costs

£600m
Structural reduction

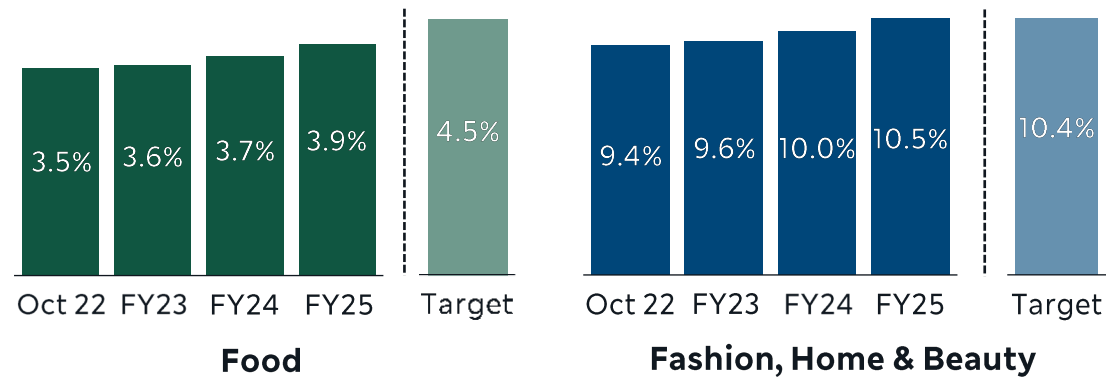
Investment

Disciplined capital
allocation framework
and clear hurdle rates

We've done to date Reshaping M&S for growth

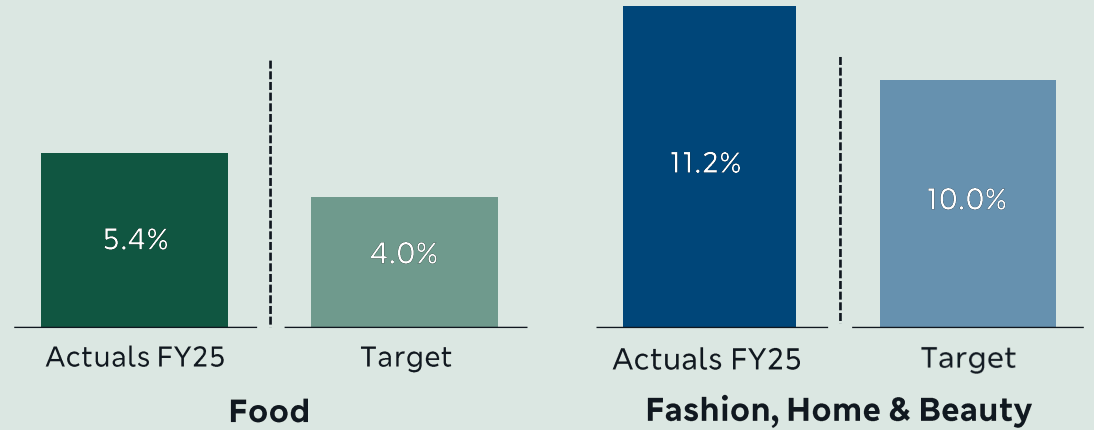
M&S

Value market share



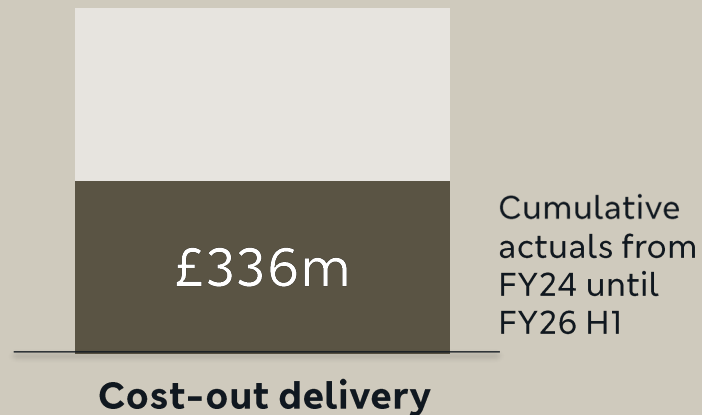
Wordpanel 52w/e October 2022/ March 2023,24,25 - Target as of CMD 2022

Operating margin

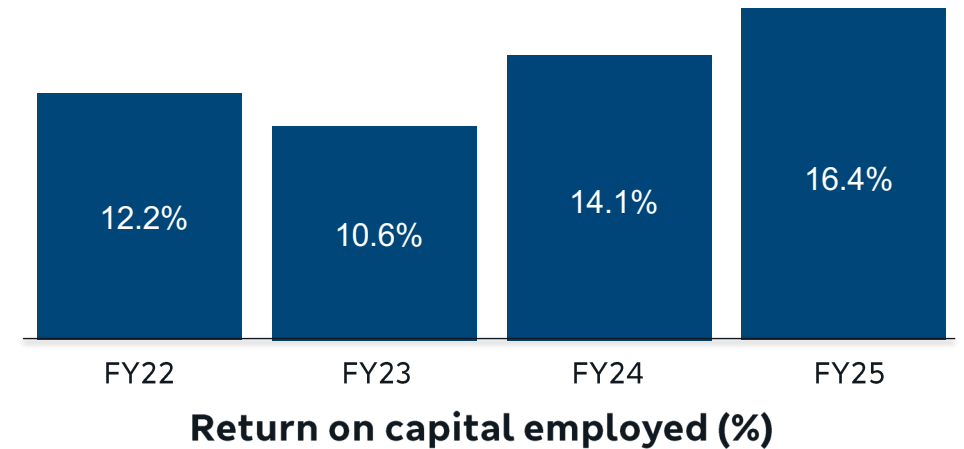


Target as of CMD 2022

Operating costs



Investment



Strategic priorities

M&S

Create exceptional M&S products

- Quality food, stylish clothes, homeware and beauty
- Enhanced trusted value to drive volume

Drive profitable sales growth

- Bigger frequent customer base, shopping more broadly
- Online and omnichannel advantage
- Store rotation and renewal
- Global growth

Deliver target operating margins

- Structurally lower cost base
- Modernised supply chains

Build the M&S we need to be

- High performance, customer-centric culture
- Better decisions and service through technology
- Disciplined capital investment and allocation



Create exceptional M&S products

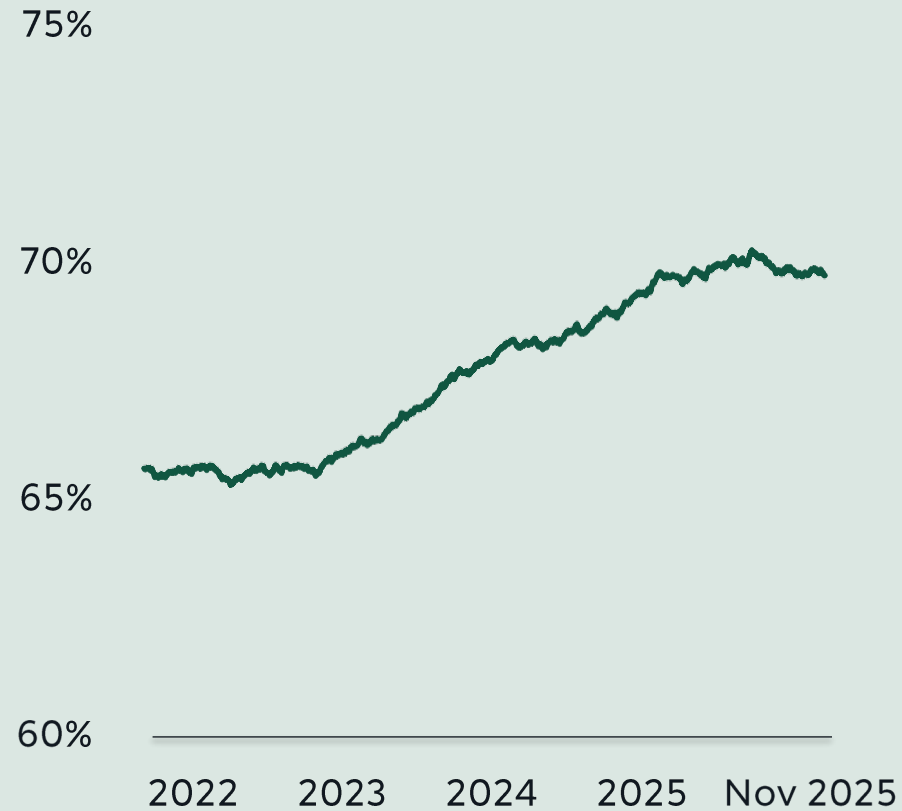
■ Quality food, stylish clothes, homeware and beauty

M&S



Food

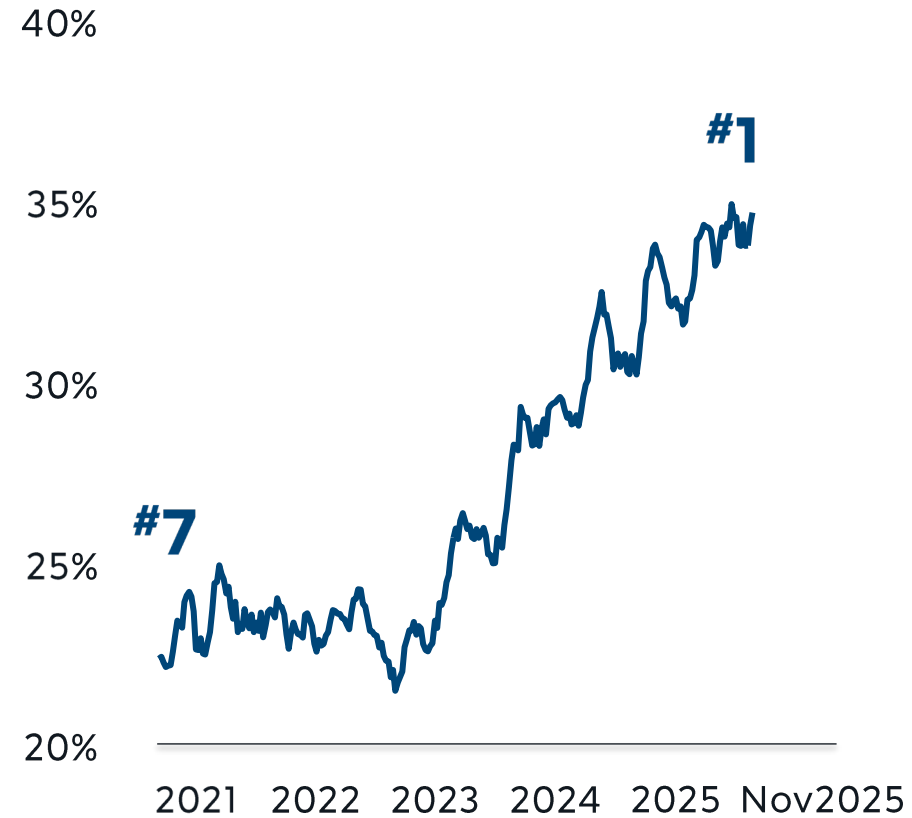
Quality perception



YouGov

Fashion, Home & Beauty

Style perception



YouGov

Create exceptional M&S products

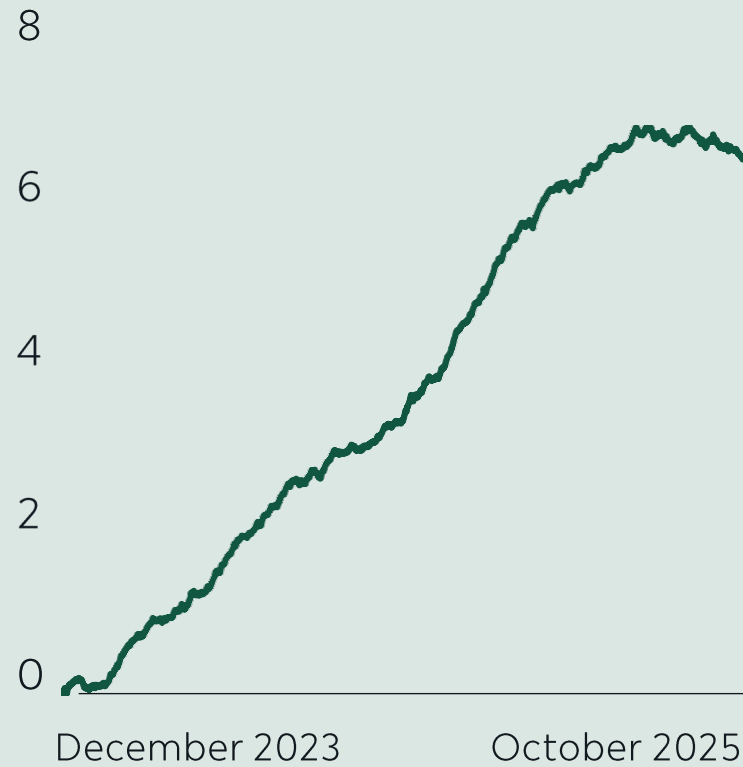
M&S

Enhanced trusted value to drive volume



Food

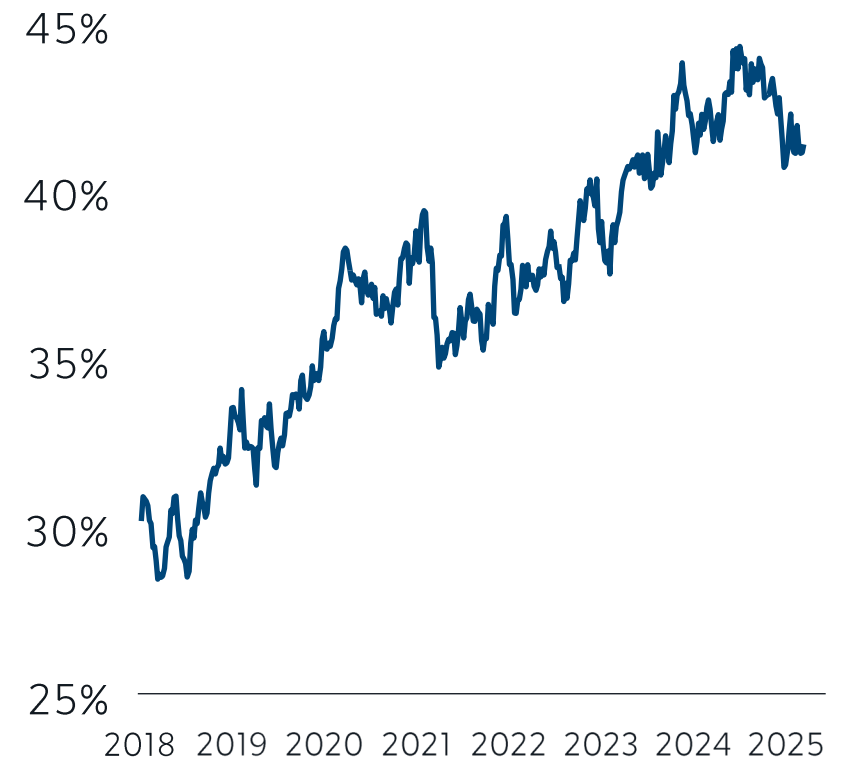
Value perception (net score)



YouGov

Fashion, Home & Beauty

Value perception



YouGov

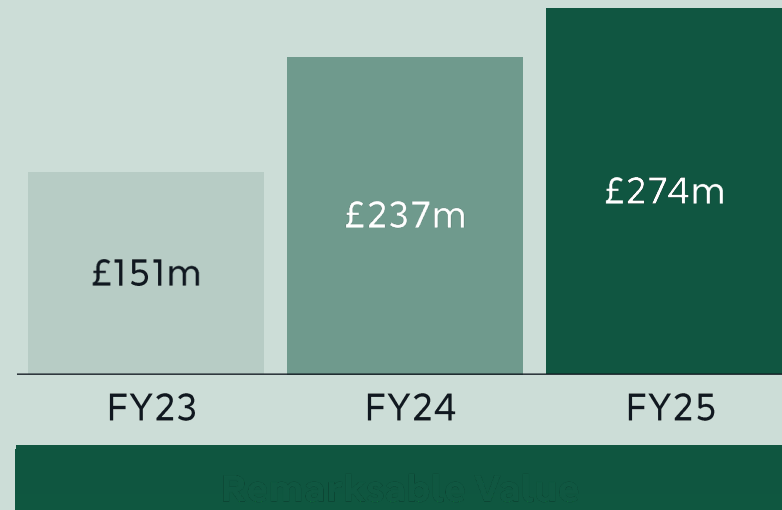
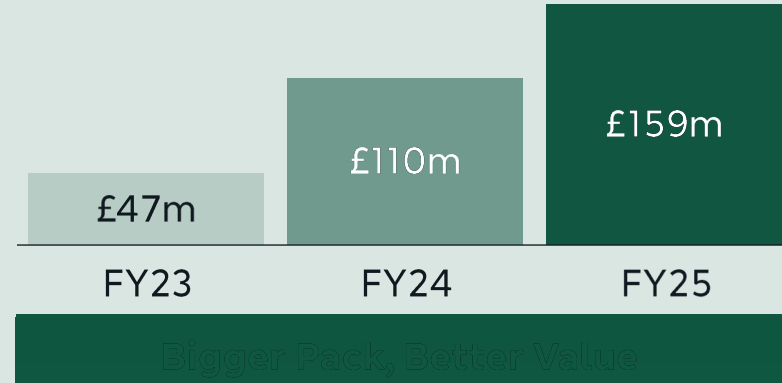
Create exceptional M&S products

M&S

Enhanced trusted value to drive volume



Food Sales, £m



Fashion, Home & Beauty Value investment

2m

£10 bra deep buy for FY26

6

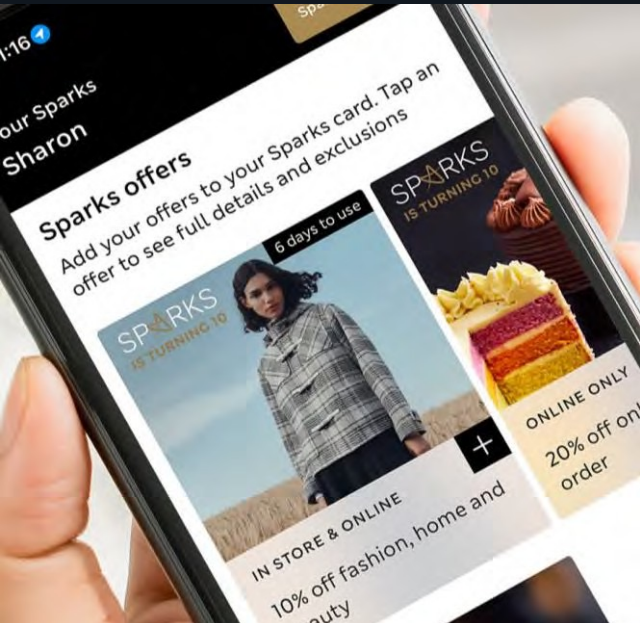
Colours in range



Drive profitable sales growth

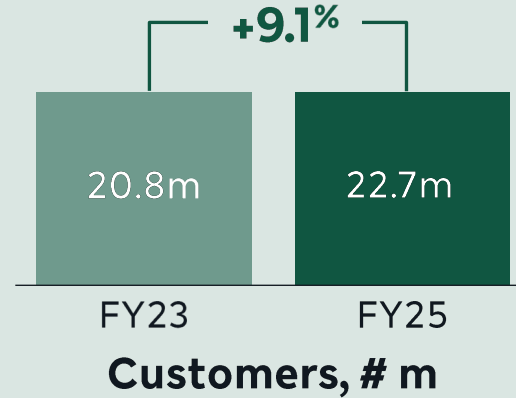
M&S

 Bigger frequent customer base, shopping more broadly



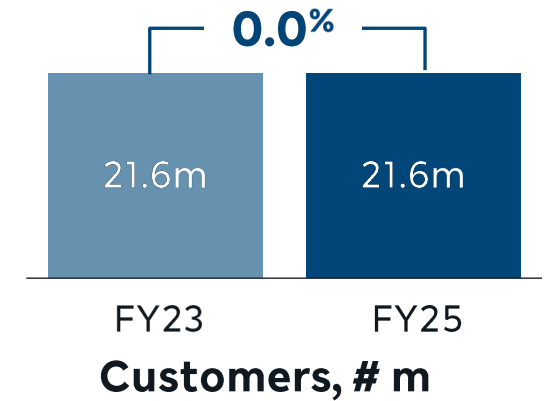
Food

Customer base and frequency



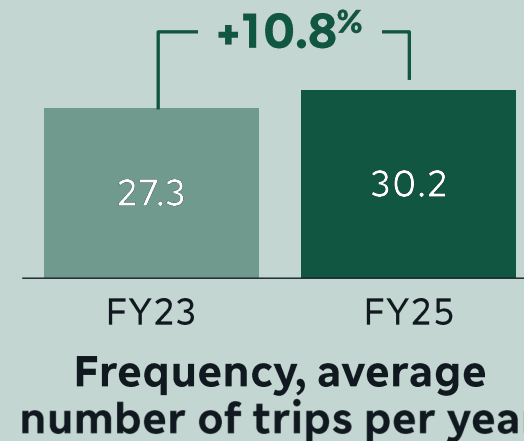
Fashion, Home & Beauty

Customer base and frequency

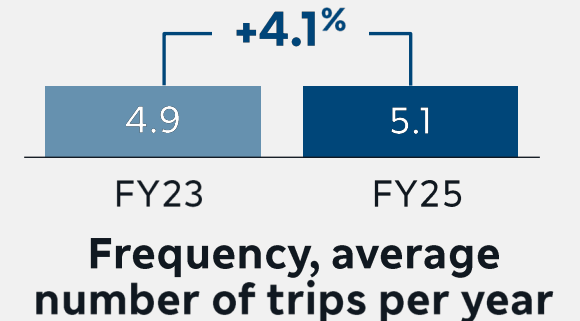


Loyalty SPARKS H1 2026

Relaunch of our
Sparks Loyalty
programme



Customer (internal customer data and analysis), Frequency (Worldpanel)

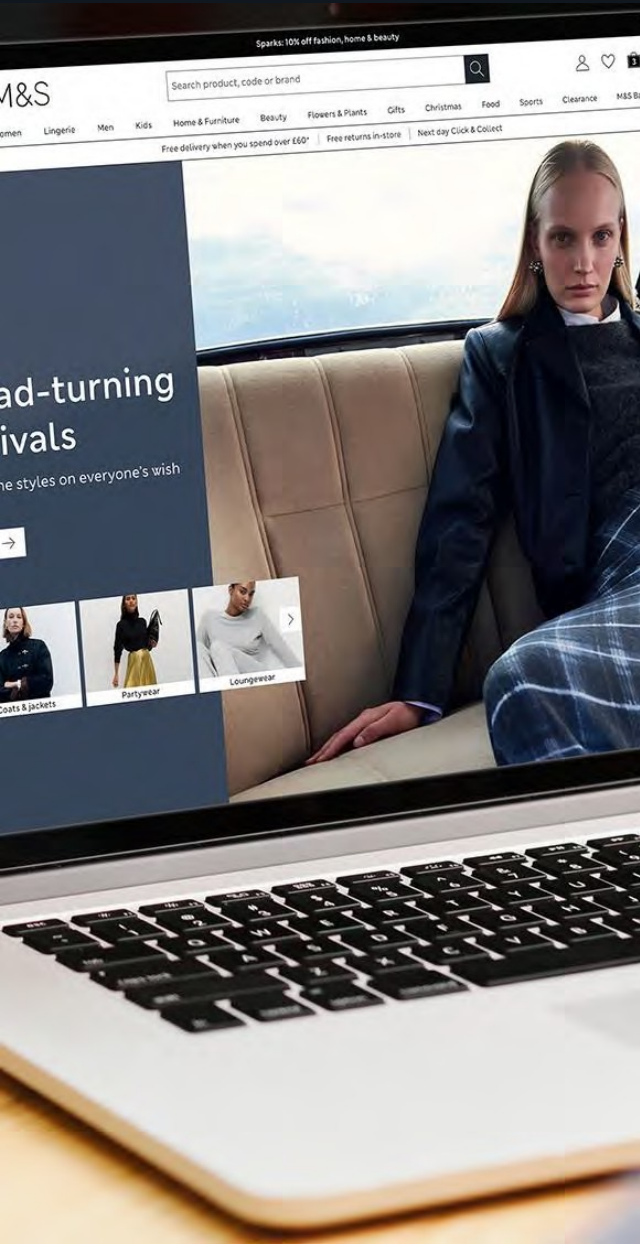


Customer (internal customer data and analysis for Fashion and Home), Frequency (Worldpanel Clothing and Footwear)

Drive profitable sales growth

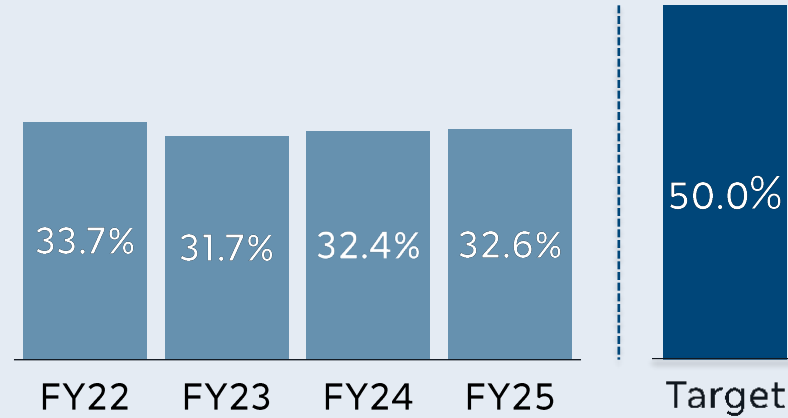
Online and omnichannel advantage

M&S



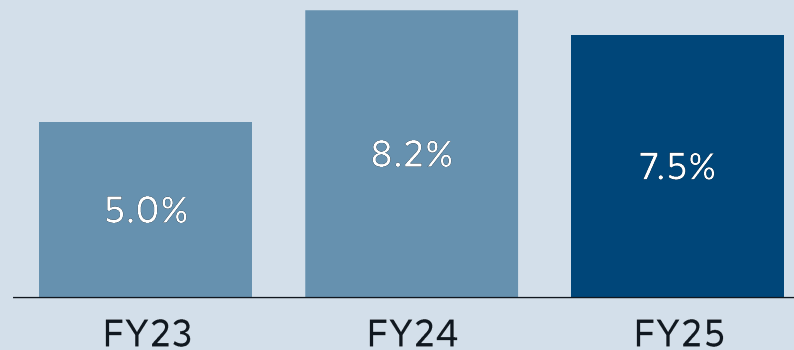
Fashion, Home & Beauty

Online sales participation, %



Fashion, Home & Beauty

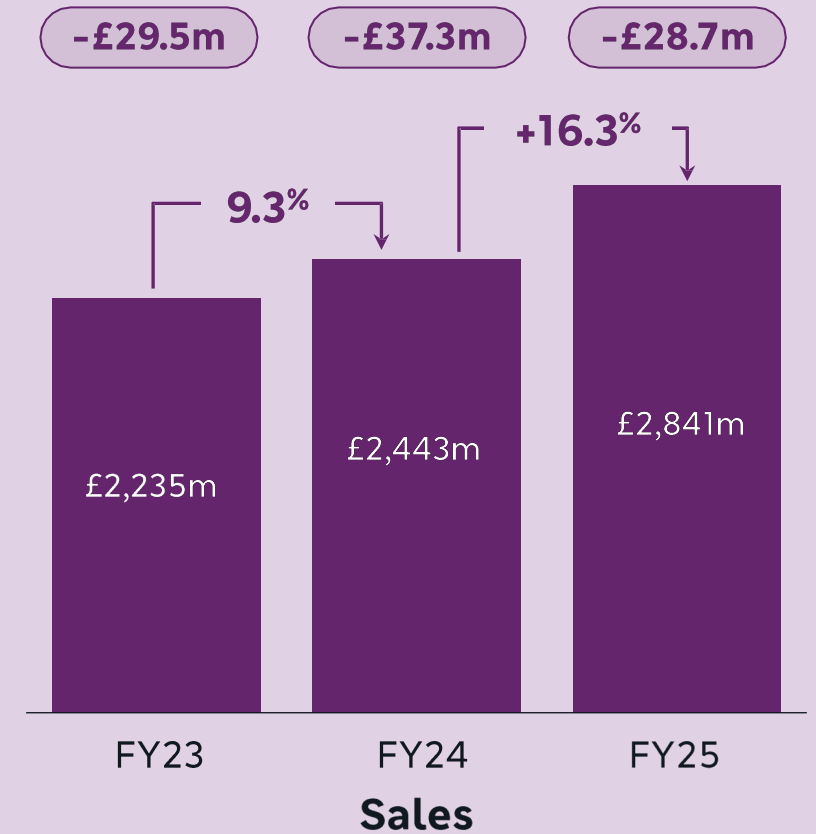
Online operating margin, %



Food

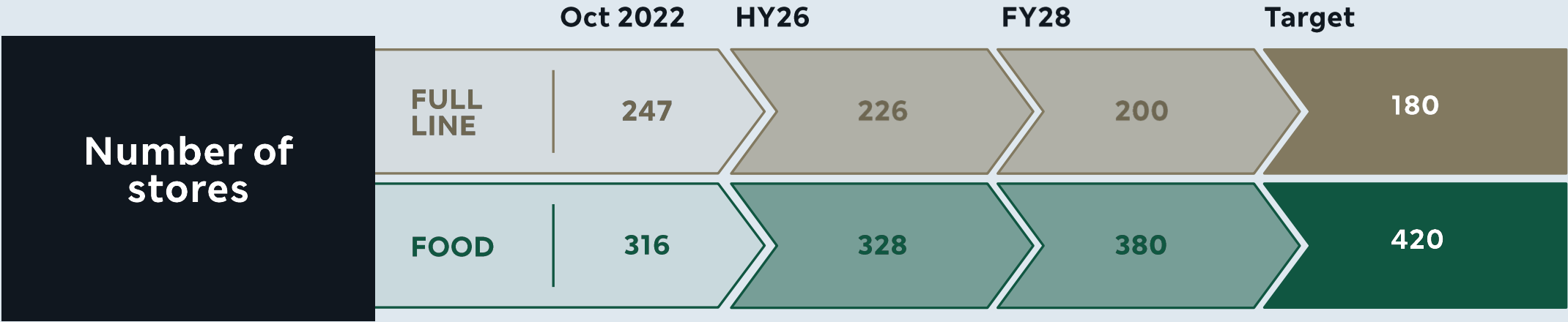
Ocado performance, £m

M&S share of loss, £m



Drive profitable sales growth

■ Store rotation and renewal



Drive profitable sales growth

M&S

■ Store rotation and renewal

New stores and renewals

67

New stores approved in the pipeline until FY28

53%

Stores in new or renewed format by FY28 including convenience

Store rotation

Dundee Gallagher

		FY 25 2 stores	FY26 1 store
Food	Space sq. ft.	25k	16k
	Sales £m p.a.	£22m (£884 sales/sq. ft.)	£26m (£1,583 sales/sq.ft.)
Fashion, Home & Beauty	Space sq. ft.	29k	32k
	Sales £m p.a.	£9m (£300 sales/sq. ft.)	£14m (£436 sales/sq. ft.)
Estimated payback <2 years			



Drive profitable sales growth

■ Global growth

M&S

Franchise

3

of 5 legacy
contracts reset

Marketplaces

3

partnerships with Zalando,
Amazon and About You –
more partners in the pipeline
<5% range vs. peers

Wholesale

5

partners live or in
the pipeline



Deliver target operating margins

M&S

■ Structurally lower cost base



Cost-out delivery

— **£336m** —
achieved in 2.5 years

£600m
Updated FY28 target



Deliver target operating margins

■ Modernised supply chains

M&S



Food

Investment

£380m

Investment in automated distribution centres in Daventry and in Avonmouth

Fashion, Home & Beauty

Investment

£120m

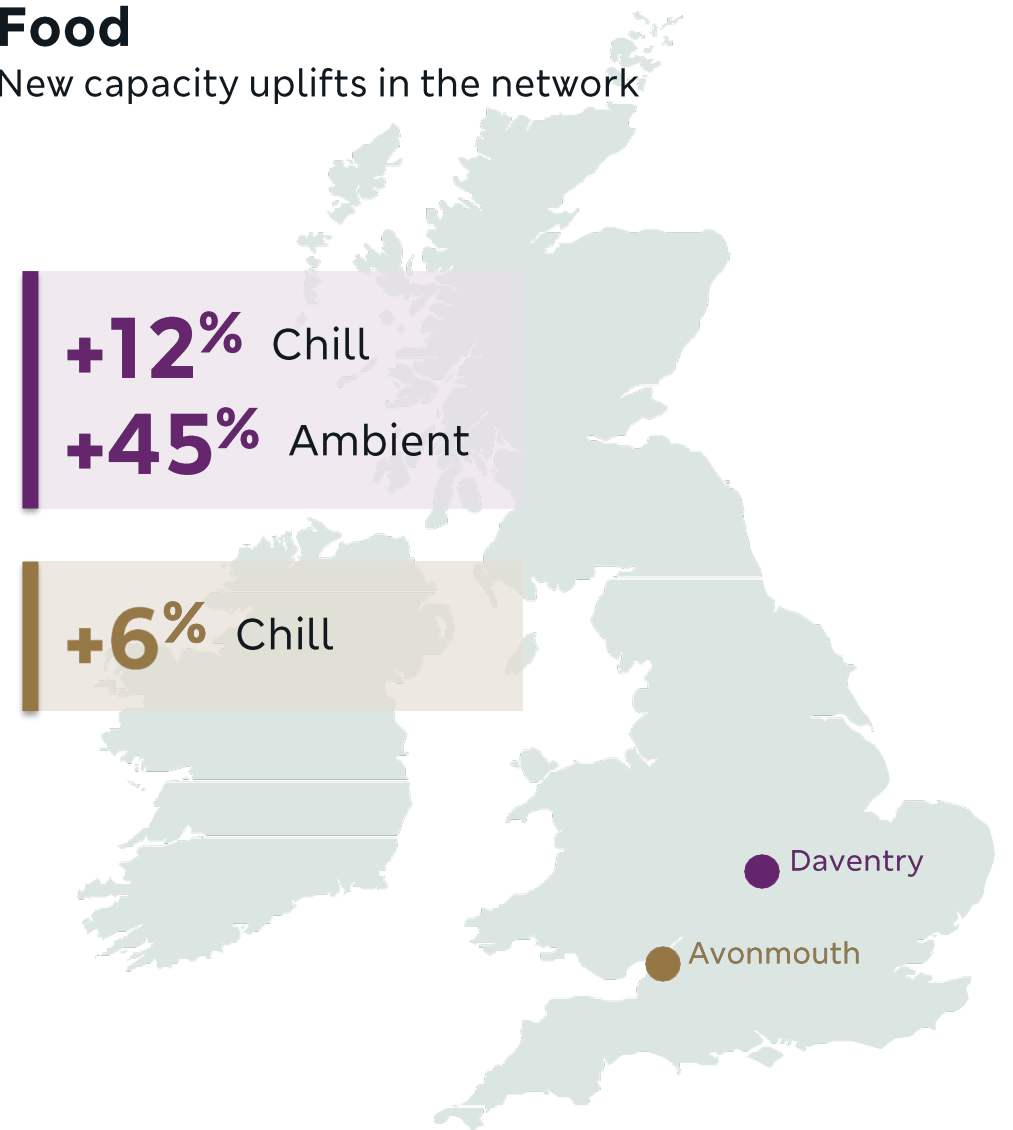
Investments improving efficiency and capacity in Castle Donington and Bradford

Food

New capacity uplifts in the network

+12% Chill
+45% Ambient

+6% Chill



Build the M&S we need to be

■ High performance, customer-centric culture

M&S



Raising the bar on talent

Empower

Our store managers to have full accountability of their store including their end-to-end P&L

Closer to customers

~137,000

Shift hours fulfilled by support centre colleagues working in store (Oct YTD FY26)

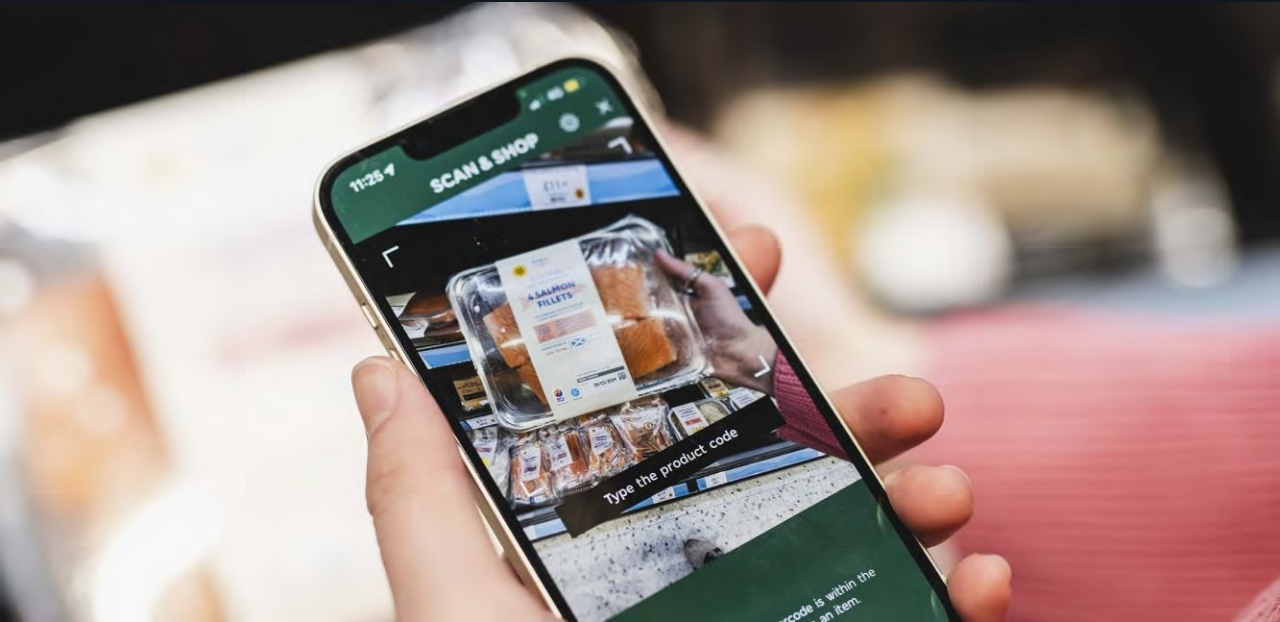
+65% vs. last year



Build the M&S we need to be

 Better decisions and service through technology

M&S



AI

Develop

AI capabilities through strategic partnerships

D&T

Accelerate

Our plans to simplify and automate our technology foundations



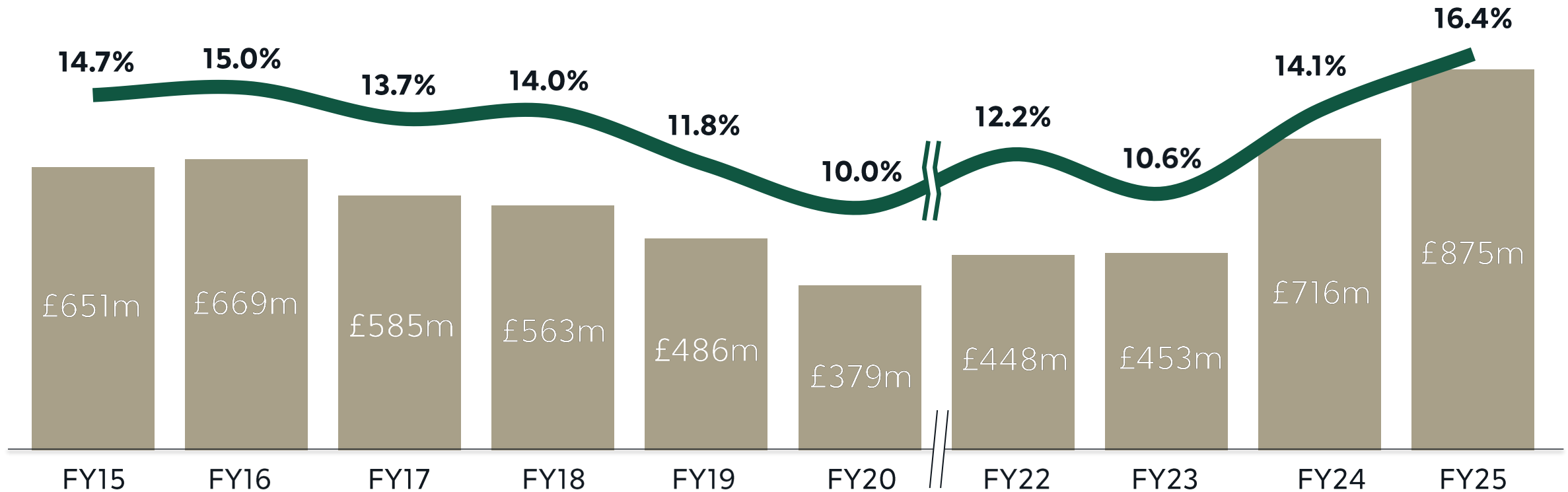
Build the M&S we need to be

M&S

■ Disciplined capital investment and allocation

Returns

PBT, £m; ROCE, % (excluding FY21 covid year)



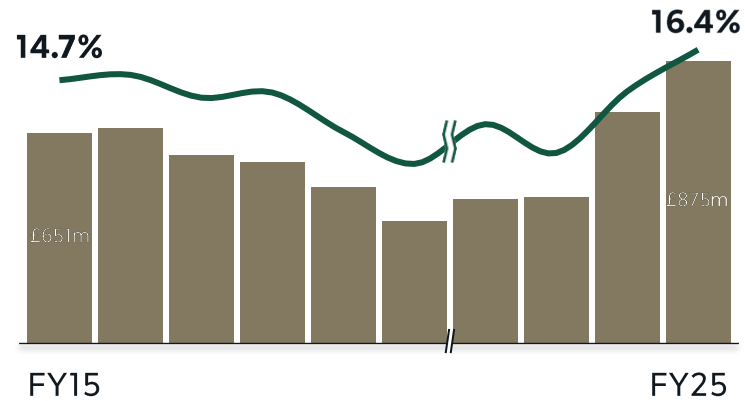
Build the M&S we need to be

■ Disciplined capital investment and allocation

M&S

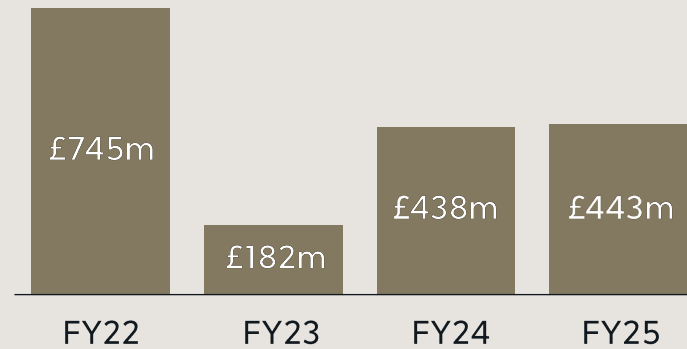
Returns

PBT, £m; ROCE, % (excluding FY21 covid year)



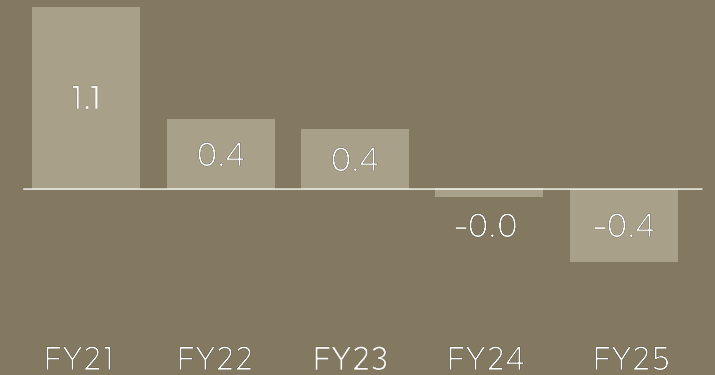
Cash flow

Free cash flow from operations, £m



Balance sheet

Net debt (funds) excluding leases, £bn



The long-term opportunity

M&S

Double the
Food business

Double the
Fashion, Home
& Beauty online
business

Build a
global brand



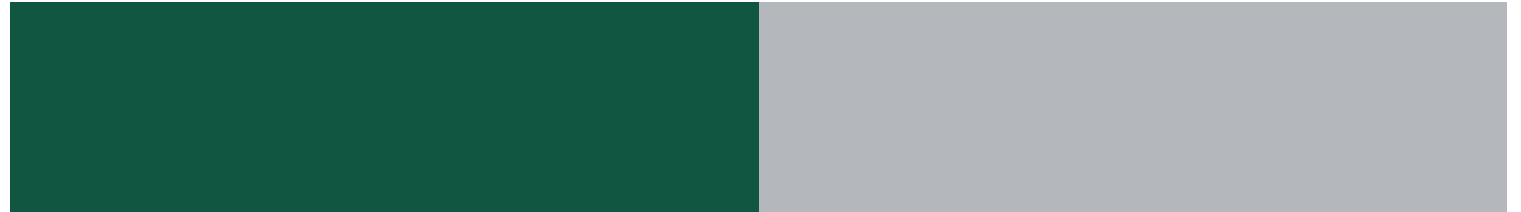
The long-term opportunity - Food

M&S

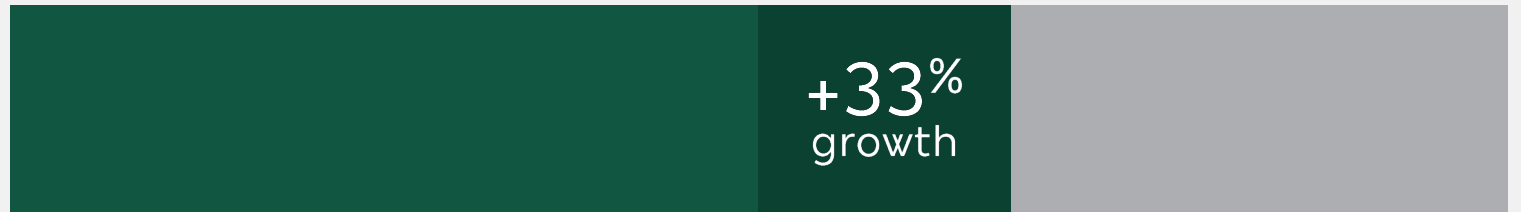
Double the
Food business

Food sales

Long-term opportunity, £bn (not to scale)



FY22 | £6.8bn



FY25 | £9.1bn



The long-term opportunity

M&S

Value market share

3.9%



Worldpanel 52w/e Mar 2025

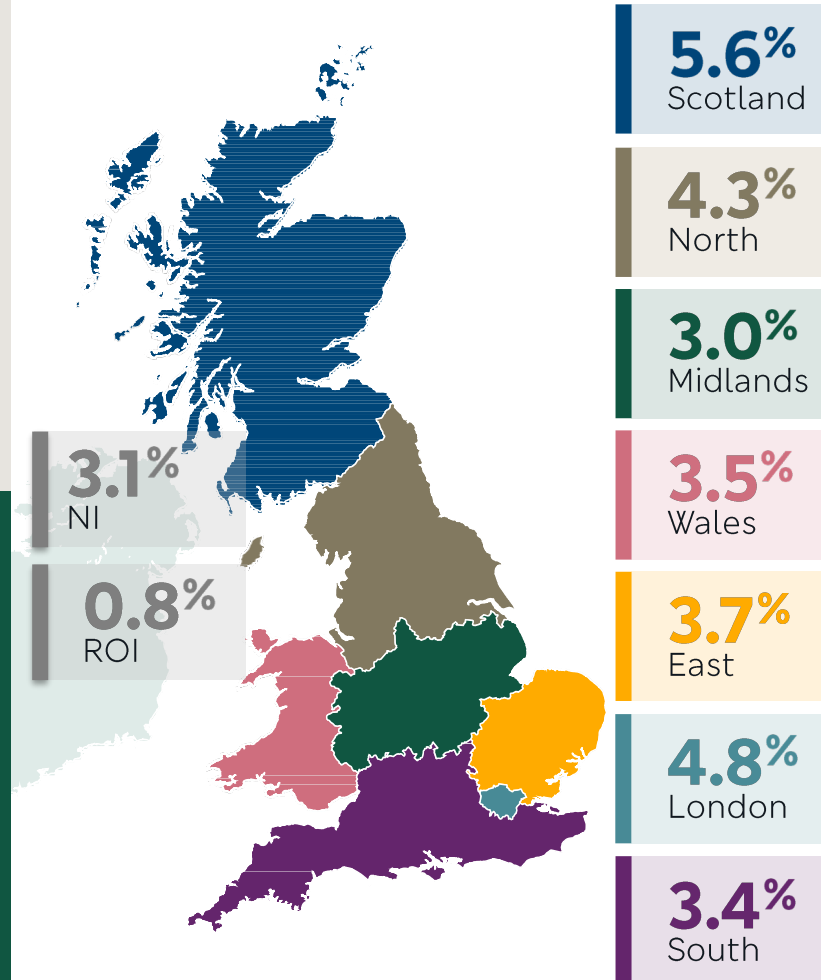
Customer

23m

Customers numbers in line with competitors, but half the frequency and basket size

Internal customer data and analysis

Regional market share



UK (Worldpanel 52w/e Oct 5 2025), Northern Ireland and ROI (Worldpanel 52w/e Sep 7 2025)



Property and store rotation

+1.1m sq. ft.

Growth of Food estate planned vs. today

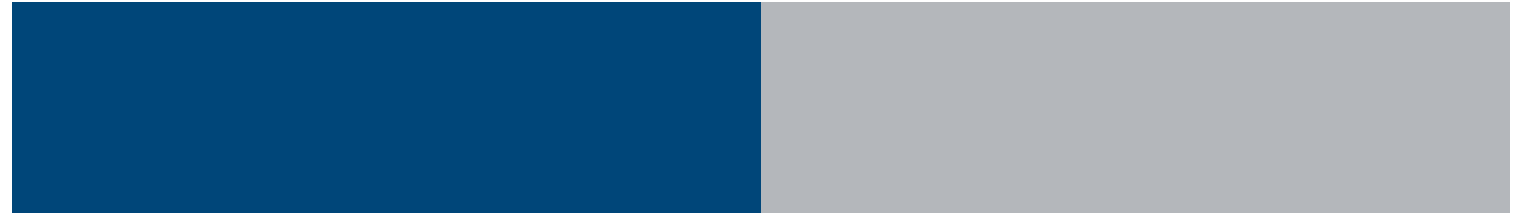
The long-term opportunity – Fashion, Home & Beauty

M&S

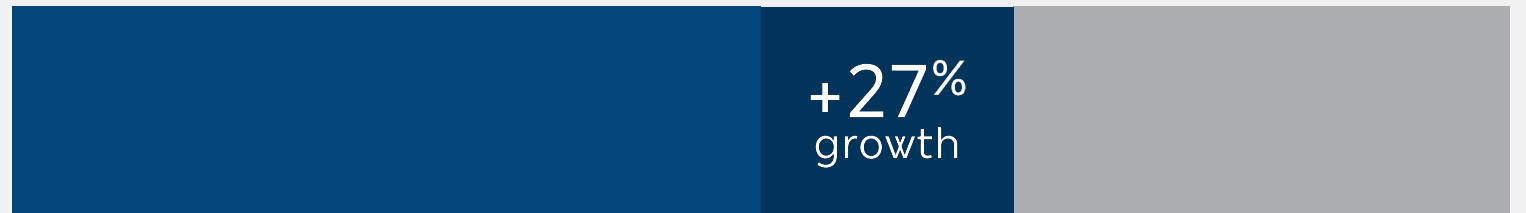
Double the
Fashion, Home
& Beauty online
business

Fashion, Home & Beauty online sales

Long-term opportunity, £bn (not to scale)



FY22 | £1.1bn



FY25 | £1.4bn



The long-term opportunity

M&S

Value market share

8.0%

Online market share

Customer

10m

Active online customers, but lower frequency than peers

Online sales participation

32%

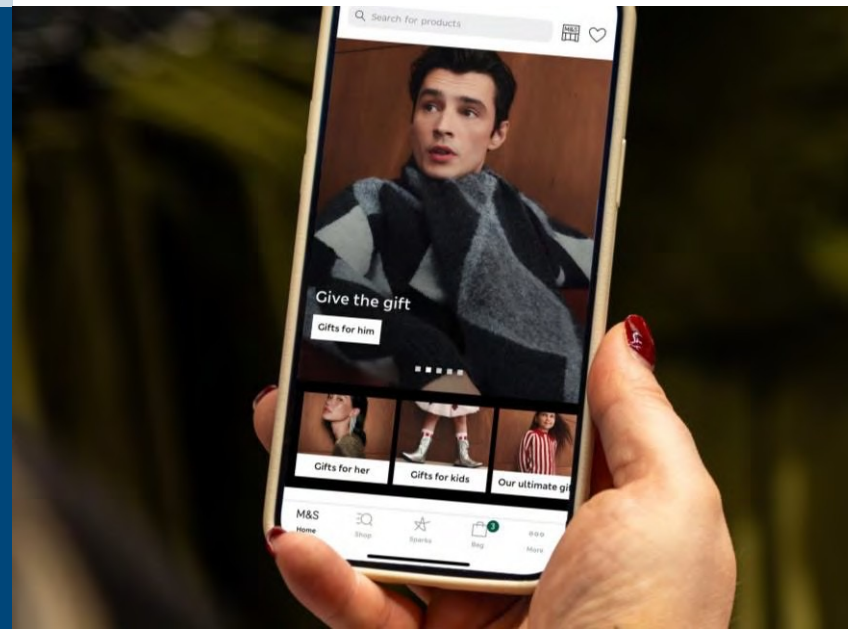
Online sales participation below industry average (42%)

Value market share

12.4%

Store market share

Worldpanel 52 w/e Mar 2 2025



Online operating margin

7.5%

Online operating margin lags retail margin by ~6ppt and competitors by ~10ppt

The long-term opportunity - International

M&S

Market share

£600bn

Market size in Middle East, Asia, Europe and America

Euromonitor

Franchise

-37%

Vs. peers in value perception.
c. 80,000 prices have been reduced in H1 FY26

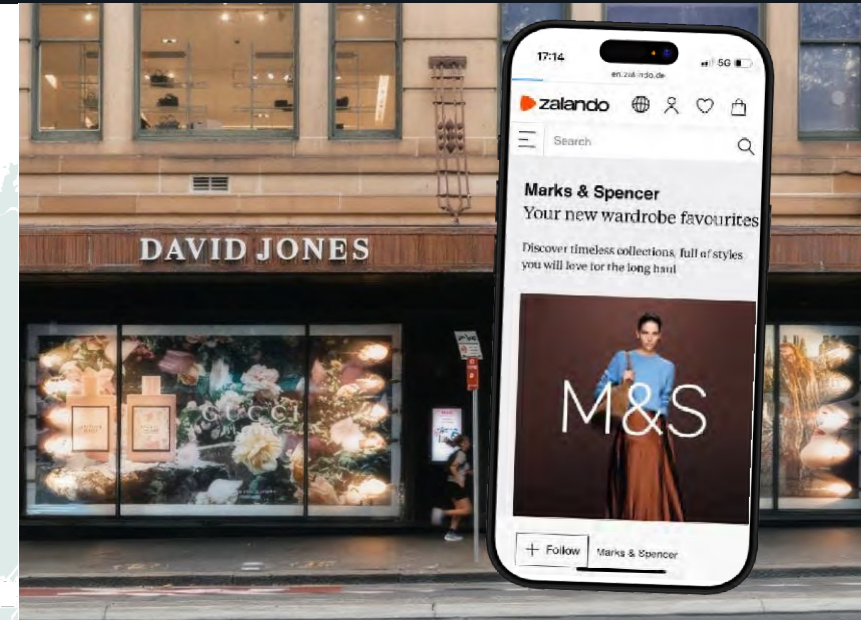
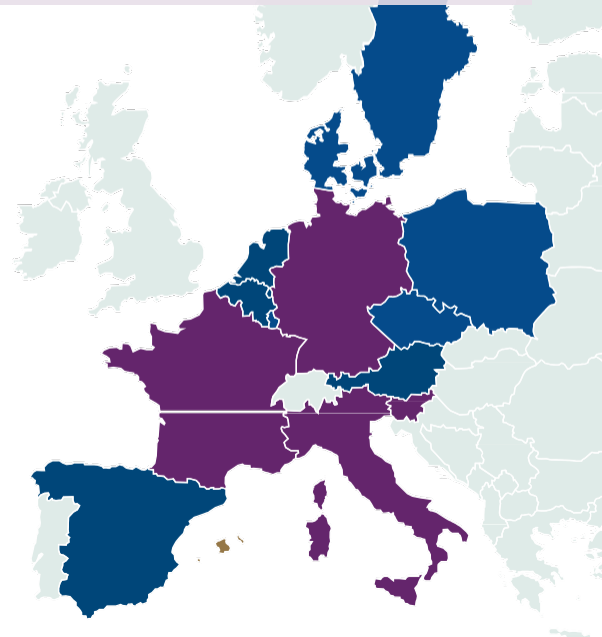
Marketplaces

1-2 marketplace partners

▶ zalando

3 marketplace partners

▶ zalando + ABOUT YOU® + amazon



Wholesale

DAVID JONES

From Lingerie only

To Womenswear, Menswear

+more stores

A strong leadership team

M&S



STUART MACHIN
Chief Executive Officer



ALISON DOLAN
Chief Financial Officer



ALEX FREUDMANN
Food Managing Director



JOHN LYTTLE
Fashion, Home & Beauty
Managing Director



MARK LEMMING
International Managing
Director



THINUS KEEVÉ
Retail Director



SACHA BERENDJI
Operations Director



HAYLEY TATUM
Chief People Officer



NICK FOLLAND
Legal Counsel



**VICTORIA
MCKENZIE-GOULD**
Corporate
Affairs Director

Long-term growth
opportunity

UK's most
trusted brand

Distinct competitive
advantages



Strong and
experienced team

Consistent operational
and financial delivery

Disciplined capital
allocation and strong
balance sheet





Alex Freudmann

Managing Director, Food

M&S

Our Food strategy is unchanged

M&S

To build a remarkable Food business protecting the magic and modernising the rest

Vision to become a shopping list retailer, focused on families with soul of a market



Market share
+1%pt

Operating margin
>4%

1

Leveraging exceptional products and a trusted brand

2

Driving profitable growth across categories and channels

3

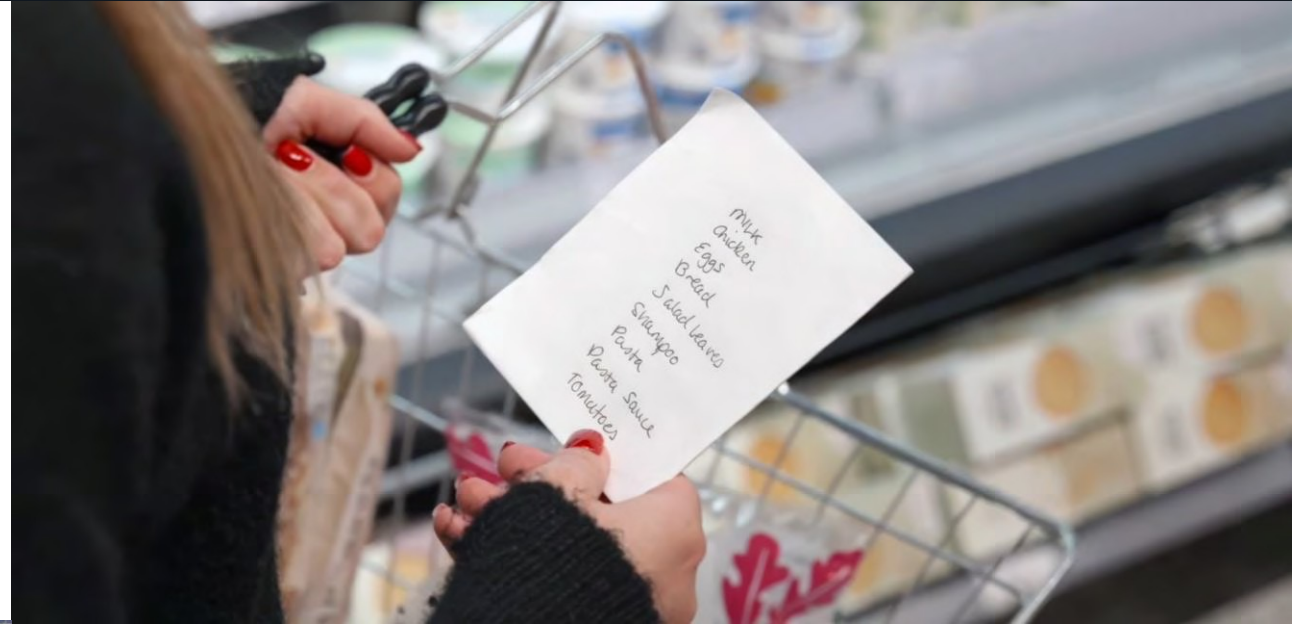
Deliver target operating margins through fixing our backbone

Our Food strategy is unchanged

M&S

To build a remarkable Food business protecting the magic and modernising the rest

Vision to become a shopping list retailer, focused on families with soul of a market



Shopping List Retailer

Customers can **trust** us to have the products for the mission they are on

Customers can **trust** us on value

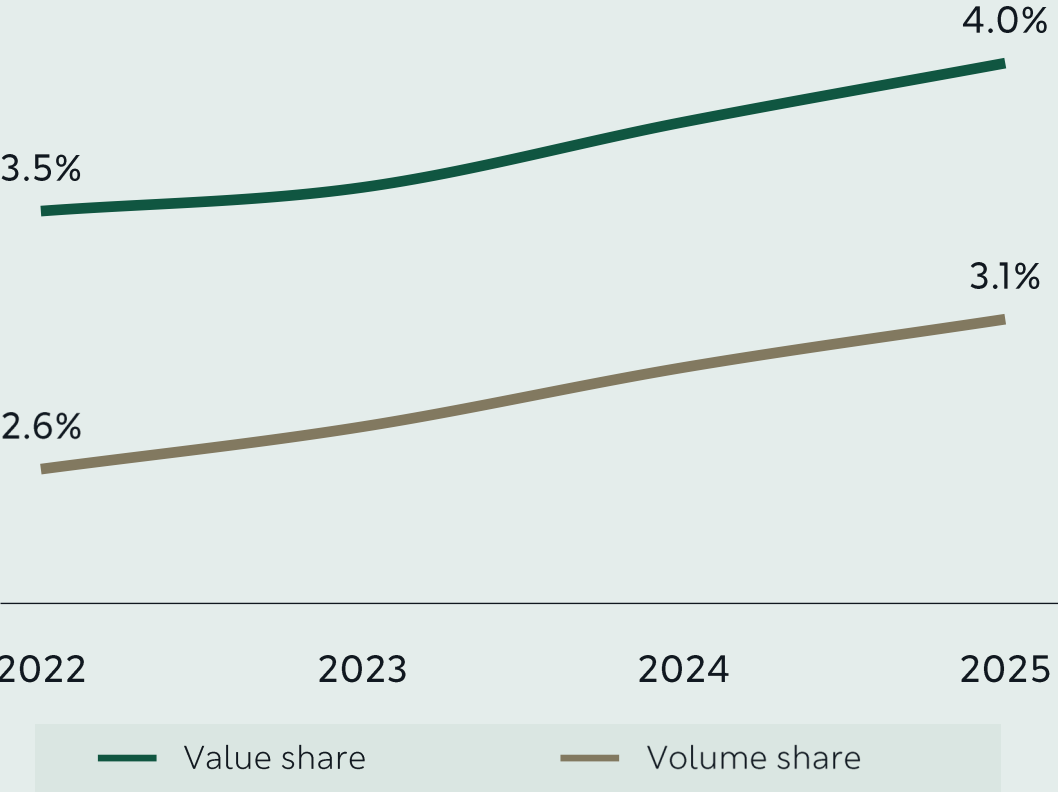
Customers **trust** us on product availability and freshness

And we have momentum...



...growing market share

M&S value and volume share

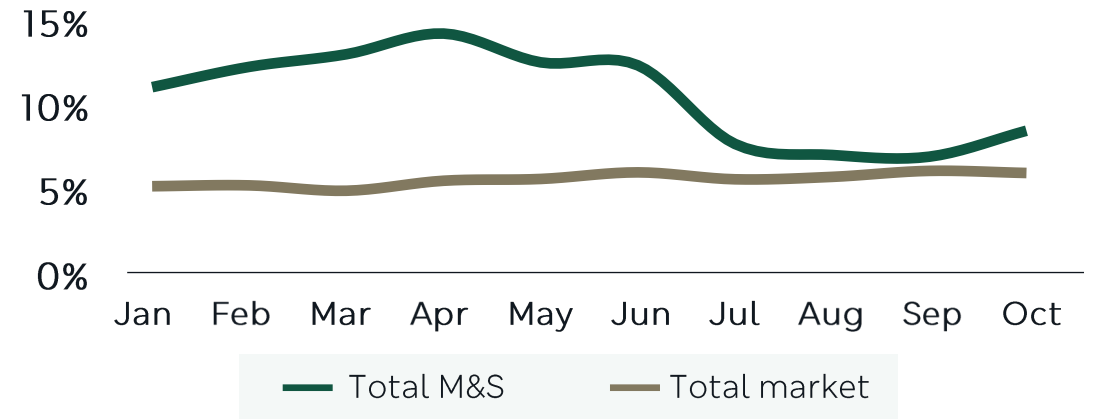


Worldpanel 52 weeks to 5 October 2025

And we have
momentum...

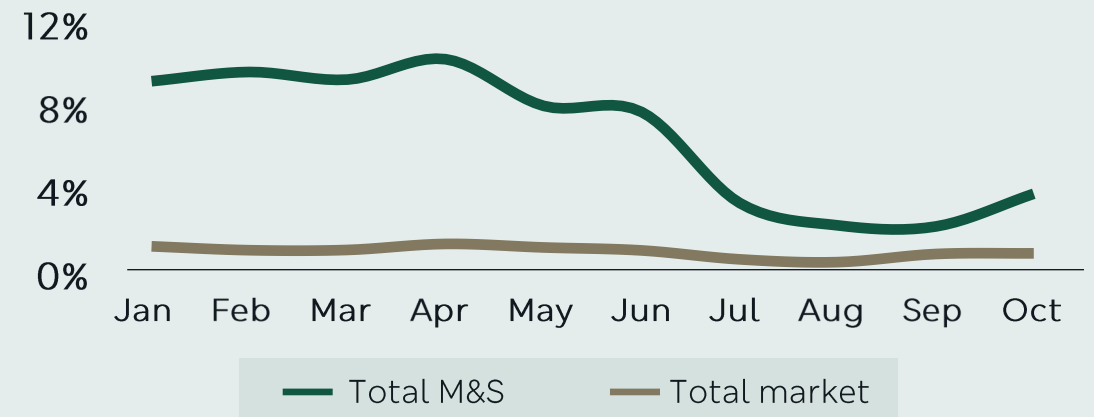


M&S value growth vs. market



...consistently
outperforming
the market

M&S volume growth vs. market



The long-term opportunity

M&S

Double the
Food business

Food sales

Long-term opportunity, £bn (not to scale)



FY22 | £6.8bn



FY25 | £9.1bn

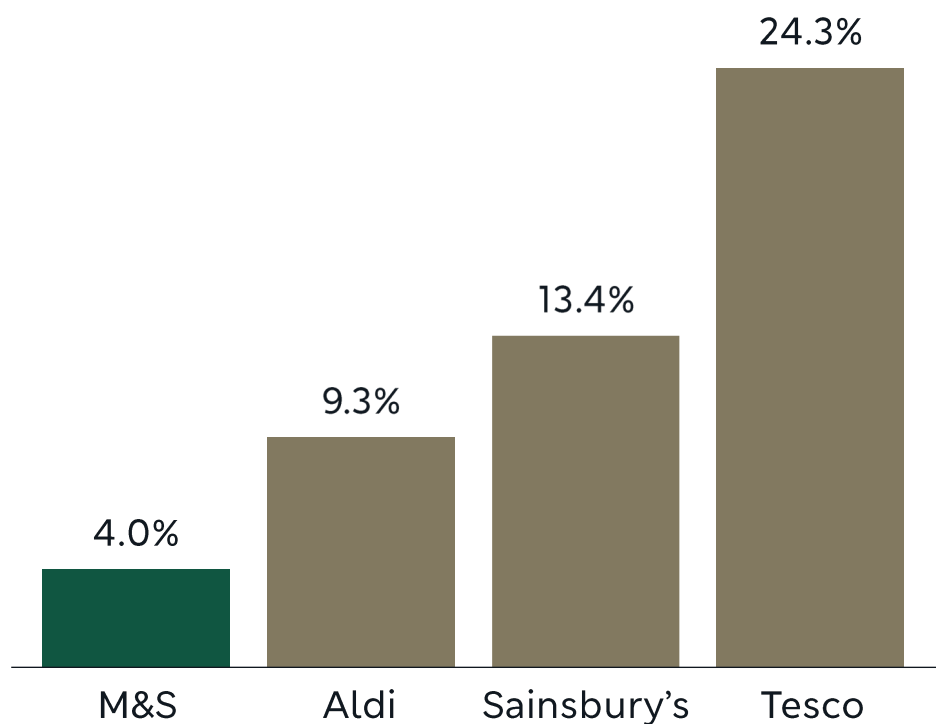


The long-term opportunity for M&S Food

M&S

Grocery market share

Value share



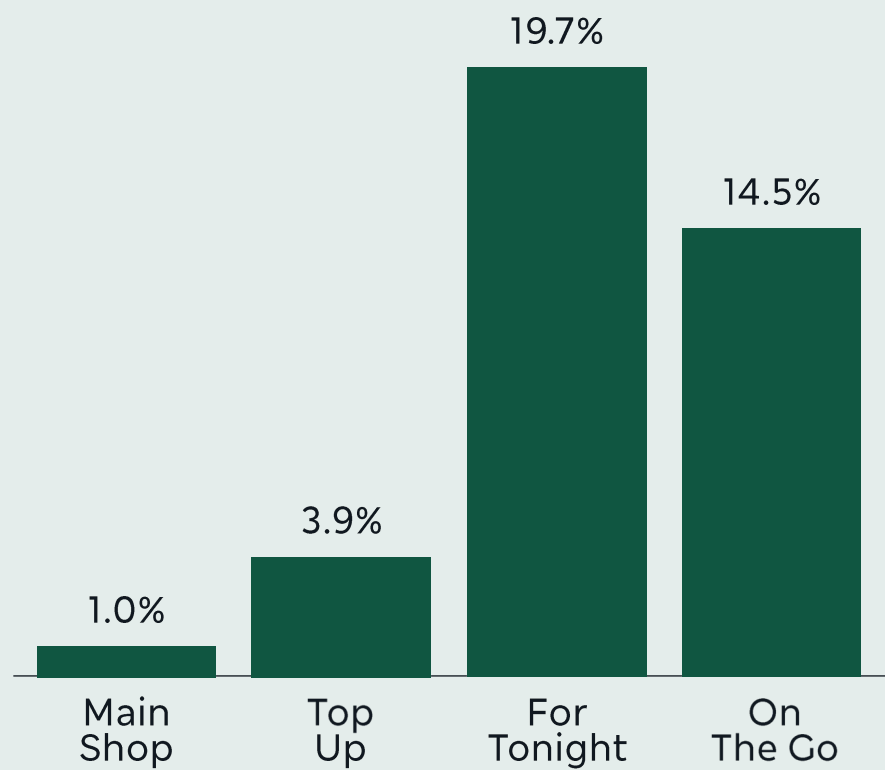
Worldpanel 52 weeks to 5 October 2025



The long-term opportunity for M&S Food

M&S

Mission market share
% of sales



Circana 52 weeks to 12 April 2025

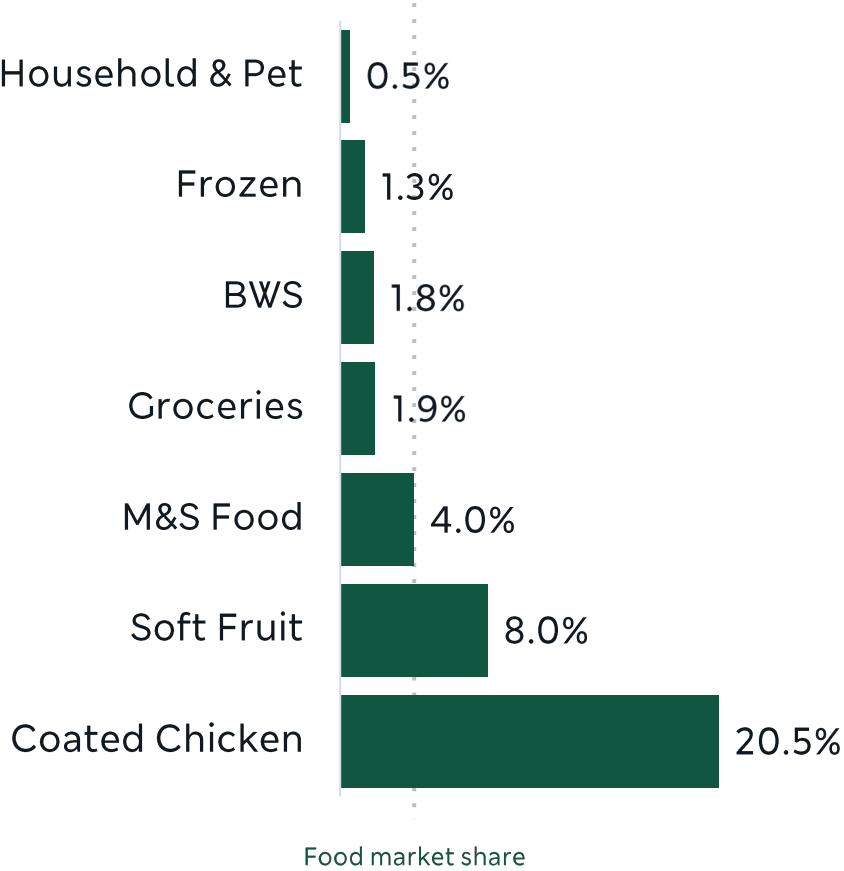
The long-term opportunity for M&S Food

M&S



Category market share

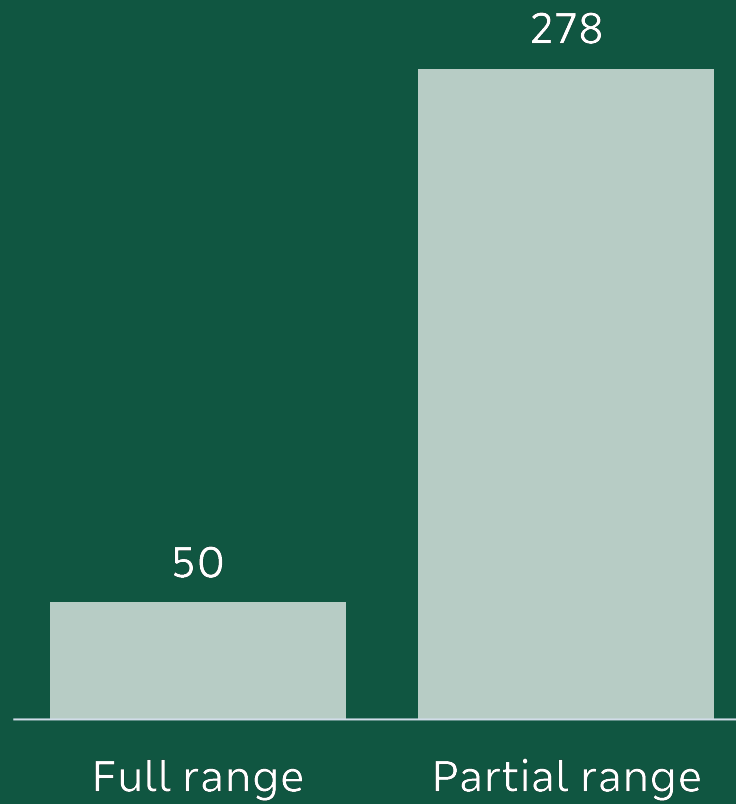
Value share



The long-term opportunity for M&S Food

M&S

Food stores selling full range



What are our customers telling us

M&S

More socialising
at home

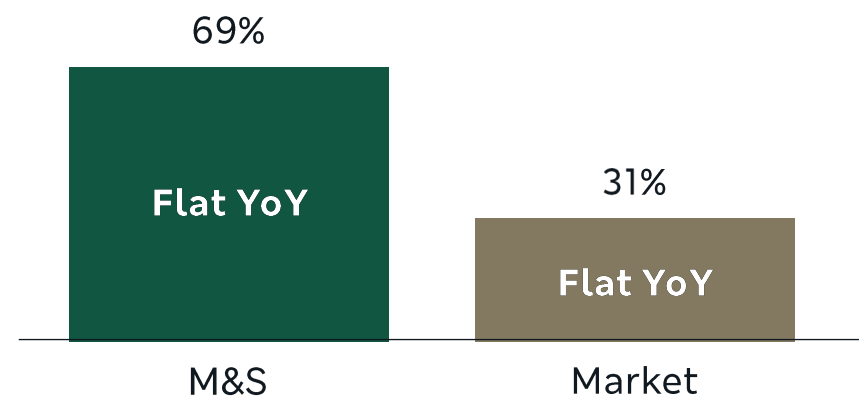
Greater focus
on health and
clean eating

Enjoying everyday
treats and
affordable luxuries



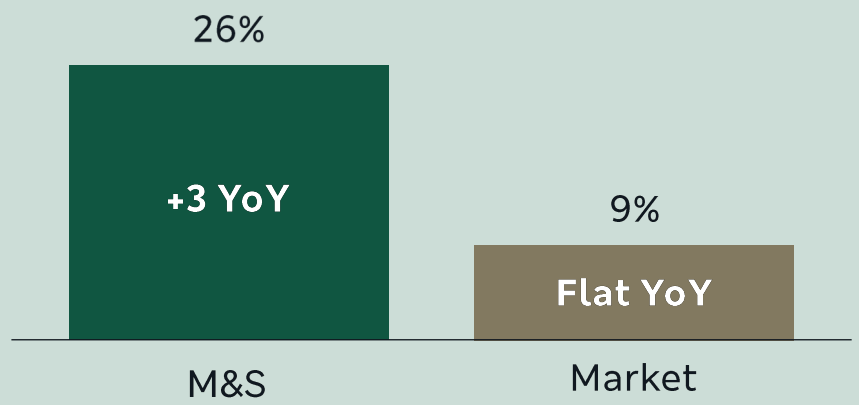
How are we positioned to meet these needs?

Quality perception



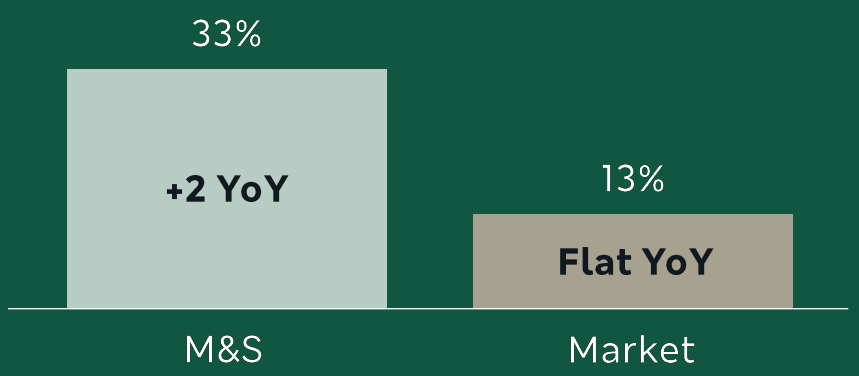
YouGov Perception Tracker

Innovation perception



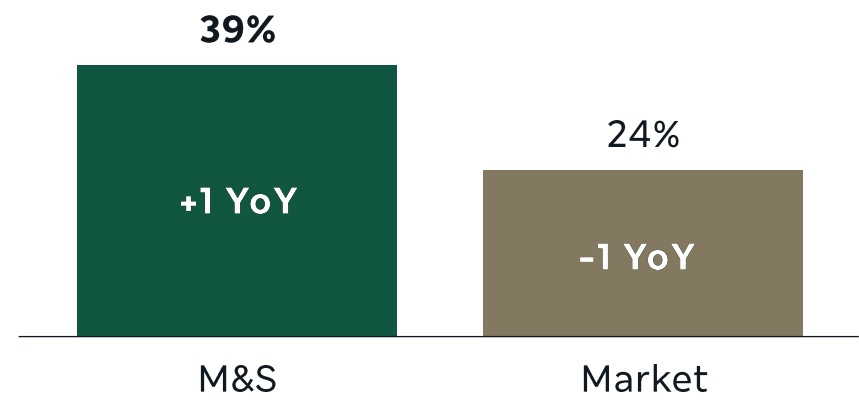
YouGov Perception Tracker

Freshness perception



YouGov Perception Tracker

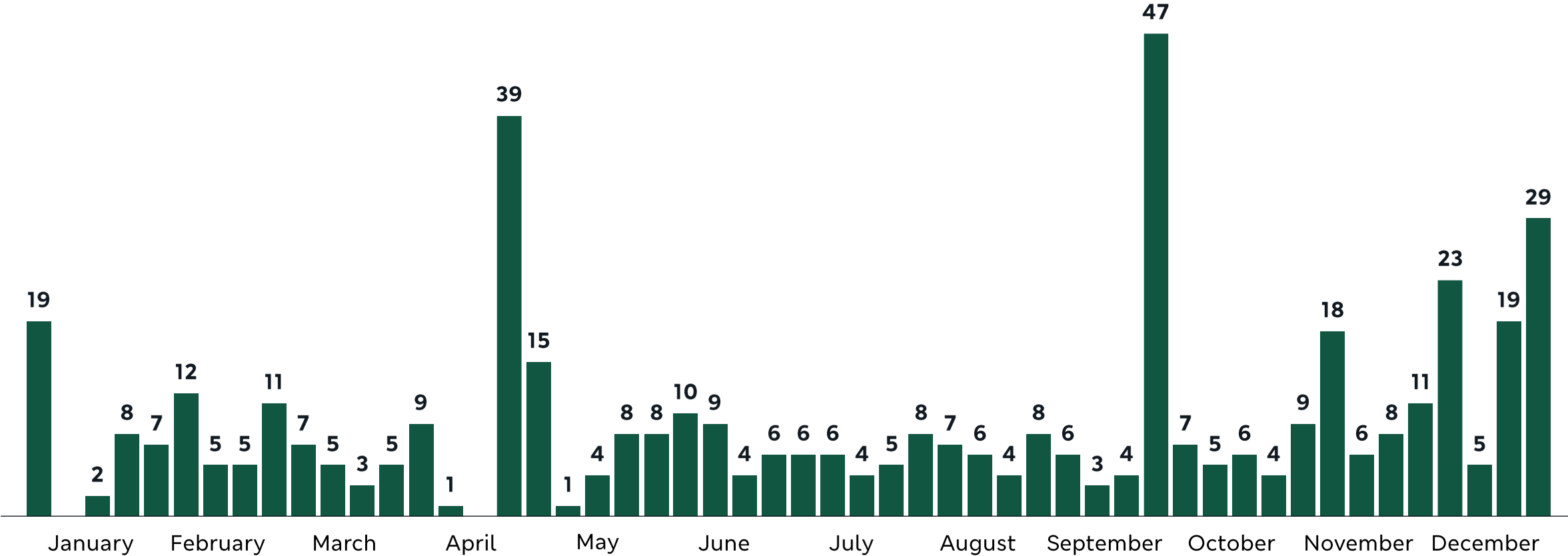
Health perception



YouGov Perception Tracker

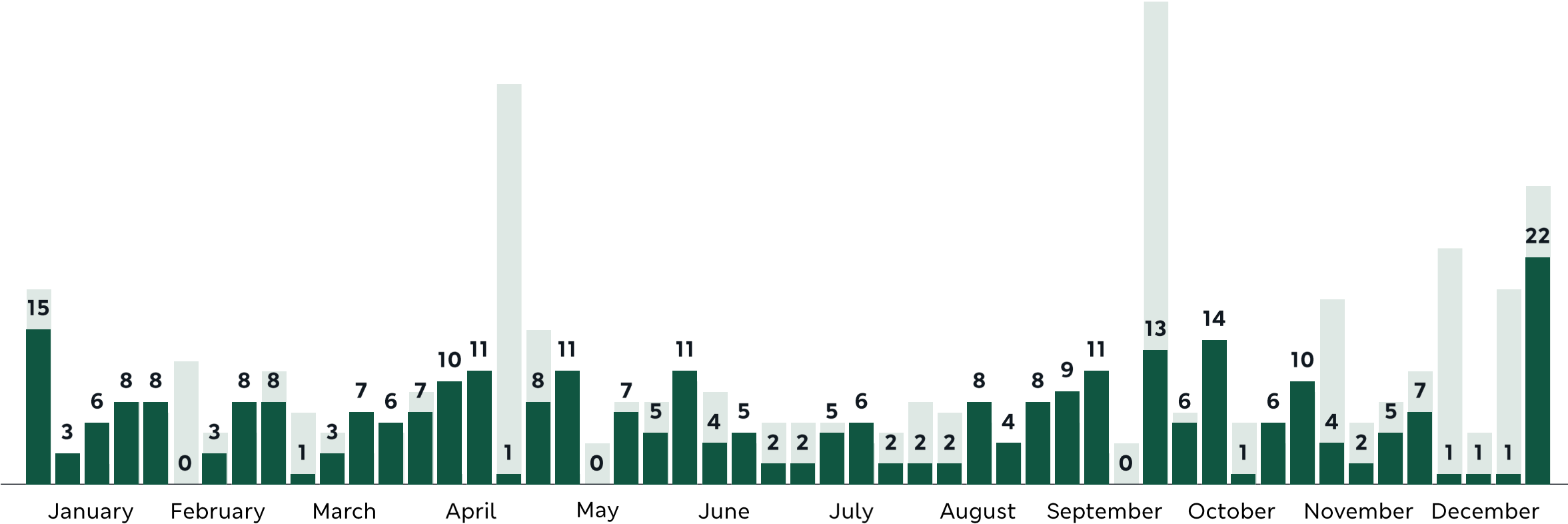
Consistent investment in quality and innovation

2024



Consistent investment in quality and innovation

2026



WINNING CHOICES 48 WEEK PROGRAMME

Week 0

Identify Trend



Week 1-15

Set the benchmark



Week 16-32

Supplier Partners



Weeks 32-48

Execute in store



Investment in category transformations

M&S

Italian meals

+1% vs. LY before upgrade

+31% vs. LY since launch

Dried fruit & nut

+13% vs. LY before upgrade

+28% vs. LY since launch

Deli picky bits

+14% vs. LY before upgrade

+19% vs. LY since launch

Cookies

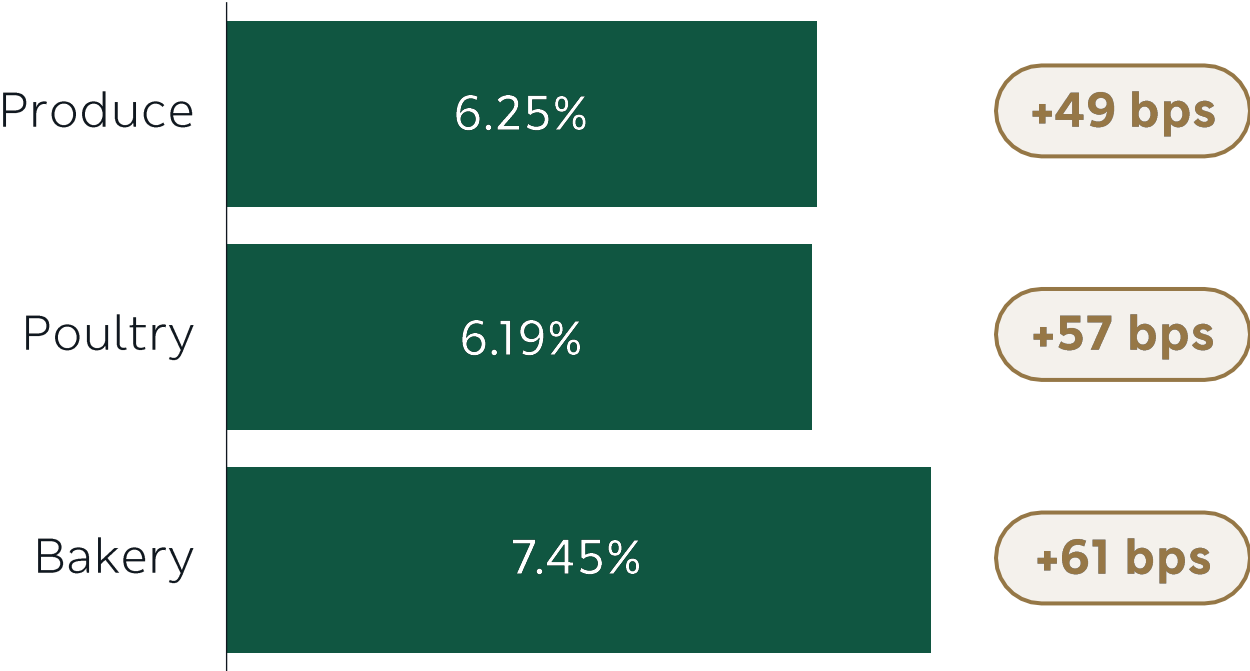
+19% vs. LY before upgrade

+131% vs. LY since launch



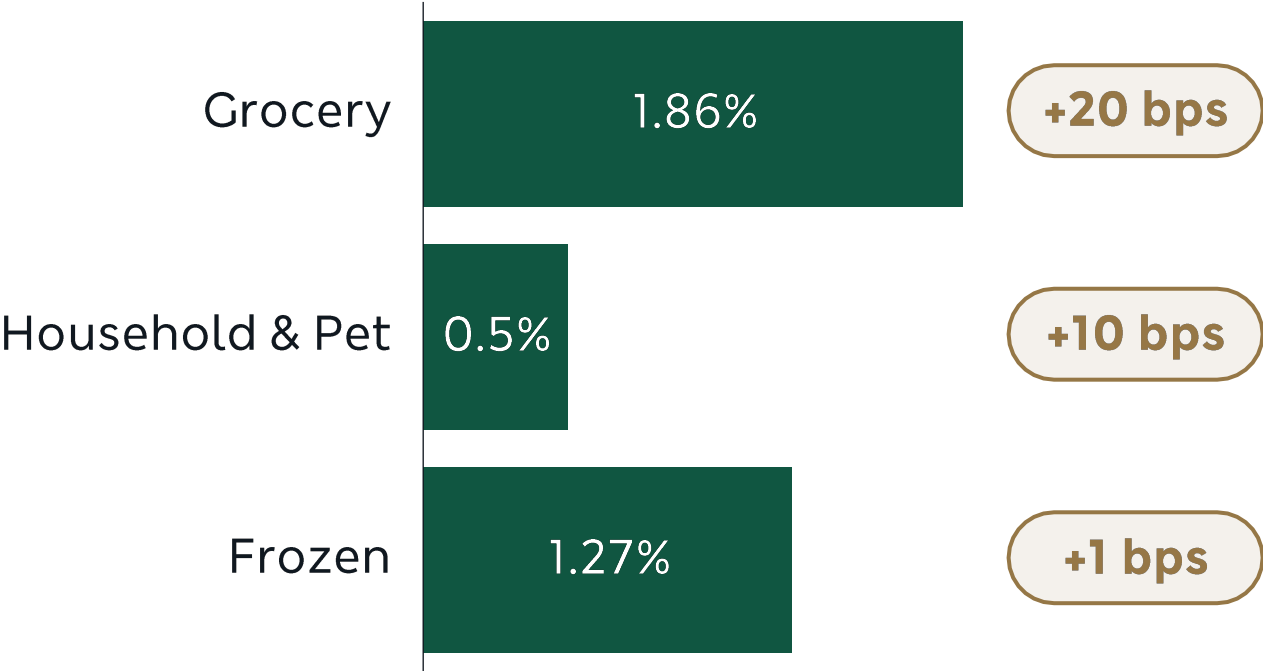
Invested and further differentiated in Spine of Basket

Value share %



Increased credibility in the family basket

Value share %



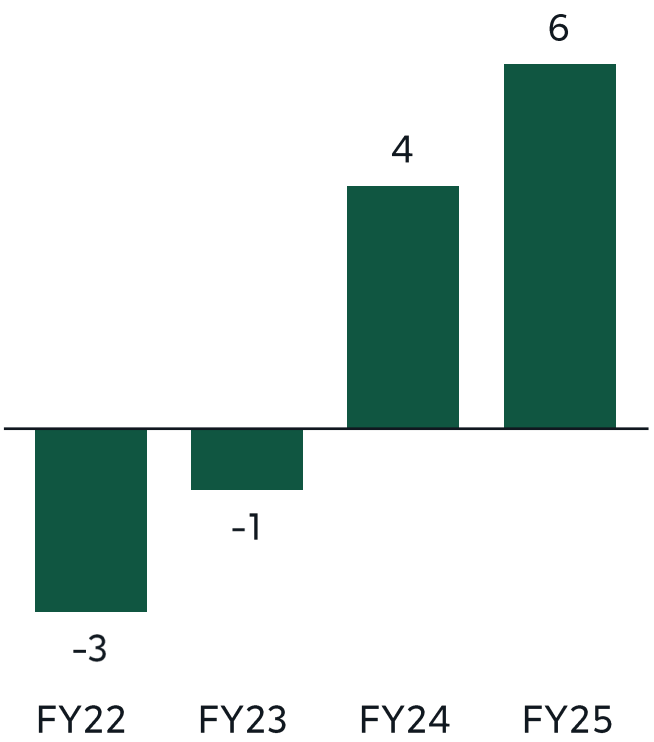
Continued to innovate in Heartland

Value share %

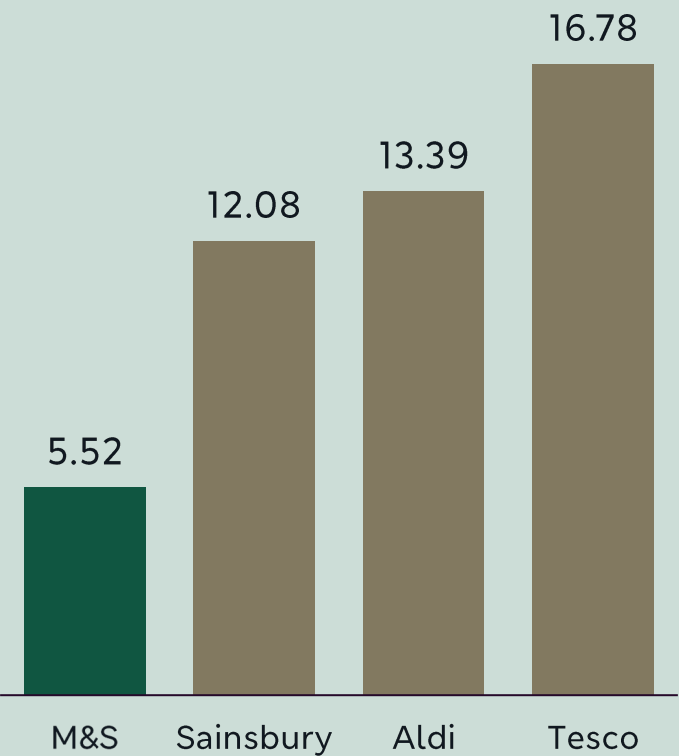


But always more to do

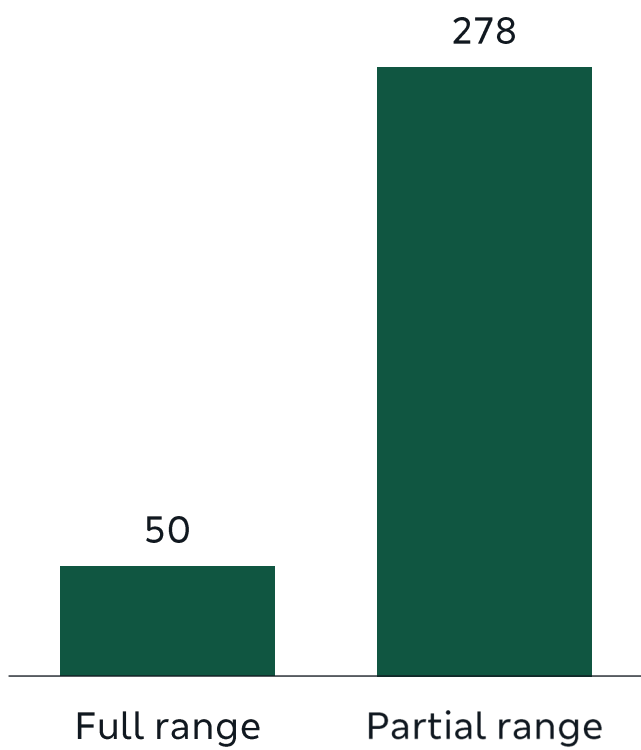
Value perception



Items per basket



Food stores selling full range



Investing in stores for growth

Optimise
market share
opportunities

Grow our Food
store pipeline
for the future

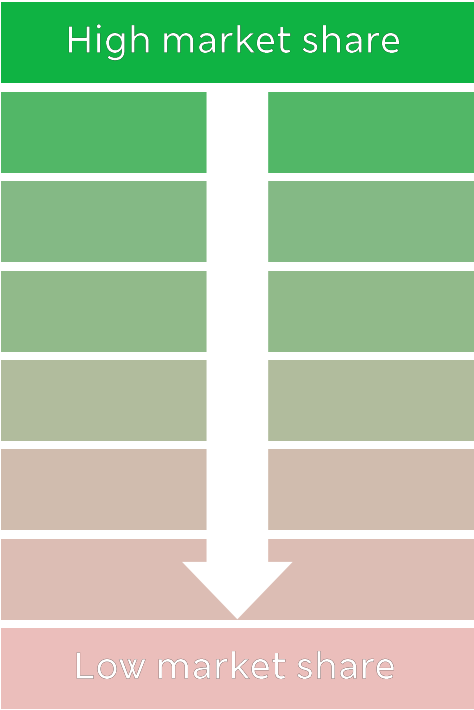
Invest in
omnichannel and
leverage online
opportunities

Become a
global brand

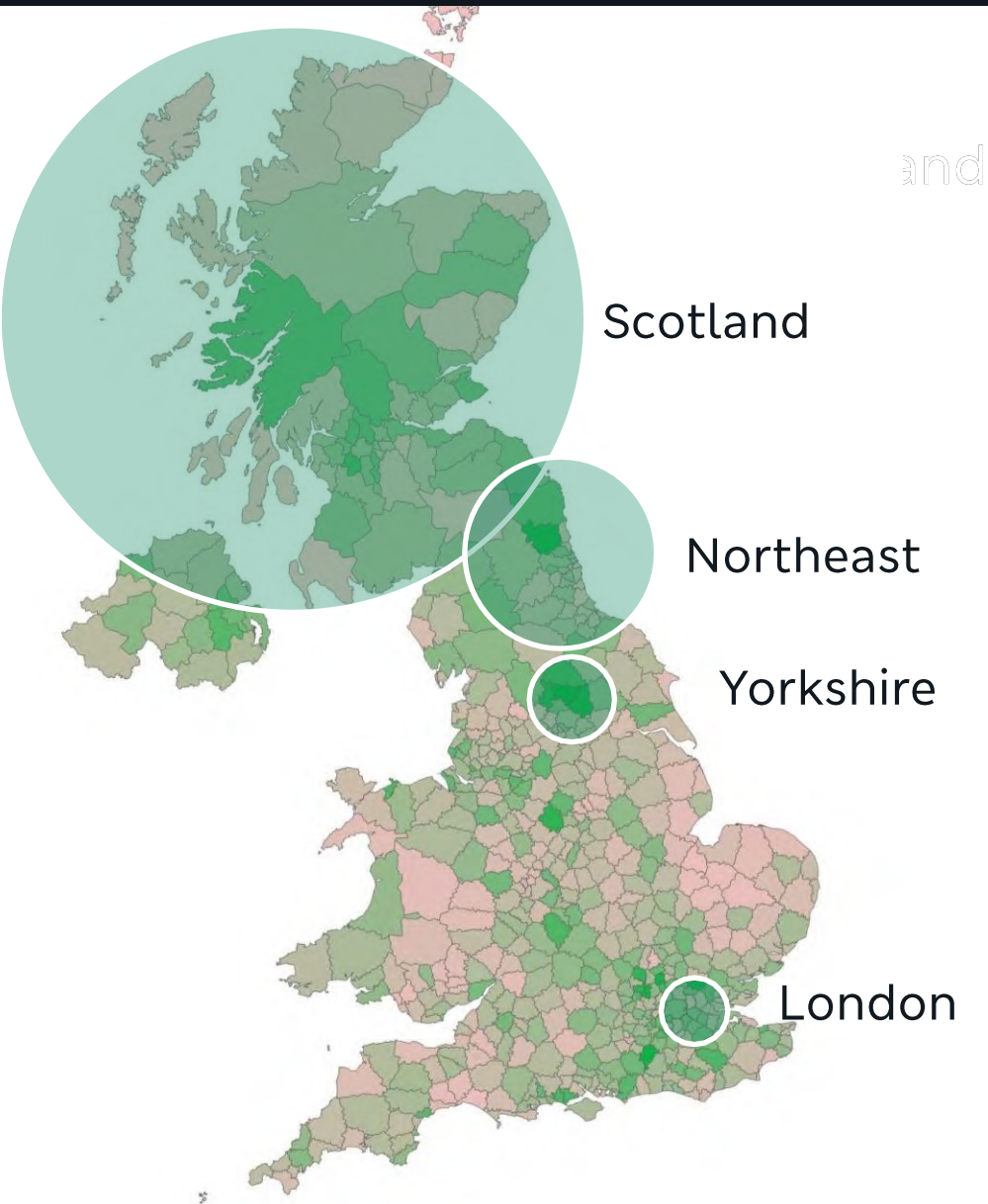




M&S market share by shopper town



Geolytix



M&S market share by shopper town



M&S market share by shopper town

Become a
global brand

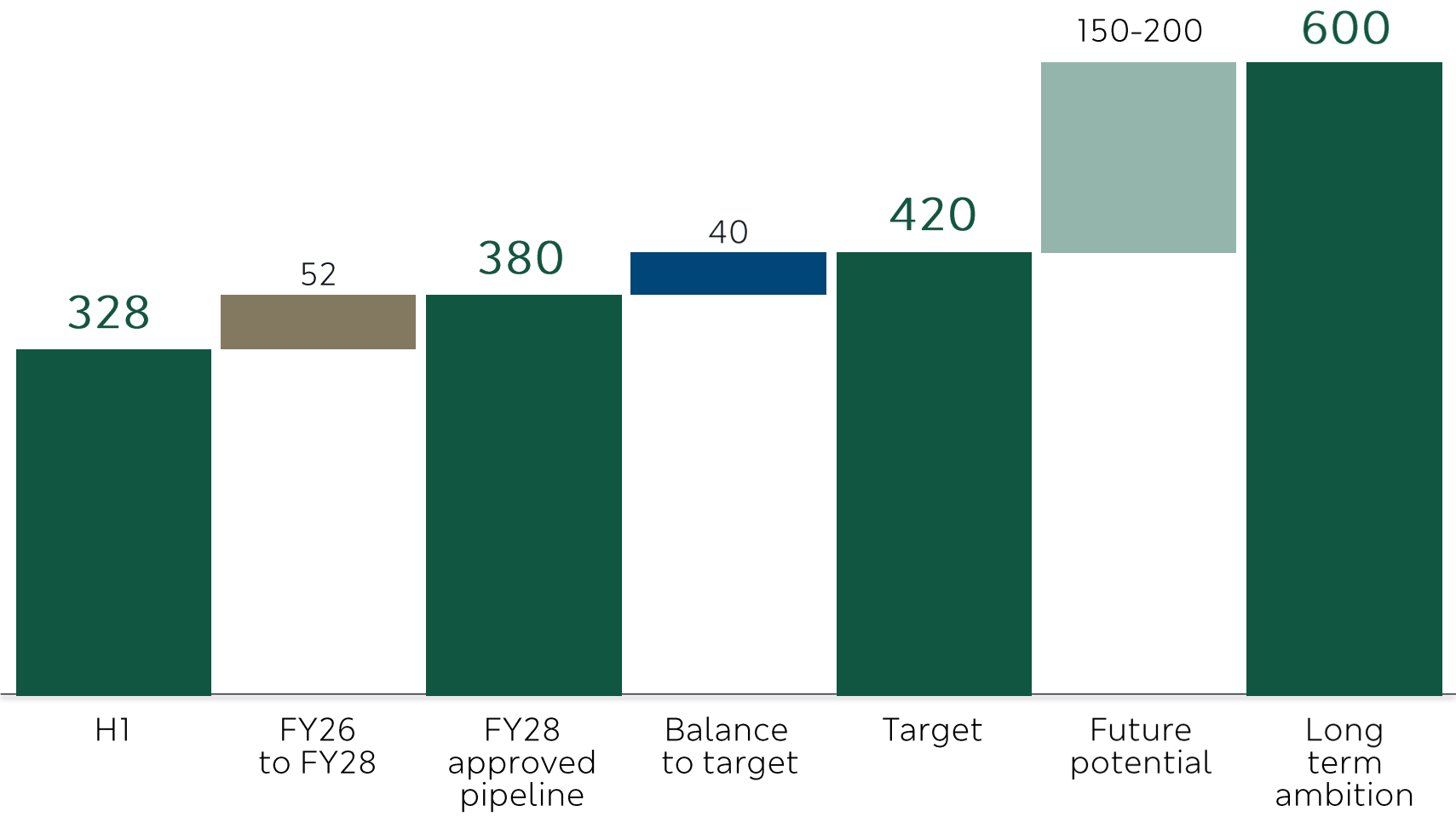
Top 25



Growing the number of Food stores



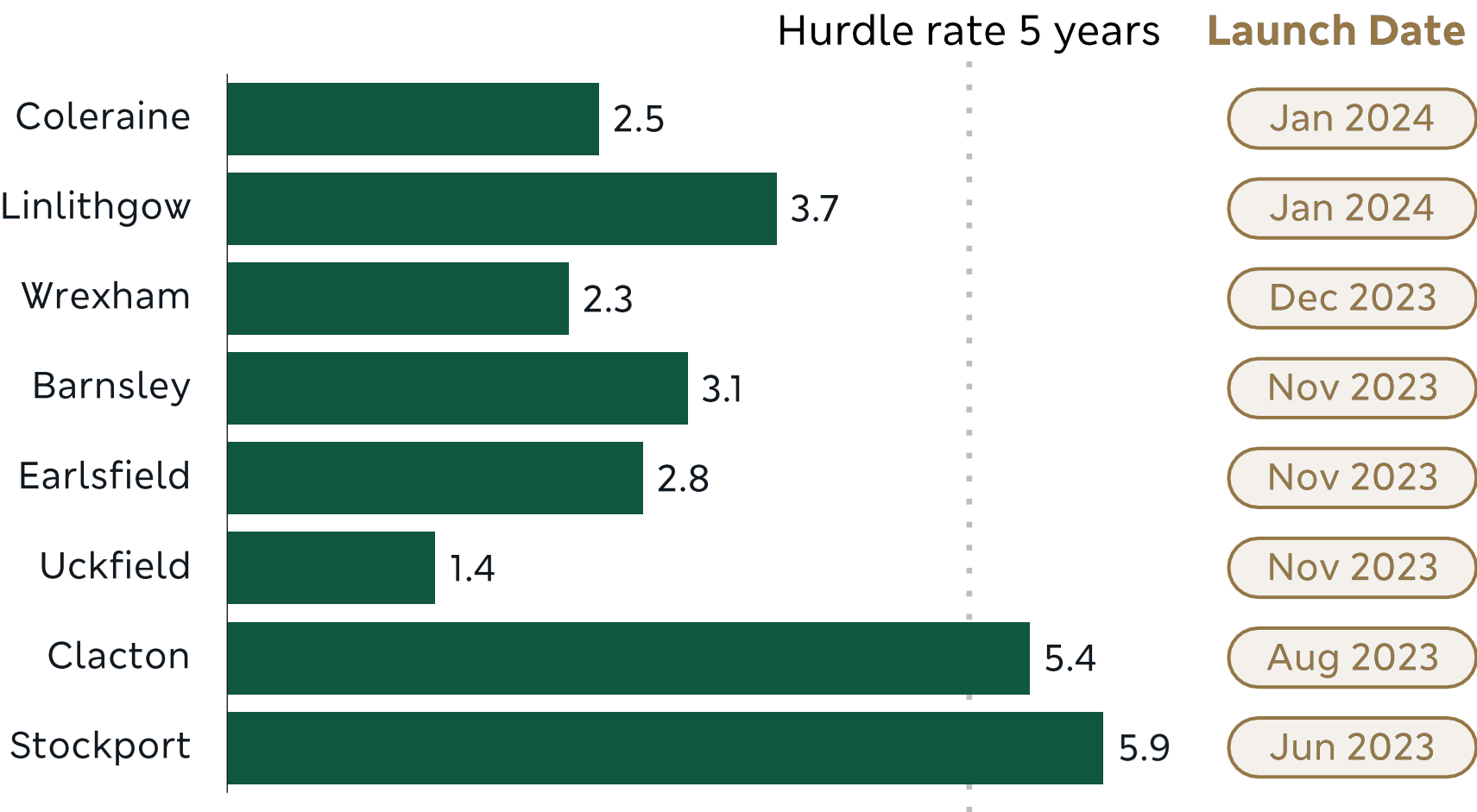
Food store pipeline



Growing the number of Food stores



Recent new Food store paybacks



Growing the number of Food stores

M&S



H2 New Stores and Renewals

New Food Halls

Clapham Common

Fulham

Craigavon

Cannock

Chiswick

Putney

Hatfield

Farnham

Bramingham Luton

Whetstone

Royal Tunbridge Wells

Abingdon

Renewals

Merry Hill

Cheshunt

One New Change

Anlaby Hill

Muswell Hill

Westway Chelmsford

Hampstead

New Full Line Stores

Bristol Cabot Circus

Bath

Main shop missions through Ocado

M&S

14.9%

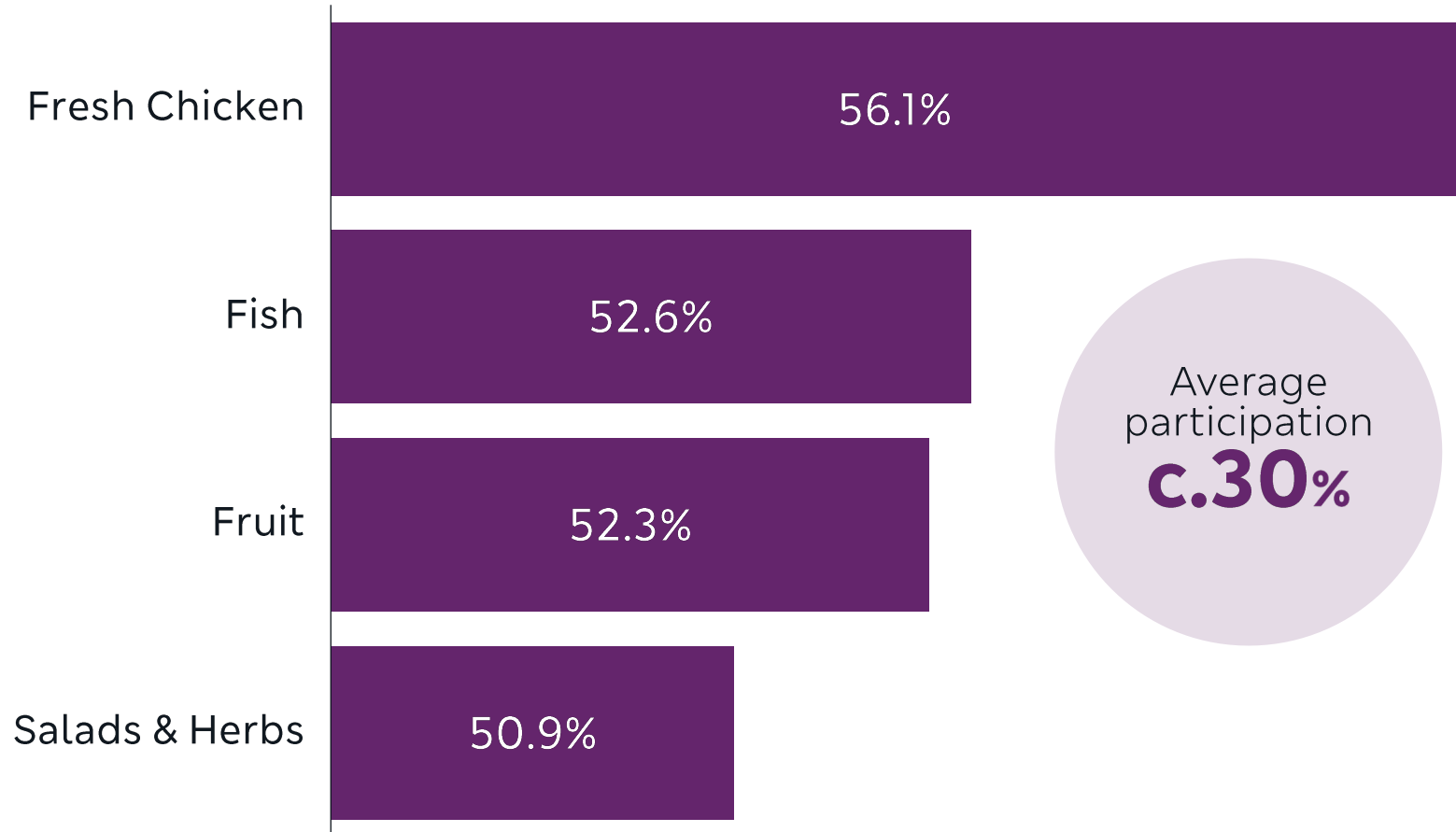
Ocado H1 growth

19.6%

M&S on Ocado
H1 growth

Worldpanel online grocery data
12w/e to 5 October 2025

M&S category participation on Ocado Retail



Investing in supply chain for growth

Long-term
agreements with
partners and
farmers

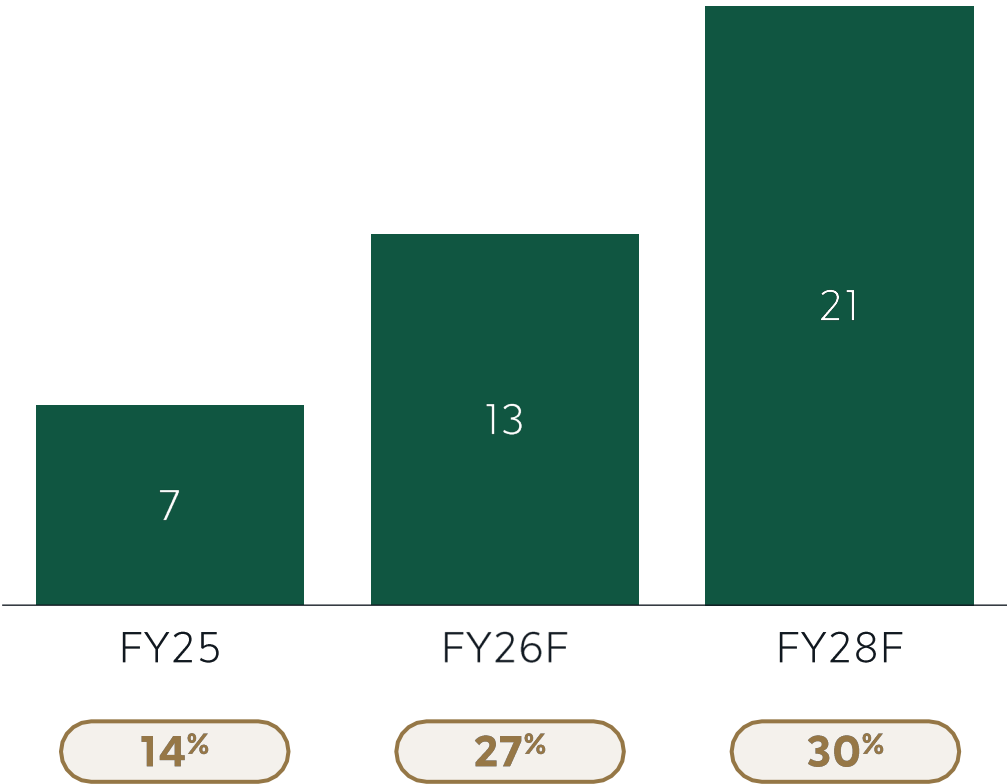
Build network
capacity for
future growth

Modern approach
to forecasting,
ordering and
allocating



Fortress factory contracts

% of cost of goods



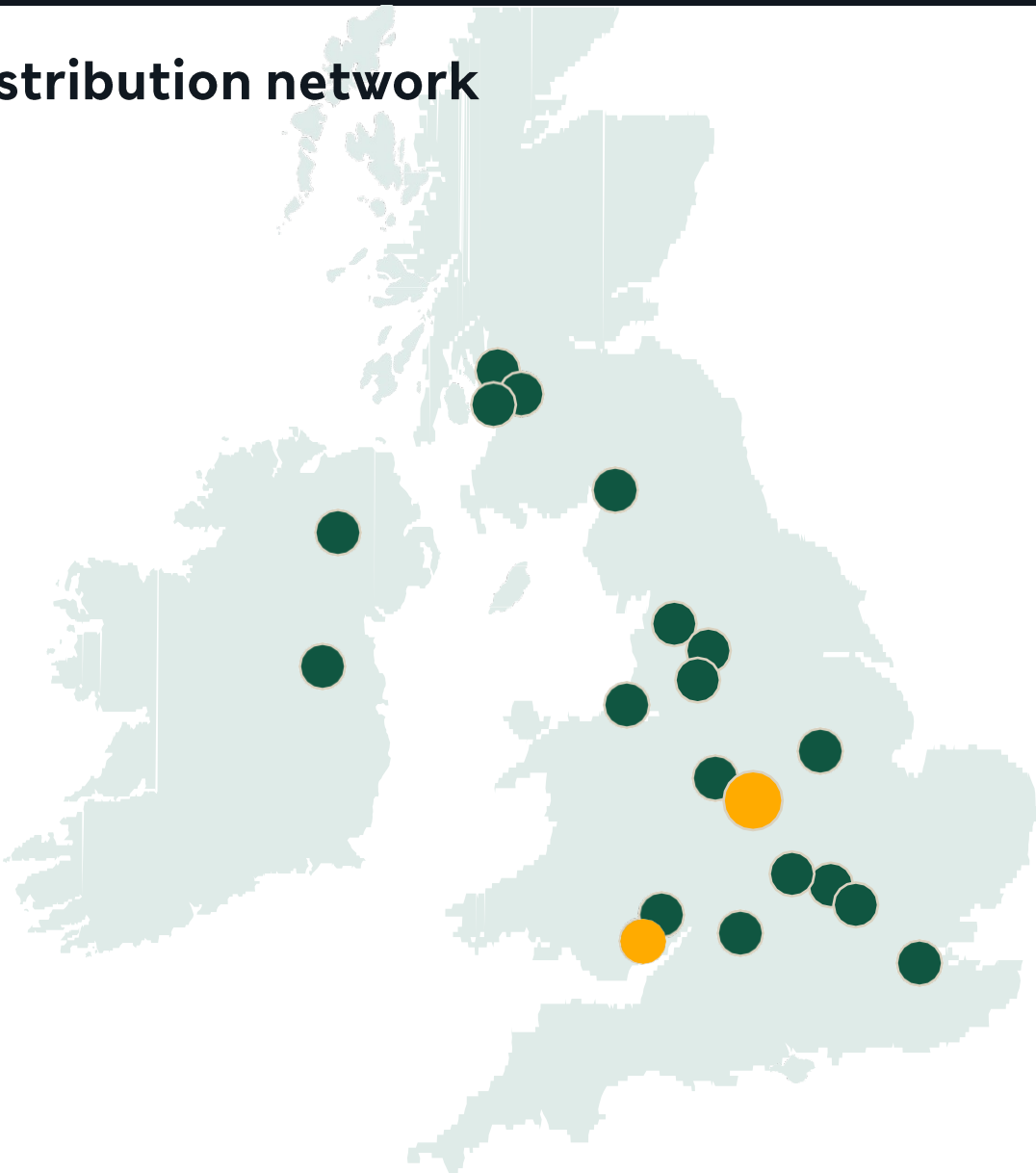
Post investment



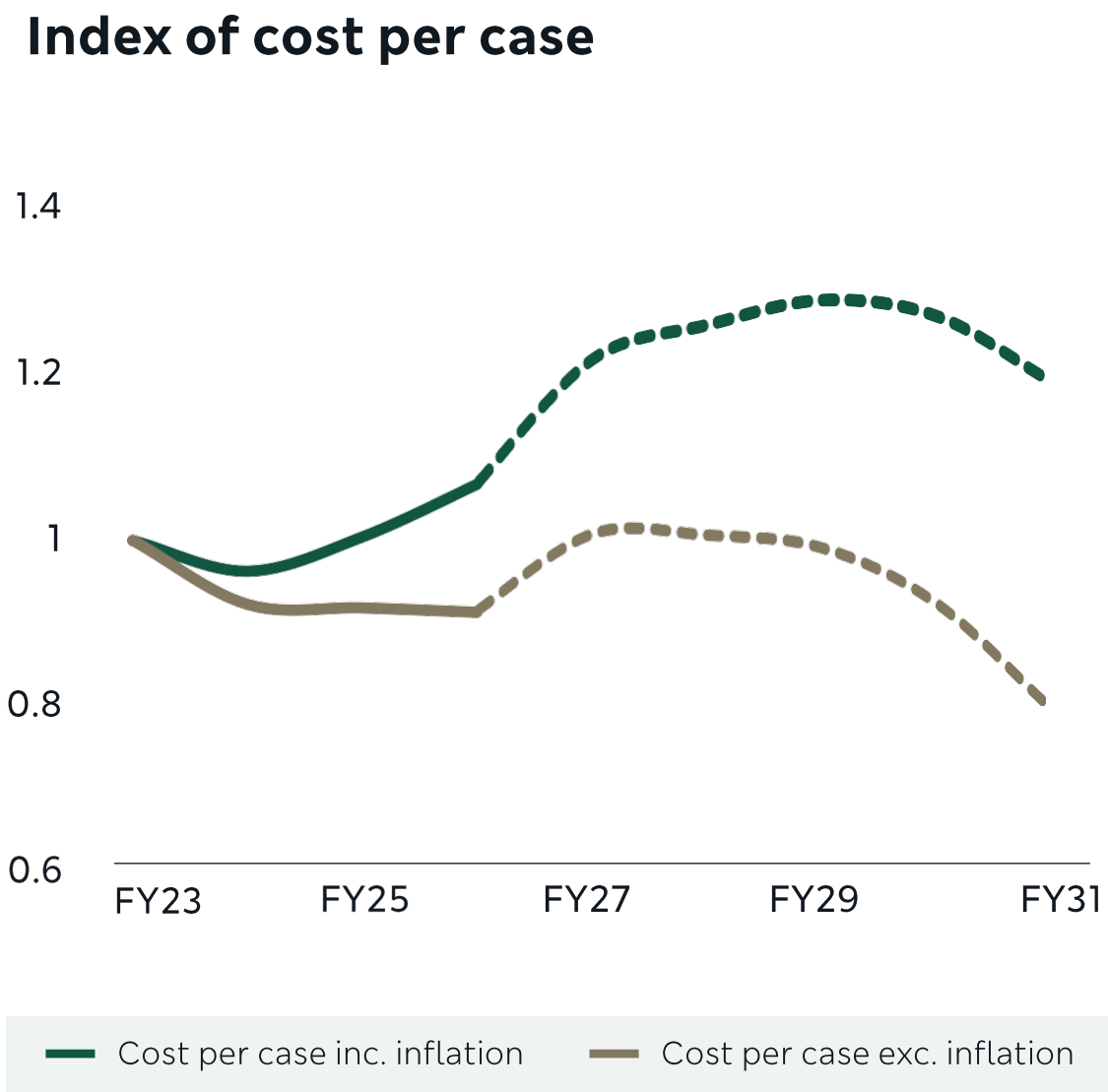
Build network capacity for future growth



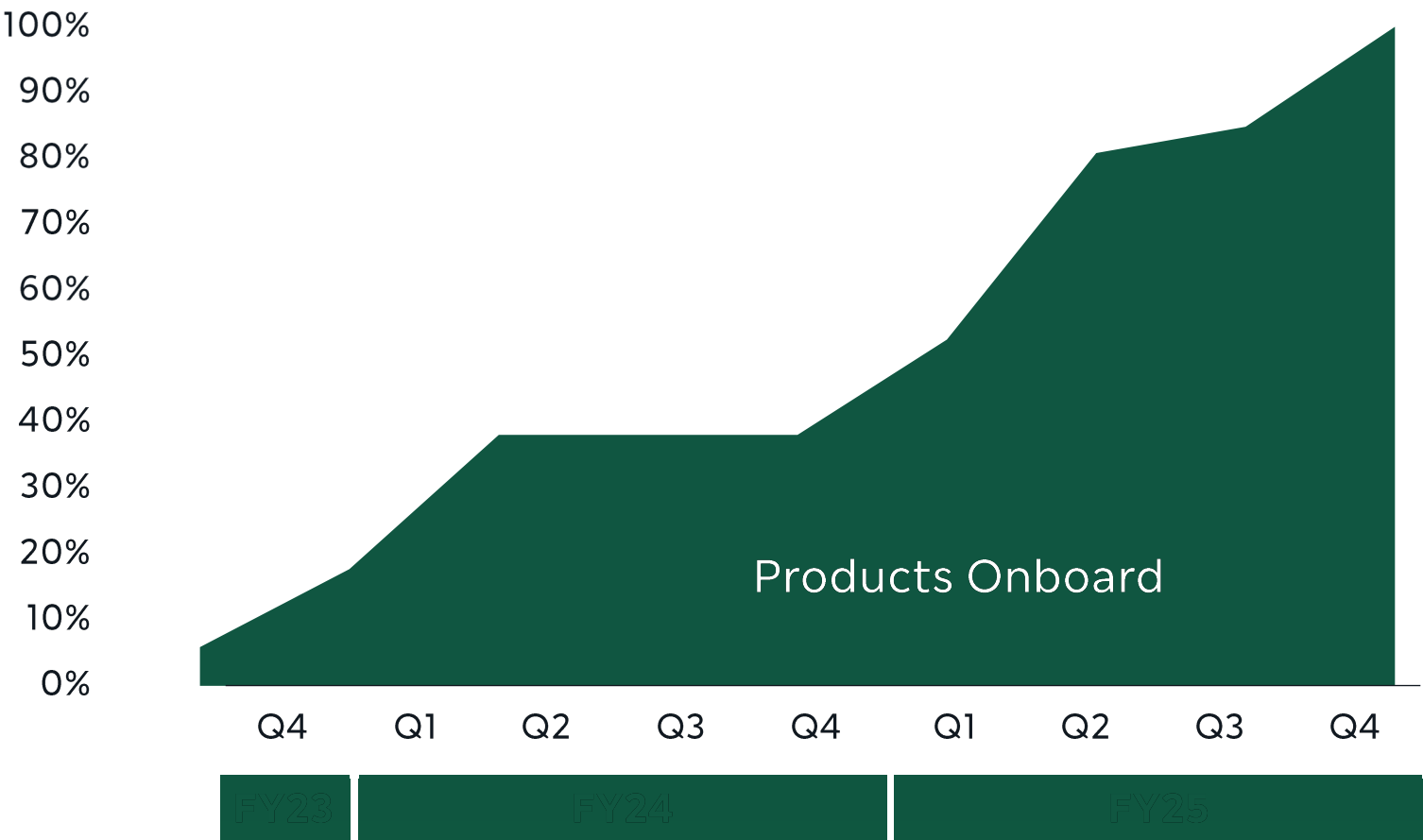
Food distribution network



Investment to optimise network costs



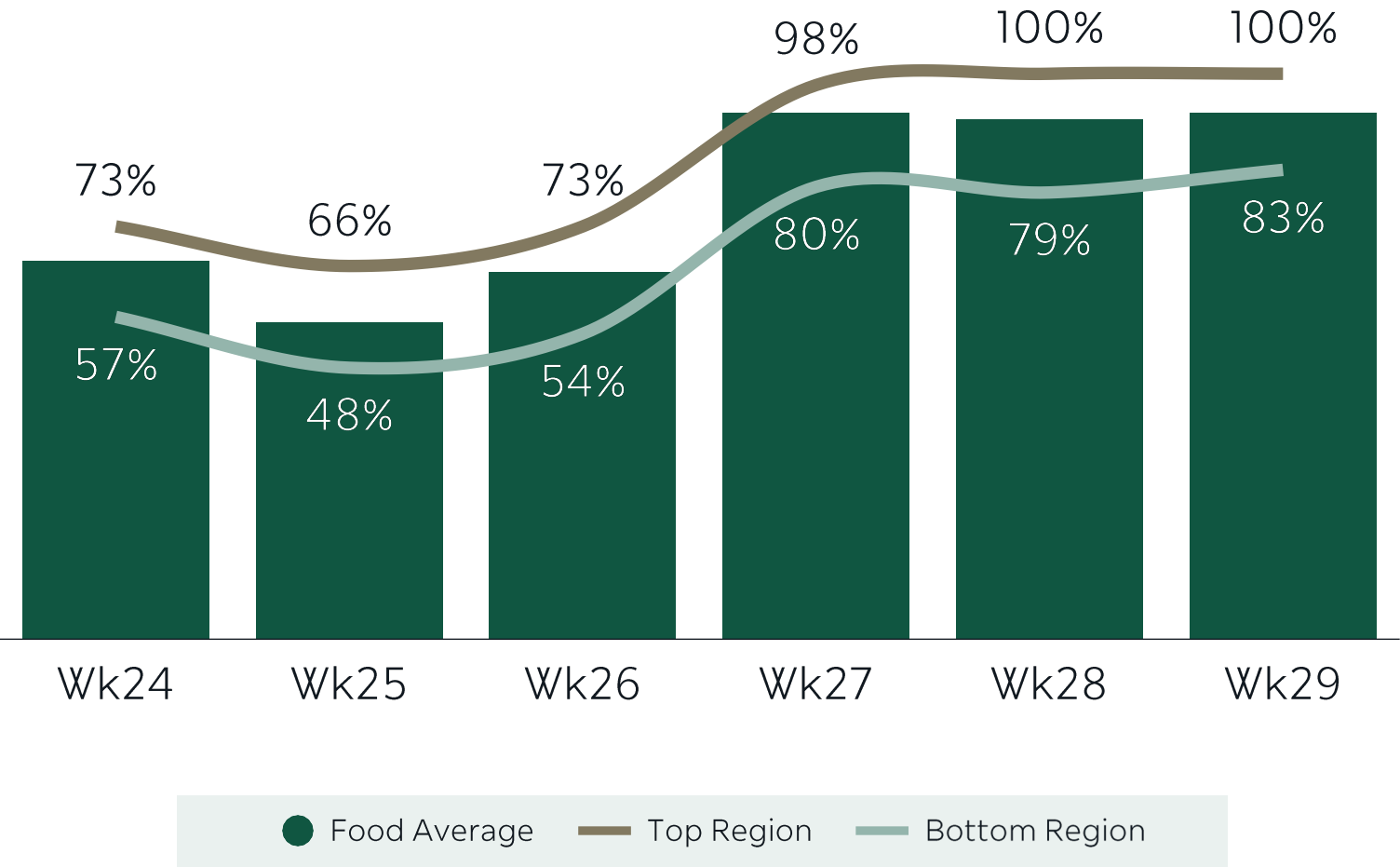
Forecasting and ordering system now complete



Effective and efficient retail operations

M&S

Food process health



Our Food strategy is unchanged

M&S

To build a remarkable Food business protecting the magic and modernising the rest

Vision to become a shopping list retailer, focused on families with soul of a market



Market share
+1%pt

Operating margin
>4%

1

Leveraging exceptional products and a trusted brand

2

Driving profitable growth across categories and channels

3

Deliver target operating margins through fixing our backbone

And we still have lots to do

M&S

Continue to invest in quality and value
Grow store estate
Invest to build network and supplier capacity
Continue to deliver cost out

Double the Food Business



Market share
+1%pt

Operating margin
>4%

1

Leveraging
exceptional
products and a
trusted brand

2

Driving
profitable
growth across
categories and
channels

3

Deliver target
operating
margins
through fixing
our backbone



John Lyttle

Managing Director, Fashion, Home & Beauty

M&S



The genesis of any turnaround starts with the recognition of the unvarnished truth



What's important to customers

M&S

Look good, and
feel great

Ease and
convenience

Value and quality
at a great price



Market
share gain

+1%



Operating
margin

>10%

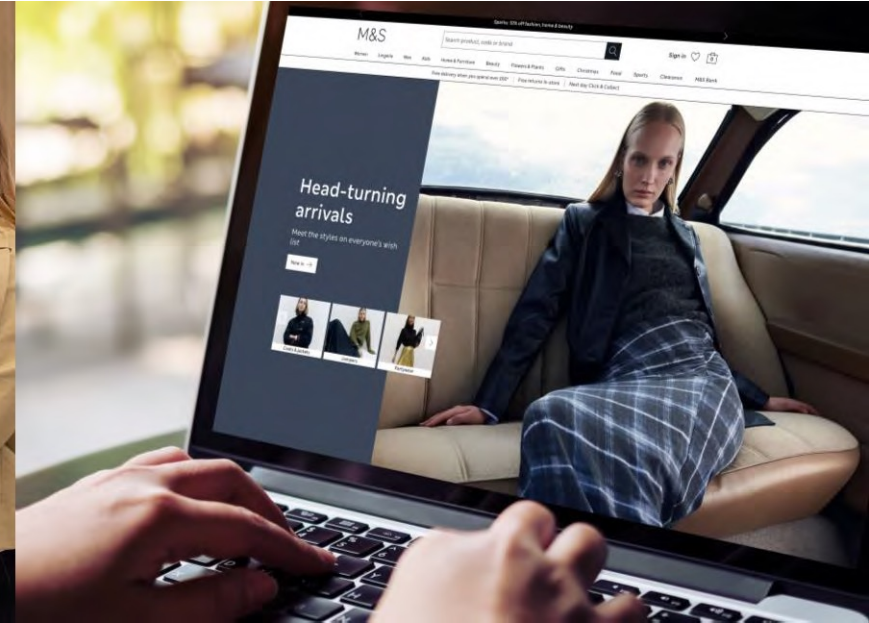
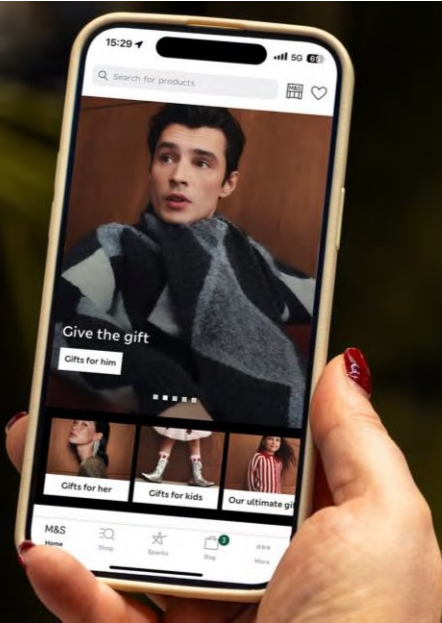
The long-term opportunity

M&S

The long-term opportunity
Double online

+27%
growth

FY25 | £1.4bn



How we're going to deliver this

M&S

Lead on
product



Accelerate
omnichannel



Win on
profit

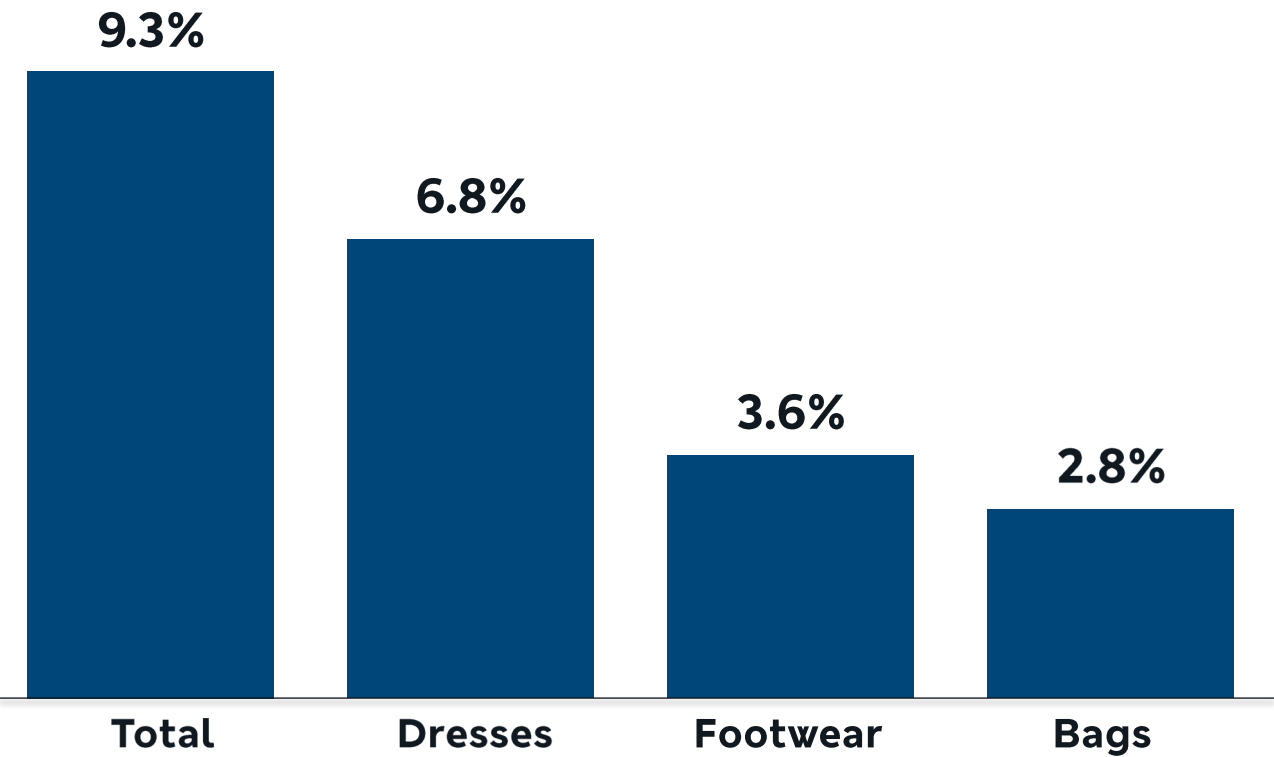


Lead on product



Womenswear

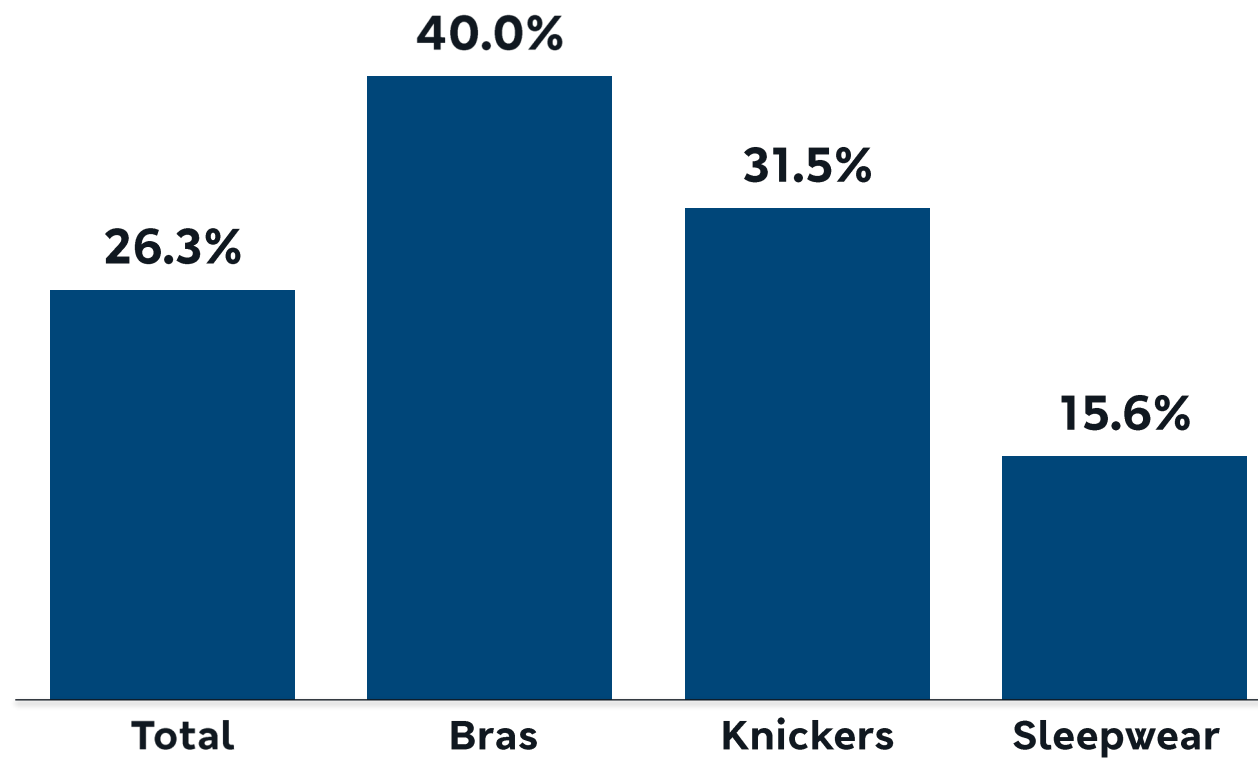
Market share





Lingerie

Market share



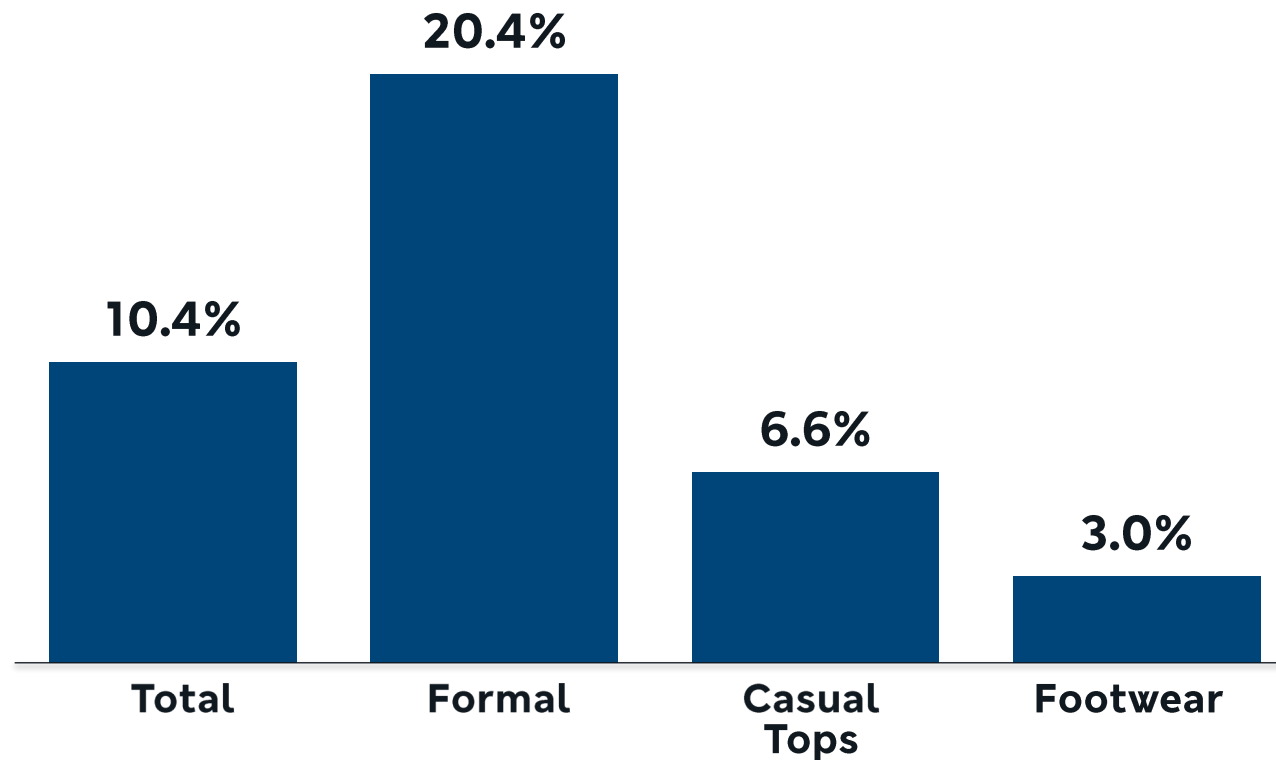
Worldpanel 52 weeks to 30 March 2025

Lead on product



Menswear

Market share



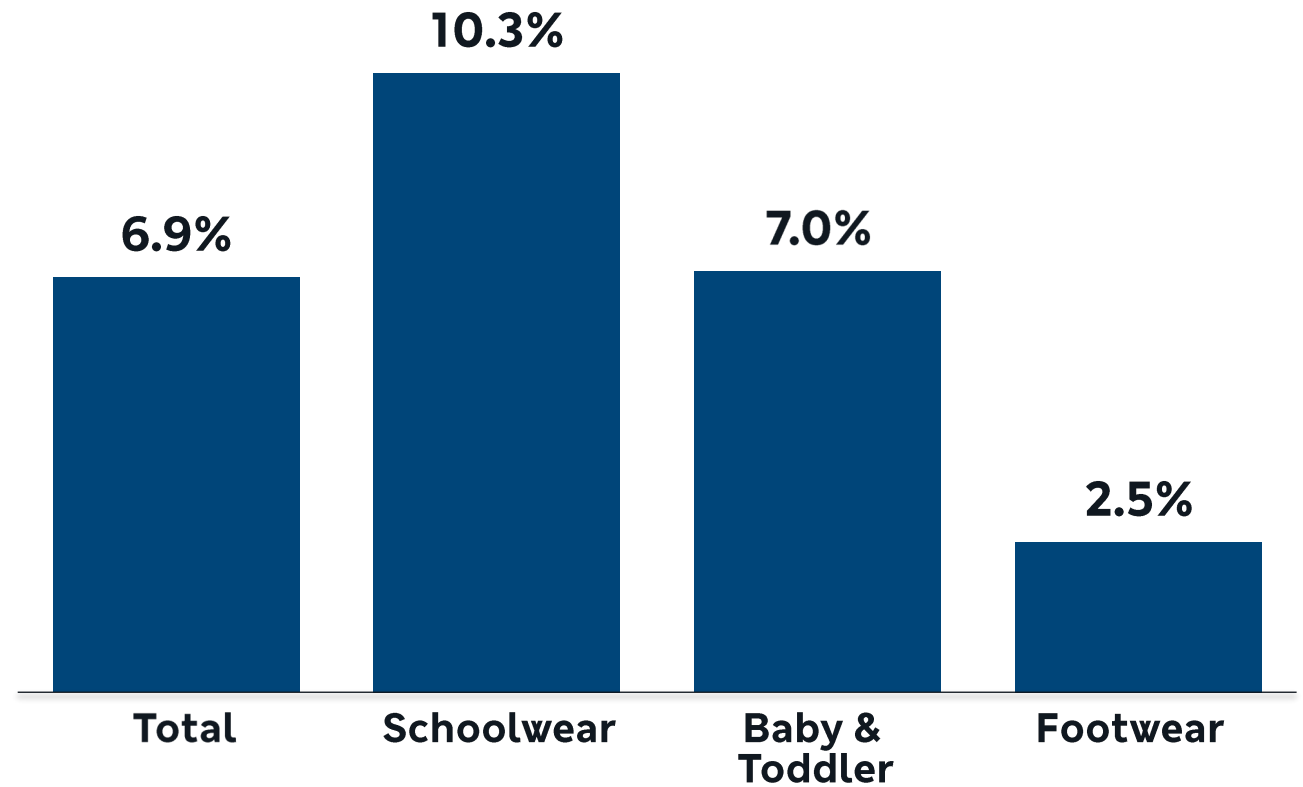
Worldpanel 52 weeks to 30 March 2025

Lead on product



Kidswear

Market share



Worldpanel 52 weeks to 30 March 2025

Style

+30%

Newness in Spring
26 Womenswear and
Lingerie

Quality

#1

All Fashion BUs,
ages

Value

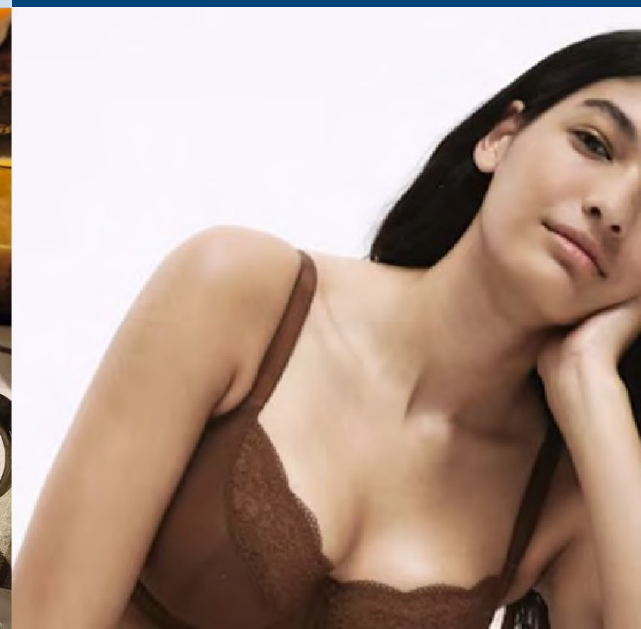
£10

Bra

Volume

+30%

Womenswear
September
campaign buy



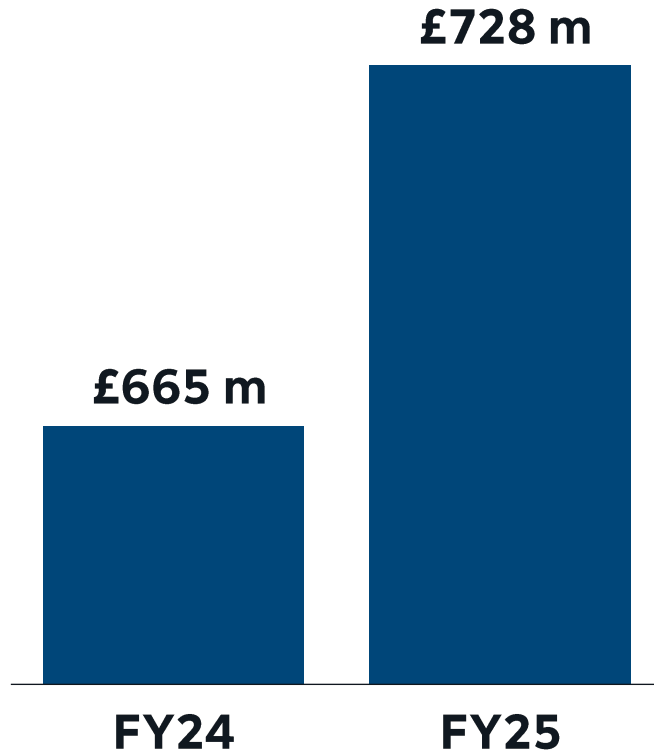
Fashion, Home & Beauty growth opportunity

Lead on product - Denim

M&S

Total WW Jeans

Value growth, UK market, £m



Kantar Worldpanel 52 weeks to 30 March 2025

46%

Denim bought
online

62%

bought by
under 55s



Fashion, Home & Beauty growth opportunity

Lead on product - Denim

M&S

Style

60%

Reduction in
legacy lines

Value

60%

Range less than £30

Volume

Doubling

Launch quantities

In last 2 years...

37%

Total sales growth

+4% pts

Market share

+2% pts

Share with 35-54s



Worldpanel 52 weeks to 30 March 2025

How we're going to deliver this

M&S

Lead on
product

Accelerate
omnichannel

Win on
profit



Accelerate omnichannel - Online

M&S

8.0%

Online market share

12.4%

Store market share

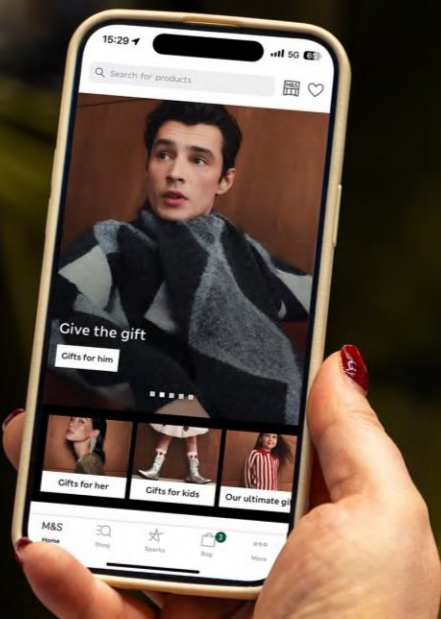
Worldpanel 52 weeks to 2 March 2025

32%

Sales
participation
vs 42% industry

5.9%

Online share
with 35-54s



Online customer KPIs

	M&S	Market leader
Customers (m)	9.8m	9.6m
Frequency (p/a)	3.1	5.1
Average annual customer spend (£)	£124	£213

30-40%

Frequency lag
vs. leading benchmark

Attract
and retain
customers

38%

Customer
lapse rate

Offer a
relevant
assortment

42

Adidas footwear
options

220

M&S dress options

Create an easy
and inspiring
experience

39%

Bounce rate

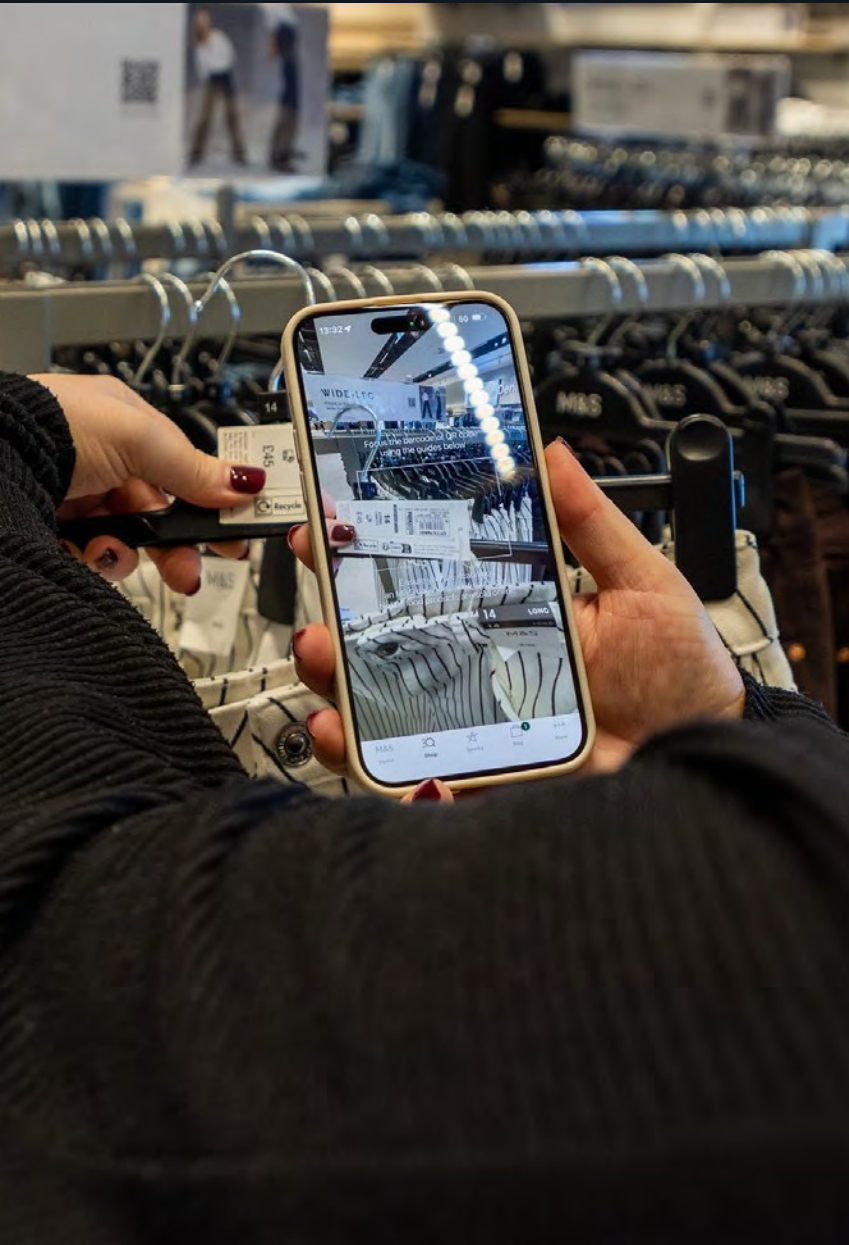
Improve
delivery
proposition

7pm

Next day delivery
cut-off

Accelerate omnichannel - Stores

M&S



Right stores

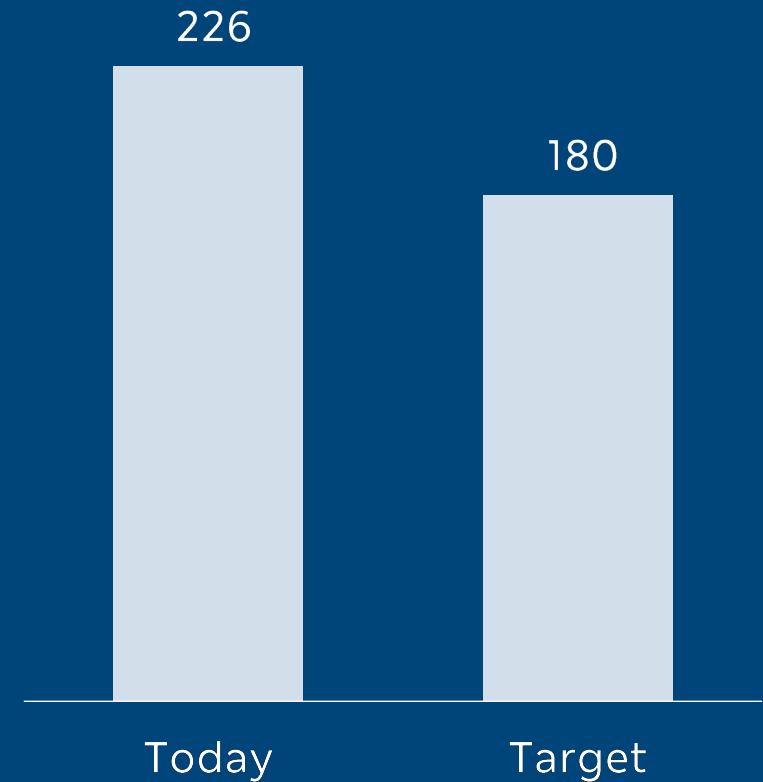
Right colleagues

Right activities

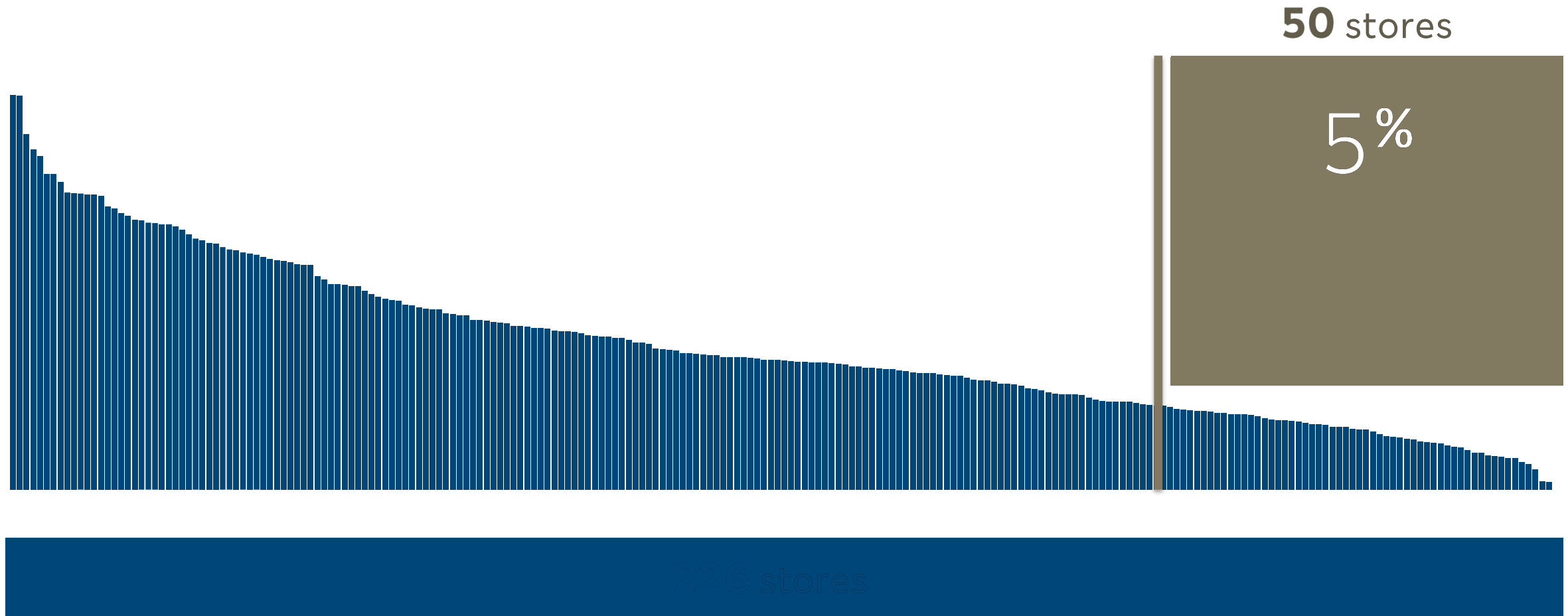
Right tools

Easy to shop

Number of full line stores

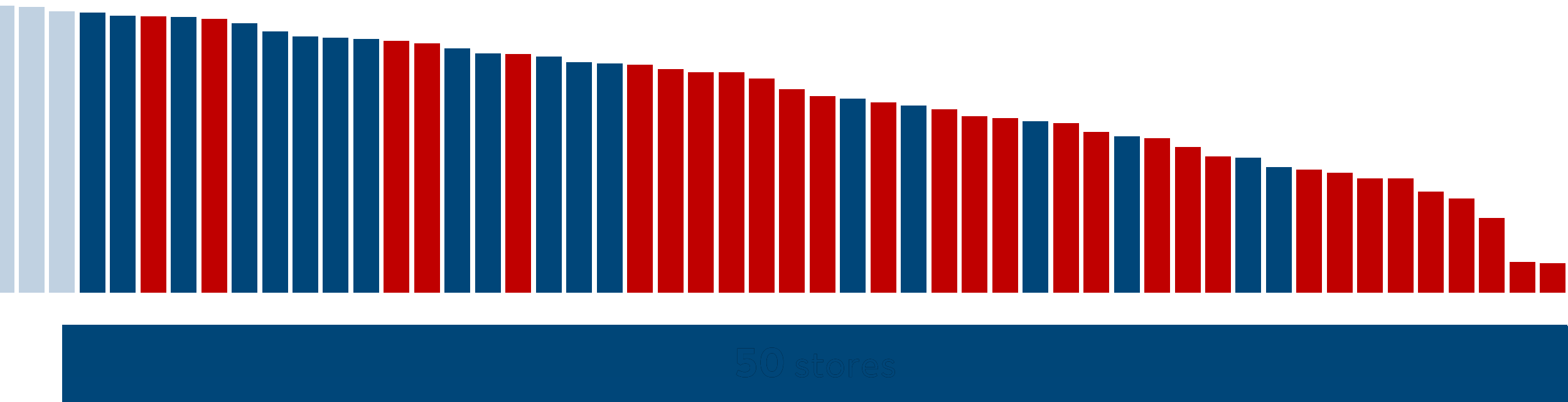


Store estate contribution



Store estate contribution

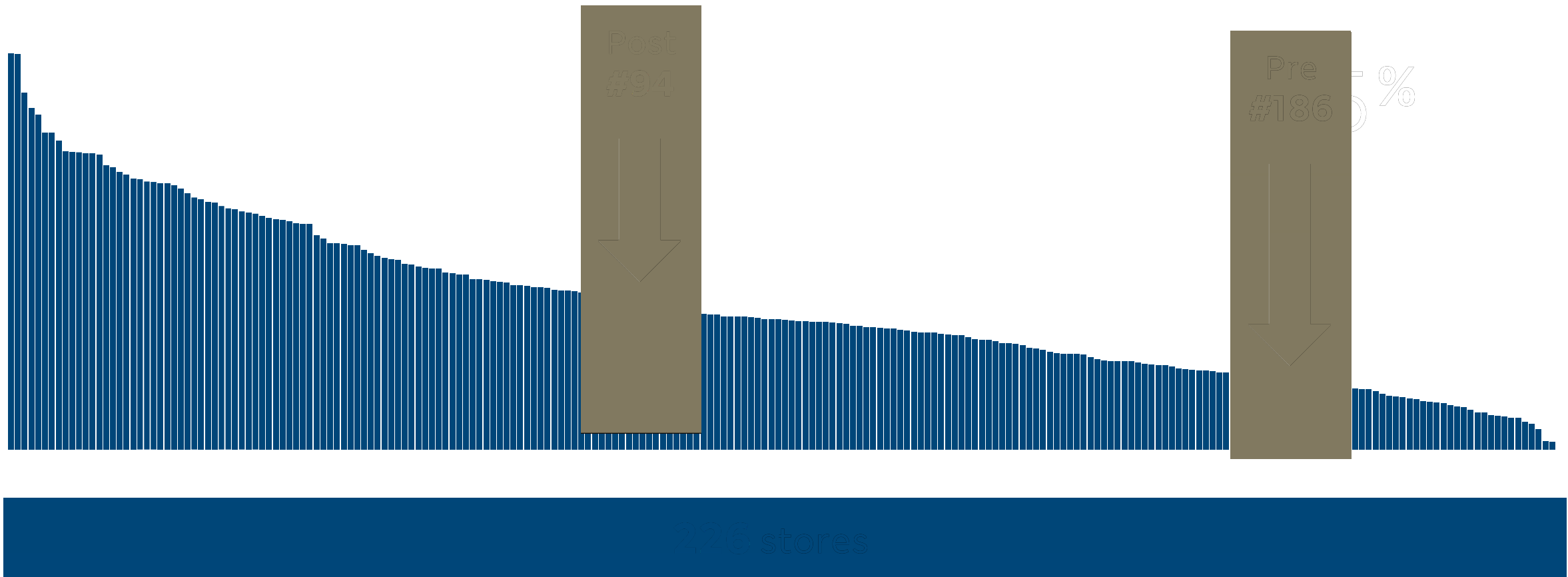
■ Planned or approved closures or rotations

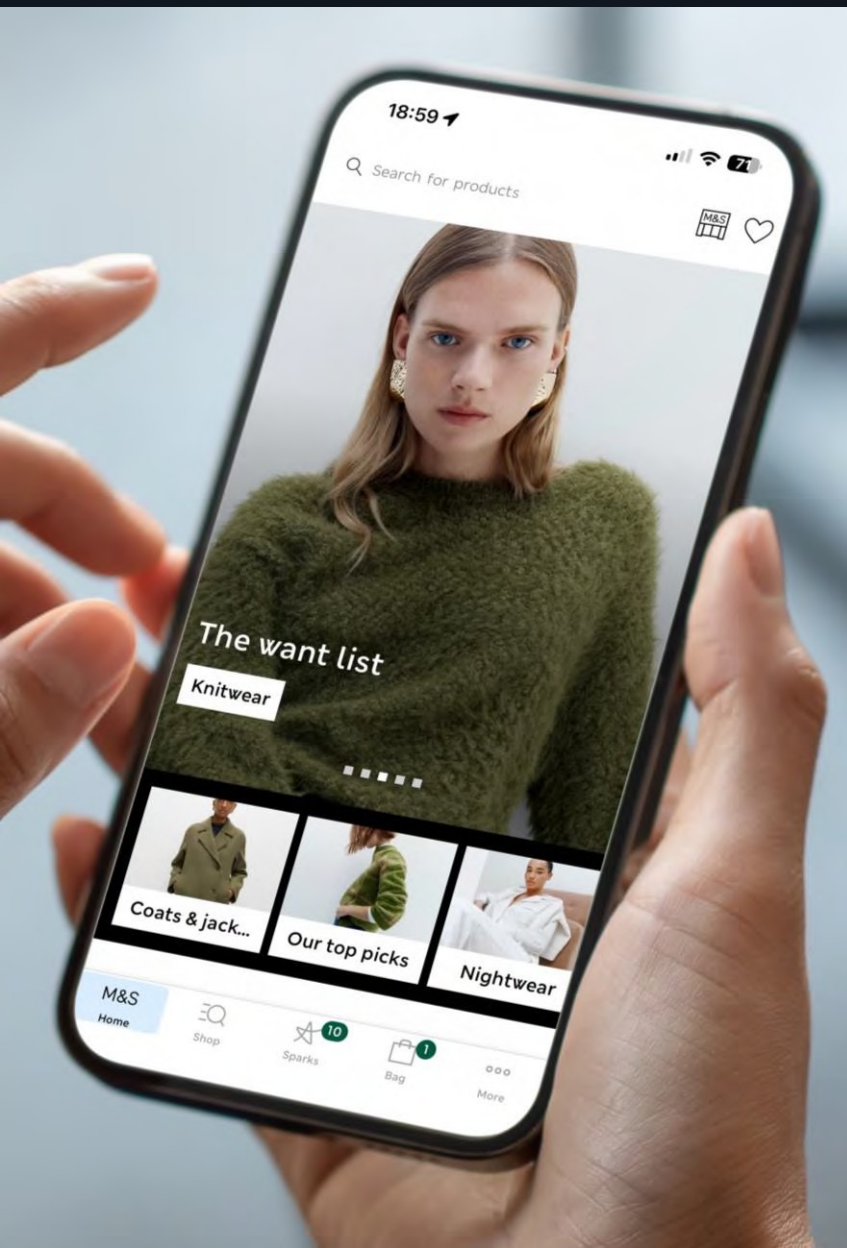


Accelerate omnichannel - Stores

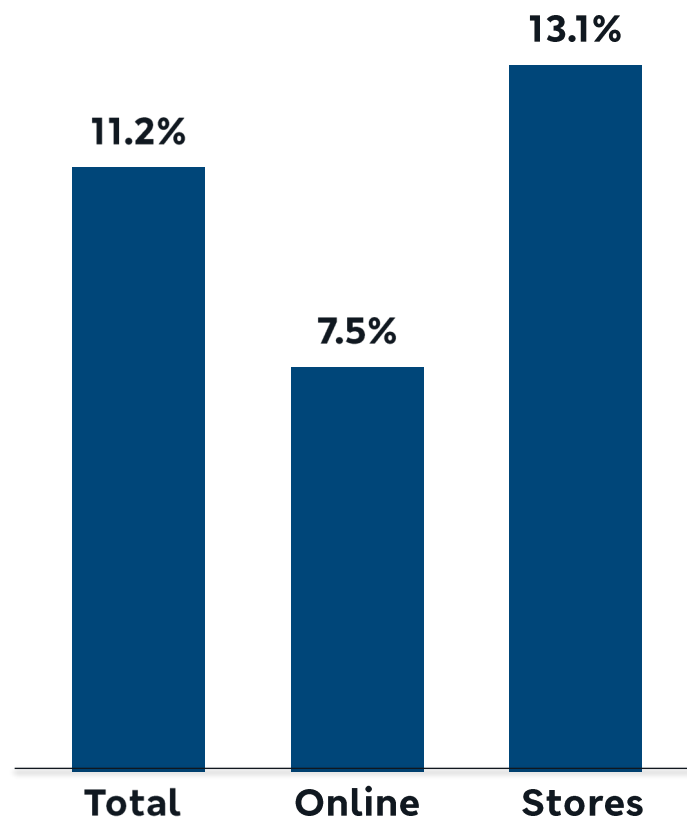
M&S

Chesterfield pre and post investment





Operating margin FY25



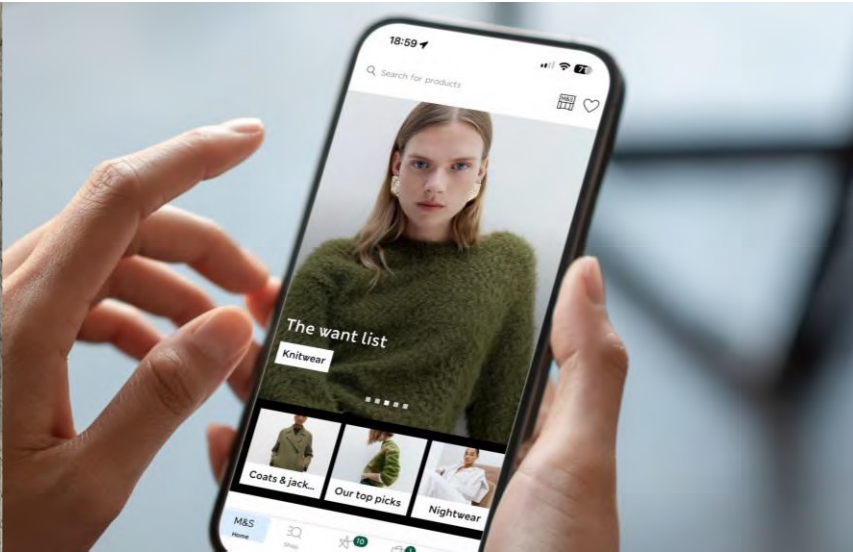
17.5%
top online
benchmark

Fashion, Home & Beauty profitability – FY25 online

Cost of goods sold

Operating costs

Op profit



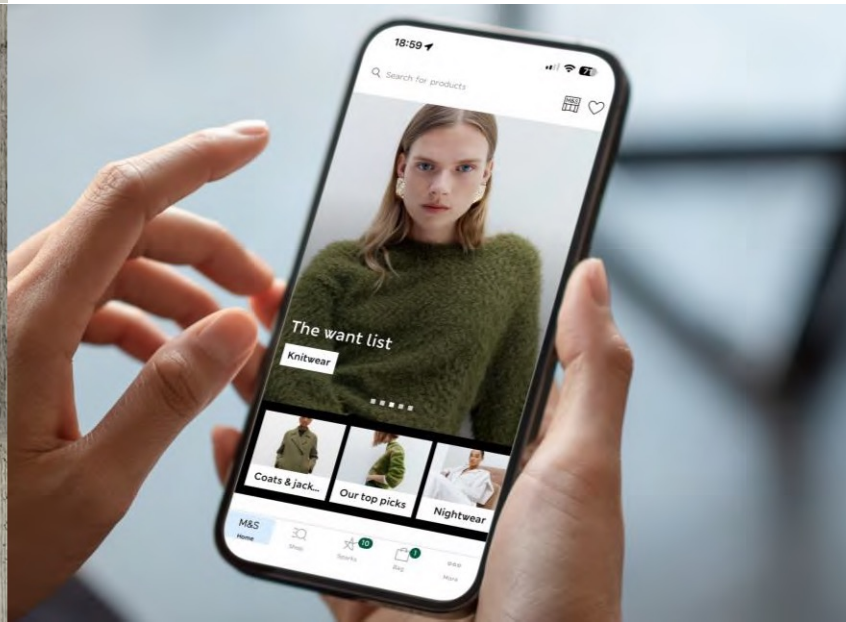
Win on profit - Cost of goods sold

M&S

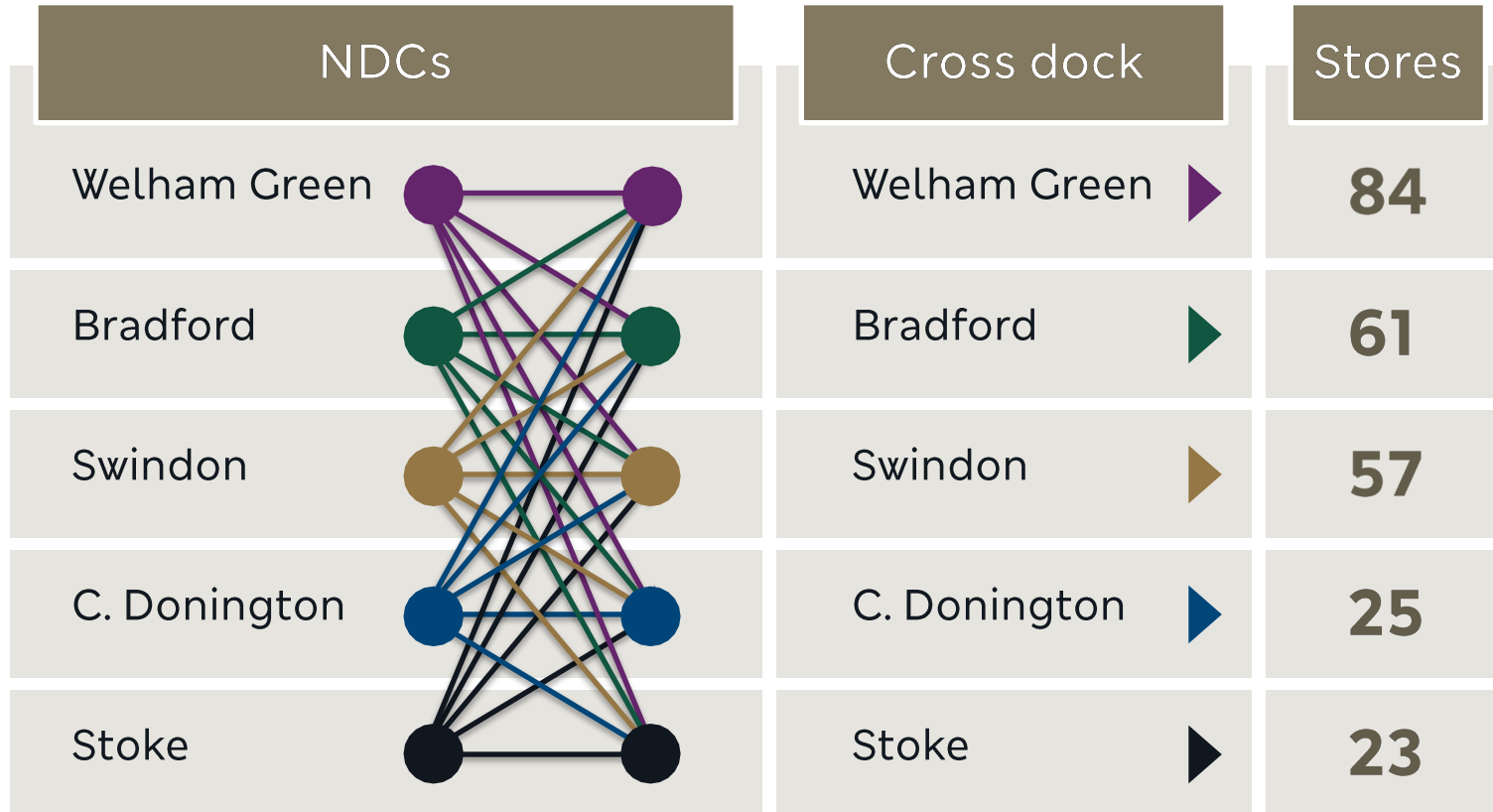
Shorten
critical path

Cut tail of
slow-moving lines

Better integrate
volume buys



Supply chain complexity



Online delivery KPIs

22%

Proportion of orders that are split

£1.33

Cost per single: warehouse to C&C

£4.95

Cost per single: ISF to C&C

Win on profit – Operating costs – D&T

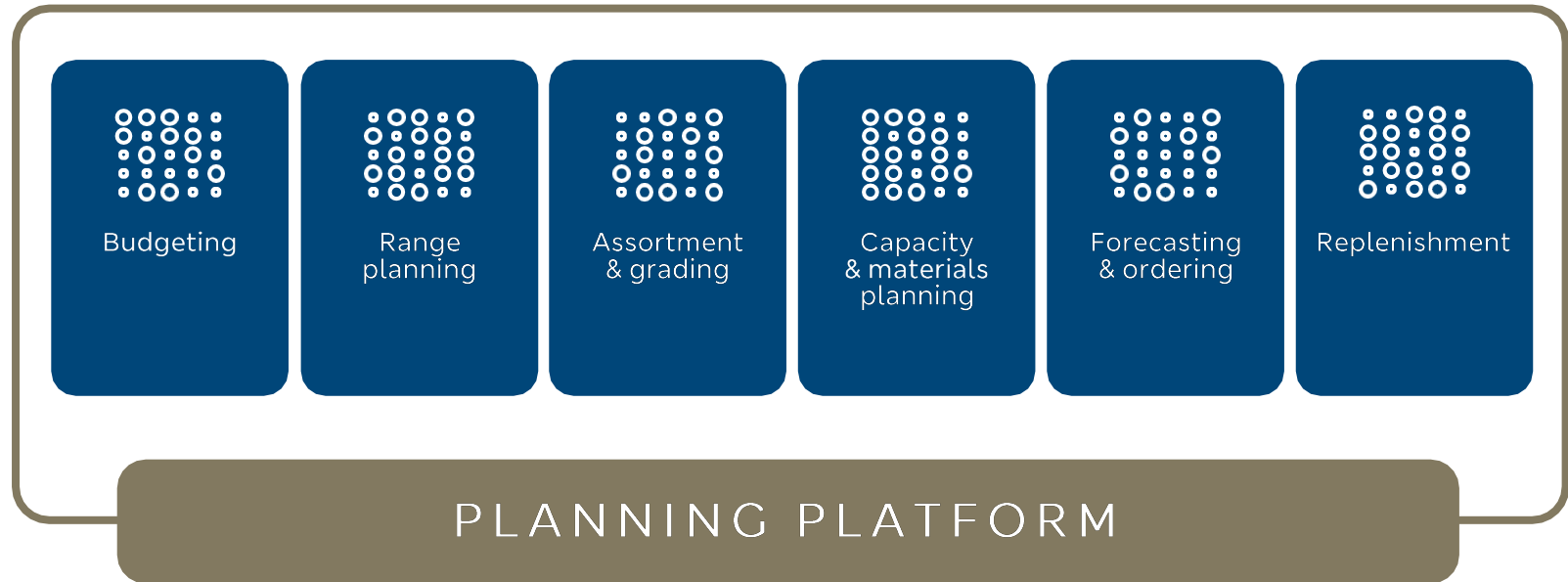
M&S

£380m

Total FH&B D&T opex
and capex spend

c.60%

Spend on run costs



The opportunity for M&S Fashion, Home & Beauty

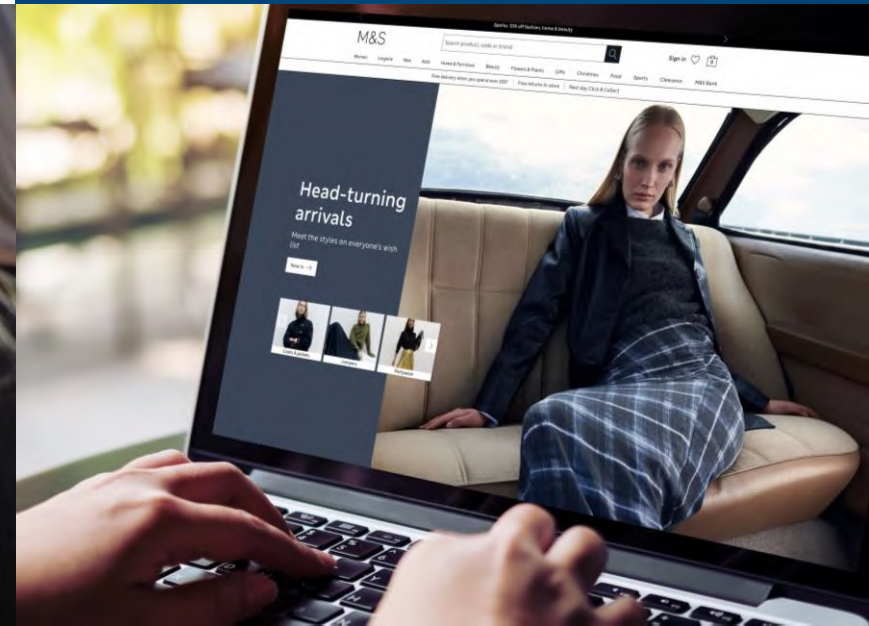
M&S

Market
Share Gain
+1%

Operating
Margin
>10%

Long-term opportunity

Double
online





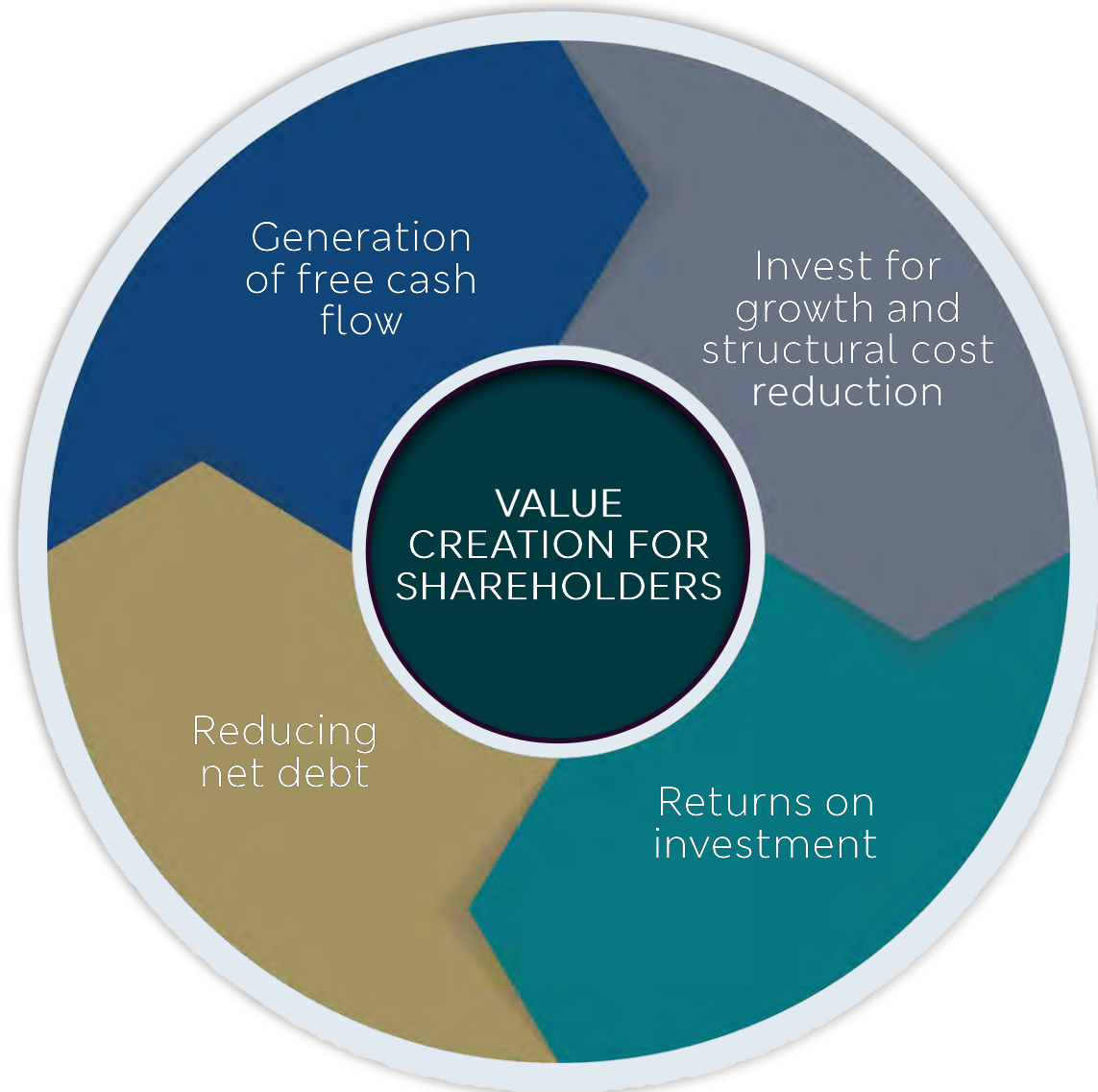
Alison Dolan

Chief Financial Officer

M&S

Creating value for shareholders

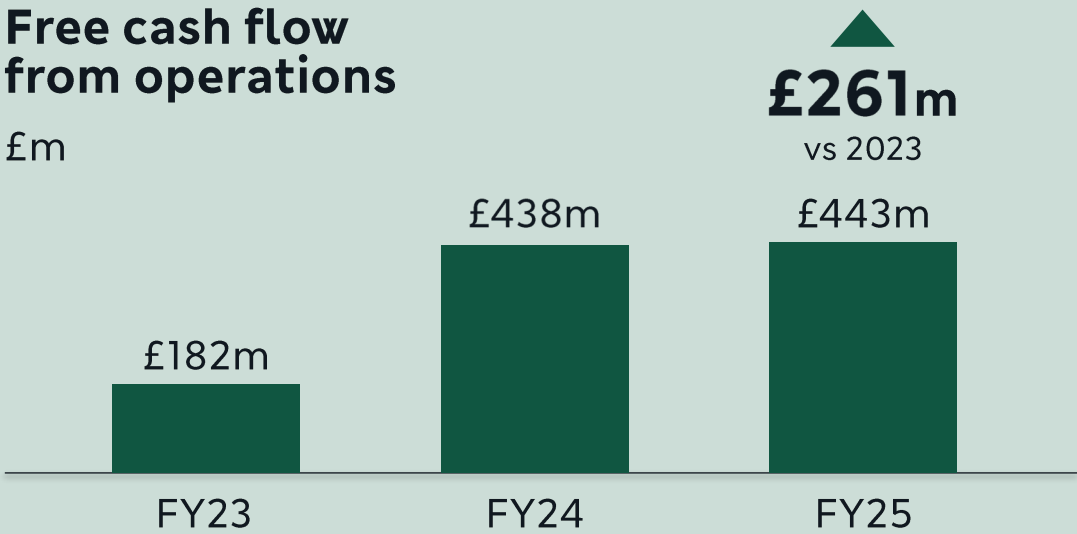
M&S



Over the last three years

Free cash flow from operations

£m



Structurally lowering costs

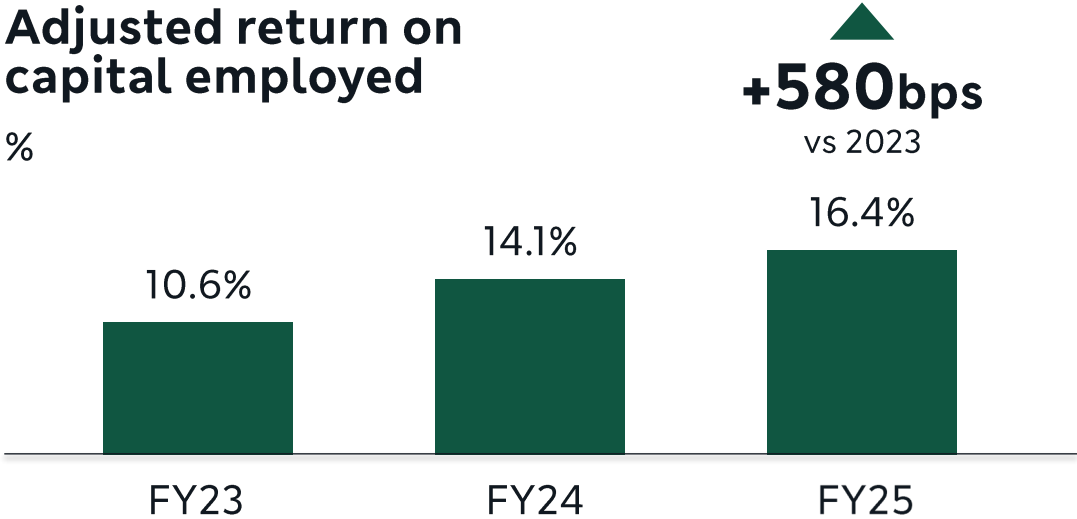
£m



£336m achieved in 2.5 years

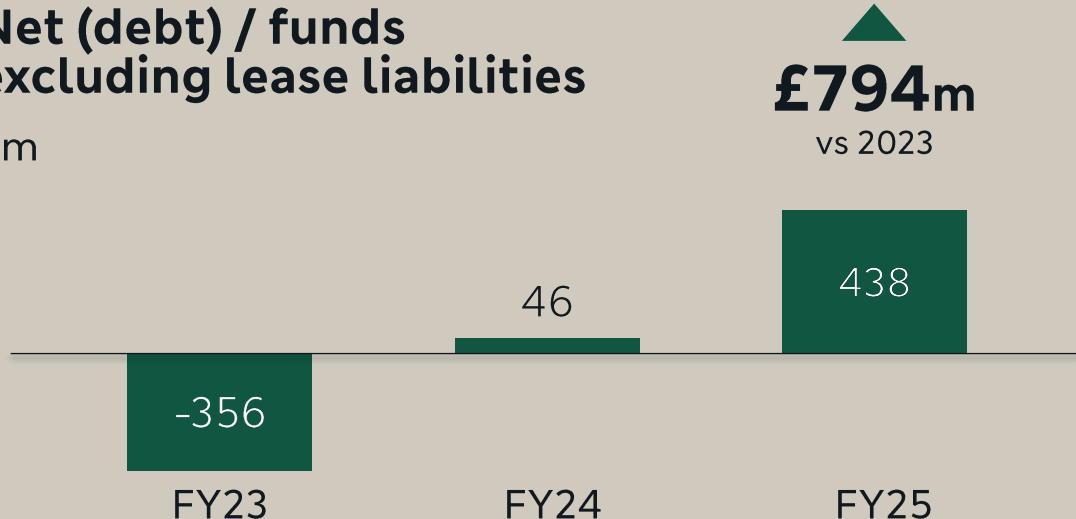
Adjusted return on capital employed

%



Net (debt) / funds excluding lease liabilities

£m





30%

Funds from
operations / net debt



Last twelve
months (LTM)



2.5x

Net debt to
EBITDA

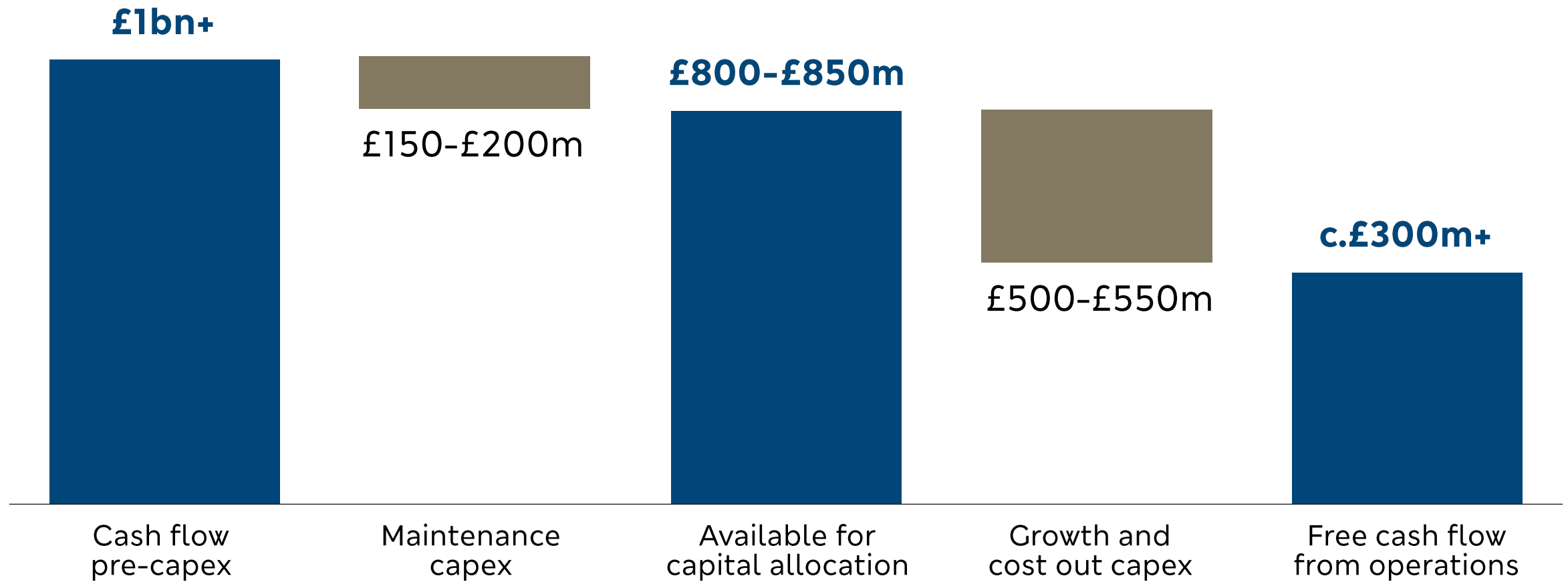


£157m

Free cash flow from
operations post dividends

Capital available for allocation

M&S



Our minimum hurdle rates

M&S

Store rotation

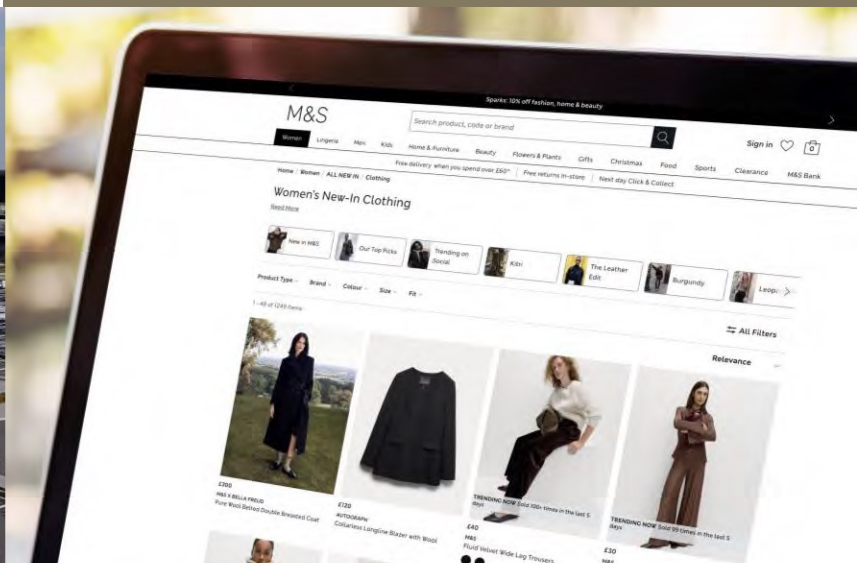
15%
IRR
5-year payback

Cost out

15%
IRR
5-year payback

Growth

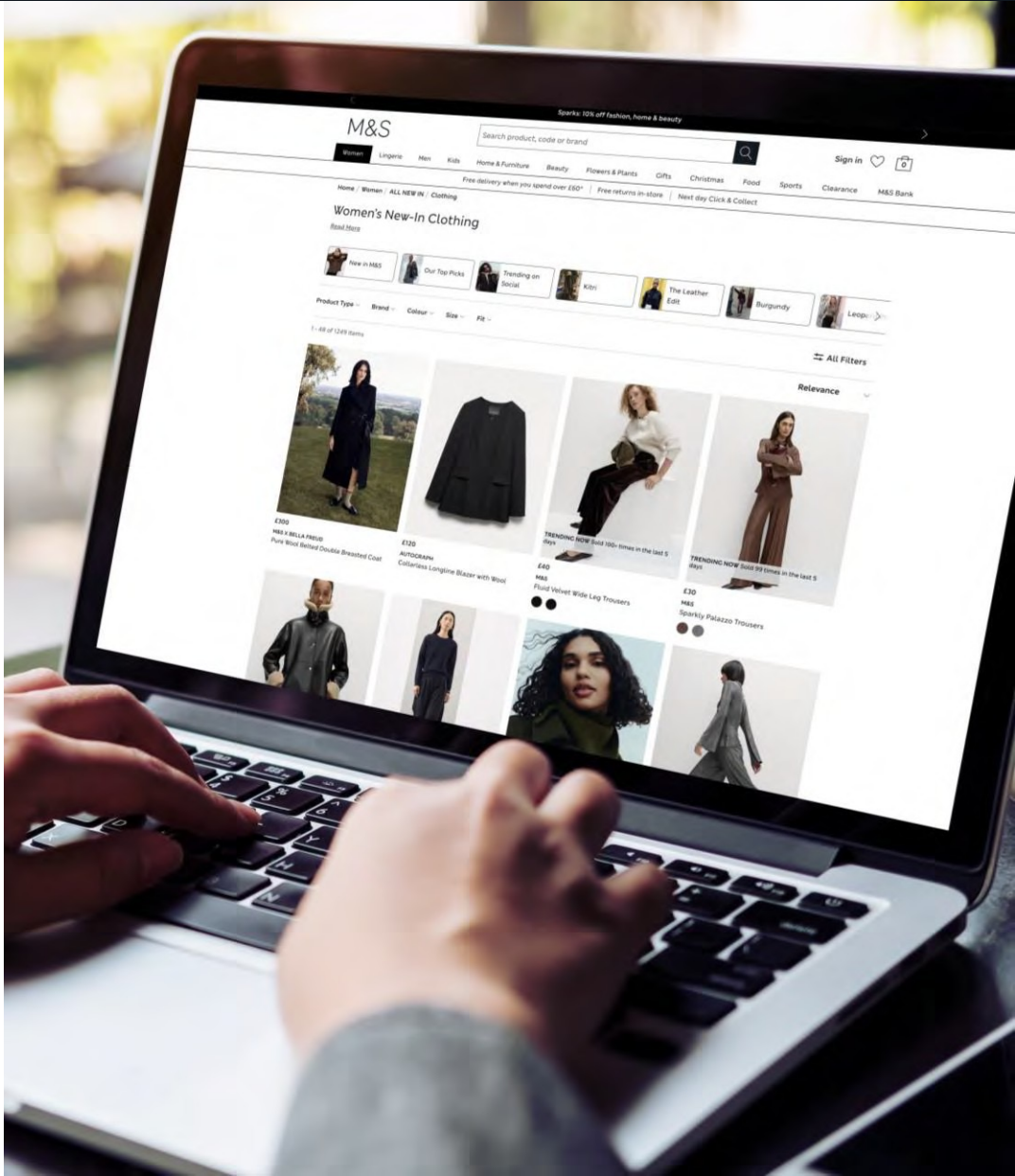
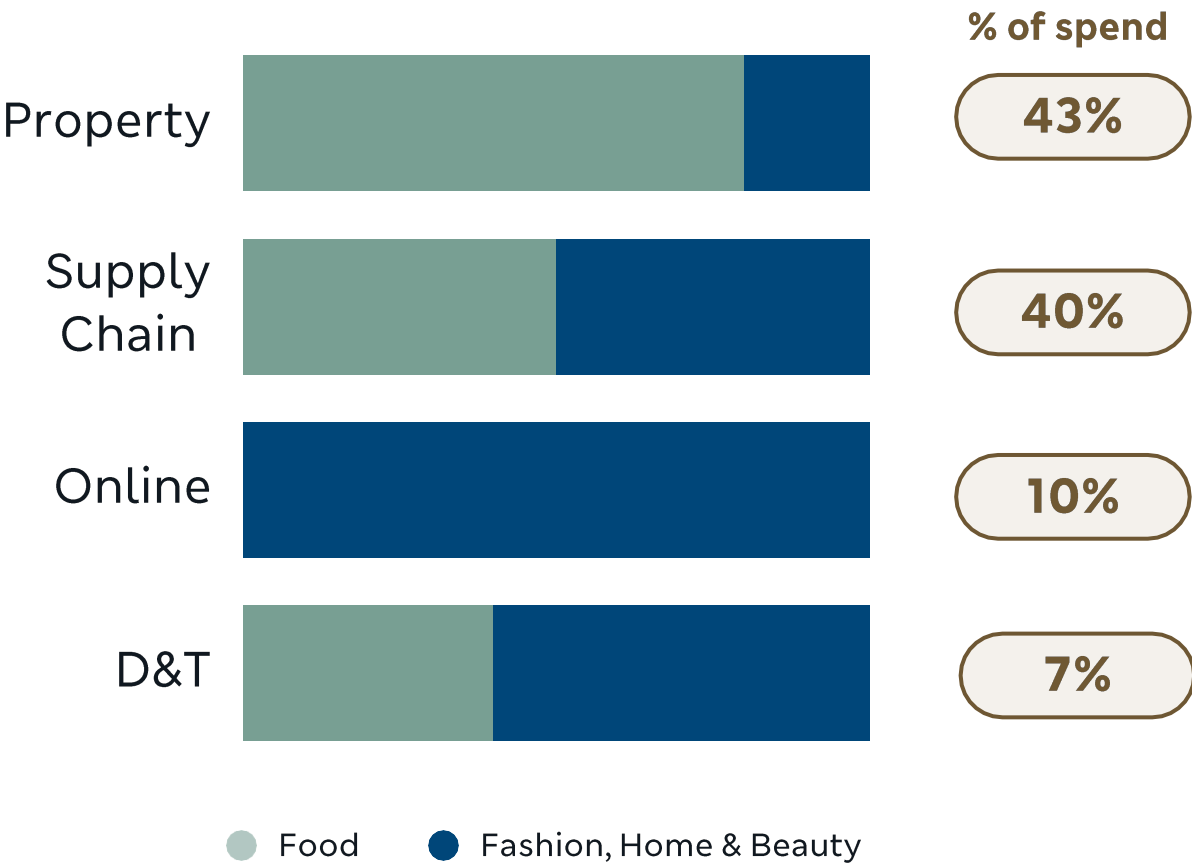
20%
IRR
4-year payback



Investment for growth and structural cost reduction

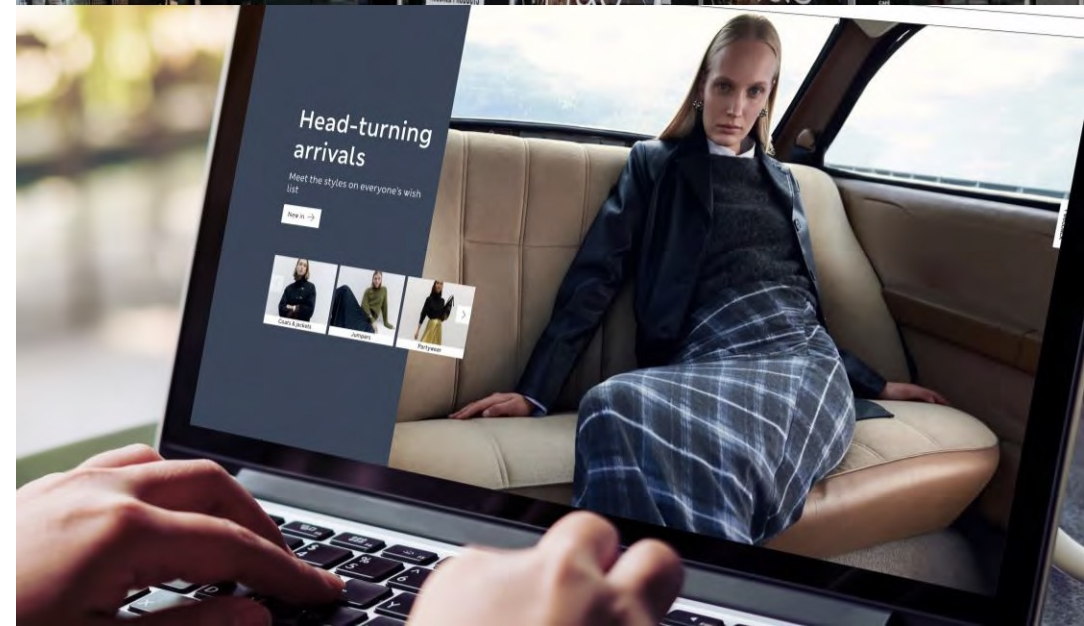
M&S

Capital investment



Creating value for shareholders

M&S



Recent store rotation returns

M&S

Returns from stores launched
FY23-FY25

	Capex	Payback
Full line	£162m	2.3 years
Food stores	£71m	4.7 years
Total	£233m	3.0 years



Future planned store rotation returns

Anticipated returns from future store launches FY27-FY29

	Average annual capex	Payback
Full line	c. £105m	4.7 years
Food stores	c. £120m	4.3 years
Total	c. £225m	4.6 years

Planned UK 3-year space contribution to Food sales

c.10%



Daventry Food National Distribution Centre

£340m

Capital investment
over six years

+45%

Additional
ambient
capacity

+12%

Additional
chilled
capacity

17%

Planned IRR

Online investment FY27-FY29

M&S

£140m

Investment
in online
capabilities

To deliver
improved

Experience

Personalisation

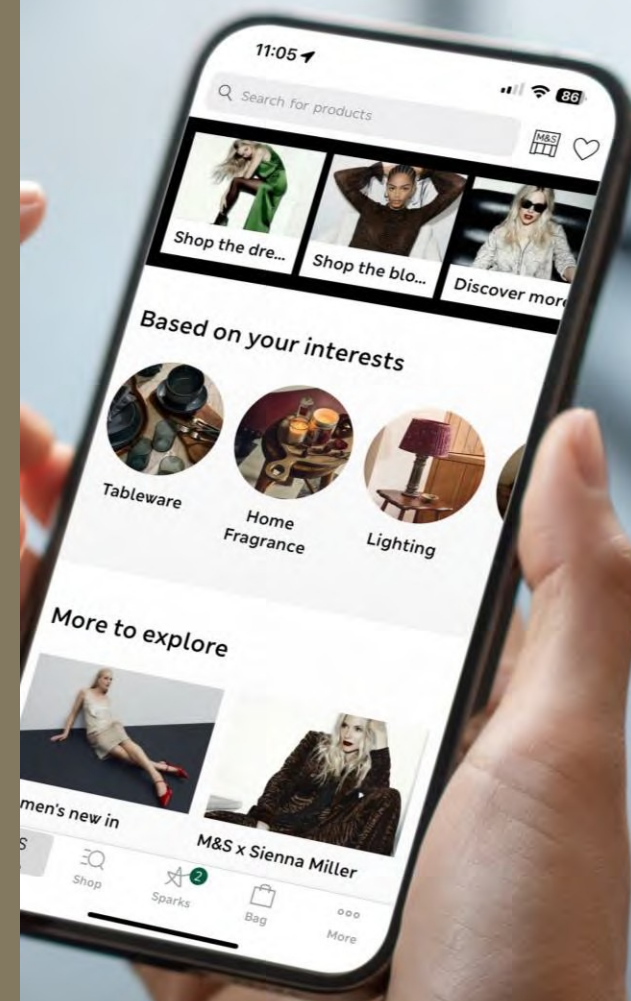
App

Commerce platform

>£300m

Potential
incremental
sales

1-2 year
payback



£150m
Tech
foundations

Modernise

Network

Data

Security

Cloud platforms

Enable

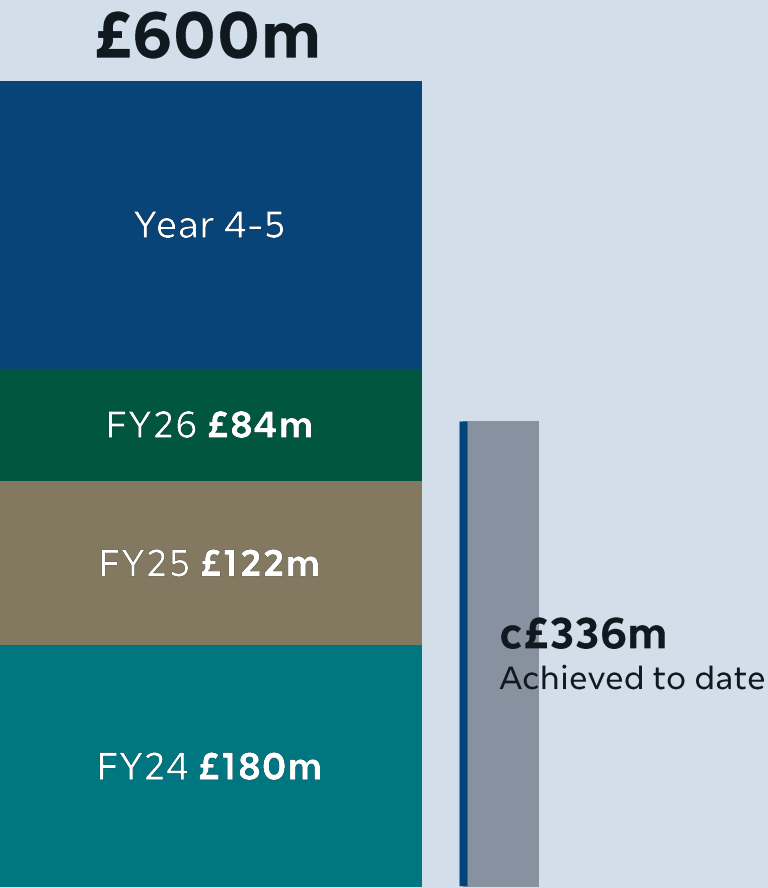
Reduced complexity

Reduced run costs

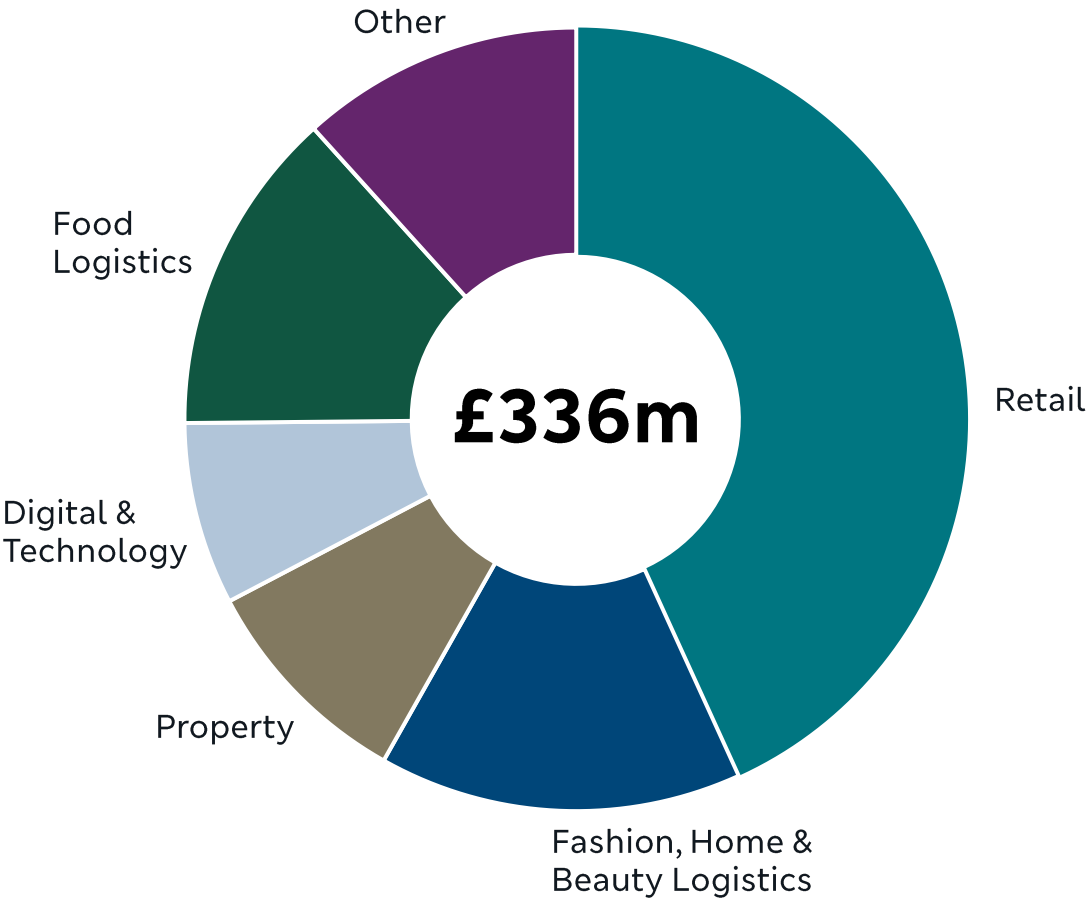
Improved experience



FY28 ambition increased from £500m to £600m

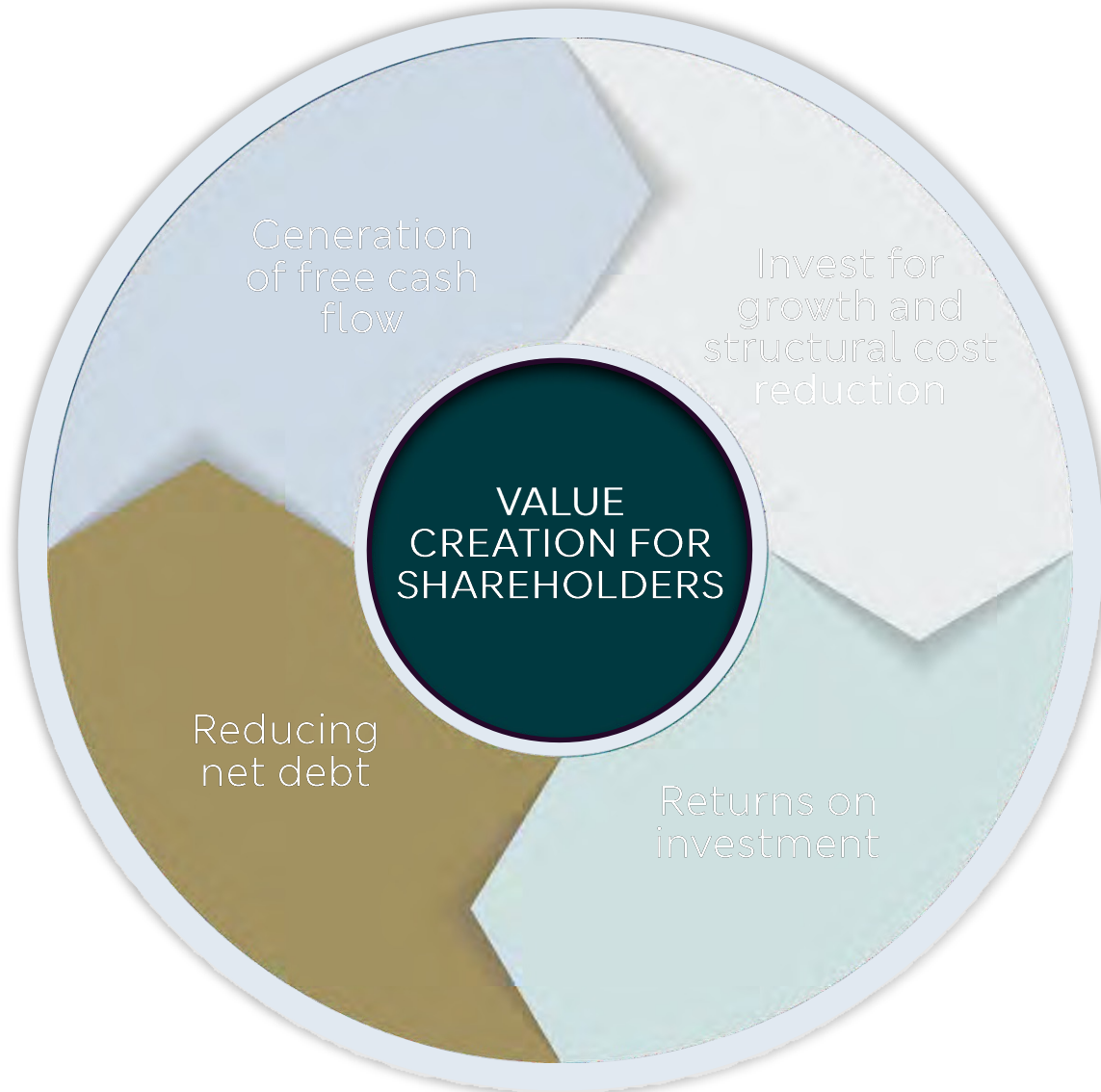


Achieved to date



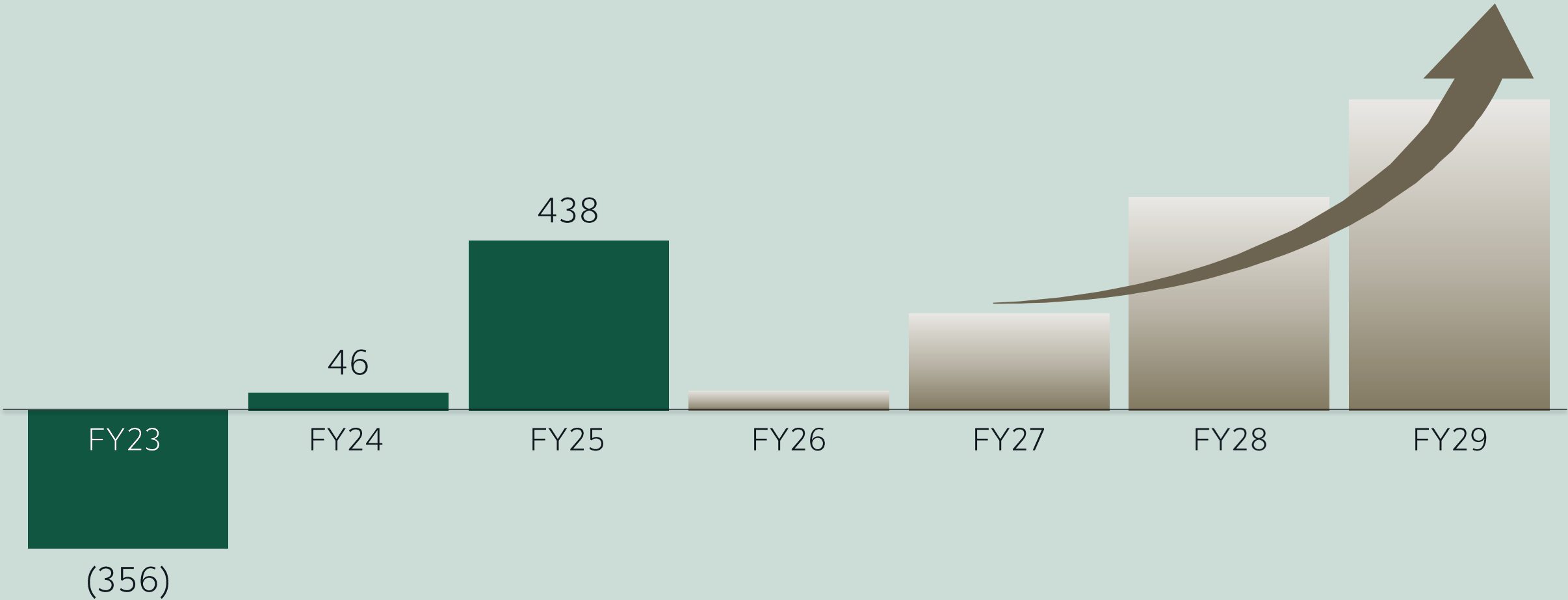
Creating value for shareholders

M&S



Increasing net funds

£m



A clear plan for Total Shareholder Returns

M&S

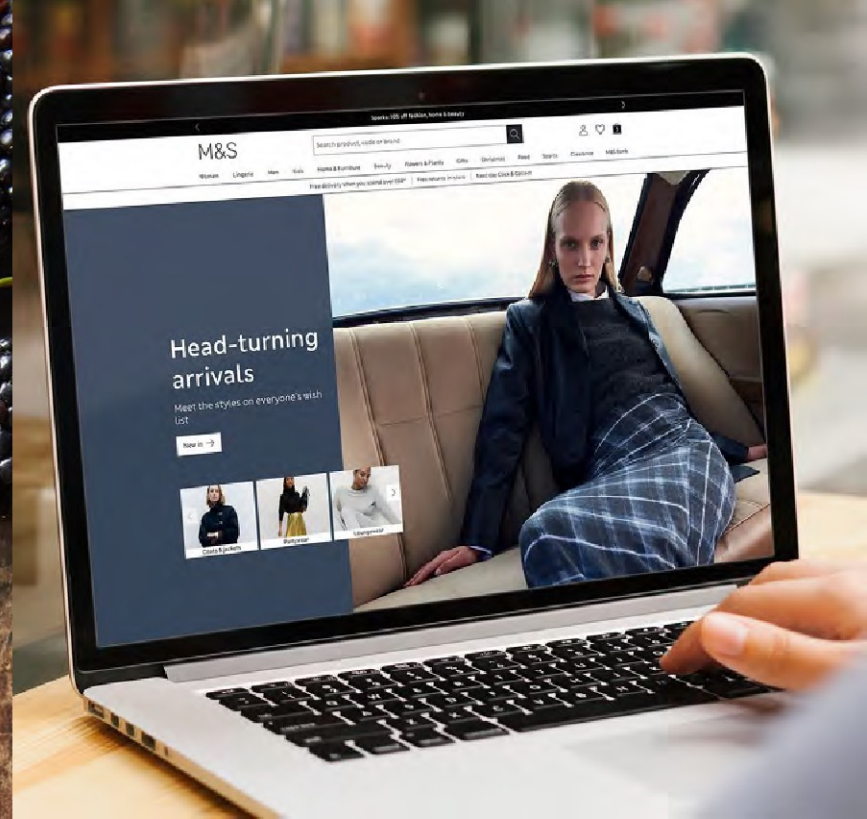
Increasing
cash flow

Increasing
surplus cash

Increasing
headroom to
invest

Increasing
shareholder
returns





Stuart Machin

Chief Executive

M&S

The scope for growth

M&S

Long-term growth opportunity

UK's most trusted brand

Distinct competitive advantages

Strong and experienced team

Consistent operational and financial delivery

Disciplined capital allocation and strong balance sheet



Long term opportunity for continued growth

M&S

Double the
Food business

Double the
Fashion, Home &
Beauty online
business

Build a
global brand

Through **disciplined
investment** and
excellent execution

Exceptional
products at
trusted value

Stores for growth

Supply chain for
growth

Leading products
at trusted value

Omnichannel

Profitable
operations and
supply chain

Curated products
at trusted value

Scalable, capital
light partner
models

Investment for
growth

Structural cost
reduction