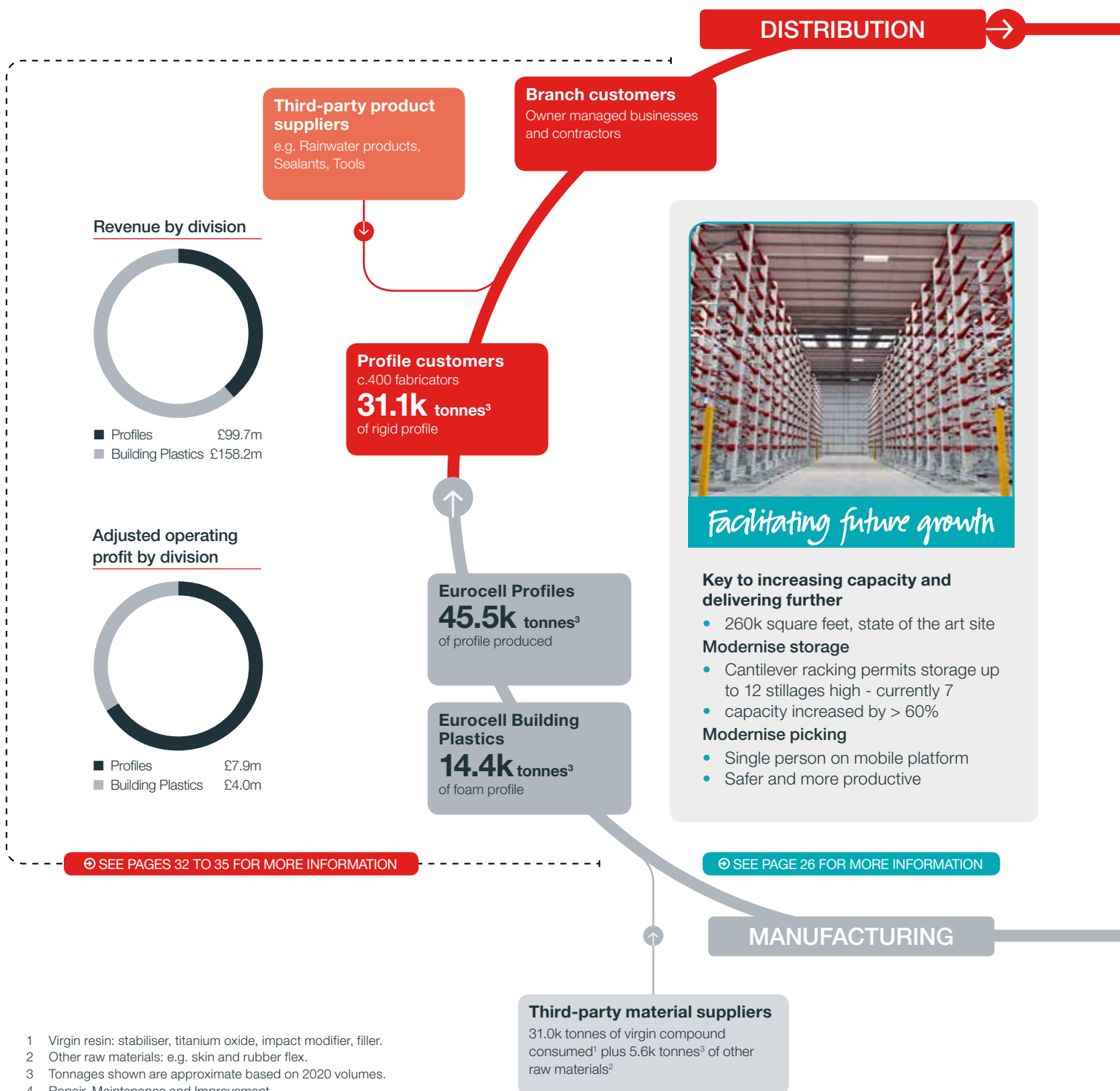


Our Operation

A vertically integrated model TO MAXIMISE EFFICIENCY

The coordination of our manufacturing, distribution processes and recycling activities, help us to be efficient throughout all stages of our value chain.



1 Virgin resin: stabiliser, titanium oxide, impact modifier, filler.
2 Other raw materials: e.g. skin and rubber flex.
3 Tonnages shown are approximate based on 2020 volumes.
4 Repair, Maintenance and Improvement.

OUR MARKETS

RMI⁴
Proportion of revenue
in RMI market
c.85%

New Build
Proportion of revenue in
new build housing market
c.10%

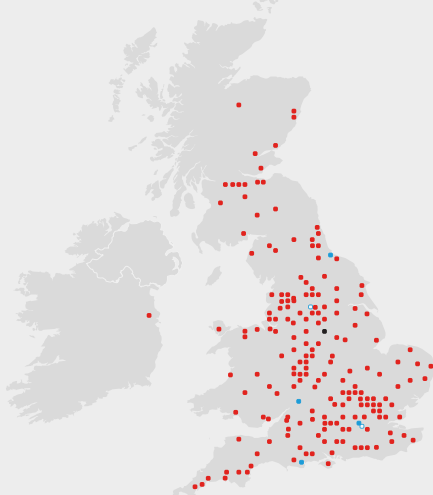
Public Sector
Proportion of revenue in public
new build housing market
c.5%

OUR ROUTE TO MARKET

Our sales and distribution strategy is implemented through our cross functional sales and business development teams, which target the key decision makers in the supply chain. The key decision makers include fabricators, installers, developers, architects, local authorities and planning departments. By influencing the influencers we earn the loyalty of our customers by helping them grow their businesses.

SEE PAGE 8 FOR MORE INFORMATION

Where we operate



- Eurocell locations
- New Head office, Alfreton
- New branch locations in 2020
- Closed branches in 2020

Number of branches

208

Eurocell Recycle
12.4k tonnes³
of recycled compound consumed
(23% of profile raw material consumed)

TWO RECYCLING SITES

Our recycling operations are based at two sites located in Selby and Ilkeston which recycle post-consumer and post-industrial PVC-U waste into re-usable raw materials for our manufacturing process.

SEE PAGE 40 FOR MORE INFORMATION



RECYCLING