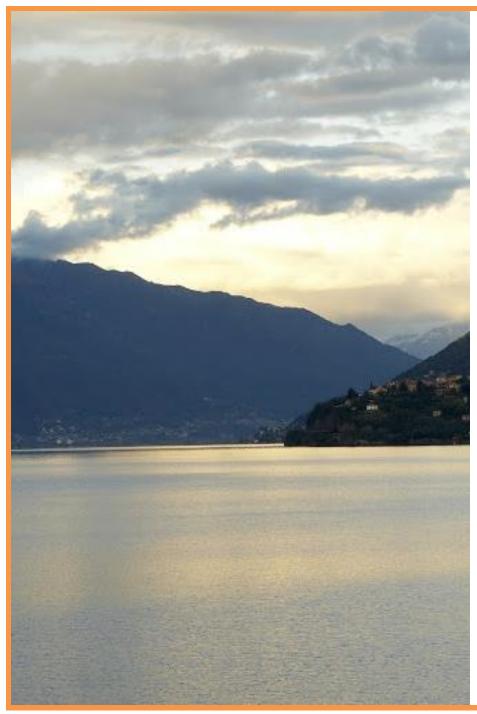


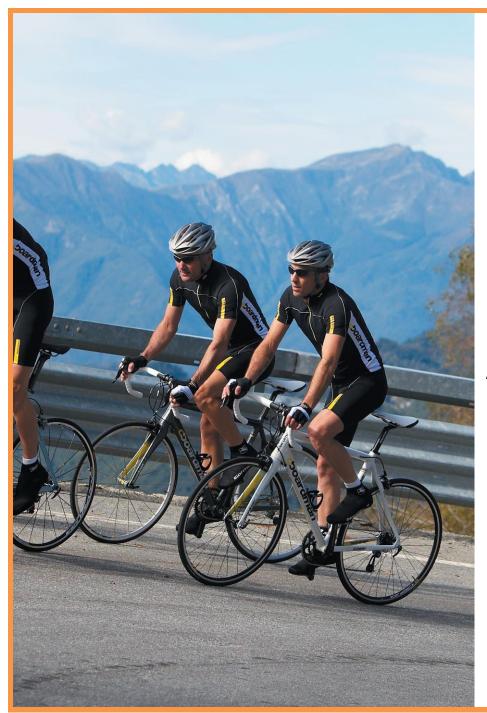
Dennis Millard

Chairman



Agenda

- Introduction
 Dennis Millard, Chairman
- FY13 Accounts Andrew Findlay, Group Finance Director
- Strategy Matt Davies, Chief Executive
- Coffee
- Strategic Investments
 Andrew Findlay
- Summary
 Matt Davies
- Questions



Andrew Findlay

Group Finance Director



FY13 Financial Highlights

- Group Revenue £871.3m, up 1.0%
- Retail Gross Margin 53.3%, broadly flat
- Profit Before Tax, down 21.9% to £72.0m
- Basic Earnings Per Share, down 17.8% to 27.7p
- Net Debt £110.6m, down £28.6m
- Free Cashflow of £71.8m, up £1.4m
- Final Dividend of 9.1p per share, down 35.0%



FY13 Retail Revenues

Тс	otal Retail	LFLs %			
Cycling			-0.6		
Car Maintenance			+5.1		
Car Enhancement			-4.2		
Trav	Travel Solutions -6.8			-6.8	
Total			-0.7		
Online Retail	Proportion of Online Retail Sales %	of	oortion Total il Sales %	Total Revenue Growth %	
Home Delivery	12.5		1.3	+5.4	
Pick-up In Store	87.5		9.0	+17.5	
Total	100.0	1	0.3	+15.9	





Notes: All numbers shown are before non-recurring items



FY13 Retail Successes



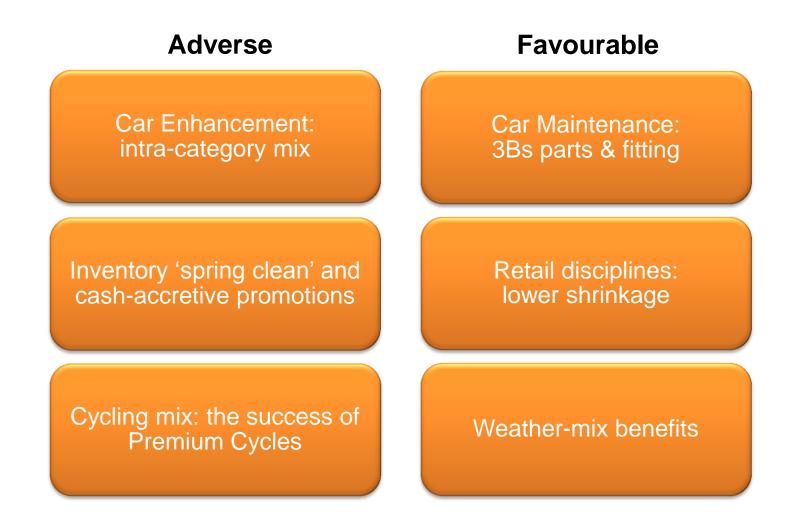


Retail Performance

	FY13 £m	FY12 £m	Change
Revenue	745.5	752.3	-0.9%
Gross Profit	397.0	399.8	-0.7%
Gross Margin	53.3%	53.1%	+12bps
Operating Costs	(323.4)	(307.0)	+5.3%
EBIT	73.6	92.8	-20.7%
EBIT Margin	9.9%	12.3%	
EBITDA	94.6	114.6	-17.5%
EBITDA Margin	12.7%	15.2%	
Non-recurring items	(1.0)	1.9	



FY13 Retail Gross-Margin Influences





Retail Operating Costs

	FY13 £m	FY12 £m	Change
Store Staffing	85.1	80.1	+6.2%
Store Occupancy	140.1	138.1	+1.5%
Warehouse & Distribution	28.5	27.5	+3.6%
Support Costs	69.7	61.3	+13.7%
Total	323.4	307.0	+5.3%
Depreciation/Amortisation/Impairment	21.8	21.8	-

Notes: All numbers shown are before non-recurring items.

Depreciation, amortisation and impairment charges relate to intangible assets and property, plant & equipment



Autocentres Performance

		FY13 £m	FY12 £m	Change
Revenue		125.8	110.8	+13.5%
Gross Profit		80.1	73.0	+9.7%
Gross Margin		63.7%	65.9%	-221bps
	Core Centres	(56.9)	(55.0)	+3.5%
Operating Costs	New Centres	(11.3)	(5.9)	+91.5%
Operating Costs	Support	(5.6)	(5.1)	+9.8%
	Total	(73.8)	(66.0)	+11.8%
EBIT		6.3	7.0	-10.0%
EBIT Margin		5.0%	6.3%	
EBITDA		8.8	9.0	-2.2%
EBITDA Margin		7.0%	8.1%	

Notes: All numbers shown are before non-recurring items. Operating costs ignore £0.4m of one-off Support-Centre relocation costs in FY12

11



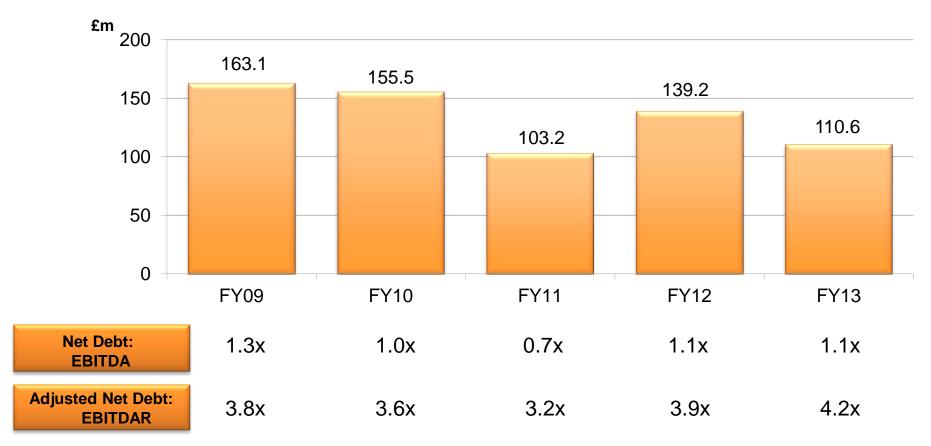
Cashflow and Net Debt

OPERATING CASHFLOW	£m	FREE CASHFLOW	£m	NET DEBT	£m
Operating Profit	78.1	Operating Cashflow	115.8	Opening Net Debt	(139.2)
Depreciation/ Amortisation	27.0	Capex	(20.4)	Free Cashflow	71.8
Employee Share Scheme	0.1	Net Finance Costs	(3.9)	Dividends	(42.7)
Working Capital	11.2	Taxation	(18.2)	Lease/Other	0.4
Provisions/Other	(0.6)	Other	(1.5)	Buyback: Cancellation	(0.9)
OPERATING CASHFLOW	115.8	FREE CASHFLOW	71.8	CLOSING NET DEBT	(110.6)

Notes: Closing Net Debt excludes an anticipated taxation settlement already provided in FY12 and FY13. Operating profit, depreciation/amortisation and provisions are shown before non-recurring items



Total Net Debt



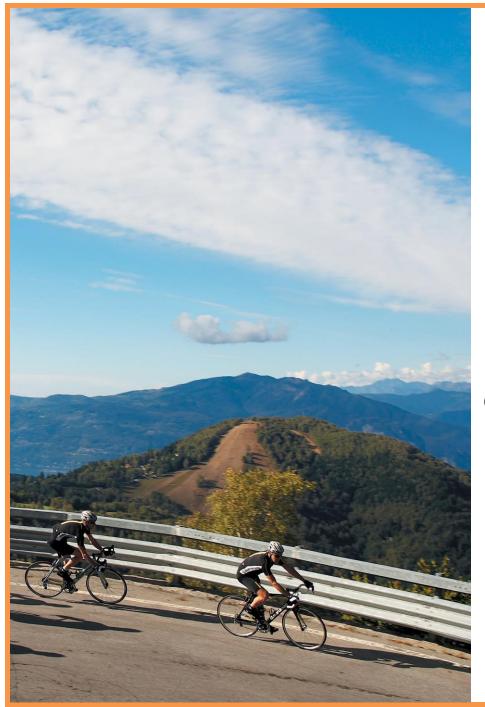
Refinancing to be completed in 2013

Notes: Halfords Group has no pension liability. Adjusted ratio prudently calculated on an 8x capitalised rate. Net Debt includes Support-Centre finance leases 13



Summary – Financial Performance

- A stronger top line
- Retail gross margins in line with expectations
- A focus on better-quality inventories: in better shape for FY14
- Continued investment in Autocentres
- Strong operating cash generation and a prudent balance sheet
- An appropriate rebasing of the dividend



Matt Davies

Chief Executive



16

What I'll cover today

- Halfords is a good business
- Clear strategic framework
- Need to move from good to great
- Drive profitable sales growth through leveraging expertise
- Investment required
- Short-term profitability and cash generation impact

Plans intended to drive long-term revenue and profit growth and sustainable shareholder value



Help and Inspire Customers with their Life on the Move





Autocentres

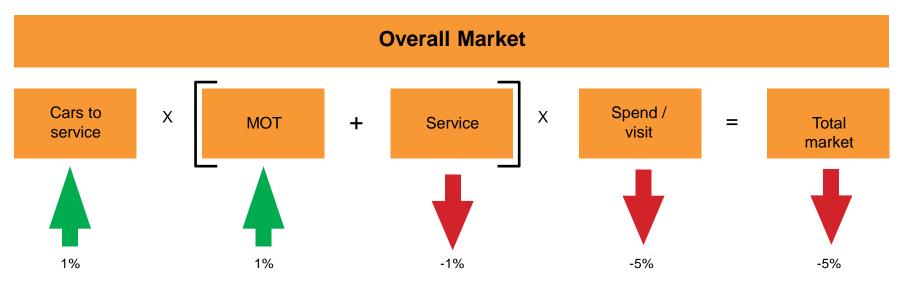


Sensible acquisition

- Halfords is a trusted brand in Automotive
- A natural extension of Halfords business model
- Clear long-term growth opportunities
- Short-term profit expectations were over-optimistic
 - -Implications of rapid expansion
 - -Tougher market conditions



Auto Aftercare Retail Market has shrunk by 5% (2011–2013)



- National car parc increased slightly
- Demand for MOT up slightly
- Service market has shrunk
 - Longer periods between services
 - Less spend per visit



Halfords Autocentres has grown

- Retail LfL up 6.2% (incl. tyres)
- Better capacity use
- Halfords branding and advertising
- Customer recruitment
- Built tyre business
- Product development Brakes for Life



Markets still provide a huge opportunity for Halfords

driving [₽]topline

- Total market c.£9bn
- Halfords share c.1-2%
- Growth opportunities in all core categories
 - MOT 1.1%
 - Servicing 2.1%
 - Mechanical repairs 2.0%
 - Tyres 2.1%
- Improvement in market growth anticipated



driving ^gtopline Market consolidation continues

- Fragmented market c.22,000 sites
- Long-term capacity shrinkage: 1-2% (2001-2013)

Halfords rapid expansion strategy

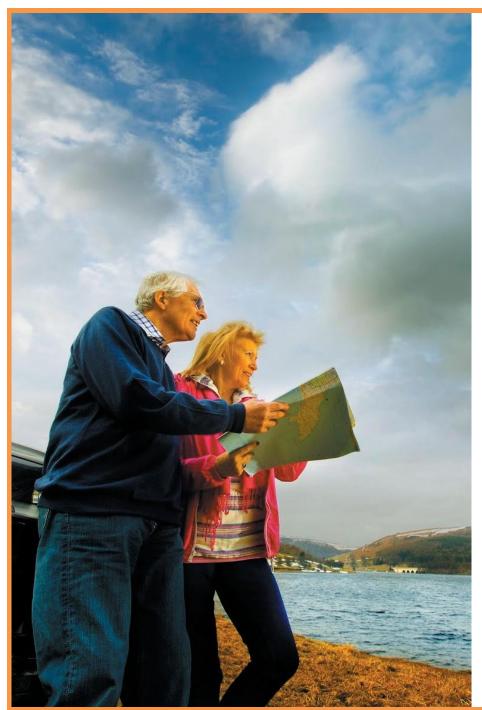
• 27% growth since acquisition



Halfords uniquely placed to take market share

- Strong brand
- Trust
- National chain
- National marketing

Dealership quality at more affordable prices



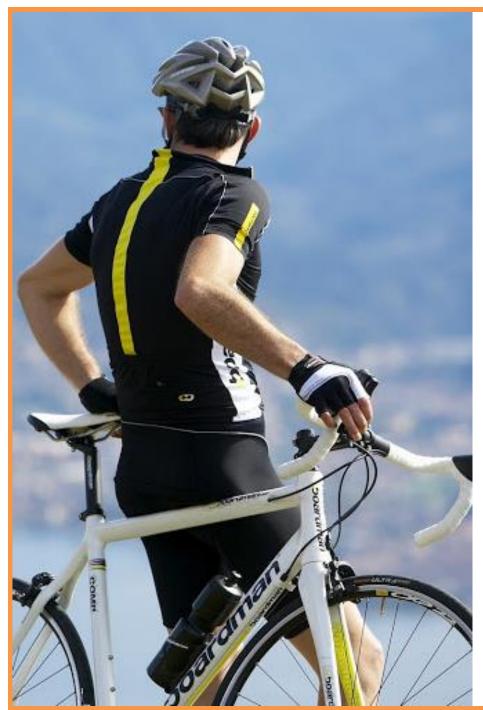
Growth opportunity for business of significant scale

- Clear strategy for the future
- Operational more from existing customers
- Innovation
- Marketing more customer footfall
- Fleet growing share & finding new customers
- New-centre openings: 20-30 per annum
- Profitability will build as we reach critical mass



Halfords Retail





Halfords has a strong place in UK retail

- Excellent brand
- Fulfils a clear customer need
- Leadership in Cycles
- A go-to destination for Auto
- Significant service element

Our offer is relevant and key parts are unique



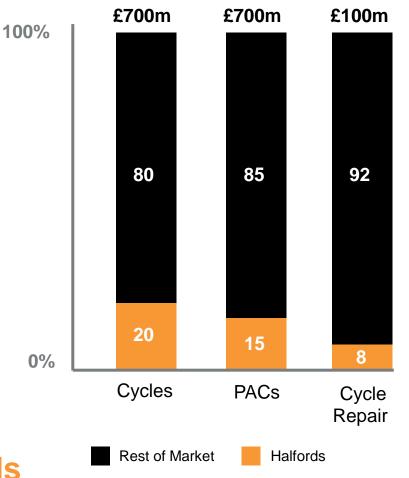
The Cycle market is buoyant

- Popularity of cycling increasing
 - Tour de France, Olympics
 - Cycling club membership is up
 - Sky Rides
- Market value growing at around 5%
 - Cycles c.£700m,
 - Halfords 20-25% share
 - Parts, Accessories and Clothing c.£700m,

Halfords c.15% share

 Cycle Repairs c.£100m, Halfords c.8% share

Clear opportunities for Halfords

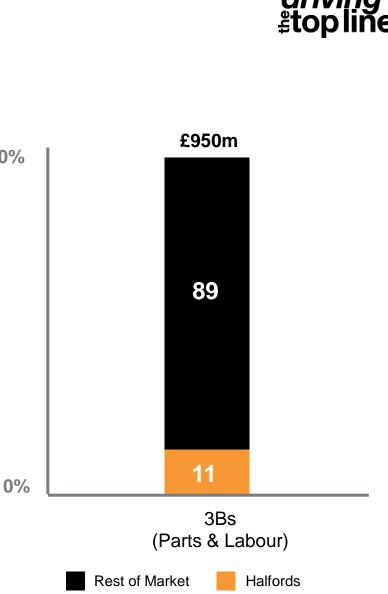


The market for Auto Parts Replacement offers growth potential 100%

- 3Bs (parts and labour) c.£950m Halfords share c.11%
- Invested in colleagues, training and advertising
- 50.5% growth in fitting jobs FY13

Clear opportunities for Halfords

• 10.9% growth in parts sales





What's great about Halfords

- Well positioned for market opportunities
- Powerful brand with some excellent products
- Great store network to leverage
- Core colleague expertise



On our day we're hard to beat

I was AMAZED by how helpful the assistant called Kevin was... he managed to find out from me what I needed... I felt really RELAXED and NOT PUSHED

> Tom went **OUT OF HIS** WAY to get the right part ordered for me. He was so helpful and very **POLITE** and has **FANTASTIC** communication skills



But those days don't happen enough

BAD customer service and UNHAPPY staff. This is my recent EXPERIENCE of my local halfords

halfords

bulbs • wipers • batteries

66 we go the atta ate !!

and much more ...

W

This store is so **TIRED** and **SHABBY**. What does it say about **halfords** ... I doubt it's going to be very pleasant



Our customers tell us

- Stores tired
- Out of stock
- Uninspiring
- Inconsistent value
- Service variable
 - Expertise
 - Colleague availability

Too many customers are now shopping elsewhere



Samantha B: @Halfords_uk after waitin 35mins &bein told noone could help. Awful customer service. Clearly understaffed & you lost 2 paying customers.

Arwyn Boyland



I have returned a bike due to numerous faults, and have been waiting nearly 2 hrs for a new one. Customer service is shocking I have had nothing for my inconvenience. Absolutely appalling staff and service and I would recommend anyone looking to buy a bike here to look elsewhere!!

Doug Charles, Cambridge. Do not waste your time using Halfords fitting service.



The Halfords 'expert' said ' it was to complicated.' Very frustrated so had a look online, found a simple guide and did it myself. Contacted Halfords customer service, who were hopeless. All they had to say was that it is up to their local 'expert' to decide if they are able to fit or not. What a rubbish service!

We aren't inspiring our customers

 Our Net Promoter Score has been comparable to value players and generalists









My perspective

- A good business we could be great
- Thousands of amazing people
- A solid core of expertise
- Not supporting colleagues to do the job they aspire to



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We must act now

- Top line is eroding
- Halfords will lose brand credibility
- Competition is escalating
- Cost base is rising
- Customer service is too inconsistent
- Stores are tired
- Retail disciplines below par

Service is the key to profitable growth







Getting Into Gear - 2016













Getting Into Gear - 2016

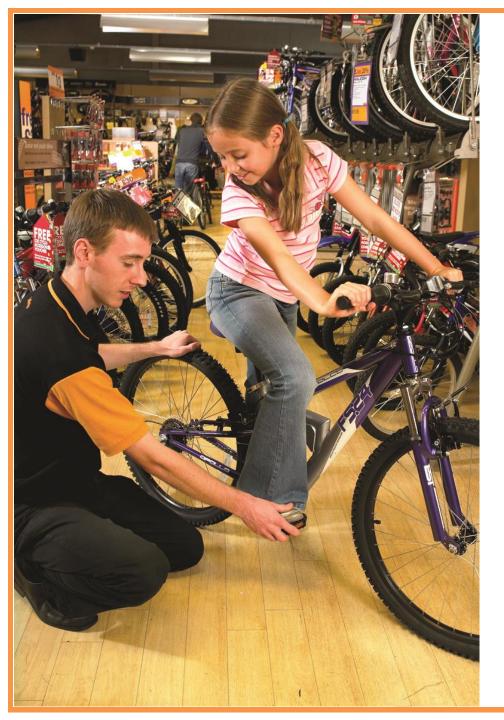




21st century infrastructure



click with the digital future



driving ≇topline

Service is key area of focus

- Two-thirds of Halfords lines require service
- Service is also a product we sell
- Competitive advantage
- Friendly expertise drives sales
- Better customer experience increases recommendations







From

- No real service culture
- Poor recruitment process
- Little structured training
- Colleague turnover high
- Engagement low

То

- Recruitment and retention
 a core KPI
- Rotas and scheduling
- Store incentives linked to service plus sales
- Halfords academies
- 3-Gears programme

Happy Colleagues = Happy Customers





The 3-Gears programme

Gear 1

- All colleagues
- Completed in three months
- Structured e-learning
 - Retail skills
 - Product knowledge
 - -Customer service
- Qualifications to serve our customers

Gear 2

- Nine-month training
- Expert level of product knowledge
- Specialise in auto & leisure or cycle
- E-learning
- Training and tuition
- Regular refresh
- Pay award

Gear 3

- Guru
- Qualified to train others
- Training through
 - -Workshops
 - Product shows
 - Supplier visit
- Leadership development
- Pay award





Retail Disciplines

- Improved availability
- Investing £15-20m in incremental stock

Also

- Step change in gap checking
- Clearance process
- Structured Support Centre communications
- Trading feedback: listening
- Mystery shopping
- Weekly routines
- Stock-friendly warehouses and store-friendly deliveries







Getting Into Gear - 2016

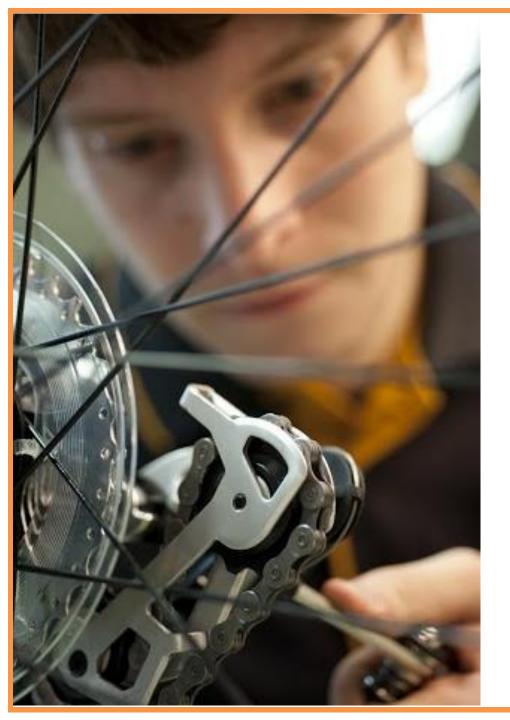




21st century infrastructure



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driving ≗topline

h the 'h' factor Reasserting our proposition authority

- Excitement through innovation
- Rebalance space
- Celebrate our specialism
 - Build Cycle Repair scale
 - Regain authority in Auto Parts
 - Drive our service opportunity





Supporting drivers of every car

An exciting drive into summer motoring

- Diagnostics in every store
- Stop/Start battery replacement
- Audio
 - App head units
 - Ready for DAB switchover
- Exclusive Garmin free Lifetime traffic

driving ²top line







Inspiring cyclists of every age

This is the *Year of the Cycle* at Halfords

- New Voodoo range
- Boardman range re launch
 - Including £999 carbon fibre
- *Pendleton*, new additions to range
 - Ashwell
- New Apollo range
- Sky Ride technical partner







Equipping families for their leisure time

- Camping range extension
 - -New Aventura range
 - -New Vango tents
 - -New *Outwell* and accessories ranges
- Leverage *Exodus* brand
- Investigating new category opportunities







Getting Into Gear - 2016





21st century infrastructure







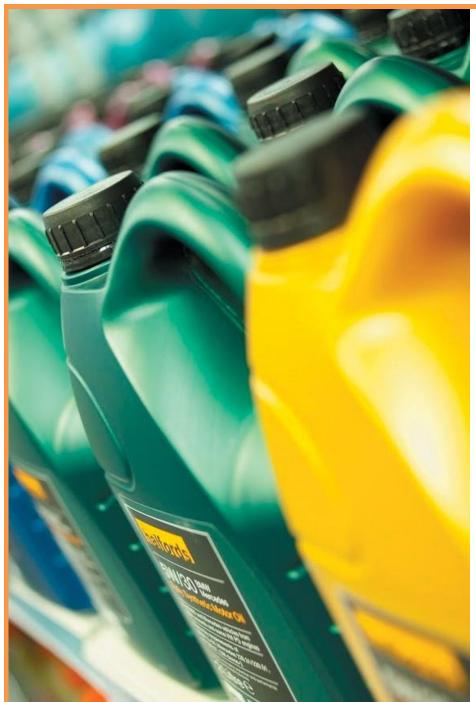
stores fit to shop

Our estate

- Trading from 466 stores
- 99% of stores make money
- Surrender space where opportunity exists
- Drive profitable sales
- Stores are vital to digital future
- Focus on Greater London
- Maximise lease flexibility

No significant change in store numbers

Stores profitability calculated on a cash basis

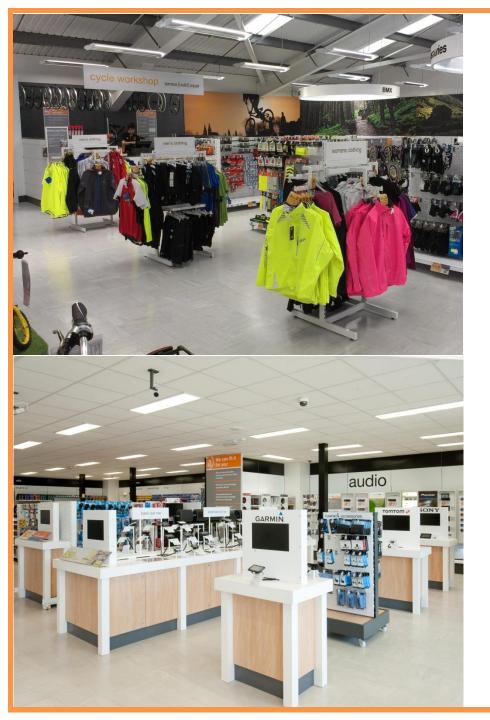






Stores look and feel

- Stores don't match customer
 expectations particularly for cycling
- Make step change in look and feel
- c.£50m investment over three years
- All cycling departments modernised







We are building on learnings from lab stores







50:39 work underway

- 10 -15 stores in new format FY14
- c.150 stores refurbished FY14-FY16







the 'h'

Getting Into Gear - 2016





Click with the digital future







Supply Chain

- Support
 - In-store service focus
 - Availability
 - Digital future
- Airlock deliveries trials
- Seamless processes

 in-store and online
- Transport review



21st century infrastructure

IT

From

- Systems out of date
- Repeated "bolt ons"/ overlays
- Complex and costly to maintain
- Not future ready

То

- New IT Director
- Data centre relocation
- SAP upgrade
- New store voice and data network
- Scalable systems to support growth plans
- c.£38m IT & Digital investment





the 'h'

factor

Getting Into Gear - 2016





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Click with the digital future

Creating a service-led digital proposition

Multichannel experience

inconsistent

- NPS too low
- Clear pricing policy
- Build strong PACs offer
- Leverage friendly in-store expertise to differentiate
- New Halfords.com website



Click with the digital future

Initiatives Underway

Website Experience

- Three product pillars and deeper ranges
- Inspirational content
- Build online community
- Easier to search, navigate and checkout
- A new mobile and tablet optimised site

Fulfillment

- Reserve & Collect stock availability
- Improved fulfillment and returns capabilities
- Improved customer account management and help pages
- Colleague training to support service levels in store







Getting Into Gear - 2016









driving ≇topline

Halfords Retail to be...

- Specialist retailer be the authority
- Innovative range that excites and delights customers
- An inspiring store where customers want to shop
- Friendly expertise knowledgeable colleagues
- Investment of c.£100m over three years

Generate sustainable and profitable sales growth momentum



Milestones





Milestones - Colleagues

		FY14	FY15	FY16
3-Gears	All qualifying colleagues through Gear 1	\checkmark		
	50% colleagues through Gear 2		\checkmark	
	80% colleagues through Gear 2			 Image: A start of the start of
	Two Gear-3 colleagues per store			\checkmark
Reduce % of	<12.5%		 Image: A start of the start of	
colleagues leaving within 3 months	<10%			\checkmark
Colleague Engagement (Group)	>85%			\checkmark



Milestones - Operational

	FY14	FY15	FY16
Autocentres opened	20-30	20-30	20-30
Launch PACs	\checkmark		
Annual PACs sales growth		20%	20%
Cycle Repair sales growth	25%	25%	25%
Cycle Departments brought up to date	100	180	180
Full store refits	10-15	c.60	c.75
Launch new Retail website	\checkmark		
Mobile & tablet optimised site launched	\checkmark		



Milestones - Customers

		FY14	FY15	FY16
	>60%	\checkmark		
Net Promoter Score ¹	>65%		\checkmark	
	>70%			\checkmark
Stores working stock outside peak	25%	\checkmark		
trading hours	Majority of stores		V	



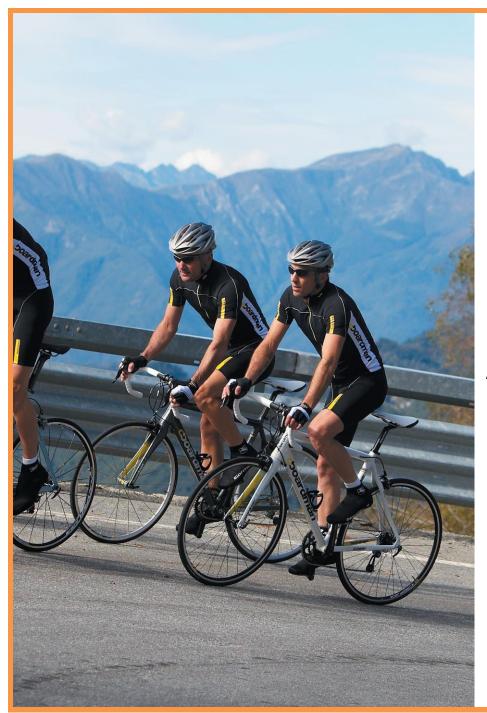
FY16

Target - Sales

Group Sales £1 Billion



Coffee break



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Andrew Findlay

Group Finance Director



Retail Capital Expenditure

	FY14 (£m circa)	FY15-FY16 (£m circa)	Stores	FY14	FY15-FY16
Store Portfolio	15	35	Full Store Refits	10-15	c.135
IT & Digital	13	25	Rightsizes and Relocations	c.8-10	c.15-20
Other	4	8	Cycle Departments	c.100	c.360
TOTAL	32	68	Colleague Training Facilities	up to 10	

Prior annual guidance of up to £20m



Retail Cash Opex

	FY14 vs. FY13 (£m circa)	Committed vs. Volume/Performance Related
Service Revolution, Pay Review	7	Largely Committed
Incentives, Cycle Repair, Fitting	7	Volume / Performance Related
Supply Chain	4	Volume / Performance Related
Stores, Other	3	Largely Committed
Uplift vs FY13	21	

Robust control on costs in place

Notes: All figures exclude asset depreciation / amortisation / impairment



FY14 Inventory

A £15-20m Investment In Stock

To underpin improved on-shelf availability

To support our Cycling growth aspiration & range changes

Selective PACs investment – where it makes sense



Medium-Term Margin Prospects

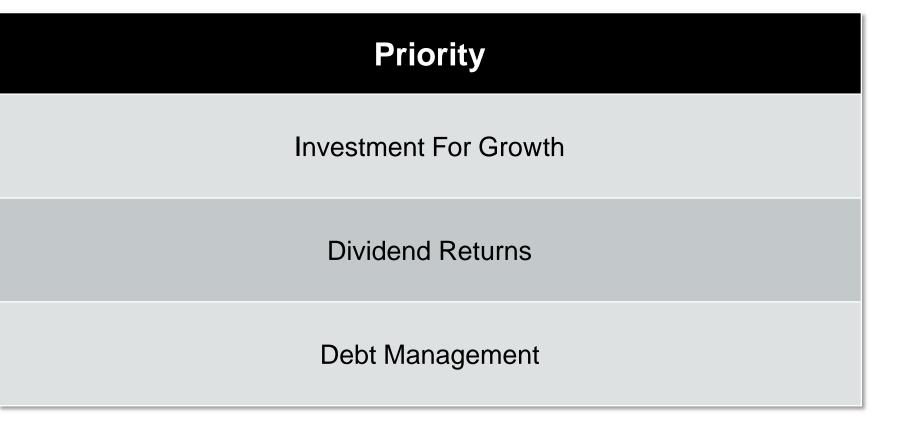
	Margin		Drivers
Gross		>50%	Trading stance, PACs, online-sales participation vs. Fitting & cycle repair, supply-chain leverage
Retail EBITDA Lov	Low double digit	Sales growth Cash gross margin Opex investments	
Autocontroc	Gross	Broadly flat	Tyre participation vs. SMR supplier leverage
Autocentres	EBITDA	Mid-to-high single digit	Sales growth Cash gross margin Utilisation levels

Focusing on cash generation



Gearing And Capital Allocation

An anticipated cap on gearing: 1.5x Net Debt/EBITDA





Dividend Policy

- FY13 dividend
 - A 35% reduction in the final dividend per share to 9.1 pence
 - A full-year dividend per share of 17.1 pence
- FY14 full-year dividend
 - Anticipate c.14 pence per share
- Medium term: nearer to 2x earnings cover
- Why now:
 - Support investment for growth
 - Maintain a robust balance sheet
 - Rebase to a sustainable level

Continuing to recognise the importance of dividend



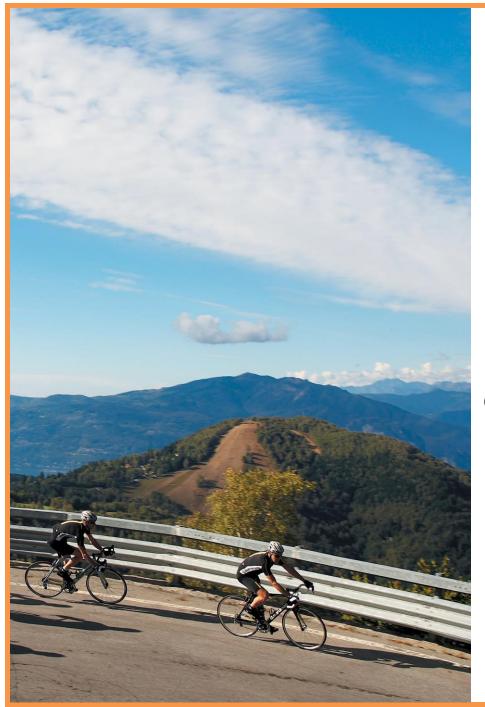
FY14 Guidance

Retail Operating Costs	c.6%
Retail Gross Margin	A decline of 125-175bps
Retail Capital Expenditure	c.£32m
Autocentres EBITDA	Marginally ahead of FY13
Autocentres Capital Expenditure	c. £6m
Net Finance Costs	Marginally down on FY13
Effective Tax Rate	23-24%



Future Reporting Calendar

Q1 Trading	July
Q2 Trading and Interims	November
Q3 Trading (15 weeks)	January
Q4 Trading (11 weeks) and Prelims	May / June



driving ≇topline

Matt Davies

Chief Executive

Getting Into Gear 2016











21st century infrastructure

click with the digital future

- Group colleague engagement score increased to 77%
- Step change in retail standards
- 3 Gears launched
- New recruitment website
- New store format plan
- New advertising agency appointed
- Trialling out of hours delivery
- PACs launch imminent

Step change is underway





New Management Team Members

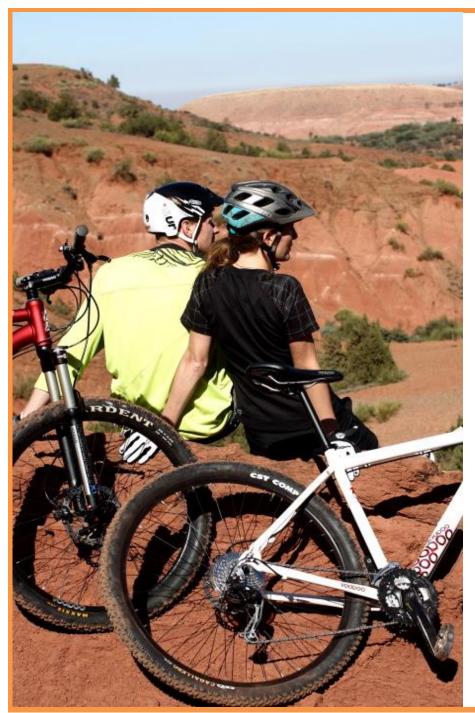
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Our Investment in Change

- Dividend
- Vital need for investment

The right course of action



Why I am so excited

- Halfords is relevant
- Our issues are solvable through proven routes to action
- We know what we have to do and we have a clear and detailed plan
- Upside from improved service brings competitive advantage

driving ²top line

driving topline

Questions



Appendices



Group Income Statement

	FY13 £m	FY12 £m	Change
Revenue	871.3	863.1	+1.0%
Gross Profit	477.1	472.8	+0.9%
Operating Costs	399.0	375.6	+6.2%
OPERATING PROFIT	78.1	97.2	-19.7%
Operating Profit %	9.0%	11.3%	-230bps
Net Finance Costs	(6.1)	(5.0)	+22.0%
PROFIT BEFORE TAX	72.0	92.2	-21.9%
Basic Earnings Per Share	27.7	33.7	-17.8%
Effective Tax Rate	25.3%	26.9%	-160bps



Group Components

FY13	Retail £m	Autocentres £m	Amortisation £m	Group £m
Revenue	745.5	125.8	-	871.3
Gross Profit	397.0	80.1	-	477.1
Operating Costs	(323.4)	(73.8)	(1.8)	399.0
EBIT	73.6	6.3	(1.8)	78.1
EBITDA	94.6	8.8	-	103.4

FY12	Retail £m	Autocentres £m	Amortisation £m	Group £m
Revenue	752.3	110.8	-	863.1
Gross Profit	399.8	73.0	-	472.8
Operating Costs	(307.0)	(66.4)	(2.2)	375.6
EBIT	92.8	6.6	(2.2)	97.2
EBITDA	114.6	9.0	-	123.6

Notes: All numbers shown are before non-recurring items



Non-Recurring Items

	£m
'Stores fit to shop' asset-impairment charges	(0.8)
Onerous lease-contract charges	(1.2)
Focus lease-guarantee provision release	1.0
Total	(1.0)

Notes: Cash element of £nil



Group Balance Sheet

	FY13 £m	FY12 £m	YOY £m	Change
Goodwill and Intangible Assets	342.2	343.9	(1.7)	-0.5%
Property, Plant & Equipment	90.6	97.9	(7.3)	-7.5%
Derivative Financial Instruments	1.7	(1.2)	2.9	+241.7%
Net Working Capital	42.1	54.2	(12.1)	-22.3%
Net Debt	(110.6)	(139.2)	28.6	-20.5%
Other Creditors	(67.3)	(68.5)	1.2	-1.8%
Net Assets	298.7	287.1	11.6	+4.0%
Inventories	133.2	146.7	(13.5)	-9.2%



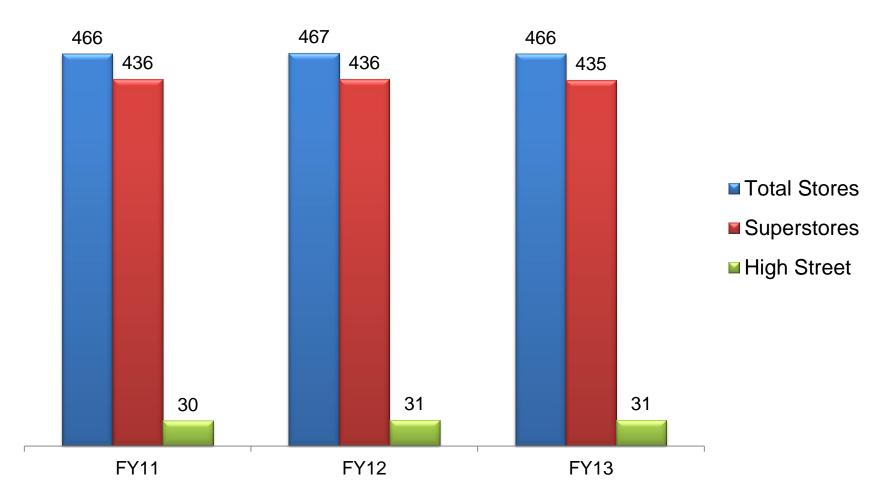
Retail Capital Expenditure

		FY13 £m	FY12 £m
Retail Portfolio ¹	New stores and relocations	0.3	1.2
Retail Politiolio	Store refreshes, rightsizes and other	5.5	10.3
Retail Infrastructure Systems		5.0	2.4
Warehouse & Distribution		1.4	1.0
Retail Other		1.0	0.3
Total Retail		13.2	15.2
Autocentres		5.6	4.5
TOTAL GROUP		18.8	19.7

Notes: 1) Before capital contributions deferred over the period of the lease



Retail Portfolio – Store Types





Retail Portfolio – FY13 Space

FY13	Average Leaseable Space ¹ (sq.ft)	Average Total Trading Space, including Mezzanine (sq.ft)	Average Ground Floor Trading Space (sq.ft)	Average Mezzanine Trading Space (sq.ft)
	9,353	8,106	6,423	3,067



Retail Portfolio – Lease Expiries

	Expiries
FY14	23
FY15	29
FY16	26
FY17	18
FY18	16
Total Expiries	112
% of Retail Portfolio	24

Average remaining leases (total portfolio): 7.5 years



Autocentres Portfolio

	Centres
Acquired	223
FY11	230
FY12	250
FY13	283

Average remaining leases: 7.5 years



Contact and Newsflow

For further information, please go to www.halfordscompany.com or contact

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Next newsflow:

10th July: Q1 Interim Management Statement



Forward-Looking Statements

INCLUDED IN THIS PRESENTATION ARE FORWARD-LOOKING MANAGEMENT COMMENTS AND OTHER STATEMENTS THAT REFLECT MANAGEMENT'S CURRENT OUTLOOK FOR FUTURE PERIODS

These expectations are based on currently available competitive, financial, and economic data along with our current operating plans and are subject to risks and uncertainties that could cause actual results to differ materially from the results contemplated by the forward-looking statements.

The forward-looking statements in this presentation should be read in conjunction with the risks and uncertainties discussed in the Halfords Annual Report and Accounts.