



Supporting the needs of British farmers

Why invest?

Well-established business

Wynnstay is a well-established business, with a heritage dating back to 1918. It has strong brands and a reputation for high-quality products and services, and has built a broad customer base.

Resilient and balanced business model

Wynnstay has diversified activities and supplies a wide range of products and services to both arable and livestock farmers. This is a major strength, and provides a natural hedge against sector variation.

Strong financials

Wynnstay has a strong balance sheet, underpinned by substantial assets, and the business generates good cash flows. This provides a solid underpinning to the Company's growth plans and supports its progressive dividend policy.

Strong track record of dividends

Wynnstay has a record of consistent profit and increased dividends, established since IPO in 2004.

Highly experienced management

Wynnstay has a highly-experienced Board and senior management team, with extensive knowledge and understanding of the agricultural supplies industry and a track record of successful acquisitions.

Specialist advisory services

Wynnstay's sector specialists provide advisory services to farmers. They advise on all aspects of farming, including precision-farming techniques and animal healthcare. Their advice forms the basis for greener and more efficient methods of production, and supports farm innovation.

Clear growth strategy

Wynnstay has a clear growth strategy, which combines organic growth and development with selective acquisitions in a market which is highly fragmented. The Company intends to expand the Group's geographic presence, further develop its routes to market, products and services, and to increase its manufacturing capability and improve efficiencies.

Committed to ESG

Environmental, social and governance ("ESG") factors are critical issues for the Board. The Company is focused on strategies that contribute to the UK's environmental goals. It also believes it is well-placed to assist its farming customer base as environmental matters are increasingly prioritised, and new approaches to farming practices are implemented.