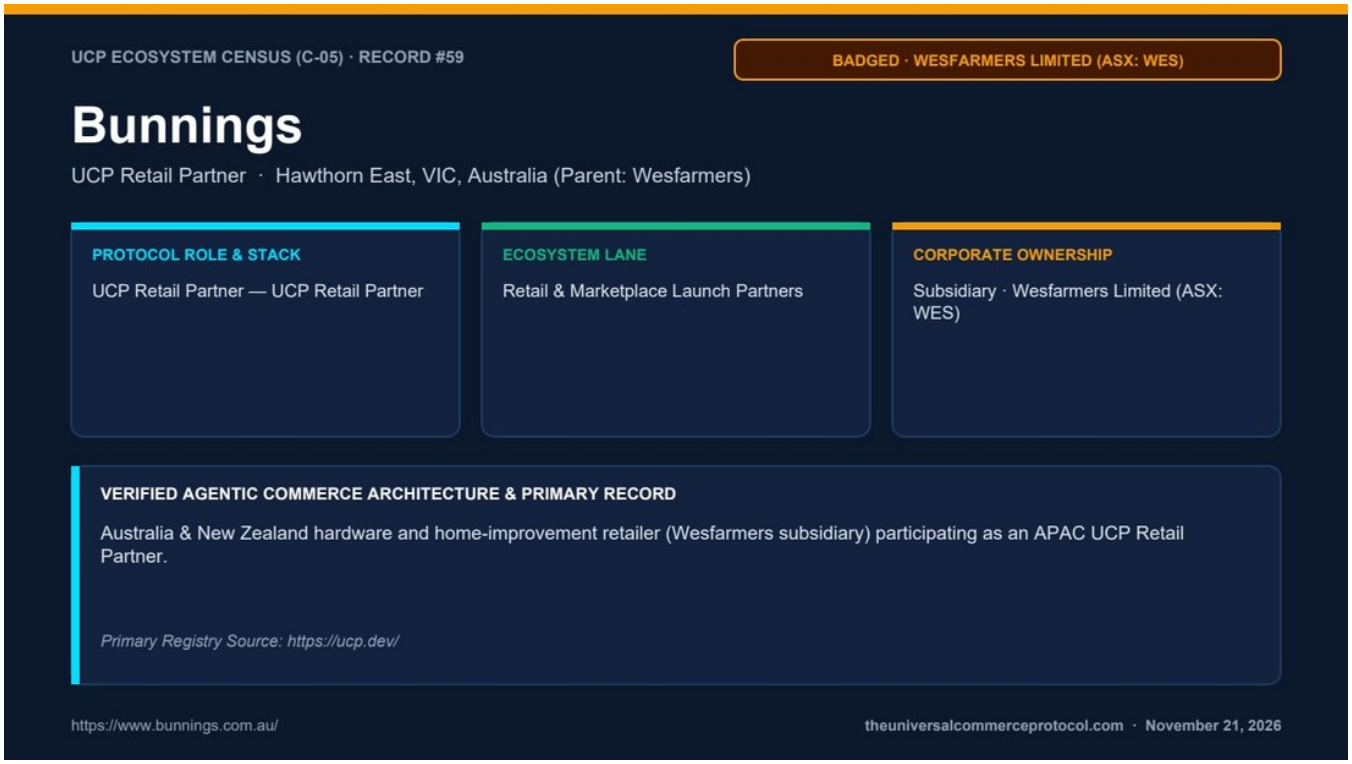
Bunnings — Verified Agentic Commerce Ecosystem Profile

UCP Retail Partner | Hawthorn East, VIC, Australia (Parent: Wesfarmers) | Verified November 21, 2026

OPTION B PARENT BADGE: Subsidiary · Wesfarmers Limited (ASX: WES) — Bunnings Group Limited is the Australian & New Zealand home-improvement retail subsidiary of Wesfarmers Limited.



1. Verified Ecosystem Record & Protocol Alignment

Field	Primary-Source Verified Detail
Entity	Bunnings
Official Ecosystem Role	UCP Retail Partner
Protocol Alignment	UCP Retail Partner
Ecosystem Lane	Retail & Marketplace Launch Partners
Ownership Classification	Subsidiary · Wesfarmers Limited (ASX: WES)
Headquarters	Hawthorn East, VIC, Australia (Parent: Wesfarmers)
Official Reference URL	https://www.bunnings.com.au/
Canonical Spec Registry	https://ucp.dev/

2. Protocol Architecture & Merchant Interoperability

Australia & New Zealand hardware and home-improvement retailer (Wesfarmers subsidiary) participating as an APAC UCP Retail Partner.

Within the open agentic-commerce stack (UCP /.well-known/ucp discovery, REST/JSON-RPC transports, AP2 verifiable payment mandates, and ACP delegated checkout), Bunnings operates inside the Retail & Marketplace Launch Partners layer. UCP's core Merchant-of-Record principle ensures participating merchants retain direct customer relationships and fulfillment control rather than surrendering checkout to closed intermediaries.

3. Corporate Ownership & Governance Verification

Bunnings Group Limited is the Australian & New Zealand home-improvement retail subsidiary of Wesfarmers Limited.

4. Frequently Asked Questions

Q: What role does Bunnings play in UCP and agentic commerce?

Australia & New Zealand hardware and home-improvement retailer (Wesfarmers subsidiary) participating as an APAC UCP Retail Partner.

Q: Where is Bunnings officially verified in public protocol registries?

Listed directly in https://ucp.dev/ under role 'UCP Retail Partner' (verified live November 21, 2026).

Q: How does Bunnings ownership map under Option B governance?

Bunnings Group Limited is the Australian & New Zealand home-improvement retail subsidiary of Wesfarmers Limited.

5. Primary Sources & Companion Links

Reference	Verified URL
Canonical Protocol Registry	https://ucp.dev/
Official Entity URL	https://www.bunnings.com.au/
Live Web Profile	https://theuniversalcommerceprotocol.com/bunnings-ucp-ecosystem-profile/
Markdown Twin (.md)	https://theuniversalcommerceprotocol.com/wp-content/uploads/2026/11/bunnings-ucp-ecosystem-profile.md
C-05 Ecosystem Census Index	https://theuniversalcommerceprotocol.com/agentic-commerce-ecosystem-census/
Combined Census llms.txt	https://theuniversalcommerceprotocol.com/agentic-commerce-ecosystem-census-llms.txt

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