Group continues transformation despite Covid-19

- **Strong Group performance:**
  - Revenue +9%
  - Trading profit +16%
  - Investment in AutoSave
  - AOP down -11%

- Good operational and strategic progress despite Covid-19 headwinds

- On-track for transformation into a higher & more sustainable margin business over the medium-term
Strong Group financials with +9% revenue growth and +16% trading profit

Group Revenue
£82.8m
+9%
Year on Year

Group Trading Profit¹
£33.1m
+16%
Year on Year

Adjusted Operating Profit²
£11.1m
-11%
Year on Year

Adjusted EBITDA³
£14.2m
-3%
Year on Year

Leverage⁴
2.26x

Flat

to Group leverage as of 31st December 2019 at 2.22x

---

1. Trading profit is defined as revenue less cost of sales and distribution costs
2. Adjusted operating profit represents operating profit, after adding back amortisation of acquired intangibles, transaction costs, other exceptional corporate costs and Foundation Award share-based payment charges
3. Adjusted EBITDA represents adjusted operating profit for the period after adding back depreciation and amortisation
4. Leverage ratio is calculated as net debt divided by 12 month rolling Adjusted EBITDA
Group resilience to impact of Covid-19 in H1

**Price Comparison**

**£3 to £4m revenue**
- Loss of travel insurance revenue worth £1.7m over equivalent 2019 period
- Overall search volumes declined in April before recovering through end of H1

**Rewards**

**£0.2 to £0.4m revenue**
- Travel revenue reduced to almost nil, offset in part by other verticals (e.g. home and garden retailers)
- Loss of display advertising (tenancy revenue) as retailers cut marketing spend

**AutoSave**

**Nil**
- Minor impact at height of lockdown but growth rapidly recovered

**Group Macro Economic Opportunities in H2**

- Consumers focus on making household savings given challenging macro economic environment
- Savings sought across domestic energy, insurance and discretionary spending
- Accelerated acceptance of managing admin and shopping online

**Anti-cyclical business models focused on saving customers time and money**
Transforming into a higher & more sustainable margin business

GoCompare

- Strong brand with leading awareness
- Measured growth but positive momentum
- Business driving higher customer retention
- Highly cash generative

Resilient business model combining defensive qualities of Price Comparison with AutoSave growth story

Exciting opportunity for further growth both in terms of top-line, but also profitability of the business as the network effect continues to build, with a continued focus on efficiency and innovation and opportunity for future expansion into new verticals

<table>
<thead>
<tr>
<th></th>
<th>2019 Revenue</th>
<th>2019 AOP</th>
<th>2020 H1 Revenue</th>
<th>2020 H1 AOP</th>
</tr>
</thead>
<tbody>
<tr>
<td>GoCompare</td>
<td>£139m</td>
<td>£51m</td>
<td>£70m</td>
<td>£22m</td>
</tr>
<tr>
<td>AutoSave</td>
<td>£7m</td>
<td>£11m</td>
<td>£11m</td>
<td>£2m</td>
</tr>
</tbody>
</table>

1. Financials shown for Price Comparison segment which includes Platform Services revenue and costs
Business Review

Matthew Crummack
Group CEO
2020 H1 Operational Highlights

GoCompare

• Relentless focus on optimisation driving improved sales conversion +1ppt\(^1\)
• Improved preference +12ppt\(^2\) driven by GoCompare innovation
• ~1.5m signed up to £250 excess proposition with retention opportunity driving higher recurring revenue and increasing customer lifetime value

AutoSave

• 483k Live Customers\(^3\) as of the end of June
• +183k (+61%) in 6 months and +100k in 2020 Q2
• Operational gains driving improved cohort performance

Platform Services\(^4\)

• Platform Service established from Energylinx, the energy switching business acquired by the Group in June 2018
• Development of godemand, a scalable SaaS platform providing tools to connect users with saving opportunities natively within any application

Rewards

• Focus on fixing the basics = SEO volume increase in Q2
• Versatility in relationships with growth in home and garden retailers

---

1. Average Conversion H1 2019 vs. H1 2020; defined as ratio of # of sales to quotes
2. Preference = those for whom GoCompare is the only, or one of the first, brands a customer would consider
3. Live Customers defined as those who have provided full switching authority to enable a switch net of churned customers. Numbers across weflip & Look After My Bills
4. Platform Services financial performance sits within the Price Comparison segment along with GoCompare
Revenue growth across key GoCompare verticals

Financial Highlights

- GoCompare revenue growth of 1.3% excluding travel insurance\(^1\)
- Revenue growth on car insurance of 4%, ahead of market growth
- Continued investment into TV to drive medium term growth

Operational Highlights

- Relentless focus on optimisation driving improved sales conversion +1ppt\(^2\)
- Improved preference +12ppt\(^3\) driven by GoCompare innovation
- ~1.5m signed up to £250 excess proposition with retention opportunity driving higher recurring revenue and increasing customer lifetime value

Solid performance in H1 2020 despite temporary impact of Covid-19

---

1. Travel insurance removed following lockdown and worth £1.7m during equivalent period in 2019
2. Average Conversion H1 2019 vs. H1 2020; defined as ratio of # of sales to quotes
3. Preference = those for whom GoCompare is the only, or one of the first, brands a customer would consider
Three phases of GoCompare revenue performance

**Pre-Covid**
January to Mid-March

GoCompare quote volume and revenue start 2020 in growth, continuing the trends seen through 2019 Q4

**Strict Lockdown**
Mid-March to Mid-May

Lockdown led to temporary declines on quote volume, however, conversion increased mitigating revenue impact

**Recovery**
Mid-May to Present

Search and quote volume returns whilst conversion remains ahead of Q1 levels driving strong revenue performance

---

**GoCompare Car Insurance 2020 H1**
Revenue & Quotes = Year on Year % Change
Conversion = Sales as a % of Quotes

---

1. Conversion defined as ratio of # of sales to quotes

---

Google search trends for car insurance were down 25% to 30% at the end of March / beginning of April

---

1. Conversion defined as ratio of # of sales to quotes
GoCompare innovation targets improved retention & recurring revenue

1. Preference = those for whom GoCompare is the only, or one of the first, brands a customer would consider

Comparision between those who are aware of the £250 excess proposition and those unaware

- **Preference for GoCompare**
  - % of Respondents
  - 38% (Aware)
  - 26% (Not Aware)

12ppt increase in preference for those aware of the £250 excess proposition

Target higher retention and greater loyalty

- GoCompare innovation aiming to increase preference and drive loyalty leading to greater stickiness amongst customers

- £250 excess proposition launched in July 2019 and now ~1.5m customers with proposition and targeting increased customer retention in H2 2020

- Innovation supported by increased TV spend in H1 2020

- Evolves Price Comparison from an annual transaction funnel; improved retention and higher recurring revenue

- Greater focus on customer lifetime value, increasing switching frequency and improved marketing efficiency
Focus on execution despite Covid-19 headwinds

Rewards challenged in H1 2020 with revenue down 36% as revenue from Travel companies disappeared

Tenancy revenue, a form of on-site advertising, impacted by up to £0.4m as advertisers removed marketing spend without directly attributable return on investment

Versatility in partner relationships evidenced with growth in home and garden retailers

Challenging H1 performance stalling profit stabilisation
Rewards showing versatility and a focus on execution

Change in sector revenue shows supply versatility

Rewards Commission\(^1\) Revenue
Rolling 30 day average

<table>
<thead>
<tr>
<th></th>
<th>Mar</th>
<th>Apr</th>
<th>May</th>
<th>June</th>
</tr>
</thead>
<tbody>
<tr>
<td>Travel</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Home &amp; Garden</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fashion</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

New leadership focused on execution

Top Retailers by Revenue

1. Jet2holidays
2. Wayfair.co.uk
3. Travelodge
4. TUI
5. Gtech

Rewards Commission\(^1\) Revenue

Rolling 30 day average

Quarterly SEO Volume
Millions

<table>
<thead>
<tr>
<th>Q1 2019</th>
<th>Q2 2019</th>
<th>Q3 2019</th>
<th>Q4 2019</th>
<th>Q1 2020</th>
<th>Q2 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.0</td>
<td>1.2</td>
<td>1.4</td>
<td>1.6</td>
<td>2.0</td>
<td>2.2</td>
</tr>
<tr>
<td>2.4</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Improvements to SEO continued in Q2 despite Covid-19 headwinds

1. Revenue based on receiving a commission per basket as a % of basket size
AutoSave continues to surpass expectations

Financial Highlights

- £10.8m of revenue, +370% vs. 2019 H1 and +64% vs. 2019 H2
- £1.5m trading profit in line with guidance
- Strong unit economics with customer acquisition profitable on first switch

Operational Highlights

- 483k Live Customers¹ as of the end of June
- +183k (+61%) in 6 months and +100k in Q2
- Operational gains driving improved cohort performance

Excellent momentum supporting transformation to a higher & more sustainable margin business

¹ Live Customers defined as those who have provided full switching authority to enable a switch net of churned customers. Numbers across weflip & Look After My Bills
AutoSave continues to grow strongly

- Annualised growth rate considerably over 100%
- 63,000 (+15%) vs. original expectations of +40%\(^3\)
- +23,000 (+5%) vs. revised expectations on 3\(^{rd}\) June following considerable outperformance in June
- Customer growth delivered within previously guided parameters of breakeven trading profit in H1

1. Live Customers defined as those who have provided full switching authority to enable a switch net of churned customers. Numbers across weflip & Look After My Bills
2. Total combined AutoSave customers post Look After My Bills completion as of 8\(^{th}\) July 2019
3. Guidance of +40% growth provided as part of annual results on 3\(^{rd}\) March
AutoSave has a winning business model for customers...

**Simple and leading customer experience**

- **Simple sign-up & first switch**
  - Customer automatically moves to a better deal and continues to save
  - Upcoming switch communicated to customer, but switch happens automatically with no action required on customer's side

**Customers remain on a great deal automatically**

- **Sign-up once, automatically save forever with no more user action**
  - AutoSave analyses energy market to obtain competitive tariffs with energy suppliers
  - After first switch, AutoSave analyses energy market to obtain competitive tariffs with energy suppliers
  - Customer makes saving on first switch...
  - ...and stays on a competitive tariff year after year without doing anything

<table>
<thead>
<tr>
<th>Time</th>
<th>Yr 1</th>
<th>Yr 2</th>
<th>Yr 3</th>
<th>Etc.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average Bill</td>
<td>£1,200</td>
<td>£1,200</td>
<td>£1,200</td>
<td>£1,200</td>
</tr>
<tr>
<td>Average Saving</td>
<td>£280</td>
<td>£280</td>
<td>£280</td>
<td>£280</td>
</tr>
</tbody>
</table>

AutoSave

Sign-up once, automatically save forever with no more user action

Customer automatically moves to a better deal and continues to save

Upcoming switch communicated to customer, but switch happens automatically with no action required on customer’s side

12 months after first switch, AutoSave analyses energy market to obtain competitive tariffs with energy suppliers
... and for GoCo

Strong unit economics >> high LTV

One-time marketing investment, driving annual recurring revenue

Increasing retained customer base

Retained customer base drives high recurring revenue

Retention\(^1\) of ~90%

Transforming Group into a higher & more sustainable margin business

---

1. Customer retention defined as 100% minus churn rate, where churn rate is defined as the % of customers who cancel the service within 12m
Operational resilience

**Socially Responsible**
- All employees working from home with no impact to business operations
- Considerable employee flexibility and support focused on mental health and wellbeing
- Doing the right thing by the customer (e.g. removing travel insurance)
- £598m of savings for the customer, +27% year on year

**Financially Resilient**
- The Group has not called on government-assisted schemes relating to employment or loans nor made any redundancies through Covid-19 pandemic
- Leverage\(^1\) of 2.3x at 30\(^{th}\) June 2020, broadly flat to 31\(^{st}\) December 2019, well below covenant of 3.0x
- Maintained Dividend payment

---

1. Leverage ratio is calculated as net debt divided by 12 month rolling Adjusted EBITDA
2 Financial Review

Nick Wrighton
Group CFO
Strong trading performance and investment into the Group

<table>
<thead>
<tr>
<th>£m</th>
<th>Price Comparison (GoCompare &amp; Platform Services)</th>
<th>Rewards (MyVoucherCodes)</th>
<th>AutoSave (Look After My Bills &amp; weflip)</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue¹</td>
<td>69.7</td>
<td>2.3</td>
<td>10.8</td>
<td>82.8</td>
</tr>
<tr>
<td>Trading Profit²</td>
<td>30.2</td>
<td>1.3</td>
<td>1.5</td>
<td>33.1</td>
</tr>
<tr>
<td>Group Adjusted Op Profit²</td>
<td></td>
<td></td>
<td></td>
<td>11.1</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>YoY % Abs £m</th>
<th>Price Comparison</th>
<th>Rewards</th>
<th>AutoSave</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>-1%</td>
<td>-36%</td>
<td>370%</td>
<td>9%</td>
<td></td>
</tr>
<tr>
<td>-0.4</td>
<td>-1.3</td>
<td>+8.5</td>
<td>+6.8</td>
<td></td>
</tr>
<tr>
<td>-7%</td>
<td>-38%</td>
<td>n/a</td>
<td>16%</td>
<td></td>
</tr>
<tr>
<td>-2.3</td>
<td>-0.8</td>
<td>+7.5</td>
<td>+4.5</td>
<td></td>
</tr>
</tbody>
</table>

1. 2019 H1 restated with Look After My Bills revenue and profit previously reported in Price Comparison and now moved to AutoSave
2. Totals based on exact figures and hence slight differences may occur due to rounding
Resilient performance at GoCompare despite Covid-19

<table>
<thead>
<tr>
<th>Price Comparison H1 P&amp;L</th>
<th>£m</th>
<th>Year on Year Movements</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2020 H1</td>
<td>2019 H1$</td>
</tr>
<tr>
<td>Revenue</td>
<td>69.7</td>
<td>70.1</td>
</tr>
<tr>
<td>Marketing Costs</td>
<td>(39.5)</td>
<td>(37.6)</td>
</tr>
<tr>
<td>Trading Profit</td>
<td>30.2</td>
<td>32.5</td>
</tr>
<tr>
<td>Marketing Margin (%)</td>
<td>43.3%</td>
<td>46.4%</td>
</tr>
</tbody>
</table>

- GoCompare revenue +1.3%, excluding Travel Insurance £1.7m impact from Covid-19
- Car insurance momentum maintained with revenue +4%, ahead of the market
- Planned investment into TV to drive medium term revenue growth in H2 2020 and beyond, leading to a reduction in marketing margin to 43%

1. Price Comparison segmental P&L includes GoCompare and Platform Services (see appendix for details)
2. Totals based on exact figures and hence slight differences may occur due to rounding
3. 2019 H1 restated with Look After My Bills revenue and profit previously reported in Price Comparison and now moved to AutoSave
4. Adverse movement to trading profit
Rewards showing versatility but Covid-19 stalled profit stabilisation

Rapid reduction in tenancy impacting H1 profit

<table>
<thead>
<tr>
<th>Rewards P&amp;L, £m</th>
<th>2020 H1</th>
<th>2019 H1</th>
<th>Abs, £m</th>
<th>YoY %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>2.3</td>
<td>3.6</td>
<td>(1.3)</td>
<td>-36%</td>
</tr>
<tr>
<td>Marketing Costs</td>
<td>(1.0)</td>
<td>(1.5)</td>
<td>0.5²</td>
<td>-33%</td>
</tr>
<tr>
<td>Trading Profit</td>
<td>1.3</td>
<td>2.1</td>
<td>(0.8)</td>
<td>-38%</td>
</tr>
<tr>
<td>Marketing Margin (%)</td>
<td>56.5%</td>
<td>58.3%</td>
<td>-1.8ppt</td>
<td></td>
</tr>
</tbody>
</table>

1. Tenancy revenue a form of on site advertising
2. Positive movement to trading profit
Continued strong AutoSave growth

<table>
<thead>
<tr>
<th>AutoSave P&amp;L, £m</th>
<th>2020 H1</th>
<th>2019 H1&lt;sup&gt;1&lt;/sup&gt;</th>
<th>Year on Year Movements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revenue</td>
<td>10.8</td>
<td>2.3</td>
<td>8.5</td>
</tr>
<tr>
<td>Marketing Costs</td>
<td>(9.3)</td>
<td>(8.3)</td>
<td>(1.0)&lt;sup&gt;3&lt;/sup&gt;</td>
</tr>
<tr>
<td>Trading Profit</td>
<td>1.5</td>
<td>(6.0)</td>
<td>7.5</td>
</tr>
<tr>
<td>Marketing Margin (%)</td>
<td>14%</td>
<td>n/a</td>
<td>n/a</td>
</tr>
</tbody>
</table>

1. AutoSave segment includes Look After My Bills revenue and cost of sales recognised by the Group in Price Comparison in H1 2019 prior to the acquisition. AutoSave H1 19 revenue has therefore been restated to £2.3m (previously reported as £0.4m) and Cost of sales has been restated to £2.0m (previously reported as £0.4m) to enable a like for like comparison.

2. Negligible customers acquired in 2018 H1 or earlier.

3. Adverse movement to trading profit.

**AutoSave Revenue**

- 2019 H1: £2.3m
- 2019 H2: £6.6m
- 2020 H1: £10.8m

Year on Year Movements:

- Revenue: 370%
- Marketing Costs: 12%
- Trading Profit: n/a
- Marketing Margin (%): n/a
AutoSave on path to transform the Group into a higher margin business

AutoSave Trading Profit\(^1\) (£m)

<table>
<thead>
<tr>
<th>Year</th>
<th>2019 H1</th>
<th>2019 H2</th>
<th>2020 H1</th>
</tr>
</thead>
<tbody>
<tr>
<td>£m</td>
<td>-6.0</td>
<td>0.1</td>
<td>1.5</td>
</tr>
</tbody>
</table>

Net increase of over 300k Live Customers delivered with £1.6m of Trading Profit in line with previous guidance.

Net Customer Acquisition Cost
(Total AutoSave Marketing / Net Customers Acquired)

- £100
- £50
- £50

1. AutoSave segment includes Look After My Bills revenue and cost of sales recognised by the Group in Price Comparison in H1 2019 prior to the acquisition. AutoSave H1 19 revenue has therefore been restated to £2.3m (previously reported as £0.4m) and Cost of sales has been restated to £2.0m (previously reported as £0.4m) to enable a like for like comparison.
Increase in admin costs with Capex flat

### Adjusted Admin Costs

<table>
<thead>
<tr>
<th></th>
<th>2019 H1</th>
<th>2019 H2</th>
<th>2020 H1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Admin Costs (excl. D&amp;A)</td>
<td>14.0</td>
<td>16.7</td>
<td>18.9</td>
</tr>
<tr>
<td>D&amp;A</td>
<td>2.2</td>
<td>3.5</td>
<td>3.1</td>
</tr>
</tbody>
</table>

### Capex

<table>
<thead>
<tr>
<th></th>
<th>2019 H1</th>
<th>2019 H2</th>
<th>2020 H1</th>
</tr>
</thead>
<tbody>
<tr>
<td>Capex</td>
<td>4.8</td>
<td>5.2</td>
<td>5.2</td>
</tr>
</tbody>
</table>
Strong operational cash generation

2020 H1 Cash flow (£m)

- Net Debt of £71.5m at 30th June, flat to 31st December 2019
- Leverage\(^1\) at 30th June 2020 of 2.3x, broadly flat to 31st December 2019 of 2.2x
- Following cash outflows are due in H2 2020:
  - Deferred and contingent consideration payments for Look After My Bills of c.£6m
  - £3m amortisation of £15m term loan
  - Interim dividend of 0.4pence per share, equating to £1.7m

1. Leverage ratio is calculated as net debt divided by 12 month rolling Adjusted EBITDA
Conclusion

Matthew Crummack
Group CEO
Transforming into a higher & more sustainable margin business

GoCompare

- Strong brand with leading awareness
- Measured growth but positive momentum
- Business driving higher customer retention
- Highly cash generative

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<tr>
<td>2020 H1 Revenue</td>
<td>£70m</td>
<td>£22m</td>
</tr>
</tbody>
</table>

AutoSave

- Significant growth opportunity
- Higher margin potential in steady state
- Recurring revenue characteristics
- Network effect for the Group, driving customer lifetime value

<table>
<thead>
<tr>
<th></th>
<th>2019 Revenue</th>
<th>2019 AOP</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019 Revenue</td>
<td>£7m</td>
<td>(£12)m</td>
</tr>
<tr>
<td>2020 H1 Revenue</td>
<td>£11m</td>
<td>(£2)m</td>
</tr>
</tbody>
</table>

Platform Services

- B2B business providing 3rd parties (e.g. banks) with switching services for their end users
- Significant scalable opportunity available
- Sits in Price Comparison financial segment

Rewards

- New strategic direction
- When stabilised, cash generative
- Potential for Group network benefits

- Resilient business model combining defensive qualities of Price Comparison with AutoSave growth story

  Exciting opportunity for further growth both in terms of top-line, but also profitability of the business as the network effect continues to build, with a continued focus on efficiency and innovation and opportunity for future expansion into new verticals

1. Financials shown for Price Comparison segment which includes Platform Services revenue and costs
Q&A
A diversified and growing Group helping customers save time and money

Helping MORE people find MORE of the right products, saving them MORE time and MORE money

AutoSave

Customers provide full switching authority to switch to a new energy tariff when it saves them money

Price Comparison

Core GoCompare price comparison business - car insurance remains the biggest vertical

Rewards

B2B business focused on providing 3rd parties (e.g. banks) with the ability to offer switching services to their end users

Savings on necessary and discretionary spending – particularly retail, travel and recreation

Flexibile platform enabling us to innovate at speed and reach customers, wherever they are

1. Includes some affiliate energy revenue as part of the Energylinx acquisition
2. Platform services revenue and costs captured within Price Comparison segment
Working to deliver a sustainable business for all stakeholders

We are committed to adopting responsible business practices, delivering sustainable choices, making a difference and improving lives. We are developing our sustainability reporting and disclosures, whilst ingraining ESG into business decision making.

Our customers

AutoSave customers saved an average of £280 on their energy bills; committed to bringing affordable energy to the UK consumer

SaveStack™ architecture enabling scalability and agility to deliver faster innovation and ascertain data insights to forecast consumer behaviour through Covid-19

Our people

All staff worked from home safely and fully supported with the ability to work flexibly to support their families during lockdown. No staff furloughed and we continued to recruit and onboard remotely

Increased health and wellbeing package, sick pay guarantees and online learning provided to all

Our community

Financially supported Show Racism the Red Card, UK Black Pride, Cheers NHS and DevicesDot Now, and donated essential items to local health boards during Covid-19

STEM ambassadors delivered online coding quizzes for schools across the UK and internships with Cardiff University and University of South Wales continued to be onboarded

Our environment

Achieved 100% carbon neutrality for 2019/2020\(^1\)

Considerable improvements to ESG disclosure including, enhanced auditing and publication of environmental performance records including SECR, energy performance and waste management

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## Income Statement and Segmental Overview

<table>
<thead>
<tr>
<th></th>
<th>2020 H1</th>
<th>2019 H1 (Rebased¹)</th>
<th>YoY (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Price Comparison</td>
<td>Rewards</td>
<td>AutoSave</td>
</tr>
<tr>
<td><strong>Revenue¹</strong></td>
<td>69.7</td>
<td>2.3</td>
<td>10.8</td>
</tr>
<tr>
<td><strong>COS</strong></td>
<td>(14.5)</td>
<td>(0.8)</td>
<td>(8.0)</td>
</tr>
<tr>
<td><strong>Gross Profit²</strong></td>
<td>55.2</td>
<td>1.5</td>
<td>2.8</td>
</tr>
<tr>
<td><strong>Distribution Costs</strong></td>
<td>(25.0)</td>
<td>(0.2)</td>
<td>(1.3)</td>
</tr>
<tr>
<td><strong>Trading Profit²</strong></td>
<td>30.2</td>
<td>1.3</td>
<td>1.5</td>
</tr>
<tr>
<td><strong>Marketing Margin (%)²</strong></td>
<td>43.3%</td>
<td>56.5%</td>
<td>13.9%</td>
</tr>
<tr>
<td><strong>Adjusted Admin Costs</strong></td>
<td>(7.9)</td>
<td>(1.5)</td>
<td>(3.8)</td>
</tr>
<tr>
<td><strong>Segment Adjusted Operating Profit³</strong></td>
<td>22.3</td>
<td>(0.2)</td>
<td>(2.2)</td>
</tr>
<tr>
<td><strong>Group Costs</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Group Adjusted Op Profit²</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

1. AutoSave segment includes Look After My Bills revenue and cost of sales recognised by the Group in Price Comparison in H1 2019 prior to the acquisition. AutoSave H1 19 revenue has therefore been restated to £2.3m (previously reported as £0.4m) and Cost of sales has been restated to £2.0m (previously reported as £0.4m) to enable a like for like comparison.

2. Totals based on exact figures and hence slight differences may occur due to rounding.

---

³ Totals based on exact figures and hence slight differences may occur due to rounding.
### Quarterly Revenue Performance by Segment $^1,^2$

<table>
<thead>
<tr>
<th>Segment</th>
<th>Q1 2020</th>
<th>Q1 2019</th>
<th>YoY %</th>
<th>Q2 2020</th>
<th>Q2 2019</th>
<th>YoY %</th>
<th>H1 2020</th>
<th>H1 2019</th>
<th>YoY %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price Comparison</td>
<td>36.1</td>
<td>35.9</td>
<td>1%</td>
<td>33.6</td>
<td>34.2</td>
<td>-2%</td>
<td>69.7</td>
<td>70.1</td>
<td>-1%</td>
</tr>
<tr>
<td>AutoSave</td>
<td>4.2</td>
<td>1.4</td>
<td>200%</td>
<td>6.6</td>
<td>0.9</td>
<td>633%</td>
<td>10.8</td>
<td>2.3</td>
<td>370%</td>
</tr>
<tr>
<td>Rewards</td>
<td>1.2</td>
<td>1.7</td>
<td>-29%</td>
<td>1.1</td>
<td>1.9</td>
<td>-42%</td>
<td>2.3</td>
<td>3.6</td>
<td>-36%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>41.5</strong></td>
<td><strong>39.0</strong></td>
<td><strong>6%</strong></td>
<td><strong>41.3</strong></td>
<td><strong>37.0</strong></td>
<td><strong>12%</strong></td>
<td><strong>82.8</strong></td>
<td><strong>76.0</strong></td>
<td><strong>9%</strong></td>
</tr>
</tbody>
</table>

1. AutoSave segment includes Look After My Bills revenue and cost of sales recognised by the Group in Price Comparison in H1 2019 prior to the acquisition. AutoSave H1 19 revenue has therefore been restated to £2.3m (previously reported as £0.4m) and Cost of sales has been restated to £2.0m (previously reported as £0.4m) to enable a like for like comparison.

2. Totals based on exact figures and hence slight differences may occur due to rounding.
Our proprietary technology platform **SaveStack**

**Our Brands**

- Better Data
- Recommendations

**Other Brands**

- Media
- PCWs
- Banks
- Smoother Payments
- Automation

**SaveStack**

Flexible platform enabling us to innovate at speed and reach customers, wherever they are.
### Connecting people everywhere with savings opportunities

<table>
<thead>
<tr>
<th>1 Connect</th>
<th>2 Distribute</th>
<th>3 Partner</th>
</tr>
</thead>
<tbody>
<tr>
<td>Our APIs utilise SaveStack technology to power an increasing number of products not just for GoCompare, but for other B2B partners.</td>
<td>Straightforward integration with one secure and accessible API to the godemand platform or whitelabel.</td>
<td>We are building robust partnerships based on one simple common value, to save customers time and money which resonates well with banks and fintechs.</td>
</tr>
</tbody>
</table>

**Energy, Rewards, Broadband**

Connecting people everywhere with savings opportunities on bills and everyday spending using our SaveStack platform.