

Interim Results 2024

22 July 2024





Peter Duffy

Chief Executive Officer



Strong trading and strategic achievements

Helped households save £1.7bn*, up from £1.3bn* in H1 2023

Member-based propositions

- MoneySuperMarket SuperSaveClub
- MoneySavingExpert App
- Quidco

Enhanced provider services

- B2B
- Market Boost
- Tenancy

- Best ever H1 revenue of £223.5m; up 5%; with strong trading in Insurance and Cashback
- Gross margins maintained; delivered best H1 EBITDA ever of £73m, up 8%
- Growth across our member-based propositions. Early signs encouraging with increased engagement and repeat purchase
- 37 B2B brands live, including household names like Rightmove, Auto Trader, ClearScore and National Union of Students



Niall McBride

Chief Financial Officer



Financial highlights: best H1 revenue and EBITDA

Revenue*

£223m

+5%

EBITDA**

£73m

+8%

Basic EPS

8.3p

+9%

Reinvestment Rate

12%

-

Operating Cashflow

£52m

+26%

Dividend per Share

3.3p

+3%

*Group revenue of £223m is presented net of inter-vertical eliminations of £6m (HY 2023: £3m, HY 2022: £1m).

**In both the current and prior year there were no adjusting items within EBITDA.

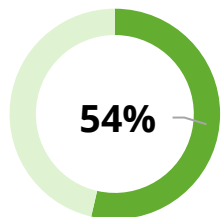
Insurance: premium inflation stabilised, sustained high prices drive switching market

HY24 performance

£120m

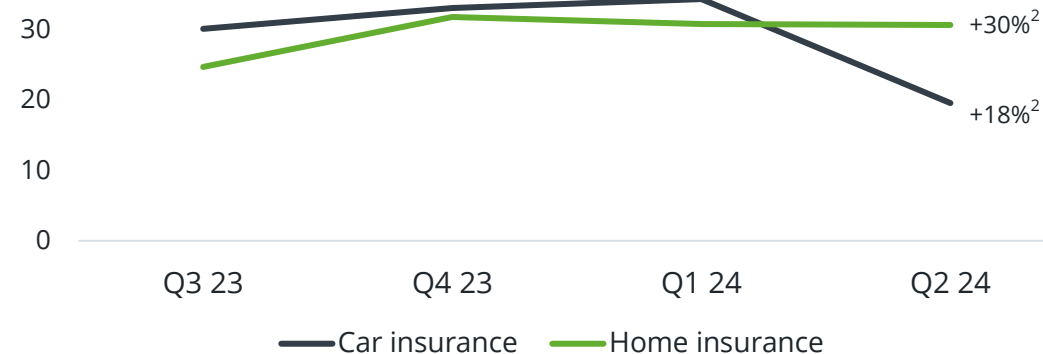
+14%

Revenue



% of Group revenue

Paid premium price inflation¹



Performance summary

- Record levels of traffic for car and home insurance and continued strong switching demand
- Home insurance resumed position as second largest channel
- In travel insurance, users seeking out lower tier of cover

Market dynamics

- Premium inflation growth has slowed in car and stabilised in home, prices remain high
- More products in car and home, as well as sustained absolute high pricing drive switching volumes
- Robust demand for travel insurance

¹ Source: eBenchmarkers, data to end of May
² year-on-year growth in premium prices

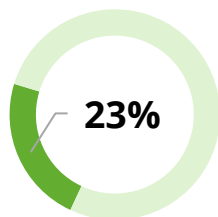
Money: strong credit card switching despite high interest rates

HY24 performance

£51m

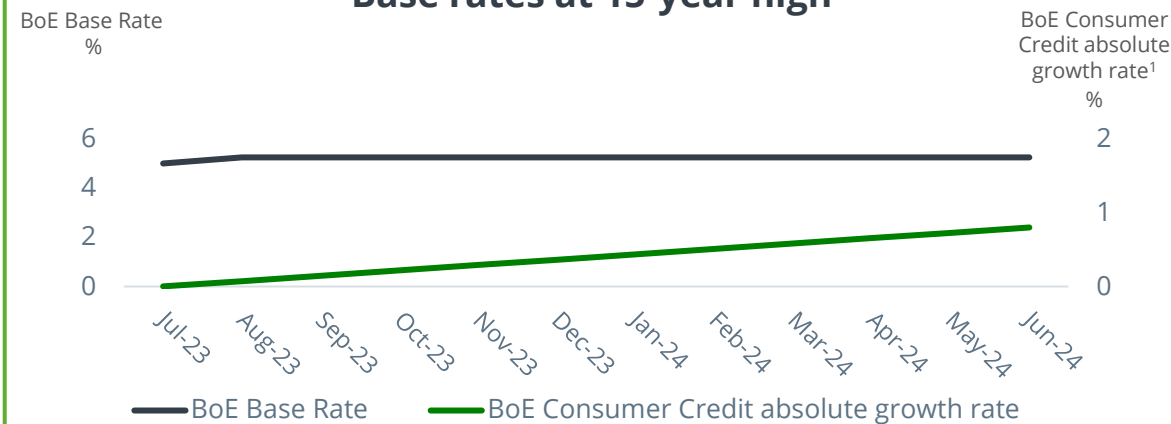
-2%

Revenue



% of Group revenue

Base rates at 15-year high



Performance summary

- Touching distance of record trading
- Borrowing: revenue growth for first time since September 2022 mini budget. Weakness in loans and mortgages offset by growth in credit card switching
- Banking: fewer attractive current account offers drives lower switching

Market dynamics

- In borrowing, high interest rates continue to impact affordability of loans and mortgages
- Cost of living driving good demand in credit card switching
- Fewer attractive offers in banking vs H123, as providers focus on profitability

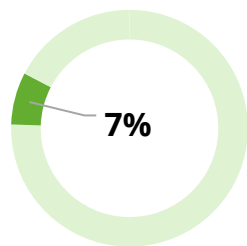
Home Services: low broadband switching and no material energy revenue as expected

HY24 performance

£17m

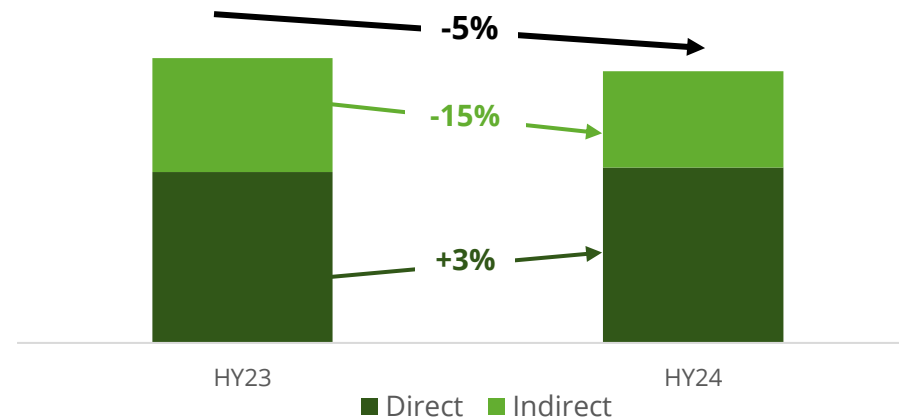
-10%

Revenue



% of Group revenue

Broadband volume¹



Performance summary

- Performance driven by softer broadband and mobile switching
- New AI powered campaigns in broadband delivered continued good levels of traffic to our sites
- Energy: more switching deals on site, but providers remain cautious due to wholesale pricing and regulatory environment
- No material revenue from energy in FY24

Market dynamics

- Broadband & mobile switching weak due to soft demand
- Increased emphasis on retention from providers with better direct deals available and longer contracts in broadband
- Energy deals still very limited

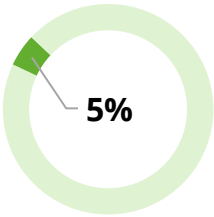
Travel and Cashback

Travel HY24 Performance

£12m

+1%

Revenue



% of Group revenue

Travel performance summary

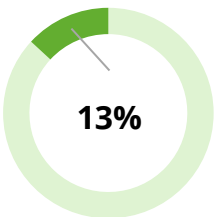
- Very strong Q1 performance
- In Q2, solid package holiday performance offset by increased competition and weak car hire market
- Providers grew Pay Per Click ('PPC') and brand spend to offload capacity, driving higher marketing costs

Cashback HY24 performance

£30m

+3%

Revenue



% of Group revenue

Cashback performance summary

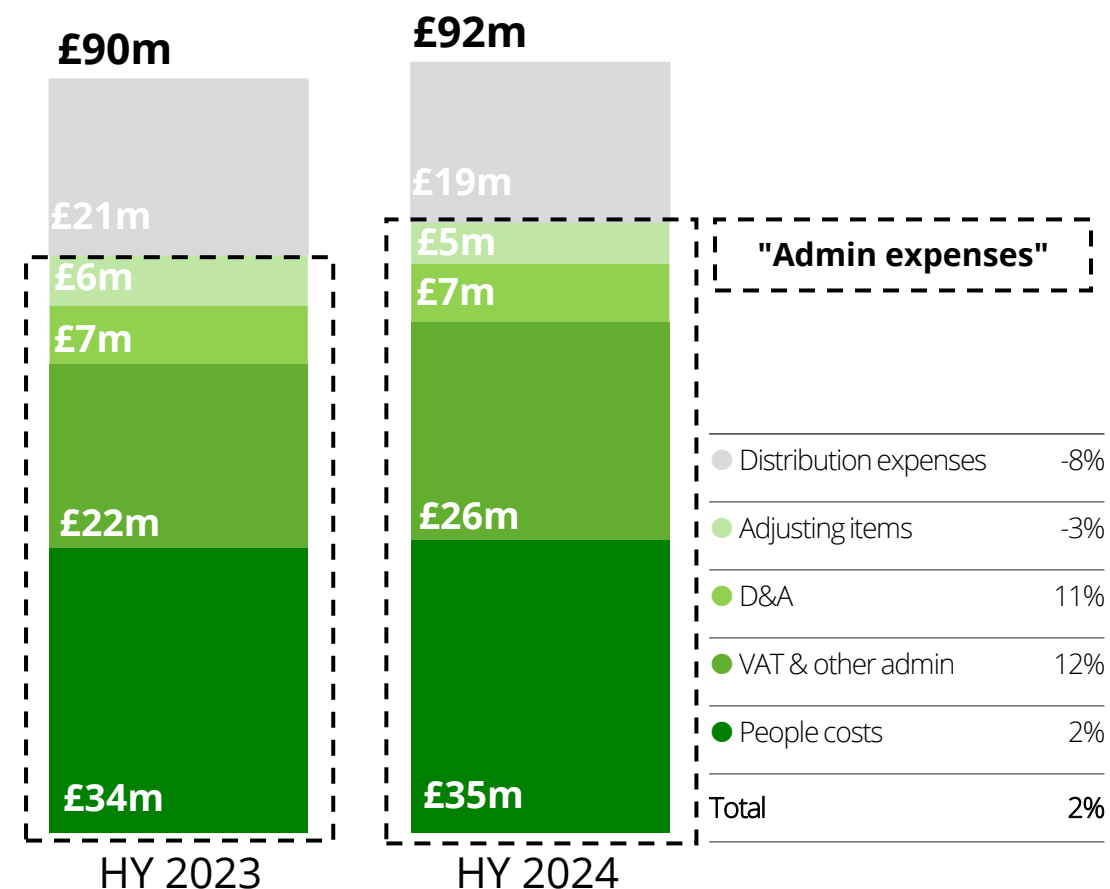
- Strong performance in Insurance, assisted by Quidco compare
- Growth despite online retail market down double digits in year to June 2024
- Continued momentum in member growth

EBITDA growth ahead of gross profit; underlying costs controlled

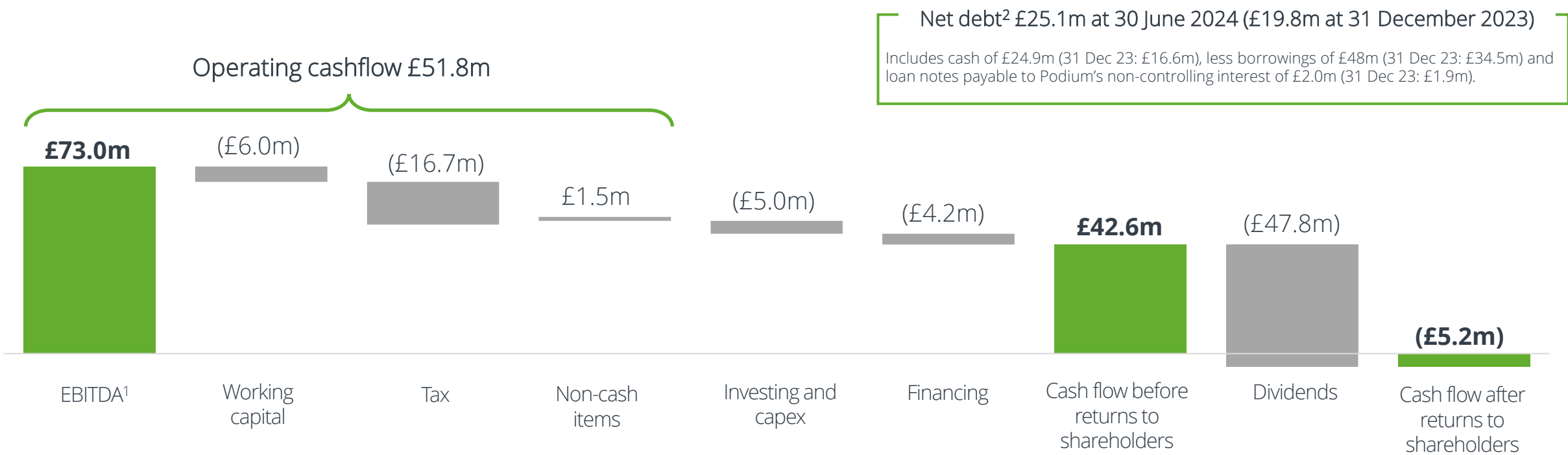
Profit and operating costs

- Gross profit up 5% to £152m; gross margin maintained at 68%
 - Gains in Insurance and PPC efficiency
 - Offset by Cashback and B2B which are lower margin
- EBITDA* up 8%, to £73m, ahead of revenue and gross profit growth; Expanded EBITDA margin, now 33% (HY23: 32%)
- Operating costs kept to +2% despite inflation. Strategic progress delivering good cost control:
 - Distribution costs down 8% in H1, reflecting lower advertising
 - Admin costs increased 5% as expected. Further automation delivered efficiencies enabling us to hold people costs to +2%

Operating cost base



Cash generative



- Operating cashflow up 26% to £51.8m
- Working capital outflow of £6.0m reflects increase in receivables, driven by strong trade performance
- Net debt of £25.1m includes £15m outstanding term loan (repayable in October 2024)
- Capital allocation policy remains unchanged

¹ In both the current and prior period there were no adjusting items within EBITDA.
² Net debt is defined as cash and cash equivalents net of borrowings, deferred consideration and loan notes payable to non-controlling interest. It does not include lease liabilities.
³ Deferred consideration including interest.

Capital allocation framework

1.

Organic
growth

2.

Ordinary
dividends

3.

Acquisitions

4.

Enhanced
distribution

Outlook

- Generated growth and increased profitability, delivering best ever H1 revenue and EBITDA despite competition and subdued energy / broadband switching markets
- We do not expect any material energy switching revenue in 2024
- FY24 Group adjusted EBITDA* will be within the current market consensus range
- Interim dividend of 3.3p, up 3%

Market expectations for adjusted EBITDA for FY24 from the analyst consensus on our investor website is £140.5m with a range of £135.8m to £143.7m

Operating Costs

- Expect a low-to-mid-single digit % increase in operating costs excluding D&A for FY24

CAPEX

- CAPEX to be in the range of £11-£13m for 2024 as we continue to invest in strategic initiatives



Peter Duffy

Chief Executive Officer



Our future focus

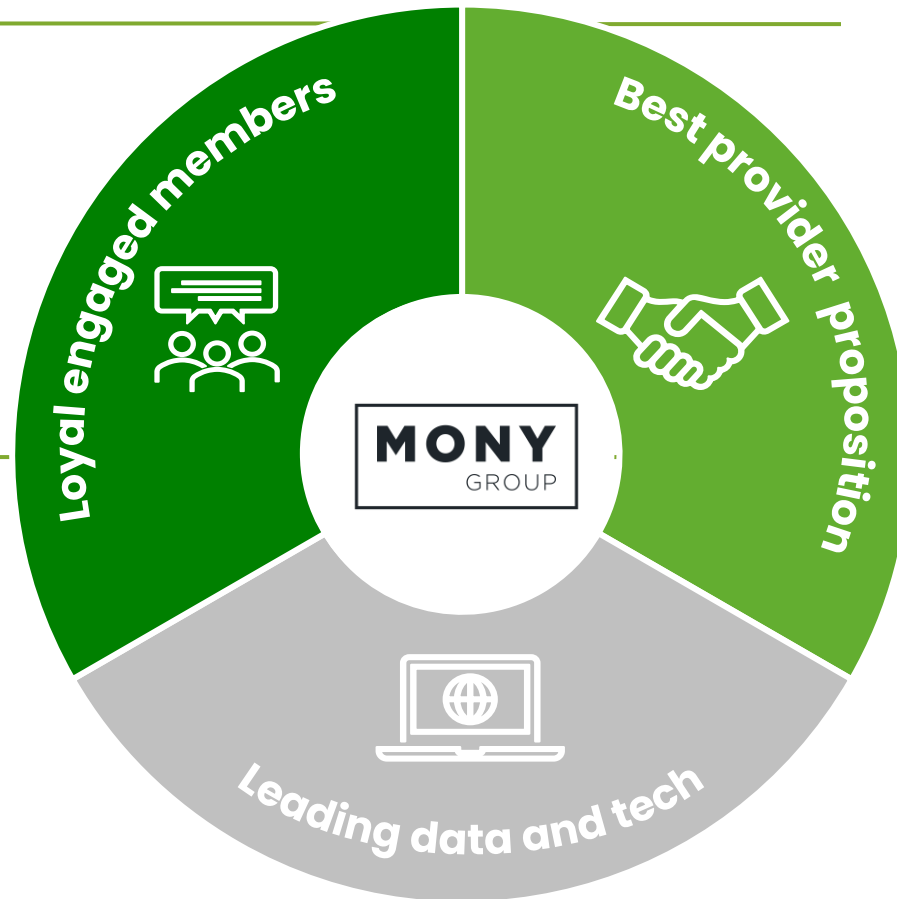
Grow a two-sided marketplace where consumers come to us direct to find the best prices on household bills, financial contracts and everyday spending and providers can more cost effectively reach the customers they want

Member-based propositions

- MSM SuperSaveClub
- MSE App
- Quidco

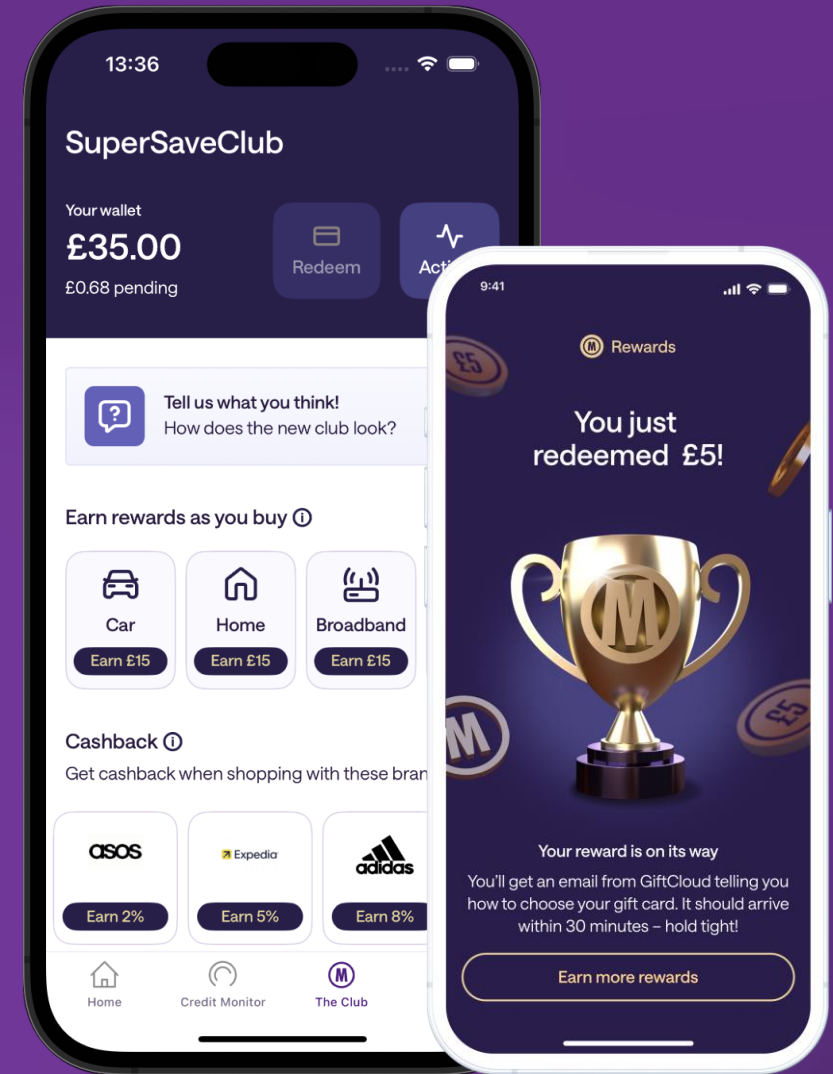
Enhanced services to providers

- B2B
- Market Boost
- Tenancy



MSM's SuperSaveClub

- Member-based rewards programme that supercharges savings and grows customer loyalty
- SuperSaveClub Member benefits:
 1. Guarantees best price
 2. Meaningful rewards; (almost £300 annual reward **on top** of money saved on deal)
 3. Quick and easy to save again and again
- Superior and unique offering due to the breadth of our services





SUPERSAVE CLUB
REWARDS

Scaling with Momentum

- Launched in September; 10 products live, representing more than half of MSM sales
- Members are enquiring more often and buying more from us
- Credit Monitor and Cashback adding more frequent engagement points
- Results from our early members:
 - 20% increase in direct second purchase
 - 5x increase in MSM app take up
 - 2x increase in propensity for CRM engagement
 - 4x increase in second product purchase

>500k

members

Loyal engaged members – leading edge tech

MoneySavingExpert App

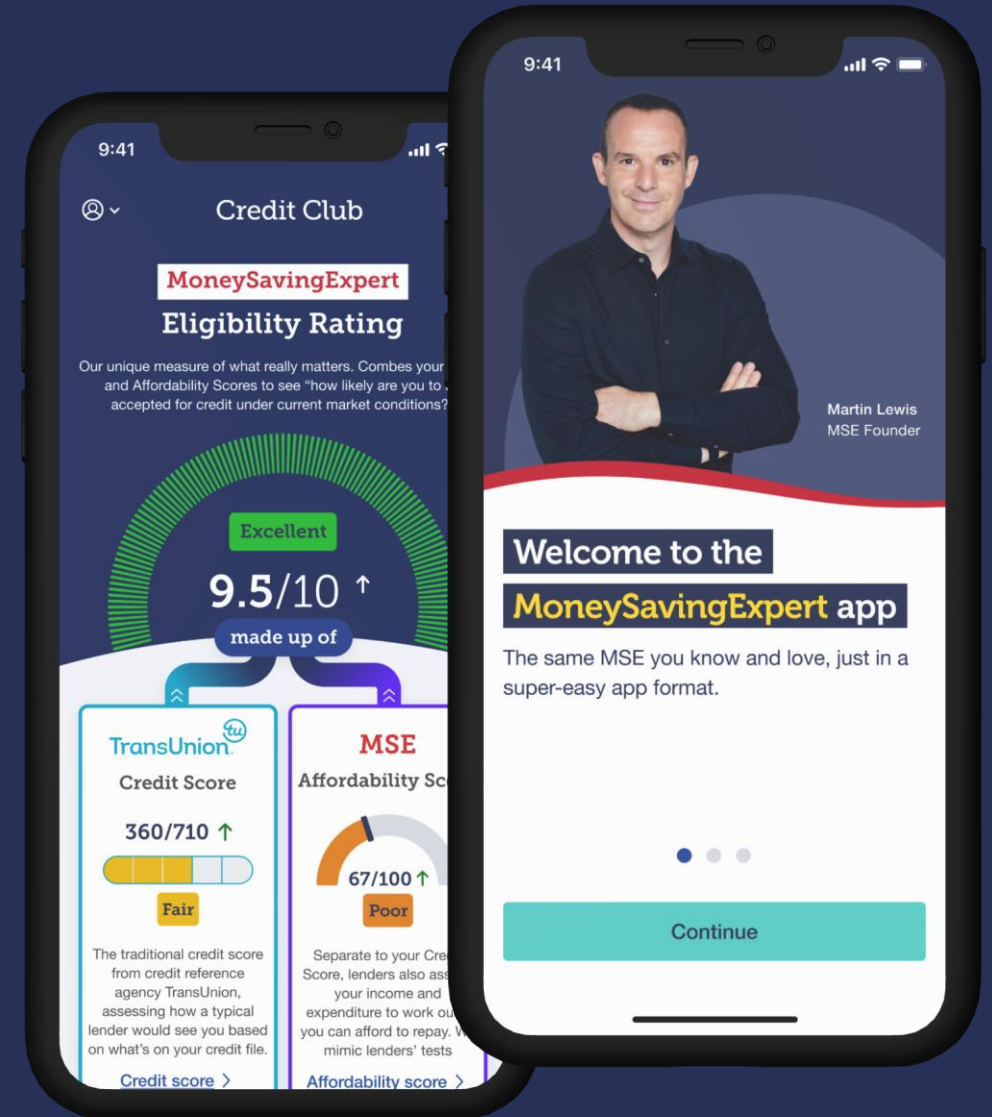
- Delivering great MSE content; news, top deals, in-depth guides, cost of living help and more, in a member-based app
- Great momentum; named a top 10 news app in UK¹
- Enhanced personalisation driving increased customer interaction and stickiness
- Launch of improved MSE Credit Club – step change in offering with new eligibility rating
- Growth of MSE drives more traffic and furthers our strategic goal of increasing loyalty and engagement

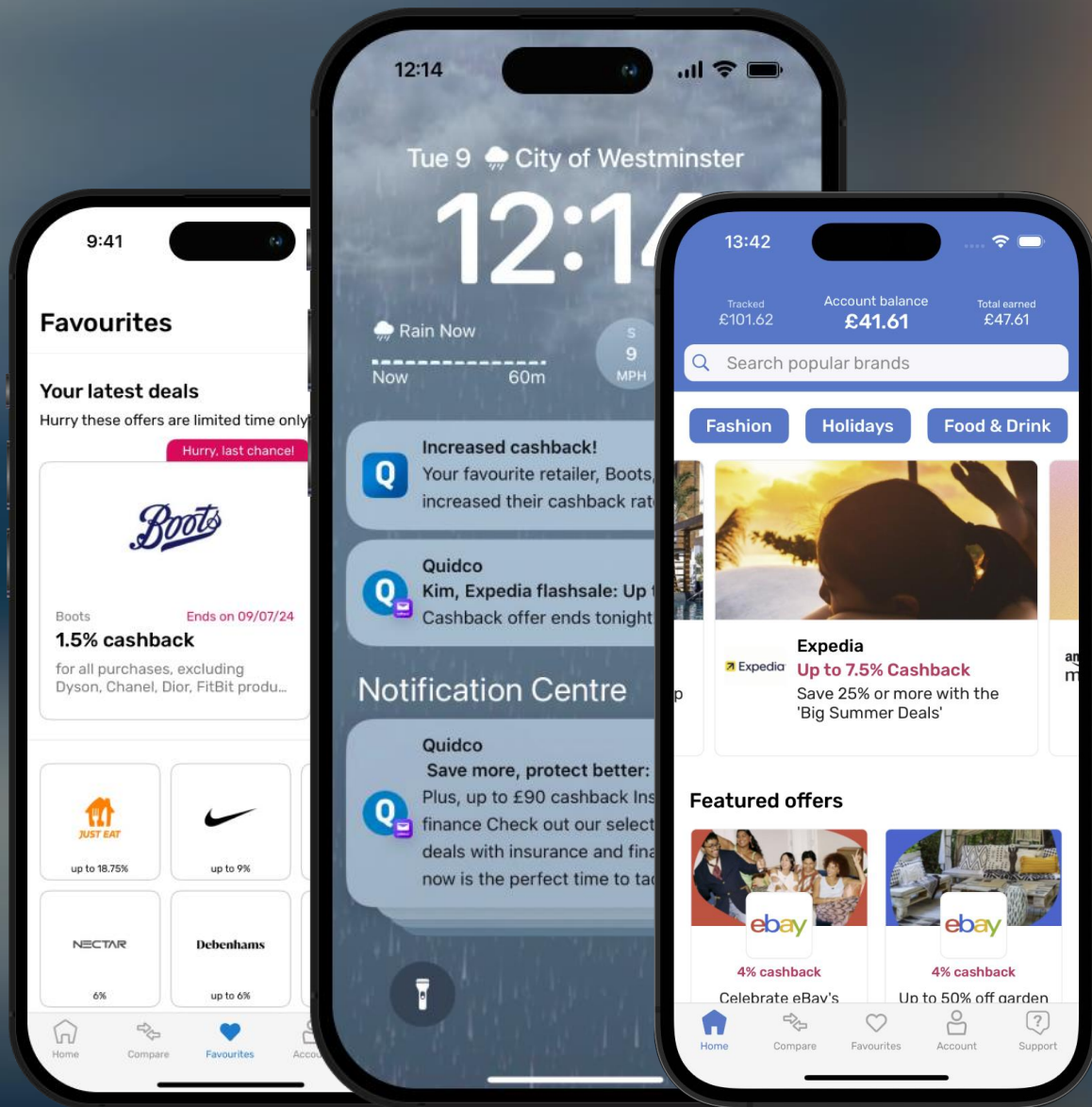
1.4m

App downloads

443k

Average monthly
active users





Quidco

- Member-based offer for customers to save on their spending across travel, online retail and services
- Continued momentum in member numbers, driven by investment in data delivering more personalised and targeted CRM strategy
- Personalisation also driving more frequent engagement, including introduction of 'Favourites' at the end of FY23
- Cashback deals – powered by Quidco - now available in SuperSaverClub, helping drive more regular engagement in the Club

>5k

Affiliated brands

Enhanced provider services

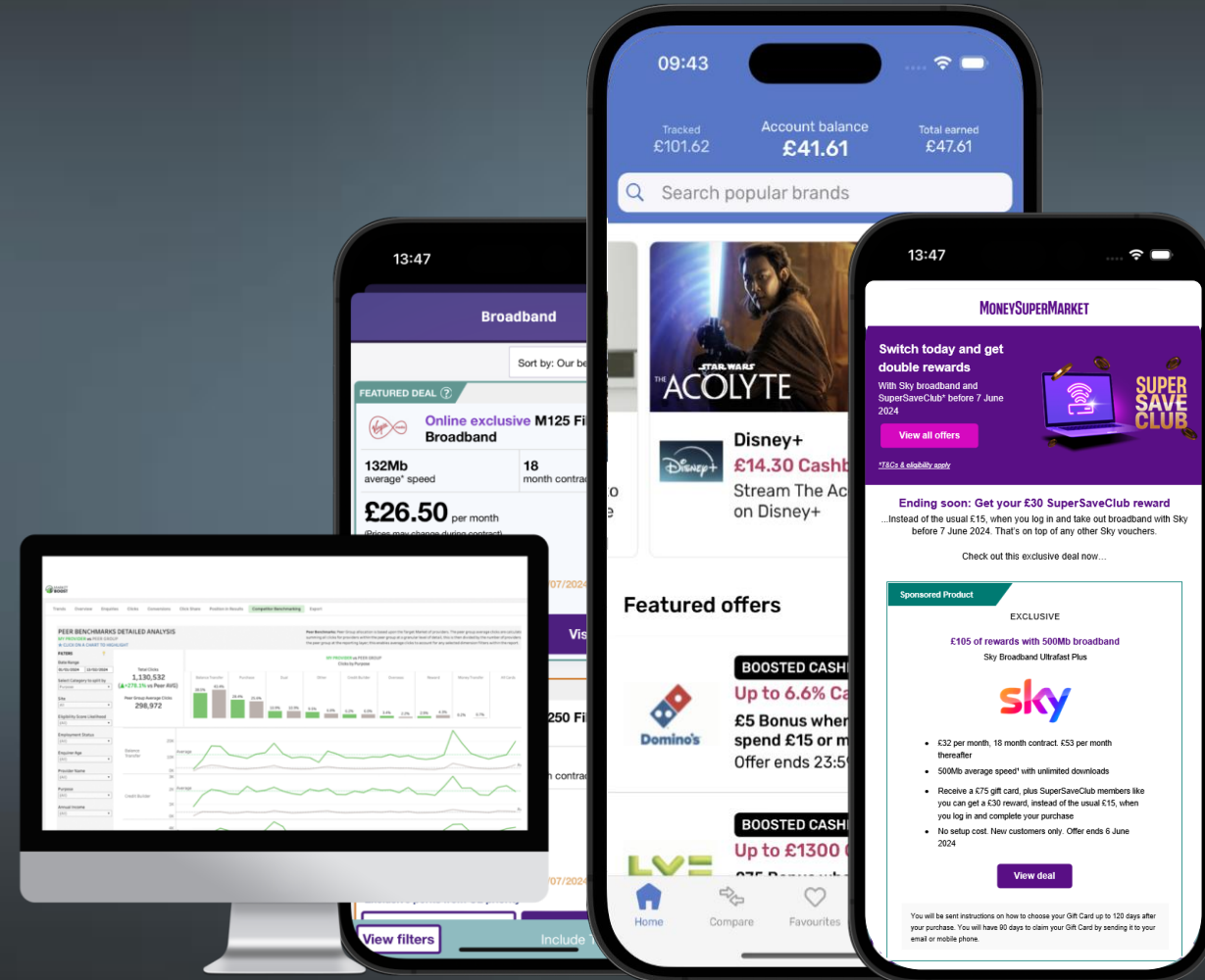
We are getting providers onto the platform faster, driving growth from increasing number of products on the platform

Market Boost

- Insights for providers; using our 1st party data to help them improve their performance on our platform
- Available on Money products, rolling out in Insurance

Tenancy

- Targeted advertising spots for providers to promote their products
- Now available across all product lines
- Launched pilot campaign for broadband in the SuperSaveClub



Enhanced provider services

B2B

- Powering switching services for 3rd party brands across car and home insurance, broadband, mobile and energy, using our scalable group tech platform
- Launched in car insurance in 2023; quickly won 10 B2B insurance partners
- Becoming one-stop shop for digital businesses looking to offer comparison services

37

B2B partners



Part of the



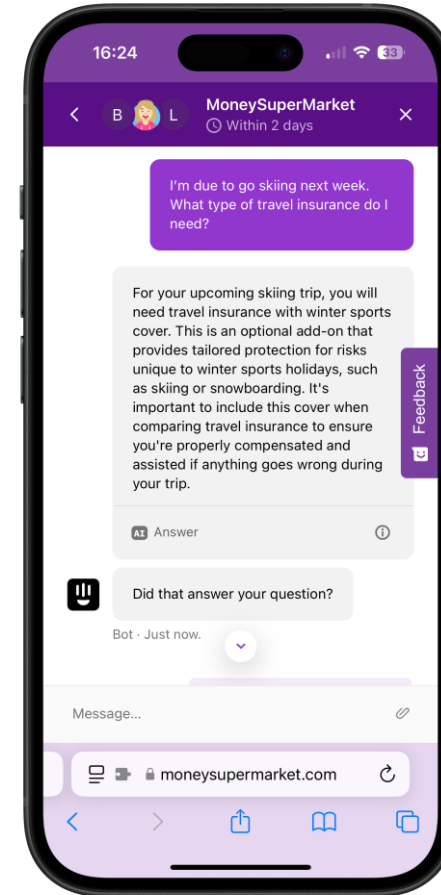
Operational efficiencies unlocked through our strategy

Operational cost management

- Operating costs kept to +2% in the half despite inflation. Strategic progress delivering good cost control
- Ongoing simplification and automation; operating on lower headcount

AI integration

- Switched on Copilot solutions in software development and data analytics
- AI in customer operations. New MSM chatbot 'Fin' delivering a 65% reduction in customer contact
- Working to further enhance the customer experience



65%

**Reduction in
customer contact**

Summary - strategic progress, best H1 revenue and EBITDA

Focused on our strategy to reduce dependency on paid traffic, grow revenue per user and increase customer loyalty

Momentum in member-based propositions

- MoneySuperMarket SuperSaveClub
- MoneySavingExpert App
- Quidco

Enhanced provider services

- B2B; 10 new car insurance partners launched, 37 total
- Market Boost now available on our Money products
- Growth of Tenancy; launched on SuperSaveClub

- Confident in the strategy; 3% dividend increase; reconfirming FY24 guidance
- Over the coming years, progress on customer propositions and provider services will start to re-shape the business
- Well positioned to drive continued growth

Appendix



Strategic highlights: saved households an estimated £1.7bn in H1 2024

Estimated Group
customer savings

£1.7bn

H1 2023: £1.3bn

Group marketing margin

60%

H1 2023: 58%

MSM and MSE net
promoter score

71

H1 2023: 71

MSM and Quidco active users

14.3m

H1 2023: 13.2m

MSM & Quidco revenue
per active user

£18.24

H1 2023: £17.38

MSM cross channel enquiry

24%

H1 2023: 23%

Investment proposition

1.

Clear social purpose

Helping households save money; estimated **£1.7bn** saved in H1 2024

2.

Scalable tech platform

Powering price comparison across the Group, and for our B2B partners

3.

Power of our data

Single source of rich, real-time data and proprietary 'Dialogue' data platform

4.

Leading, trusted brands

71 Group net promotor score

5.

Strength in breadth

Unmatched breadth of products and services across the Group

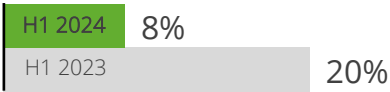
The result

Highly profitable growth

EBITDA margin



EBITDA* growth



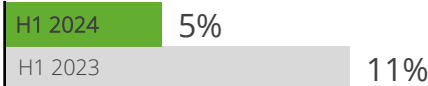
Strong operating cashflow with efficient capital allocation

Operating cashflow



Growth from core and new markets

Organic revenue growth



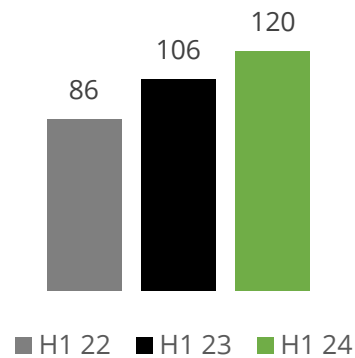
Our Group

HY24 Revenue: £223m*, up 5%

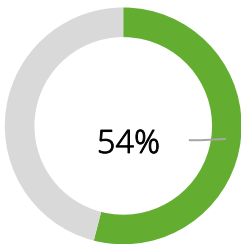
INSURANCE



£120m
+14%
Revenue



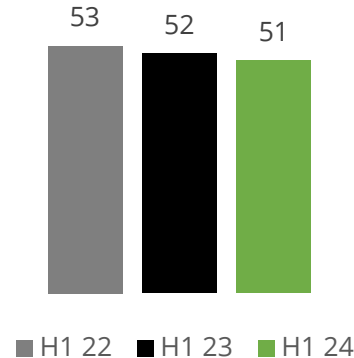
% of Group revenue



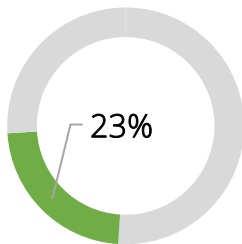
MONEY



£51m
-2%
Revenue



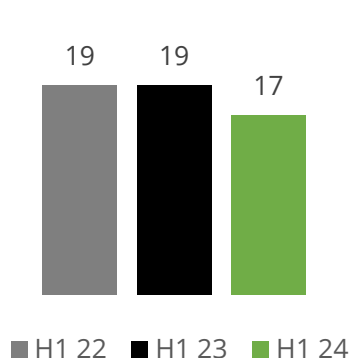
% of Group revenue



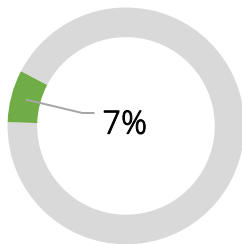
HOME SERVICES



£17m
-10%
Revenue



% of Group revenue

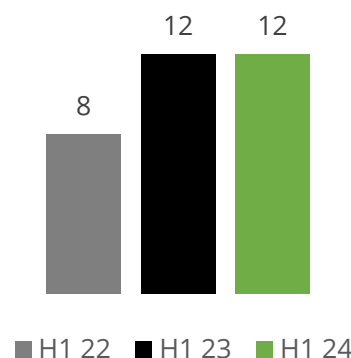


In the four years prior to 2021, revenue from energy ranged between £32m and £54m

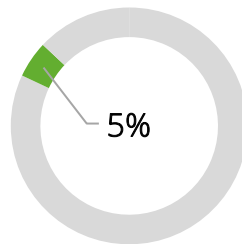
TRAVEL



£12m
+1%
Revenue



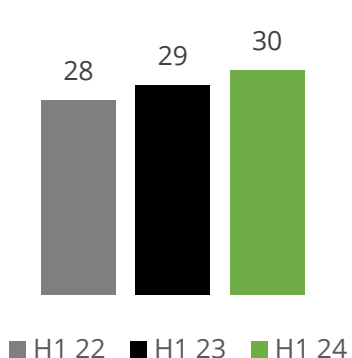
% of Group revenue



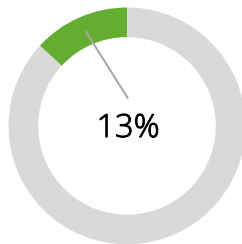
CASHBACK



£30m
+3%
Revenue







% of Group revenue

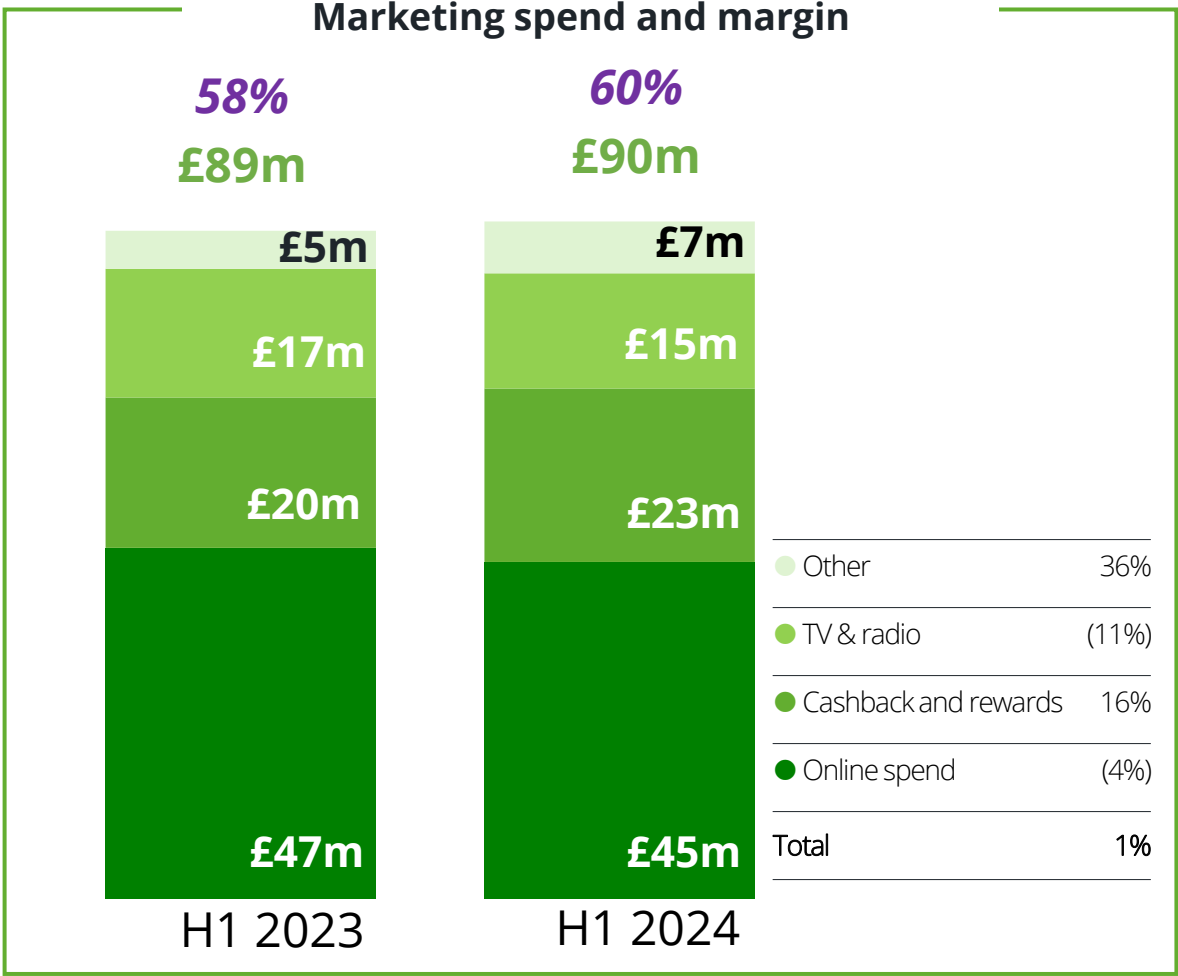
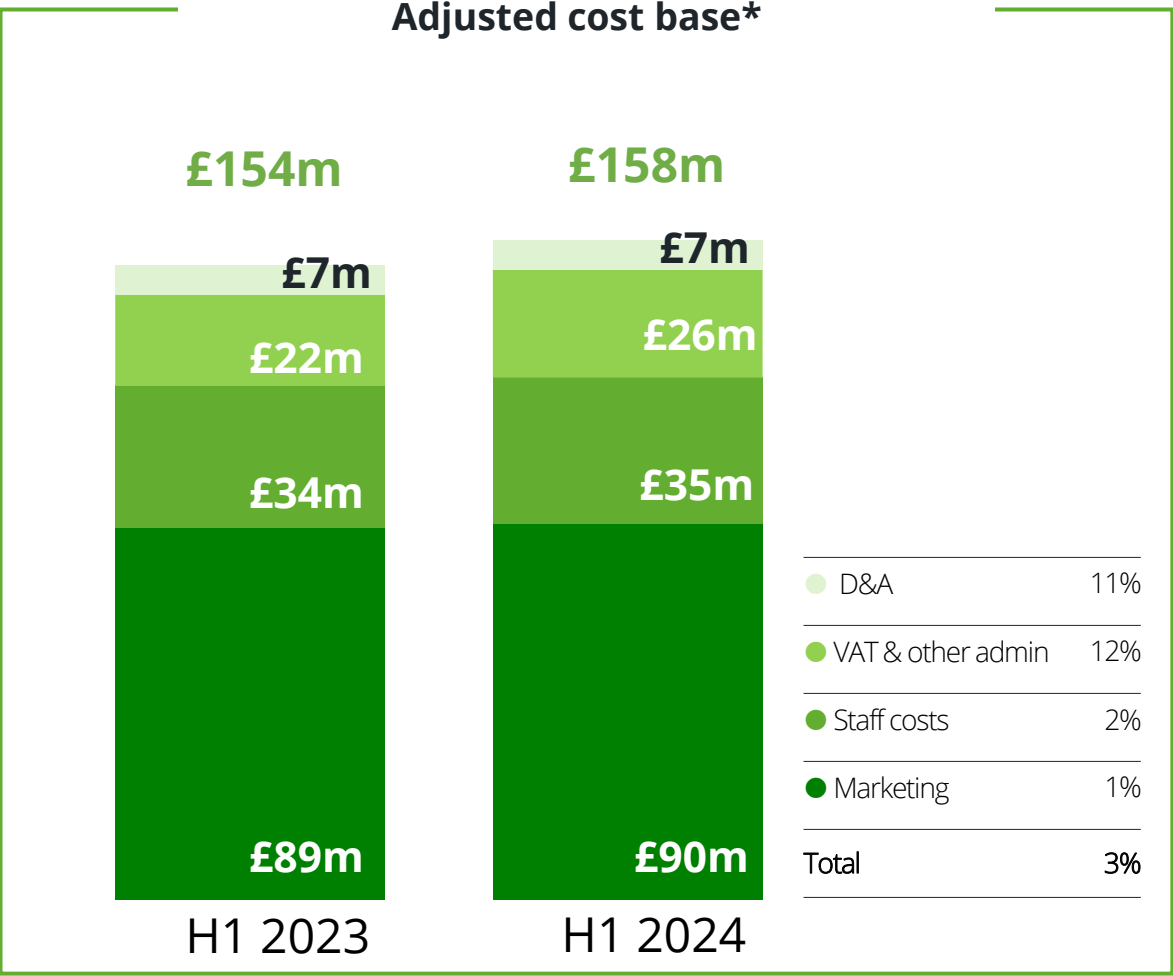


Quidco was acquired in October 2021.

Our purpose and ESG responsibilities

	Purpose <ul style="list-style-type: none">Our mission is to help UK households save money; £1.7bn* household savings delivered in H1 2024, up from £1.3bn in H1 202314.3m active users in H1 2024 in MoneySuperMarket and Quidco
	Money Saving Expert <ul style="list-style-type: none">Consumer finance champion - successfully campaigned for a major shake up to the UK's child benefit rules in March 2024, influenced new mobile roaming protections announced in March 2024; and published the only in-depth election debate on key consumer issues with all main party leaders in June 2024.Full editorial independence and integrityOver 9.4m subscribers to Weekly Tip email
	Community and Environment <ul style="list-style-type: none">Group partnership with Campaign Against Living Miserably - CALM, £168k donated since 2023; In H1 2024, we have donated £3130 to 8 charitiesOffset 100% of carbon footprint; committed to reach Operational Net Zero by 2030Science Based Targets initiative (SBTi) accreditation for our ambitious environmental targets2023 annual report disclosures consistent with the four pillars in the Task Force on Climate-Related Financial Disclosures (TCFD)
	Diversity and Inclusion <ul style="list-style-type: none">#1 in FTSE Women Leaders Review (Technology sector); #5 in Inclusive Top 50 UK Employers list44% Group employees are women; 50% Board members are women; 12.5% ethnic minority background across Board and ExecutiveOfficial signatory of the Race at Work Charter since 2020; commitment to be anti-racist and improve multi-ethnic representation at all levels

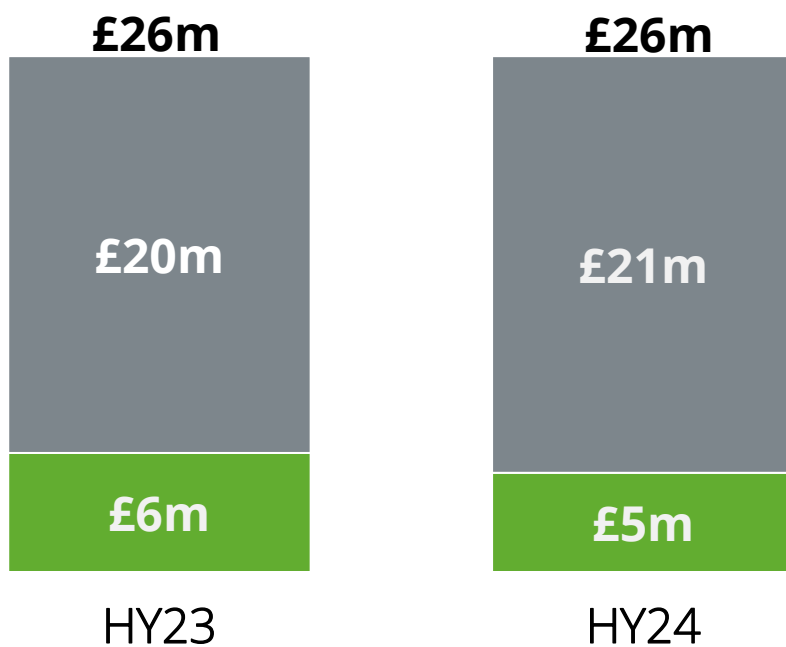
Adjusted cost base* and marketing spend



Note: Cashback and rewards includes member commissions payable for cashback services (relating to the Cashback vertical) and other customer incentives and rewards. Other includes commissions payable to partners and affiliates, plus other smaller marketing costs.

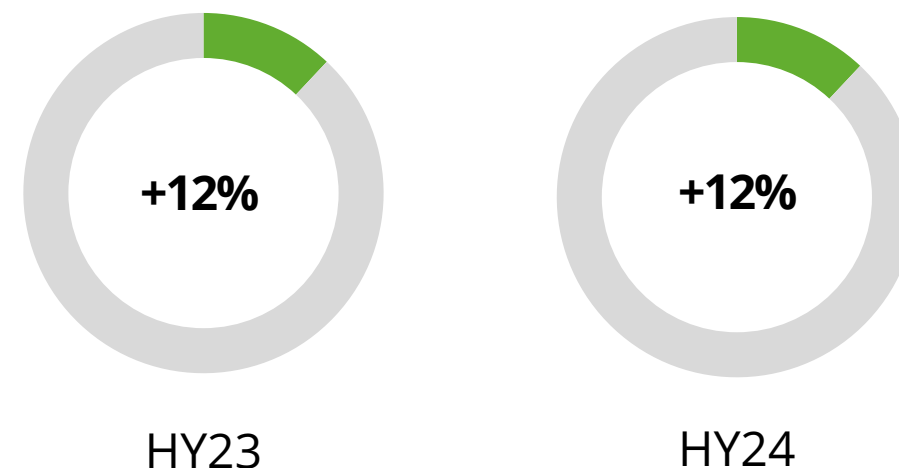
Product engineering investment

Total product engineering investment



● Product engineering capital investment ● Product engineering operating costs

Reinvestment rate



- Product engineering capex and operating costs consistent YoY
- Expect tech capex of around £11m - £13m in 2024

Note: Product Engineering investment includes all opex and capex spend within the Product, Technology, CRM (excluding CRM tools) and Data infrastructure areas. The reinvestment rate expresses the total investment in these areas as a percentage of revenue. The figures include both revenue and investment for acquired businesses from the time of acquisition.

Income statement

£million	H1 2024	H1 2023	Growth
Revenue	223.5	213.8	5%
Gross profit	152.2	145.4	5%
Gross margin	68%	68%	
EBITDA*	73.0	67.7	8%
EBITDA margin	33%	32%	
Depreciation	(2.3)	(2.1)	
Amortisation of technology related intangible assets	(4.9)	(4.4)	
Adjusting items**	(5.4)	(5.5)	
Operating profit	60.4	55.7	8%
Net finance expense	(2.3)	(2.4)	
Taxation	(14.0)	(12.3)	
Profit for the year	44.1	41.0	8%
Attributable to owners of the Company	44.2	40.7	
Attributable to non-controlling interest	(0.1)	0.3	
Profit for the year	44.1	41.0	8%
Adjusted basic EPS***	8.8p	8.3p	6%
DPS	3.3p	3.2p	3%

* EBITDA is operating profit adjusted for depreciation and amortisation. In both the current and prior year there were no adjusting items within EBITDA.

** Adjusting items comprise amortisation of acquisition-related intangibles.

*** Adjusted Basic EPS takes into account adjusting items and non-controlling interest in respect of Ice Travel Group and Podium Solutions Limited.

Segmental measure of EBITDA contribution

H1 2024 £million	Insurance	Money	Home Services	Travel	Cashback	Shared costs	Inter-vertical eliminations	Total
Revenue	119.9	50.9	16.7	11.7	29.8	-	(5.5)	223.5
Directly attributable expenses	(49.4)	(15.9)	(5.9)	(9.2)	(25.9)	(49.7)	5.5	(150.5)
EBITDA* contribution	70.5	35.0	10.8	2.5	3.9	(49.7)	-	73.0
<i>EBITDA contribution margin</i>	59%	69%	64%	22%	13%	-	-	33%
Depreciation and amortisation								(12.6)
Net finance costs								(2.3)
Profit before tax								58.1
Taxation								(14.0)
Profit for the period								44.1

H1 2023 £million	Insurance	Money	Home Services	Travel	Cashback	Shared costs	Inter-vertical eliminations	Total
Revenue	105.6	51.9	18.7	11.6	29.0	-	(3.0)	213.8
Directly attributable expenses	(45.3)	(16.9)	(6.2)	(8.2)	(24.0)	(48.5)	3.0	(146.1)
EBITDA* contribution	60.3	35.0	12.5	3.4	5.0	(48.5)	-	67.7
<i>EBITDA contribution margin</i>	57%	67%	67%	29%	17%	-	-	32%
Depreciation and amortisation								(12.0)
Net finance costs								(2.4)
Profit before tax								53.3
Taxation								(12.3)
Profit for the period								41.0

Segmental notes: measure of EBITDA contribution

- Results include a measure of segmental profit by vertical in line with IFRS 8
- EBITDA contribution = Revenue – directly attributable cost of sales – directly attributable operating expenses (no adjusting items within EBITDA in either year)

Directly attributable cost of sales include:

- Paid search costs
- Cashback MSE Cheap Energy Club - relates to Home Services
- Cashback to Quidco members
- B2B revenue share – relates to Decision Tech, which sits within Home Services and Insure

Directly attributable operating expenses include:

- Directly attributable costs, for example costs of teams working exclusively within one vertical
- Directly attributable marketing costs for example specific vertical brand marketing campaigns
- Irrecoverable VAT – predominantly relates to Insurance

Shared costs:

- The Group has several teams , capabilities and infrastructure used to support all/multiple verticals e.g. data platforms, brand marketing, technology costs such as website hosting and licences, office costs
- No direct or accurate way for allocating these to segments so they are disclosed separately

