



**Preliminary results**  
19 February 2024

**Peter Duffy**  
CEO



# Strong trading and strategic execution

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- Achieved record revenue of £432m; up 11%; exceptional trading in Insurance, winning market share
- Maintained gross margins as expected; grew EBITDA, up 14%
- Helped households save an incredible £2.7bn\*, up from £1.8bn in 2022
- Data transformation complete; tech platform and marketing infrastructure delivering

## Membership-based customer propositions

- MoneySuperMarket SuperSaveClub
- MoneySaving Expert App
- Quidco

## Enhanced provider services

- B2B, six new partners launched
- Launched new 'Market Boost' data insight product
- Rolled out enhanced tenancy solution

- On track to reach Operational Net Zero by 2030
- 1<sup>st</sup> in FTSE Women Leaders Review (Technology sector); 5<sup>th</sup> in Inclusive Top 50 UK Employers list

\* estimated

**Niall McBride**  
CFO

# Financial highlights: saved households an estimated £2.7bn in 2023

Revenue

**£432m**

+11%

EBITDA\*

**£132m**

+14%

Adjusted basic EPS

**16.0p**

+12%

Reinvestment rate

**12%**

-9%

Operating cashflow

**£102m**

-2%

Dividend per share

**12.1p**

+3%

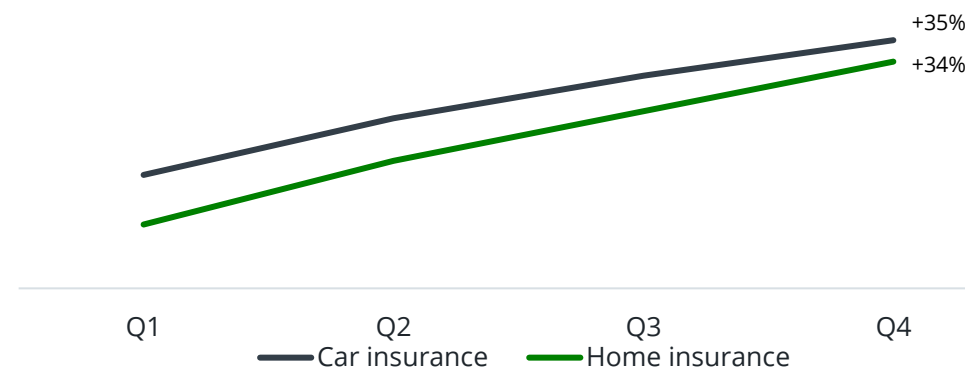
\* In both the current and prior year there were no adjusting items within EBITDA.

# Insurance: exceptional growth in buoyant switching market

## Market context

- Significant premium price increases<sup>1</sup>
  - Car insurance +35%; rate of increase started to stabilise<sup>2</sup>
  - Home insurance +34%; trend forecasted to continue<sup>3</sup>

## Paid premium price inflation

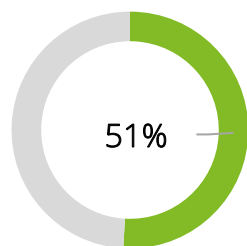


## FY23 performance

**£220m**

+28%

**Revenue**



**% of Group revenue**

## Performance summary

- Record insurance revenue, up 28%
- Market share gains in car and home insurance
- 96 new products launched since General Insurance Pricing Regulation in 2022
- Strong conversion supported by efficient acquisition strategy and differentiated proposition

<sup>1</sup> Source: eBenchmarkers, data to end of November

<sup>2</sup> Source: EY

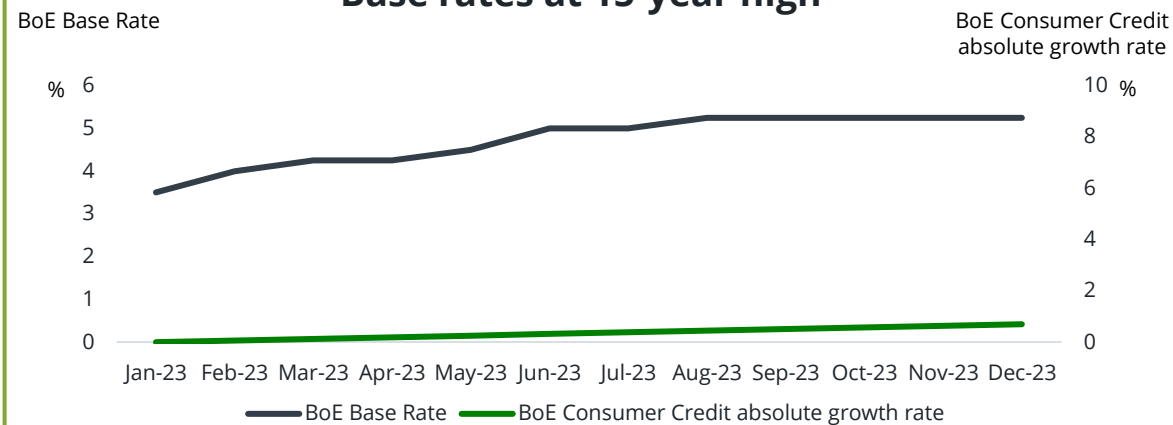
<sup>3</sup> Source: FT

# Money: strong performance in banking; interest rates hit borrowing

## Market context

- Bank of England held base rates at 5.25%; 15-year high, following 14 consecutive increases from December 2021
- Consumer credit has not grown materially through the year
- Have not seen providers of loans and credit cards making significant changes in risk appetite or eligibility criteria

## Base rates at 15-year high

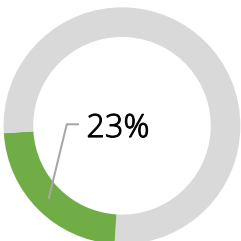


## FY23 performance

£100m

-3%

Revenue



% of Group revenue

## Performance summary

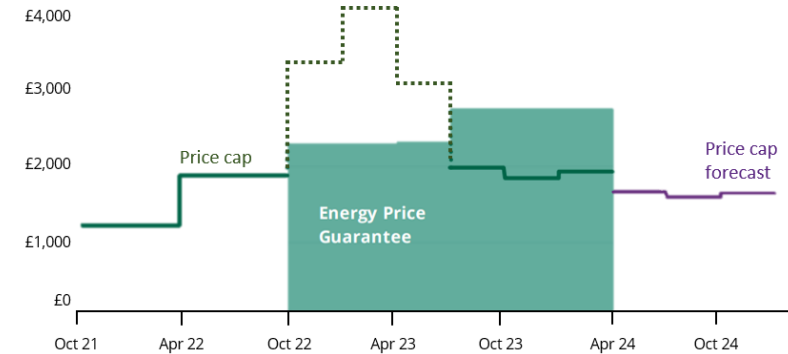
- Revenue was down 3% on 2022; up 33% on 2021
- Borrowing: search traffic remained high. Conversion down as base rates make loans and mortgages more expensive
- Banking: strongest ever year for current account switching; attractive incentives across a range of providers

# Home Services: subdued markets; no material energy revenue as expected

## Energy market context

- Wholesale energy prices reduced, still volatile; market subdued
- Gap between the Energy Price Cap and Energy Price Guarantee remained slim throughout the second half of the year
- MSE remains strong voice of the consumer for energy market
- We do not expect any increase in energy switching revenue in 2024

## Energy price cap forecasts<sup>1</sup>

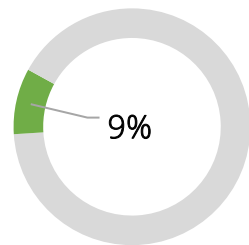


## FY23 performance

**£39m**

-2%

Revenue



% of Group revenue

## Performance summary

- Revenue was down 2% driven by softer broadband switching
- Ofcom notes market for home internet slightly contracted
- Broadband traffic remained flat, but conversion softened reflecting the subdued and competitive market
- Mobile revenue up double digits; strong promotions and new handset launches
- No material revenue from Energy, as expected

<sup>1</sup> Source: Cornwall Insight



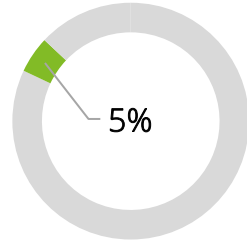
# Travel and Cashback

## Travel FY23 performance

**£21m**

+33%

Revenue



% of Group revenue

## Travel performance summary

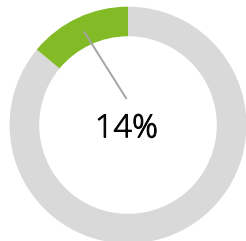
- Strong growth in Travel, revenue up 33%
- Growth underpinned by strong demand for package holidays
- Invested in new TV advert for TravelSupermarket and upgraded tech platform

## Cashback FY23 performance

**£60m**

0%

Revenue



% of Group revenue

## Cashback performance summary

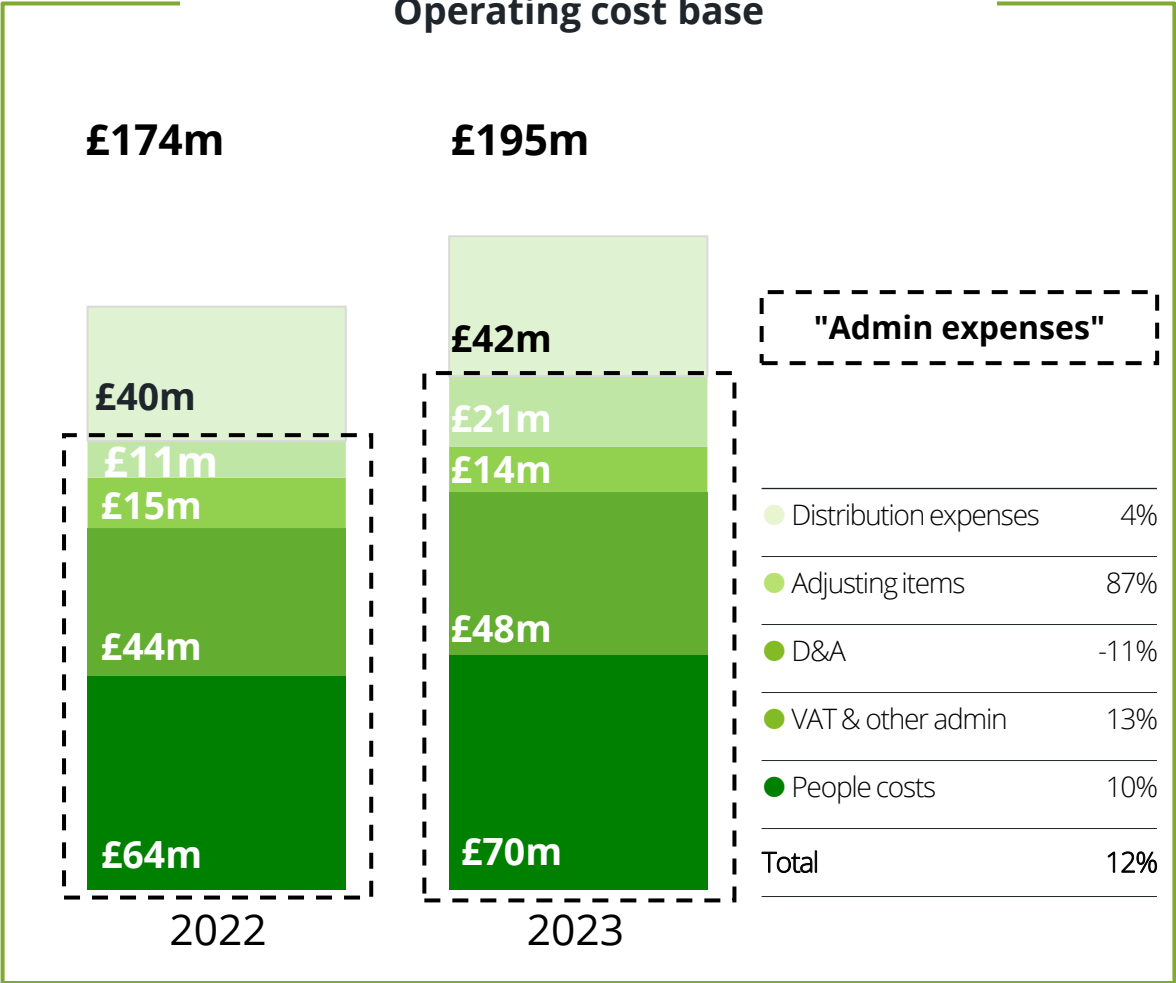
- Revenue was flat despite continuing headwinds in online retail
- Launched home and motor insurance on Quidco Compare using MSM scalable tech platform
- Completed migration to Group CRM platform and invested in TV and radio advertising, supporting member growth momentum

# EBITDA growth ahead of gross profit; underlying costs controlled

## Profit and operating costs

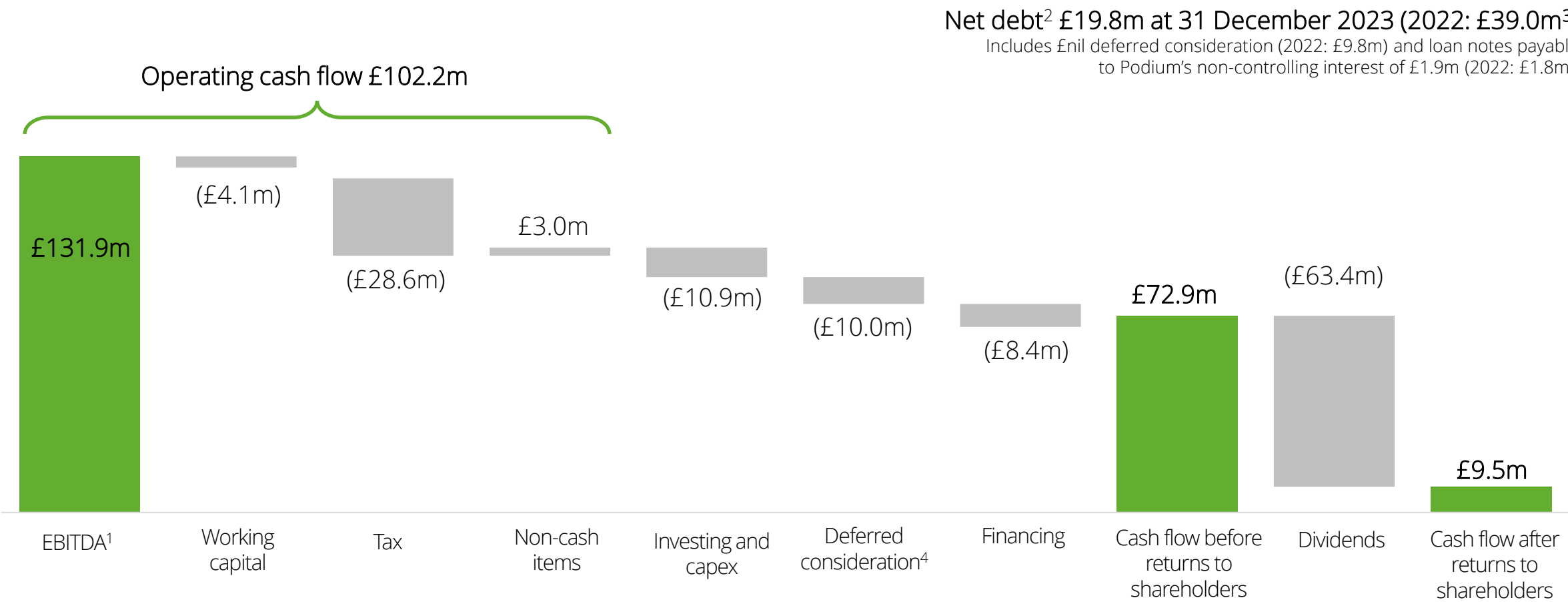
- Gross profit up 11%; gross margins maintained
  - Gains in Insurance and Pay Per Click ('PPC') efficiency
  - Cashback and B2B have dilutive effect on margin
- EBITDA\* up 14%, ahead of 11% revenue and gross profit growth; Expanded EBITDA margin, now 31%
- Chose to increase distribution costs, up 4%, investments in Quidco, TravelSupermarket, MSM SuperSeven and SuperSaveClub
- That aside, like-for-like operating costs up 6% excluding non-cash and one-off items (incl. £9.8m amortisation charge and effects of Podium consolidation)
- Cost control and efficiency gains continue; closing regional offices and simplifying technology estate

## Operating cost base



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

# Highly cash generative



<sup>1</sup> In both the current and prior year there were no adjusting items within EBITDA.  
<sup>2</sup> 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.  
<sup>3</sup> Net debt at 31 December 2022 has been restated to include loan notes payable to Podium's non-controlling interest of £1.8m.  
<sup>4</sup> Deferred consideration including interest.

# Outlook and recent trading

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- Achieved record revenue, grown EBITDA margins, despite no material revenue from energy switching
- First few weeks of 2024 have had similar trends from those seen at the end of Q4 2023 continue
- We do not expect any increase in energy switching revenue in 2024
- Expect comparatives in Insurance will become tougher, particularly as we move into the second half
- Trading performance and momentum in our strategic execution, gives the Board confidence that Group EBITDA will be within the current market consensus range.

Market expectations of adjusted EBITDA for FY24 from the analyst consensus on our investor website are in a range of £133.8m to £146.2m, with an average of £141.1m.

## Operating costs

- Overall, for 2024, we expect a low-to-mid-single digit % increase in operating costs excluding D&A

## CAPEX

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

**Peter Duffy**  
CEO





## Helping households save money



### Efficient acquisition



- Best-in-class digital efficiency
- Effective marketing
- Seamless, shorter journeys



### Retain and grow



- Engaged relationships – helpful prompts and reminders
- Targeted, relevant cross-sell



### Expanding our offer



- Further channels
- Wider audiences
- More products on more brands



**Advanced data capabilities • Common technology • Scalable platforms**



# 2023 strategic highlights

## Data and Dialogue question platform

- Data work complete
- Data centralised, standardised, available real-time
- Dialogue processing c.75% of customer enquiries on core MSM product lines; journeys quicker and simpler

## Scalable tech platform

- Scalable tech platform advanced and driving benefits
- Able to onboard products more simply; can give users more choices and often better prices
- 96 new motor and home insurance products launched since General Insurance Pricing Regulation implementation; record 60 in 2023

## Efficient acquisition – brand marketing

- Strong brands; uplift in direct to site traffic
- MSM SuperSeven campaign resonating better than any other
- MSE remains the most recommended brand<sup>1</sup>

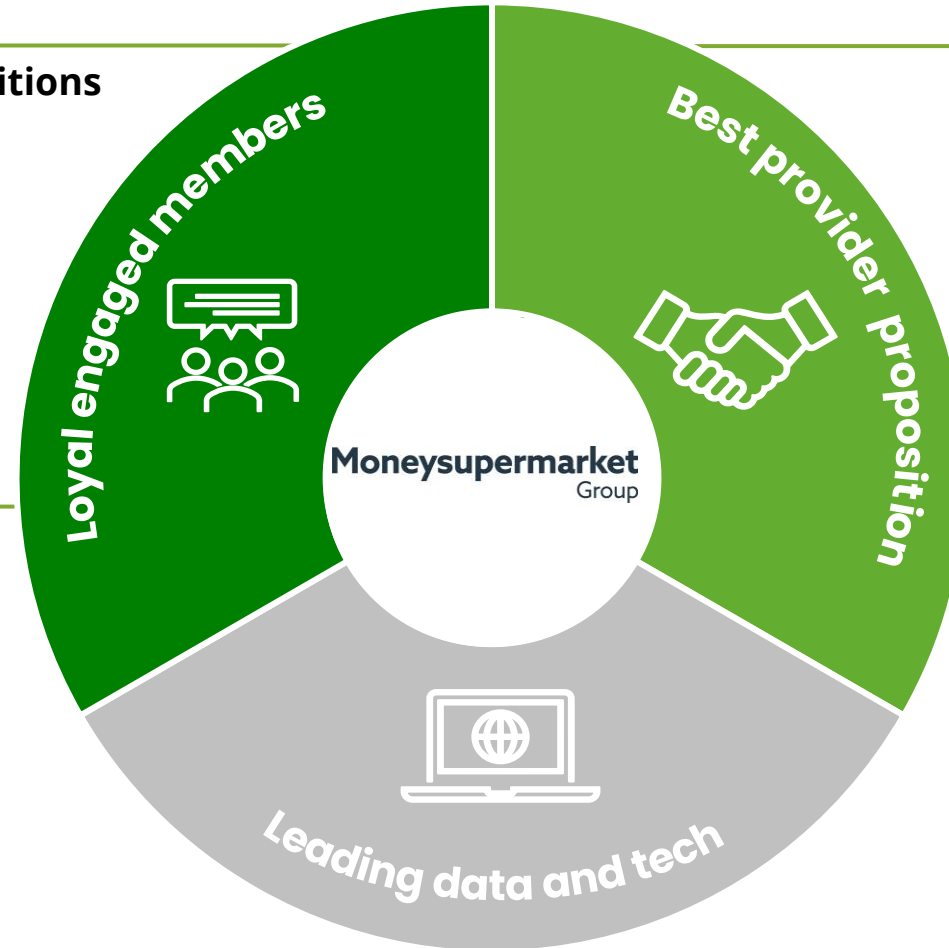
## Efficient acquisition – marketing tech

- PPC using algorithmic bidding; reduced pay per click
- SEO using AI; reduced time to update a page by >75%
- Group CRM rolled out, combined with AI, generating more personalised campaigns

# Our future focus

## Membership-based customer propositions

- MSM SuperSaveClub
- MSE app
- Quidco



## Expanding services to our providers

- Tenancy
- “Market Boost”
- B2B



# SUPER SAVE CLUB

## Loyal engaged members: MSM's SuperSaveClub

- Loyalty and rewards programme to supercharge savings
- Trialled in May, launched in September
- SuperSaveClub benefits:
  1. Promises the best prices (£20 if beaten on price)
  2. Rewards for every additional purchase (£5 to £15)
  3. Rewards for introducing friends and family (£20)
- Three new products launched since September; expanding product offering across breadth of Group
- Early results show more Club members are coming directly vs. paid sources, and are buying more products

c. **200k**

**members**

# Loyal engaged members: MoneySavingExpert App

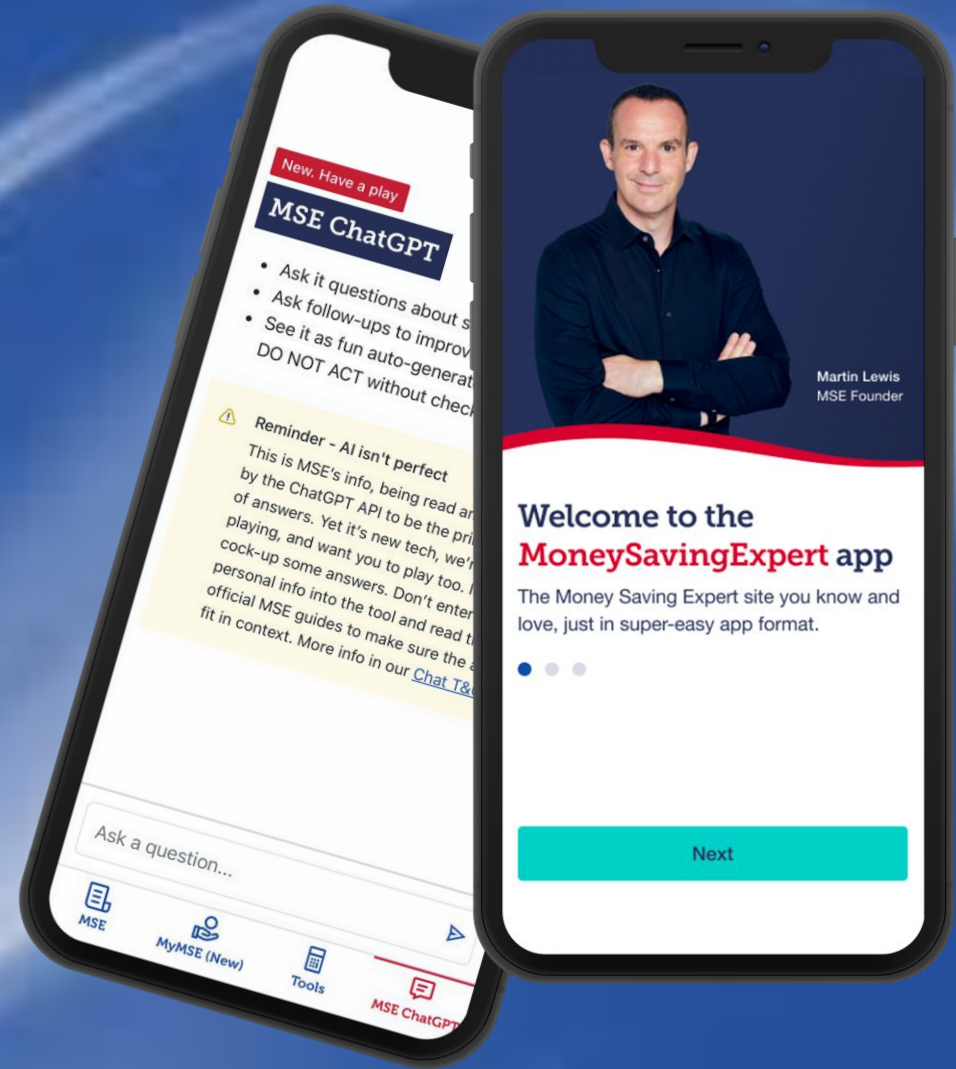
- Gives access to MSE content and money saving tools
- Incorporated MSE Chat GPT; gives autogenerated but personalised answers from trusted MSE content
- “MyMSE” powered on Group CRM platform
- “Bill Buster” tool helps users slash bills
- Tools help users see themselves as the financial world sees them

>1.1m

App downloads

>420k

Active monthly users







# Quidco

## Loyal engaged members: Quidco

- Quidco members have more frequent engagement than MSM members
- Launched Quidco Compare using MSM scalable tech platform
- Migrated Quidco CRM onto our Group platform
- Investments made in TV and brand advertising, and a brand refresh supporting member growth momentum
- Will integrate cashback into SuperSaveClub during the year; increasing regularity of user interactions

# 7

**Quidco Compare  
products now  
powered by MSM**

# +5k

**Affiliated brands**

# Enhanced provider services

- **Tenancy**
  - Advertising spots for providers to promote products
  - Revenue up double digits
  - Extending designated spots beyond results pages
- **Market Boost**
  - Data services for providers using 1<sup>st</sup> party data; based on enhanced customer intelligence and platform performance
  - Live on loans, rolling out over more product lines
- **B2B**
  - Hosts 3<sup>rd</sup> party brands on scalable group platform
  - Revenue up two thirds
  - Launched on car and home insurance in 2023; won six B2B insurance partners
  - Podium now powering broker mortgage offering for Rightmove



# Strategic highlights: saved households an estimated £2.7bn in 2023

Estimated Group  
customer savings

£2.7bn

2022:£1.8bn

Group marketing  
margin

58%

2022:57%

MSM and MSE net  
promoter score

70

2022:72

MSM and Quidco active  
users

14.2m

2022:13.0m

MSM & Quidco revenue  
per active user

£17.82

2022:£16.24

MSM cross product  
enquiry

24%

2022:23%

Note: we have extended our definition of active users to reflect the development of the business by including Quidco and 3 additional MSM channels where enquiry data is available. Comparatives for active users and revenue per active user have been restated to reflect this change

# Significant strategic progress

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- 2023: record revenue, EBITDA growth, market share won
- Data transformation complete; tech platform and marketing infrastructure delivering
- Focused on strategy to reduce dependency on paid traffic, unlock re-buy and cross-buy and grow revenue per user

## Membership-based customer propositions

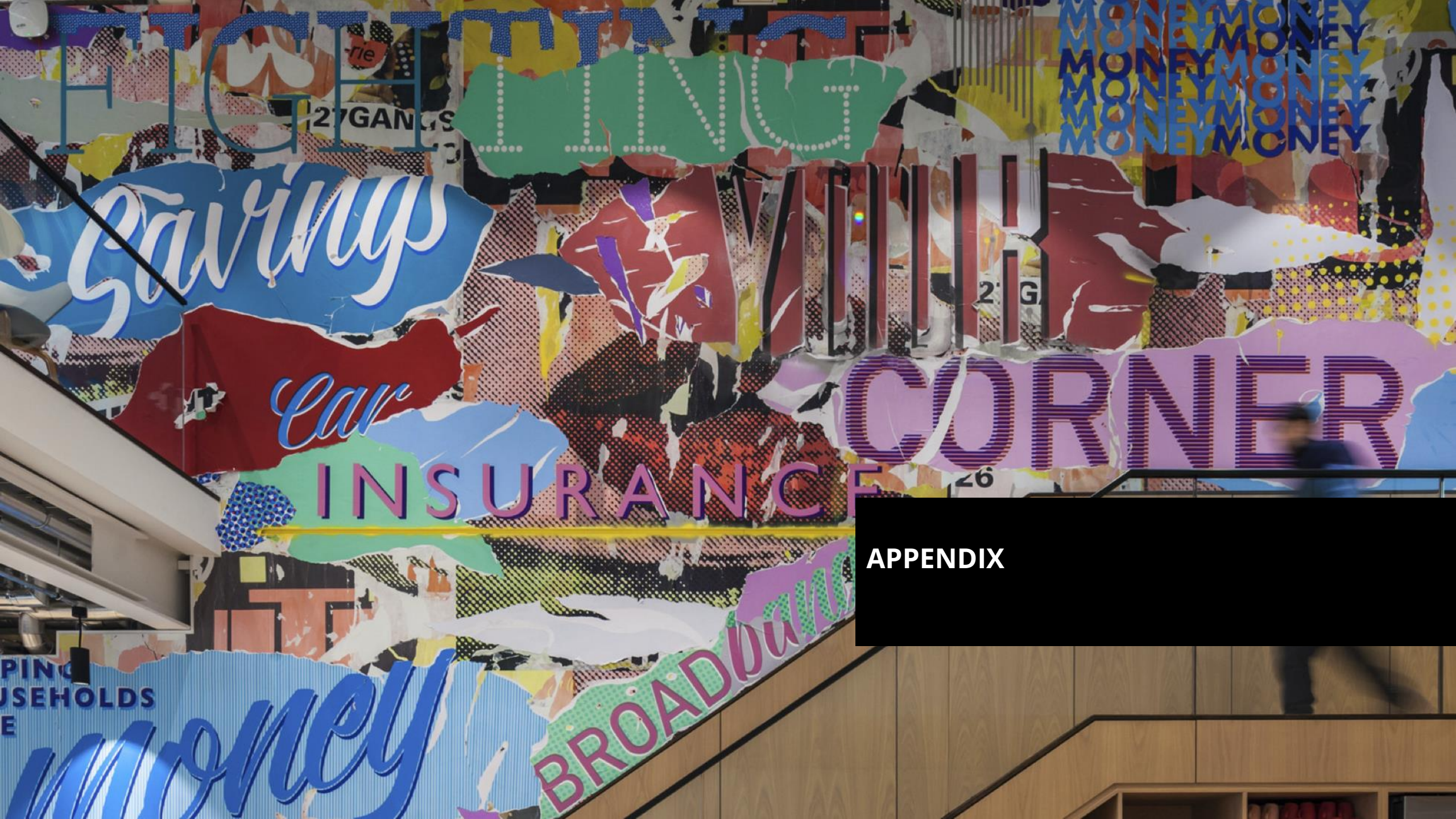
- MoneySuperMarket SuperSaveClub
- MoneySaving Expert App
- Quidco

## Enhanced provider services

- B2B, six new partners launched
- Launched new 'Market Boost' data insight product
- Rolled out enhanced tenancy solution

- Over the coming years, progress on customer propositions and provider services will begin to re-shape the business
- 3% dividend increase
- Confident in delivering another year of progress in 2024





APPENDIX



# Investment proposition

1.

## Clear social purpose

Helping households save money; estimated £2.7bn saved in 2023

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

70 Group net promotor score

5.

## Strength in breadth

Unmatched breath 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



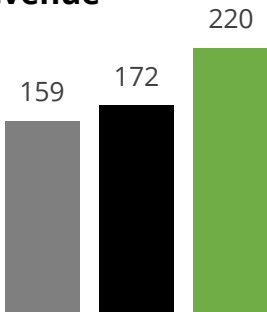
# Our Group

FY23 Revenue: £432m\*, up 11%

## INSURANCE

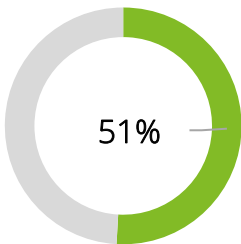


**£220m**  
+28%  
Revenue



■ 2021 ■ 2022 ■ 2023

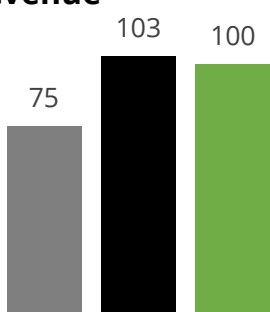
% of Group revenue



## MONEY

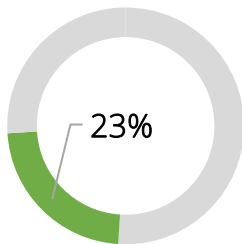


**£100m**  
-3%  
Revenue



■ 2021 ■ 2022 ■ 2023

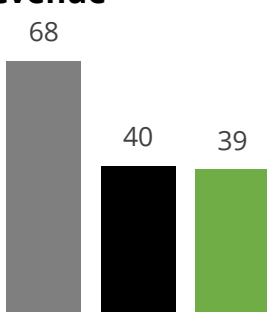
% of Group revenue



## HOME SERVICES

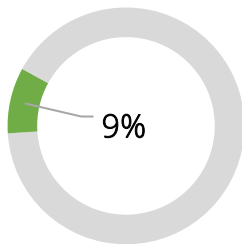


**£39m**  
-2%  
Revenue



■ 2021 ■ 2022 ■ 2023

% of Group revenue

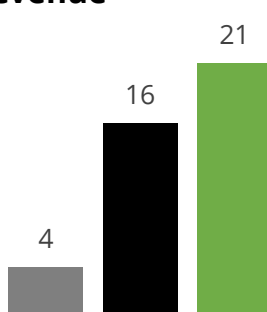


In the four years prior to 2021, revenue from energy ranged between £32m and £54m

## TRAVEL

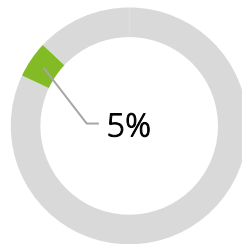


**£21m**  
+33%  
Revenue



■ 2021 ■ 2022 ■ 2023

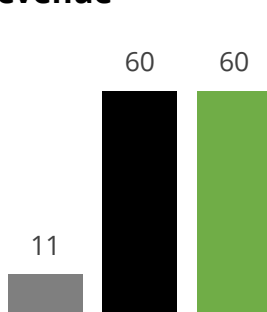
% of Group revenue



## CASHBACK

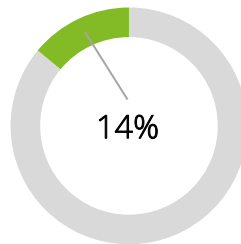


**£60m**  
+0%  
Revenue



■ 2021 ■ 2022 ■ 2023

% of Group revenue



Quidco was acquired in October 2021.

**Moneysupermarket**  
Group

# Capital allocation framework

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1.

Organic  
growth

2.

Ordinary  
dividends





3.

Acquisitions

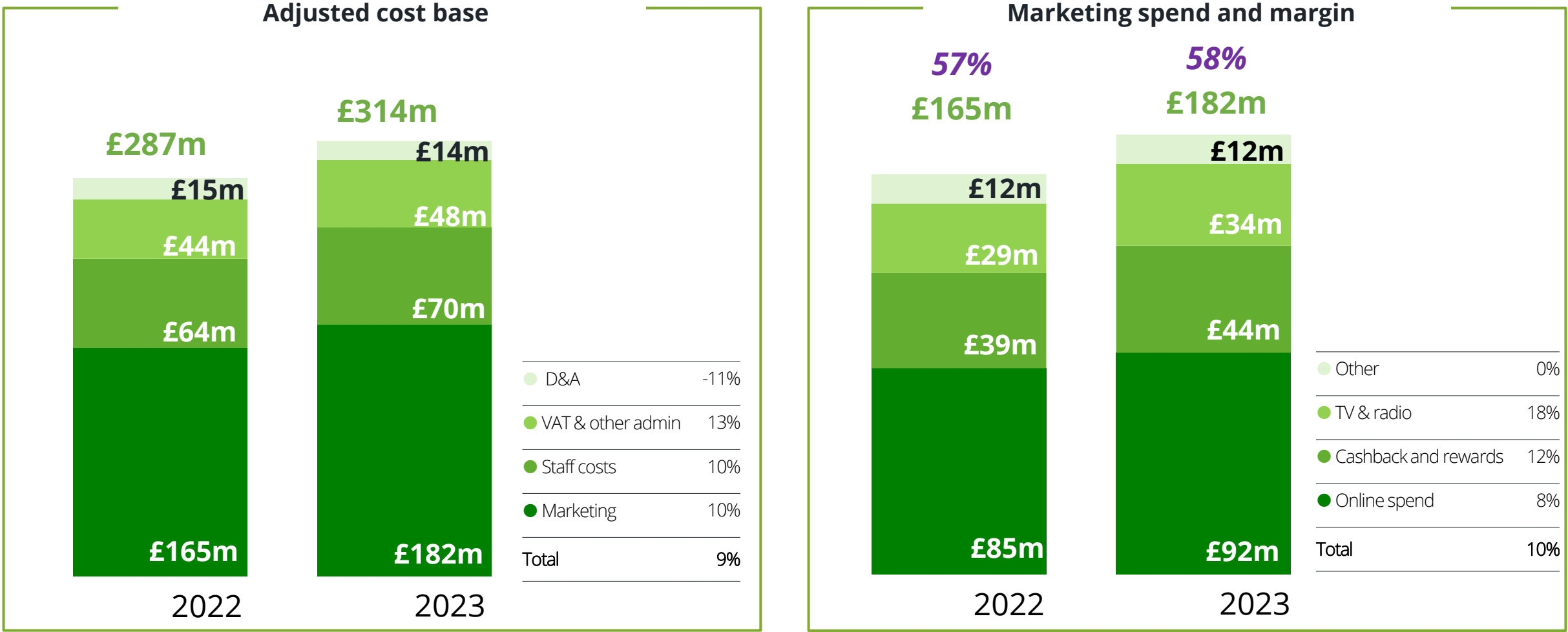
4.

Enhanced  
distribution

# Our purpose and ESG responsibilities

	<div>Purpose</div> <ul style="list-style-type: none"> <li>Our mission is to help UK households save money; £2.7bn household savings delivered in 2023, up from £1.8bn in 2022</li> <li>14.2m active users in 2023 in MoneySuperMarket and Quidco</li> </ul>
	<div>Money Saving Expert</div> <ul style="list-style-type: none"> <li>Consumer finance champion, successfully campaigning for the Online Safety Act which became law in Oct '23; postponing the 20% increase in the Energy Price Cap which was confirmed in the 2023 Budget, and the New Mortgage Charter in June '23</li> <li>Full editorial independence and integrity</li> <li>Free online MSE 'Academoney' educating adults on personal finances in collaboration with Open University</li> <li>Over 9.1m subscribers to weekly tip email</li> <li>#1 most recommended brand in the UK by YouGov</li> </ul>
	<div>Community and Environment</div> <ul style="list-style-type: none"> <li>Group partnership with Campaign Against Living Miserably - CALM, £136k donated in 2023; 34 local charities SUPPORTED; MSE charity provides grants to not-for-profit groups delivering financial education</li> <li>Offset 100% of carbon footprint; committed to reach Operational Net Zero by 2030</li> <li>Science Based Targets initiative (SBTi) accreditation for our ambitious environmental targets</li> <li>2023 annual report disclosures consistent with the four pillars in the Task Force on Climate-Related Financial Disclosures (TCFD)</li> </ul>
	<div>Diversity and Inclusion</div> <ul style="list-style-type: none"> <li>#1 in FTSE Women Leaders Review (Technology sector); #5 in Inclusive Top 50 UK Employers list</li> <li>44% group employees are women; 50% Board members are women; 12.5% ethnic minority background across Board and Executive</li> <li>Official signatory of the Race at Work Charter since 2020; commitment to be anti-racist and improve multi-ethnic representation at all levels</li> </ul>

# Adjusted cost base and marketing spend

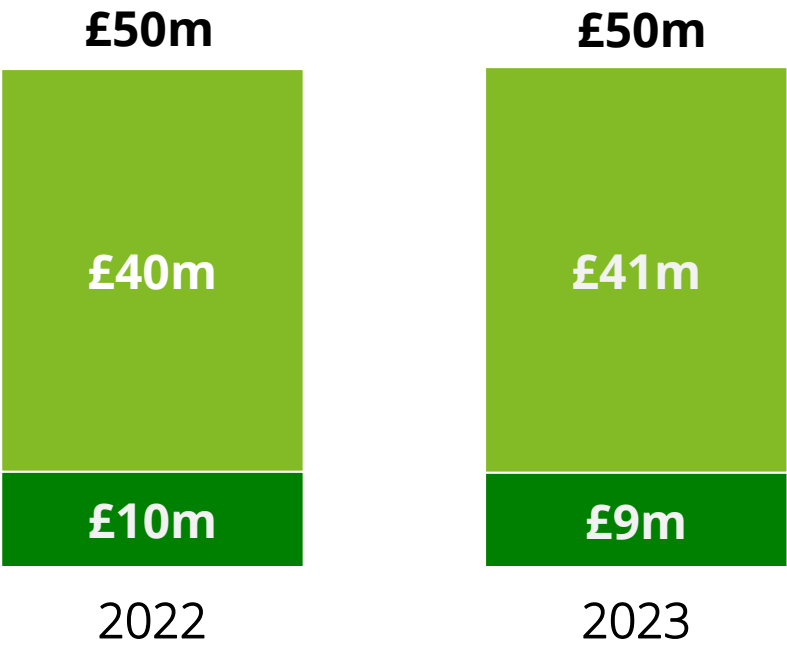


Note: Cashback and rewards includes member commissions payable for cashback services (relating to the Cashback vertical) and other customer incentives and rewards. Other includes commissions payable to partners and affiliates, plus other smaller marketing costs.



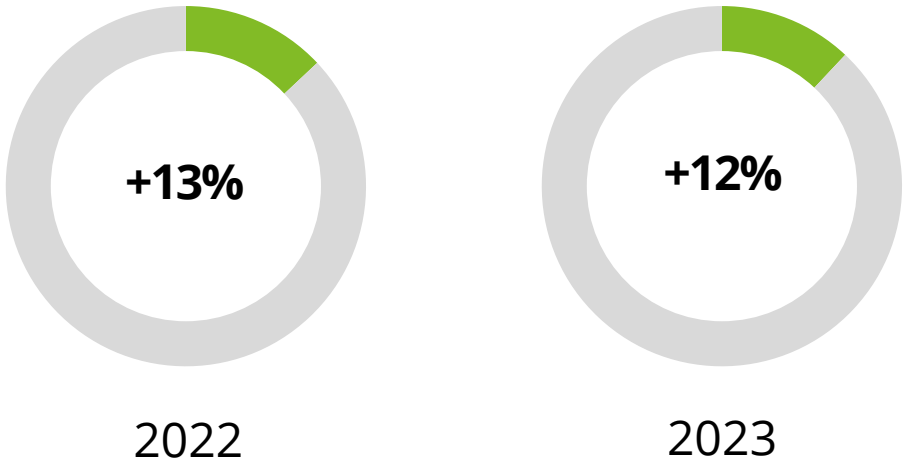
# Product engineering investment

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

# Income statement

£million	2023	2022	Growth
Revenue	432.1	387.6	11%
Gross margin	67.7%	67.7%	
EBITDA*	131.9	115.5	14%
EBITDA margin	31%	30%	
Depreciation	(4.2)	(4.8)	
Amortisation of technology related intangible assets	(9.3)	(10.4)	
Adjusting items**	(21.1)	(11.3)	
Operating profit	97.3	89.0	9%
Net finance expense	(5.2)	(3.5)	
Share of loss of joint venture	-	(0.3)	
Taxation	(19.8)	(15.9)	
Net profit	72.3	69.3	4%
Attributable to owners of the Company	72.7	68.3	
Attributable to non-controlling interest	(0.4)	1.0	
Profit for the year	72.3	69.3	4%
Adjusted basic EPS***	16.0	14.4	12%
DPS	12.1	11.7	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 adjusted EBITDA contribution

<b>FY 2023</b> £million	<b>Insurance</b>	<b>Money</b>	<b>Home Services</b>	<b>Travel</b>	<b>Cashback</b>	<b>Shared costs</b>	<b>Inter-vertical eliminations</b>	<b>Total</b>
Revenue	220.0	100.2	39.0	20.6	59.8	-	(7.5)	432.1
Directly attributable expenses	(93.5)	(33.7)	(12.5)	(15.2)	(52.1)	(100.7)	7.5	(300.2)
EBITDA* contribution	126.5	66.5	26.5	5.4	7.7	(100.7)		131.9
<i>EBITDA contribution margin</i>	58%	66%	68%	26%	13%	-		31%
Depreciation and amortisation								(34.6)
Net finance costs								(5.2)
Profit before tax								92.1
Taxation								(19.8)
<b>Profit for the period</b>								<b>72.3</b>

<b>FY 2022 restated**</b> £million	<b>Insurance</b>	<b>Money</b>	<b>Home Services</b>	<b>Travel</b>	<b>Cashback</b>	<b>Shared costs</b>	<b>Inter-vertical eliminations</b>	<b>Total</b>
Revenue	172.0	103.3	39.8	15.5	59.8	-	(2.8)	387.6
Directly attributable expenses	(74.2)	(31.0)	(14.6)	(10.0)	(50.3)	(94.8)	2.8	(272.1)
EBITDA* contribution	97.8	72.3	25.2	5.5	9.5	(94.8)		115.5
<i>EBITDA contribution margin</i>	57%	70%	63%	35%	16%	-		30%
Depreciation and amortisation								(26.5)
Net finance costs								(3.5)
Share of post-tax loss of equity accounted investments								(0.3)
Profit before tax								85.2
Taxation								(15.9)
<b>Profit for the period</b>								<b>69.3</b>

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

\*\* The comparative revenue and directly attributable expenses for the year ended 31 December 2022 have been restated to align with the change in presentation of inter-vertical eliminations.

# Segmental notes: Measure of EBITDA contribution

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- 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





**MONEYSUPERMARKET GROUP**