

AGM Statement – Continued Strategic Momentum

AGM update

In advance of its Annual General Meeting today, MONY Group plc provides the following update on trading for the period from 1 January 2026 to 29 April 2026.

Management expectations for the full year remain unchanged.

Trading update

MONY Group has delivered good growth in revenue¹, supported by the strength in breadth of the Group's established portfolio of products and brands.

Insure performed well, largely driven by the continued easing of headwinds in the car insurance switching market.

Money delivered solid performance with borrowing growth fuelled by loans, and in banking where there has been an increase in the availability of attractive current account promotions.

Home Services has delivered encouraging growth to date, driven by increased broadband conversion and the availability of promotional energy deals in advance of the April price cap.

Cashback performance remains impacted by economic uncertainty affecting UK corporate marketing budgets and consumers.

Strategic update

Our strategy remains centred on growing our two-sided marketplace, focused on both customers and providers, underpinned by our leading data and tech platform. We continue to maintain momentum in transforming our customer base from transactional users into long-term members.

Following the launch of SuperSaveClub (SSC) in late 2023, we have grown membership consistently and sustainably, and are pleased to report that SSC has now reached almost 2.4 million members. This loyal, engaged member base has a higher customer lifetime value.

The re-platforming of our data and technology platform over recent years has enabled us to innovate and deliver at pace. As the combination of our leading platform and AI continues to support strong cost control through increased efficiency across the Group, our teams remain focused on the development of initiatives that will drive growth, deepen engagement and further strengthen our brand and product universe.

In February, we were the first price comparison site to open up a new route to market with the launch of the MoneySuperMarket (MSM) ChatGPT app. Yesterday, we launched the second version of the app which includes expanded functionality enabling customers to do more with us in the ChatGPT environment. Alongside this, our AI-powered Price Optimiser functionality has helped more than 100,000 customers save an average £25 since its launch in late February.

MoneySuperMarket is transforming price comparison. We are evolving the MSM app into an everyday money companion where customers can do even more with us, from three-click renewal journeys, access to their secure policy documentation hub; and 'Savings by MSM' which also now includes ISAs, (with Investments to follow later in the year). Earlier in April we also launched our major new advertising campaign, enlisting the help of David Tennant to showcase '*where better off begins*', reinforcing our brand strength across our channels.

¹ Revenue is presented on a like-for-like basis, excluding Ice Travel Group (ITG) Travel revenue following the Group's move to a minority position as of 1 December 2025. On a statutory basis, including 2025 ITG revenue for the same period the position is flat.

MoneySavingExpert (MSE) remains a core part of the Group's proposition, providing trusted, independent guidance through its proprietary editorial content that helps consumers make better-informed financial decisions. MSE continues to drive high levels of engagement across its large, established member base, contributing to the conversion of even more customers from transactional users into long-term members.

Our portfolio of trusted consumer brands, combined with our scale, leading marketplace capabilities and strong provider relationships, continues to support the delivery of our strategy and long-term value creation.

Capital Allocation

In line with our established capital allocation policy, we launched a share buyback programme of up to £25 million on 23 February 2026. The programme is progressing well with over £8 million repurchased to date.

Outlook

Our recent trading performance coupled with continued momentum in our strategic execution gives the Board confidence that we will deliver Adjusted EBITDA for 2026 in line with our current published consensus range² with results expected to be weighted towards H2, as previously indicated.

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² Market expectations of adjusted EBITDA for 2026 from the analyst consensus on our investor website is £145.2m with a range of £140.0m to £148.3m.