



# FINTEL RESULTS | FY22

# AGENDA

## 01 OVERVIEW & HIGHLIGHTS

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## 02 FINANCIAL REVIEW

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## 03 STRATEGIC DELIVERY

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## 04 CURRENT TRADING & OUTLOOK

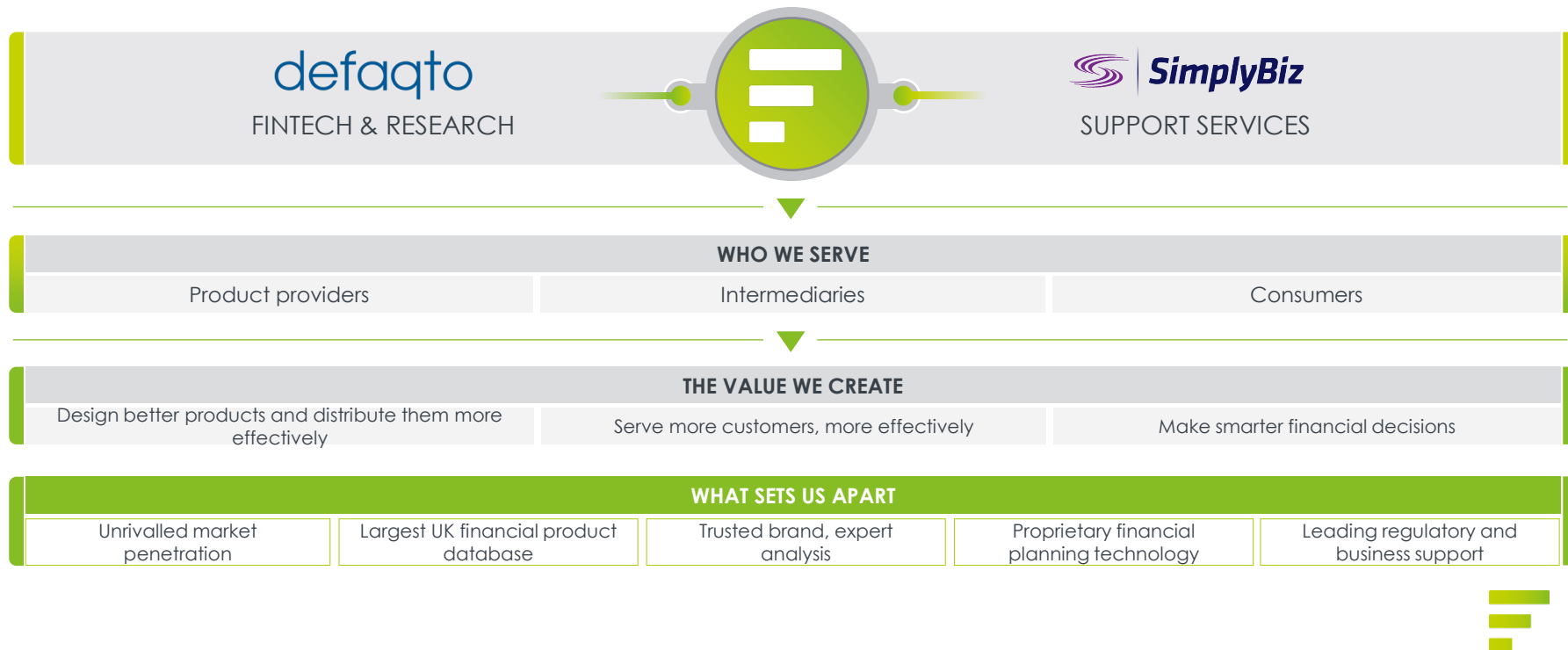
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## 05 APPENDICES










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# A UNIQUE SERVICE PLATFORM



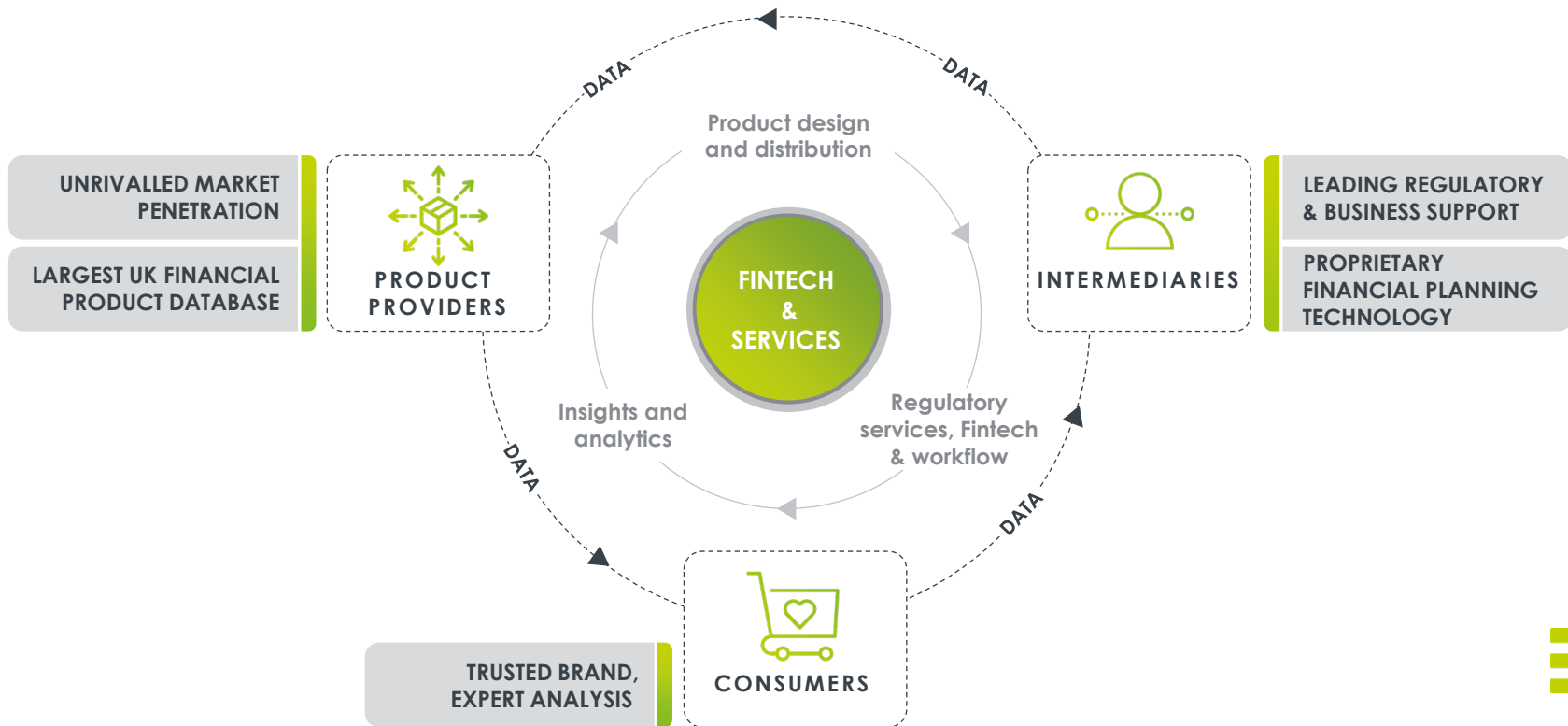
# FINTEL BRANDS

	 <p>The UK's leading financial information, ratings and fintech business</p>	 <p>The UK's largest provider of business and regulatory support</p>
DIVERSE CUSTOMER BASE	Intermediaries    Product providers    Consumers	Intermediaries    Product providers
INDUSTRY LEADING BRANDS	<div>  <p>75%</p> <p>consumer awareness</p> </div> <div>  <p>98%</p> <p>finance professional awareness</p> </div>	<p>Professional Adviser Awards winner - 5 consecutive years</p> <div>      </div>
PROVEN TRACK RECORD	<b>29</b> years of helping everyone make <b>smarter financial decisions</b>	<b>20</b> years of inspiring financial professionals to <b>shape a better future</b>
DIFFERENTIATED PROPOSITION	Financial product database    Trusted brand, expert analysis    Proprietary fintech	Leading regulatory & business support    Unrivalled market penetration    Complete service & technology platform
HIGH QUALITY BUSINESS	<b>63%</b> gross margin <b>55%</b> SaaS & subscription revenue <b>14%</b> revenue CAGR FY20-FY22	<b>40%</b> gross margin <b>71%</b> SaaS & subscription revenue <b>8%</b> intermediary customers ARPC CAGR FY20-FY22



# FINTEL - CONNECTED PLATFORM

REGULATORY EXPERTS – FINANCIAL PRODUCT EXPERTS – EXPERTS IN FINTECH & WORKFLOW



# OPERATING ACROSS THE MARKET

Competing in all four market quadrants, with a diversified service model and customer base.

Multiple opportunities for:

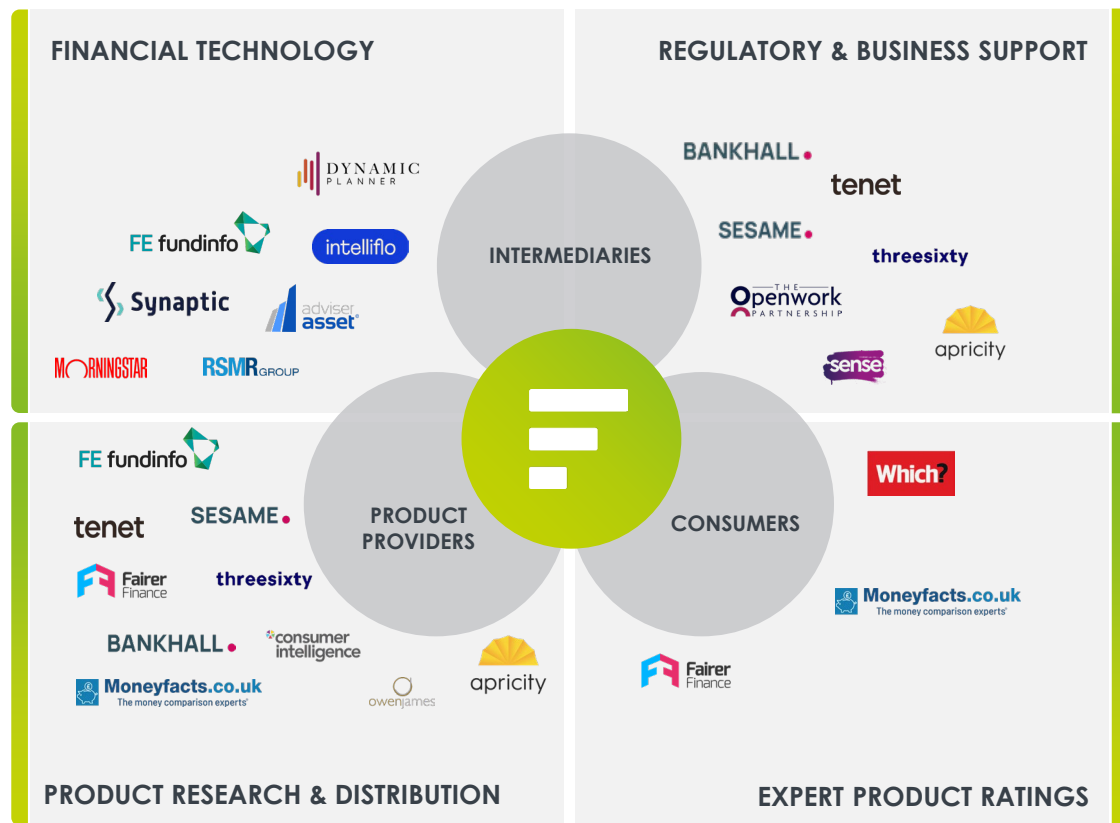
- Partnerships
- M&A

**£42bn**  
of investment  
recommendations

**>10,000**  
intermediaries  
supported

**>30%**  
market share of DA  
intermediary firms

**>75%**  
consumer  
awareness



# HIGHLIGHTS – CORE BUSINESS

STRONG PERFORMANCE, STRATEGIC DELIVERY, CONFIDENT OUTLOOK

## STRONG PERFORMANCE

### CONSISTENT GROWTH & PROFITABILITY

**8%** **Strong revenue growth**  
Outperforming medium-term objectives

**33%** **Strong adjusted EBITDA margin**  
Delivered alongside continued reinvestment into digital capabilities

**118%** **Strong cash flow conversion**  
High operating profit to operating cash flow conversion

## STRATEGIC DELIVERY

### DIGITISATION AND SERVICE EXPANSION



**Extension of core compliance offering**  
in response to new FCA Consumer Duty regulation



**Significant progress in conversion to DaaS model**  
c.70% (target 60%) of Partner revenue converted to subscription agreements



**Extension to proprietary financial planning technology**  
Enhancing intermediary software service offering

## CONFIDENT OUTLOOK

### WELL-POSITIONED FOR GROWTH

**65%** **Quality, recurring earnings**  
Increasing across all divisions  
High visibility of future revenues  
SaaS & subs

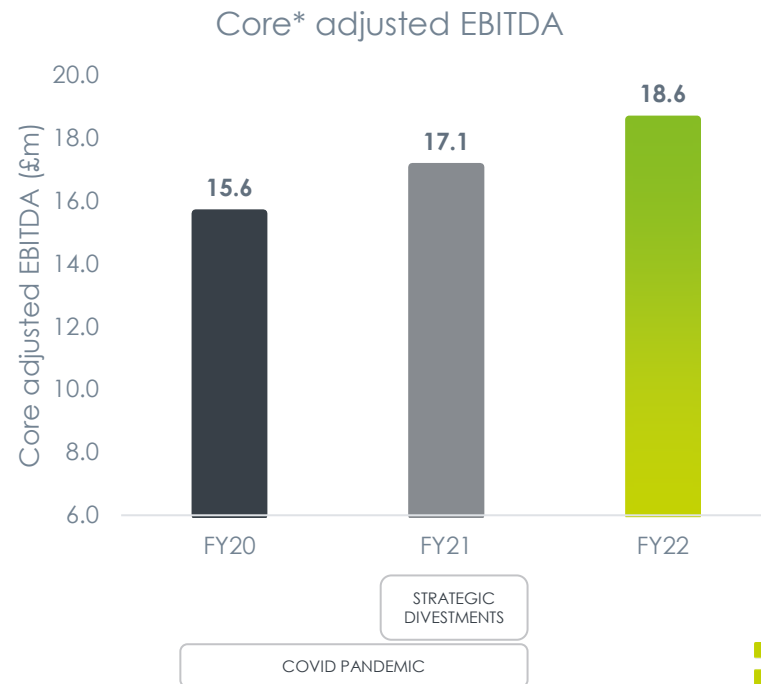
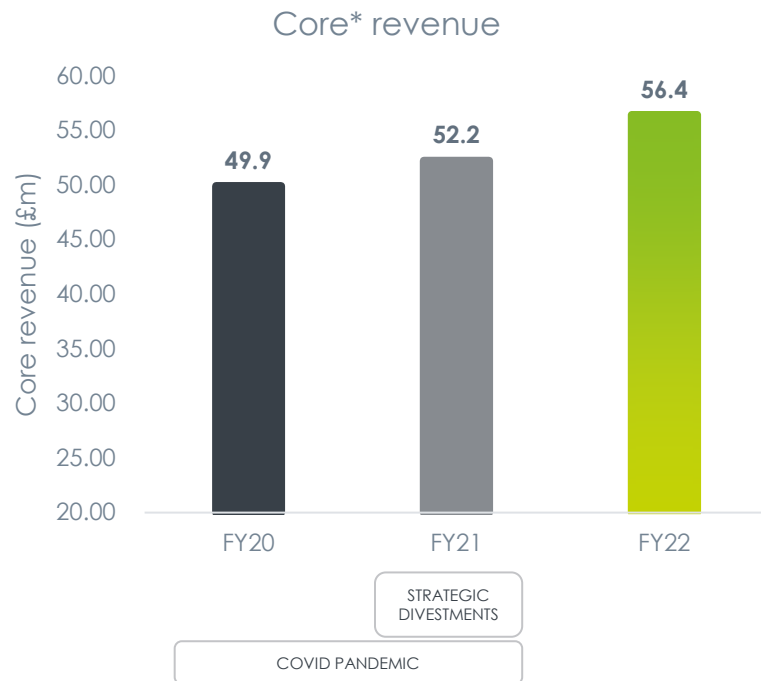
**£12.8m** **Enhanced financial reserves underpinning M&A pipeline**  
Deleveraged, with undrawn £80m RCF  
cash



**Strong growth drivers**  
Increasing demand for financial advice and product ratings  
Increasing regulation  
Demand for digital & insight services

# TRACK RECORD OF DELIVERY

## RESILIENT BUSINESS MODEL



\*Core business excludes revenues from Panel Management, Surveying and Employee Benefits software up to the date of strategic disposal of Zest Technology in 2021.



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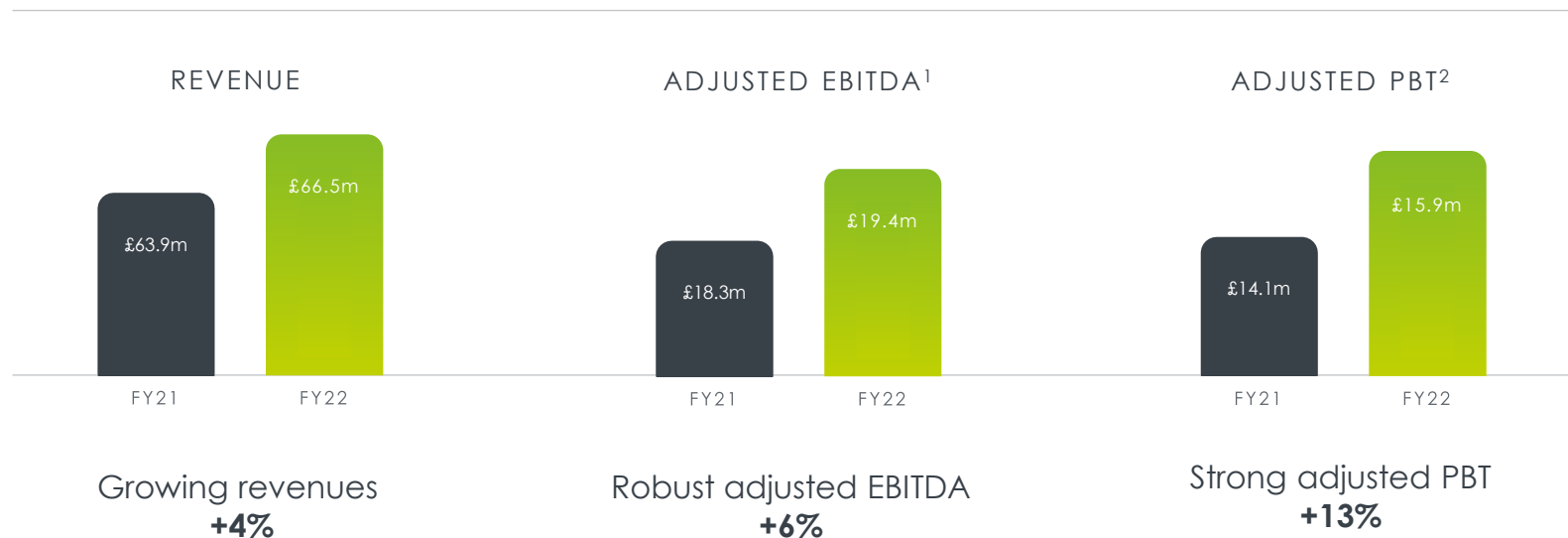
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# HIGHLIGHTS – FINANCIAL

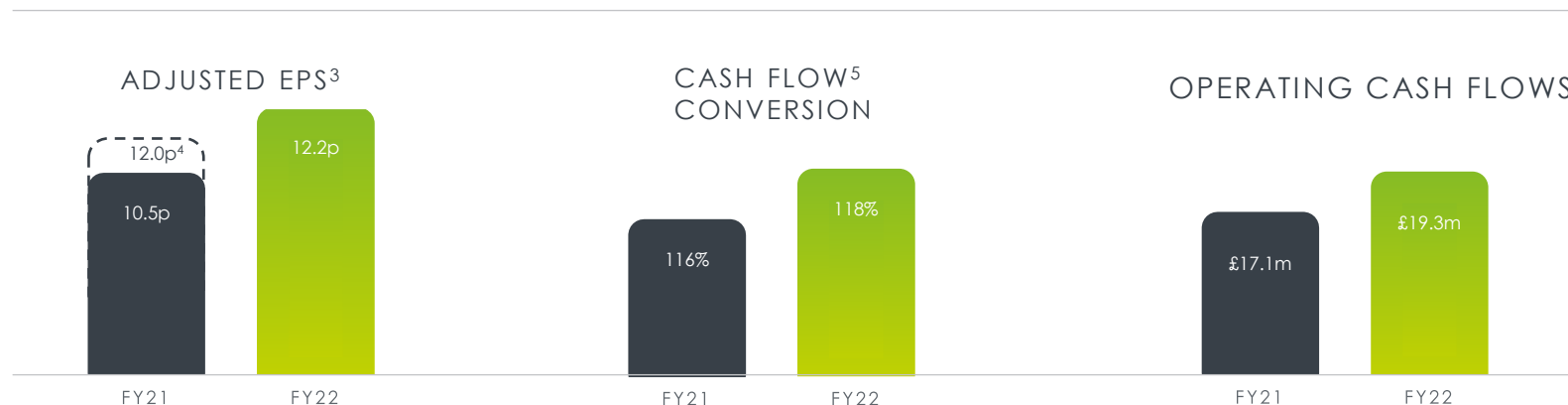


<sup>1</sup>Adjusted EBITDA is earnings before interest, tax, depreciation, amortisation, share option charges and exceptional operating costs.

<sup>2</sup>Adjusted PBT is calculated as adjusted profit before tax, which excludes exceptional operating costs and amortisation of intangible assets arising on acquisition.



# HIGHLIGHTS – FINANCIAL



Resilient adjusted EPS

Strong operating profit to  
operating cash conversion

Focus on cash generation

<sup>3</sup> Adjusted earnings per share is calculated as adjusted profit after tax attributable to owners of the company, which excludes operating exceptional costs and amortisation of intangible assets arising on acquisition, divided by the average number of Ordinary Shares in issue for the period.

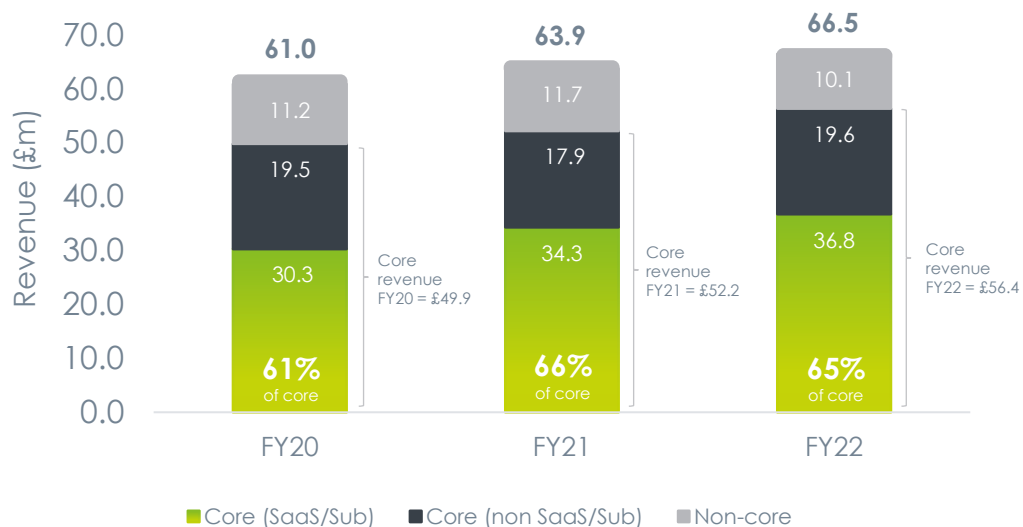
<sup>4</sup> The reduction in Adjusted EPS in 2021 is as a direct result of the one-off impact of the change in UK Corporation Tax rates from 19% to 25%. Excluding this one-off impact, the adjusted EPS would have been 12 pence per share on a like-for-like basis.

<sup>5</sup> Underlying cash flow conversion is calculated as underlying cash flow from operations (adjusted operating profit, adjusted for changes in working capital, depreciation, amortisation, CAPEX and share based payments) as a percentage of adjusted operating profit.



# FINANCIAL REVIEW

## CORE\* VS NON-CORE REVENUE SPLIT



### REVENUE GROWTH (FY21 vs FY22): **4%**

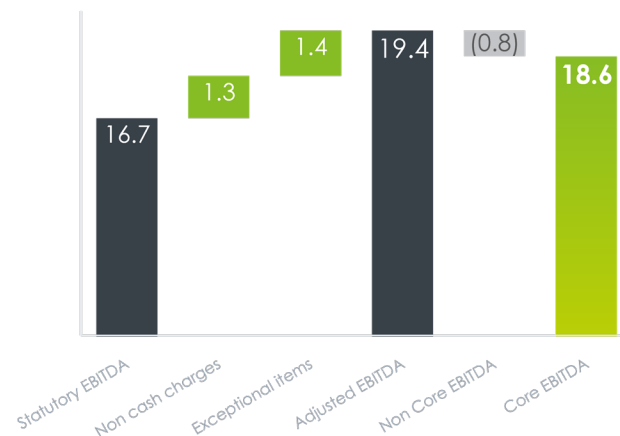
- Core revenue growth: **8%** (£4.2m)
- Core SaaS & Sub revenue growth: **7%** (£2.5m)

# FINANCIAL REVIEW

## CORE\* BUSINESS PERFORMANCE AS A WHOLE

(£m)	FY20	FY21	FY22
Core revenue	49.9	52.2	56.4
Core gross profit	27.3	27.9	30.4
Core support costs	11.7	10.8	11.8
<b>Core EBITDA</b>	<b>15.6</b>	<b>17.1</b>	<b>18.6</b>
Core gross margin	54.7%	53.2%	53.9%
Core EBITDA margin	31.1%	32.7%	32.9%

FY 2022 EBITDA FLOW THROUGH £m



- Continued growth in the Core business across all key metrics
- Continued investment in delivery model with sustained profit margins
- Infrastructure and support costs of £11.8m (FY21: £10.8m), up 9%

\*Core business excludes revenues from Panel Management, Surveying and Employee Benefits software up to the date of strategic disposal of Zest Technology in 2021.



# CORE SEGMENTAL PERFORMANCE

## INTERMEDIARY SERVICES

	FY21	FY22	Change
Core revenue	£22.1m	£23.5m	6%
Gross profit <sup>6</sup>	£7.6m	£9.5m	25%
Gross margin <sup>7</sup>	34.3%	40.4%	▲

## DISTRIBUTION CHANNELS

	FY21	FY22	Change
Core revenue	£13.4m	£13.0m	(3%)
Gross profit <sup>6</sup>	£9.4m	£8.4m	(11%)
Gross margin <sup>7</sup>	70.5%	64.5%	▼

## FINTECH & RESEARCH

	FY21	FY22	Change
Core revenue	£16.8m	£19.9m	19%
Gross profit <sup>6</sup>	£10.8m	£12.5m	16%
Gross margin <sup>7</sup>	64.3%	62.8%	▼

- Resilient core revenues in all three divisions with growth on a like-for-like basis. 2021 includes £1.7m revenue from Verbatim funds in Distribution Channels segment
- Total gross profit generated by the core business was £30.4m (FY21: £27.8m)
- Adjusted core EBITDA £18.6m (FY21: £17.1m)

<sup>6</sup>Gross profit is calculated as revenue less direct operating costs.

<sup>7</sup>Gross profit margin is calculated as gross profit as a percentage of revenue.



# TOTAL SEGMENTAL PERFORMANCE

## CORE TOTAL

	FY21	FY22	Change
Revenue	£52.2m	£56.4m	8%
Gross profit <sup>6</sup>	£27.9m	£30.4m	9%
Gross margin <sup>7</sup>	53.2%	53.9%	▲

## NON-CORE

	FY21	FY22	Change
Revenue	£11.6m	£10.1m	(13%)
Gross profit <sup>6</sup>	£1.2m	£0.8m	(33.5%)
Gross margin <sup>7</sup>	10.3%	7.9%	▼

## STATUTORY TOTAL

	FY21	FY22	Change
Revenue	£63.9m	£66.5m	4%
Gross profit <sup>6</sup>	£29.1m	£31.2m	7%
Gross margin <sup>7</sup>	45.4%	46.9%	▲

- Total gross profit generated by the business was £31.2m (FY21: £29.1m)
- Adjusted EBITDA generated was £19.4m (FY21: £18.3m)

<sup>6</sup>Gross profit is calculated as revenue less direct operating costs.

<sup>7</sup>Gross profit margin is calculated as gross profit as a percentage of revenue.



# FINANCIAL REVIEW

## UNDERLYING OPERATING CASH FLOW CONVERSION

£m	FY21		FY22	
<b>Group operating profit</b>	<b>14.8</b>		<b>16.3</b>	
Depreciation and amortisation	2.4		1.8	
Share based payments	1.1		1.3	
<b>Adjusted EBITDA</b>	<b>18.3</b>		<b>19.4</b>	
Net changes in working capital	0.6		1.8	
Net capitalisation	(1.8)		(1.9)	
<b>Underlying cash flow from operations</b>	<b>17.1</b>		<b>19.3</b>	
<b>Underlying operating cash flow conversion</b>	<b>116%</b>		<b>118%</b>	
<b>Adjusted EBITDA to operating cash flow conversion</b>	<b>93%</b>		<b>99%</b>	
Tax	(1.8)		(4.8)	
Interest	(0.5)		(0.2)	
Lease payments	(0.8)		(0.5)	
<b>Free Cash Flow</b>	<b>14.0</b>		<b>13.8</b>	
<b>Cash flow conversion of adjusted EBITDA</b>	<b>77%</b>		<b>71%</b>	

## 118% UNDERLYING OPERATING CASH FLOW CONVERSION<sup>5</sup>

- FY21: 116%
- Underlying operating cash flow conversion ensures that focus is maintained on operating efficiency and working capital management and removes any volatility over time created by variations in indebtedness or external influences outside of Fintel's control

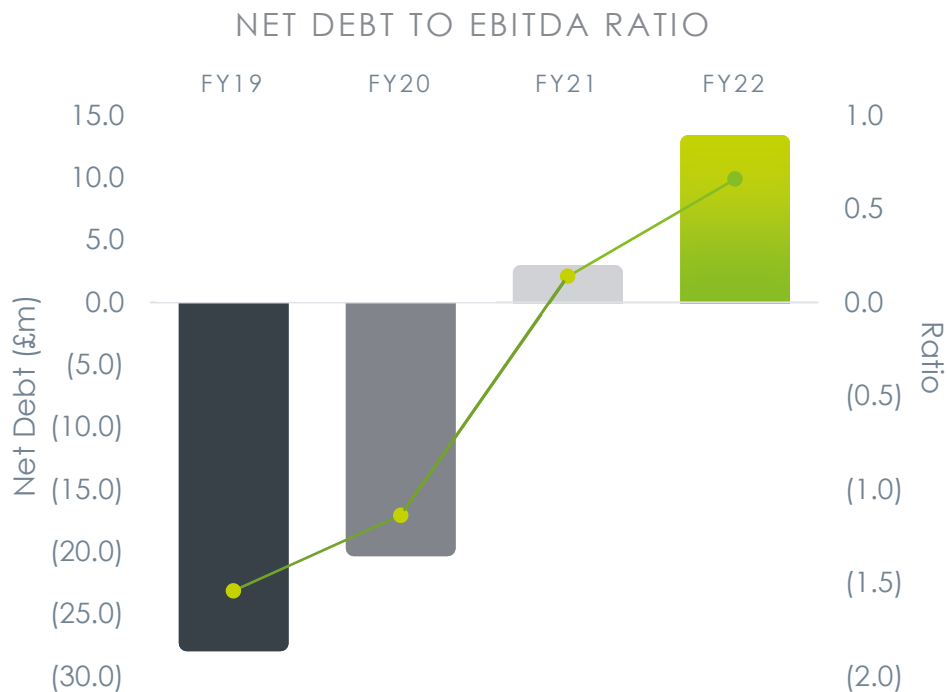
<sup>5</sup>Underlying operating cash flow conversion is calculated as underlying cash flow from operations (adjusted operating profit, adjusted for changes in working capital, depreciation, amortisation, CAPEX and share based payments) as a percentage of adjusted operating profit.





# FINANCIAL REVIEW

## CASH GENERATIVE - DELEVERAGING



## STRONG CONTINUING CASH FLOWS

- **Positive net cash of £12.8m**  
(FY21: net cash of £2.6m)
- Strategic headroom for future acquisitions
- Increased financial flexibility and resources
- £80m revolving credit facility
- RCF fully repaid and remains undrawn since 30 June 2022



# FINANCIAL SUMMARY



ROBUST FINANCIAL  
PERFORMANCE



INCREASING REVENUE QUALITY  
IN CORE BUSINESS



STRONG CASH  
GENERATION



SIGNIFICANT FINANCIAL  
RESOURCES



PROGRESSIVE DIVIDEND POLICY  
FY22: 3.25p FULL YEAR DIVIDEND



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# DIVISIONAL HIGHLIGHTS

## INTERMEDIARY SERVICES DIVISION

COMPLETE SERVICE &  
TECHNOLOGY PLATFORM

AWARD WINNING COMPLIANCE  
& BUSINESS SUPPORT

LARGEST INDUSTRY  
EVENT PROGRAMME

### INCREASED PROFITABILITY

driven by:

#### DIGITISATION

- Digitisation of service
  - Digitisation of advice quality review service
  - Delivery of hybrid compliance service
- Continued software adoption by membership

#### SERVICE EXTENSION

- Launch of Consumer Duty regulation support service
  - Specialist compliance services
  - Implementation support
  - Event series

#### AWARD WINNING SERVICE

- Winner of Professional Adviser "Best Support Services for Advisers"

**28%**

growth in gross profit to  
£9.5m (FY21: £7.4m)

**11%**

growth in ARPC to £7,807  
(FY21: £7,026)

**5%**

growth in software licence  
income to £6.3m (FY21: £6.0m)

**5.5%**

growth in membership fees to  
£11.5m (FY21: £10.9m)

**5<sup>th</sup>**

consecutive win

# DIVISIONAL HIGHLIGHTS

## DISTRIBUTION CHANNELS DIVISION

### MARKET INSIGHT & ANALYSIS

### PRODUCT DESIGN & COMPLIANCE

### TARGETED DISTRIBUTION

## INCREASED EARNINGS QUALITY

driven by:

### SIGNIFICANT SCALING AND ENHANCEMENT OF DISTRIBUTION AS A SERVICE

- Successful conversion of existing partners, exceeding 2022 revenue target of 60%
- Expansion into mortgage and protection market
- Partner portal phase two developed, including additional analytics and campaign planning functionality
- Further scaling of Strategic Asset Allocation service ("SAA")

>70%

of partner revenue converted to DaaS (FY21: 40%)

100%

increase in SAA AUM to £2.4bn, FY21: £1.2bn)

### INCREASED MORTGAGE MARKET PENETRATION

- Extended service proposition
  - Launch of Buy to Let plus
  - Expansion of the specialist property finance club
  - Launch of Mortgage Climate Action Group

14.3%

increase in mortgage lending arranged through our members to £25bn (FY21: £22bn)

5.7%

market share (FY21: 5%)

# DIVISIONAL HIGHLIGHTS

## FINTECH & RESEARCH DIVISION

LARGEST UK FINANCIAL  
PRODUCT DATABASE

EXPERT FINANCIAL  
TECHNOLOGY

PROPRIETARY RATINGS &  
RESEARCH METHODOLOGY

### INCREASED REVENUES

driven by:

**19%**

increase in revenue to £19.9m  
(FY21: £16.8m)

#### SIGNIFICANT GROWTH IN FINTECH REVENUES

- Enhancement of proprietary financial planning software, including:
  - New back office integration
  - Launch of Integrated cashflow modelling module
  - Enhanced fund analysis capability

**18.8%**

growth in fintech revenue to  
£9.5m (FY21: £8.0m)

**43.3%**

growth in financial planning software  
revenue to £3.1m (FY21: £2.2m)

#### DEPLOYMENT OF ENTERPRISE TECHNOLOGY PROPOSITION

- Accelerated roll out of enterprise financial planning software distributed to Tatton firms as part of a strategic partnership
  - >90% increase in value of recommendations made by Tatton firms

**>£42bn**

financial planning software  
recommendations

#### GROWTH IN PRODUCT RATINGS REVENUE

- Expansion of research and insights platform, including:
  - Expansion of ratings portfolio coverage, including launch of new Diamond Ratings for Investment Trusts
  - Expansion of risk mappings and ratings service
  - Expansion of investment reviews service

**11.2%**

growth in product ratings  
revenue to £8.9m (FY21: £8.0m)

# TECHNOLOGY INCUBATOR

## A NEW VENTURE SUPPORTING EMERGING FINANCIAL TECHNOLOGY



Strengthening our technology proposition and foster innovation in the sector.

- Create optionality for Fintel to increase its position in chosen technologies
- Test and learn environment for Fintel
- Faster route to market through new integrations
- Putting Fintel at the forefront of financial technology development

FINTEL   
LABS

## INAUGURAL INVESTMENT



Inaugural deal signed with an early-stage modern technology company, providing fintech solution for financial advisers, planners and wealth managers.

- Fintel has taken a minority stake in order support its ambitious growth plans and roadmap
- Two-way integration with Defaqto's financial planning software Engage planned for 2023

FINTEL   
LABS



# A BUSINESS WITH A PURPOSE

INSPIRING BETTER OUTCOMES



## PURPOSE-LED HOLISTIC ESG STRATEGY

Shortlisted for **ESG Initiative of the year award** at the ICA compliance awards



## LAUNCH OF "2023 BETTER OUTCOMES PLAN"

### 2023 outcomes:

- Strengthened data security and governance
- Financial education programme
- Expanded ESG platform



## 2022 OUTCOMES

**110**

retail investment funds now covered by our ESG research platform

**>30%**

of retail investment advisers and wealth managers have access to our ESG fund filters

**>8,000**

wealth managers and financial advisers have access to our digital ESG client profiler

**>4m**

of financial product features mapped by Defaqto experts

**>11,000**

visits to our vulnerable client hub

**50%**

of management roles filled internally (70% of which were filled by women)

**82%**

employee engagement score





# PEOPLE & CULTURE

OUTSTANDING COMPANY TO WORK FOR

## EMPLOYEE RECOMMENDED

**84%** of staff would recommend Fintel as a place to work

**Top 20** Best Companies to work for in Financial Services

## AN INCLUSIVE CULTURE

**9.2** An 'Equality' score of 9.2/10, indicating that staff feel strongly that people from all backgrounds are treated fairly at Fintel

## PROVEN PROGRESSION

**23%** of all vacancies in 2022 filled via internal mobility

**50%** of leadership vacancies in 2022 filled by internal applicants (70% of which were female)

## HIGH ENGAGEMENT & RETENTION

**82%** employee engagement score

**6** years average staff tenure



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# STRATEGIC FOCUS – CORE\* BUSINESS



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# CONFIDENT OUTLOOK

## GROWTH DRIVERS

### INCREASING REGULATORY PRESSURE

driving demand for services across customer base and wider market

### ONGOING DEMAND FOR TECHNOLOGY AND INSIGHTS

driving demand across customer base and wider market

### MARKET CONSOLIDATION AND DISAGGREGATION

driving opportunities for growth

## CURRENT TRADING & OUTLOOK



### TRADING IN LINE WITH BOARD EXPECTATIONS

Confident start to the new financial year



### CONTINUED ORGANIC GROWTH

Ongoing software and DaaS adoption, increased financial technology penetration



### ADVANCING SELECTIVE M&A PIPELINE

Expansion of funding capacity



### WELL POSITIONED FOR SUSTAINABLE GROWTH

Positive market dynamics and structural growth drivers



# A STRONG AND CLEAR STORY

Addressing macro industry trends

Rising tide of regulation & compliance

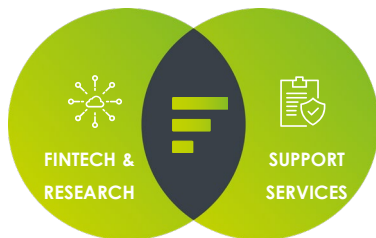
Product ratings as important as price

Growth in digital product distribution

Need for flexible, integrated tech

Exponential growth in data

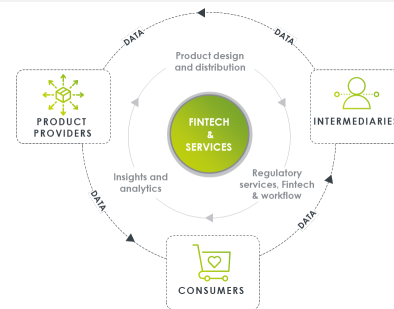
Unique platform at the heart of the UK financial services ecosystem



defaqto

 **SimplyBiz**

Integrated model combining tech-enabled services, software & data



Clear leader in wealth management, huge upside in other large markets

Broad connectivity provides for M&A in a highly fragmented market

Ambitious leadership team with a very clear growth agenda

>40%

of directly authorised retail investment firms are SimplyBiz members



INCREASING REGULATORY PRESSURE

ONGOING DEMAND FOR TECHNOLOGY AND INSIGHTS

MARKET CONSOLIDATION AND DISAGGREGATION

 **TRADING IN LINE WITH BOARD EXPECTATIONS**  
Confident start to the new financial year

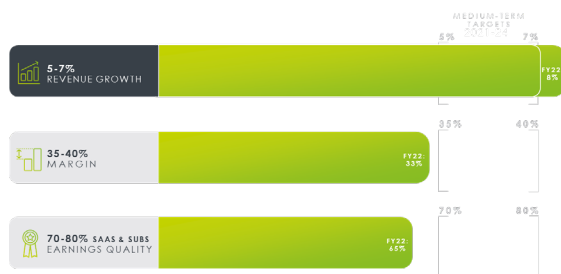
 **CONTINUED ORGANIC GROWTH**  
Ongoing software and Data adoption, increased financial technology penetration

 **ADVANCING SELECTIVE M&A PIPELINE**  
Expansion of funding capacity

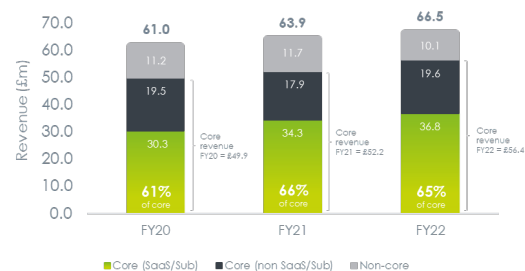
 **WELL POSITIONED FOR SUSTAINABLE GROWTH**  
Positive market dynamics and structural growth drivers

# MEANINGFUL PROGRESS IN KEY METRICS

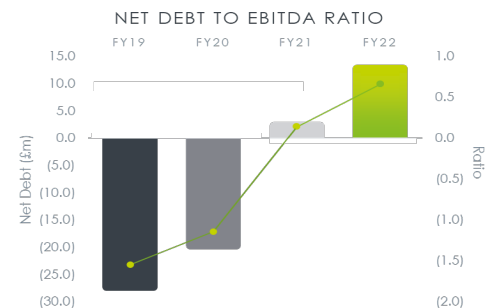
Demonstrable progress delivering on momentum, increasing revenue visibility and margin expansion



Clarity on core focus and recurring revenue transition. Opportunities for further growth



Fundamentally cash generative model that supports leverage and enables organic & inorganic growth





We are **FINTEL** 

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## UNIQUE MARKET POSITION

1. Delivering  
better outcomes  
across the  
market

2. Market  
penetration &  
reach

## RESILIENT CUSTOMER BASE

3. Outcome  
focused  
business

4. Operating at  
scale

## SCALABLE PLATFORM

5. Data &  
insight

6. Fintech &  
research

7. Data &  
distribution

## HOLISTIC ESG STRATEGY

8. ESG pillars

9. Stakeholder-  
led priorities

10. Long-term  
commitment

## ACCELERATED GROWTH

11. Enterprise  
partnership -  
Tatton

12. Innovation  
roadmap

## HOUSE OF QUALITY BRANDS

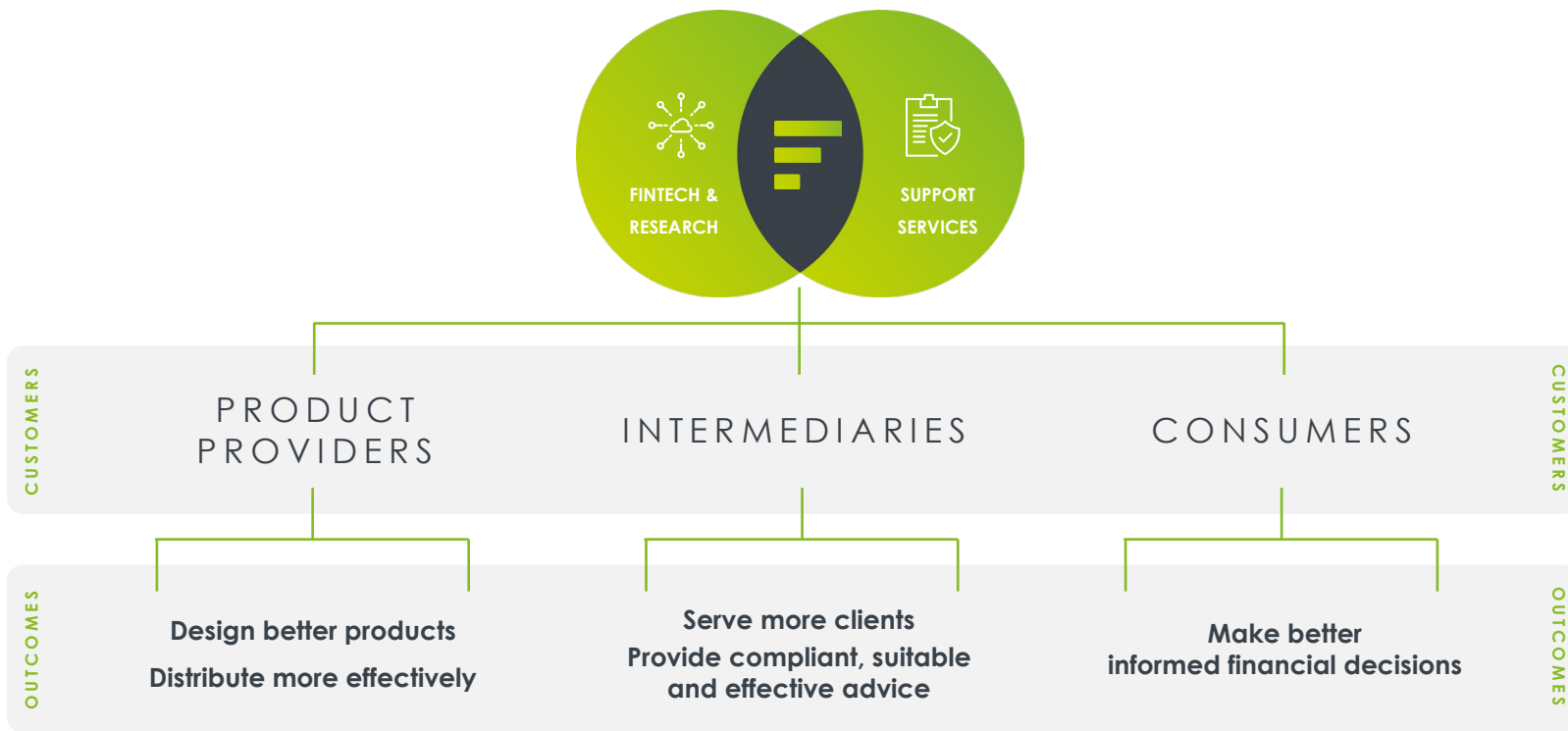
13. Brand  
equity

14. Thriving  
workforce

15. Testimonials  
& awards

# FINANCIAL SERVICES, INFORMATION & DATA

## APPENDIX 1



# A UNIQUE SERVICE PLATFORM

## APPENDIX 1

**defaqto**  
FINTECH & RESEARCH



**SimplyBiz**  
SUPPORT SERVICES

### WHO WE SERVE

Product providers

Intermediaries

Consumers

### HOW WE DO IT

Market insight and analysis

Product research and comparison

Product education

Product design and compliance

Financial planning and advice technology

Product comparison

Targeted distribution

Centralised data and workflow

Product ratings

### THE VALUE WE CREATE

Design better products and distribute them more effectively

Serve more customers, more effectively

Make smarter financial decisions

### WHAT SETS US APART

Unrivalled market penetration

Largest UK financial product database

Trusted brand, expert analysis

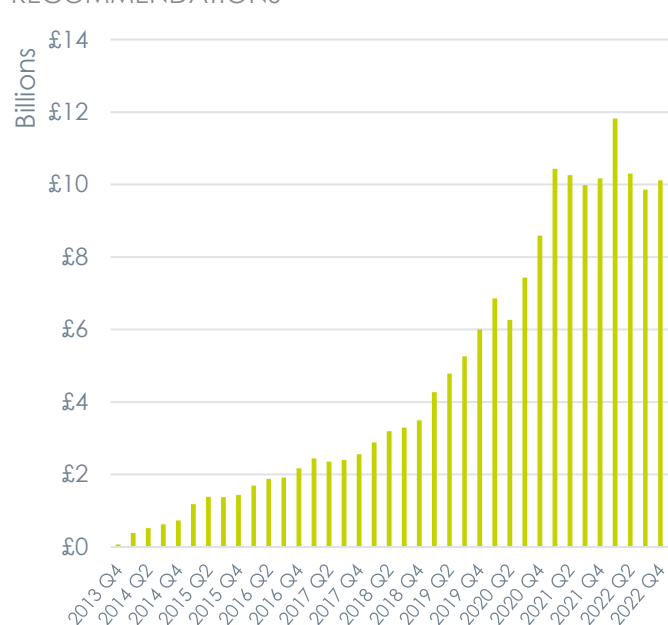
Proprietary financial planning technology

Leading regulatory and business support

# MARKET REACH – FINTECH & RESEARCH

## APPENDIX 2

### ENGAGE ADVISE SOFTWARE RECOMMENDATIONS



### NETWORK EFFECT

### DATA & INSIGHT SERVICES

#### Ratings



#### Fund Reviews



#### ESG Reviews



>£42bn

of recommendations were made through Fintel's proprietary financial planning software Engage on a 12 month rolling basis

# MARKET PENETRATION – INTERMEDIARIES

## APPENDIX 2



Source: FCA, The retail intermediary market (July 2022)

**>40%**

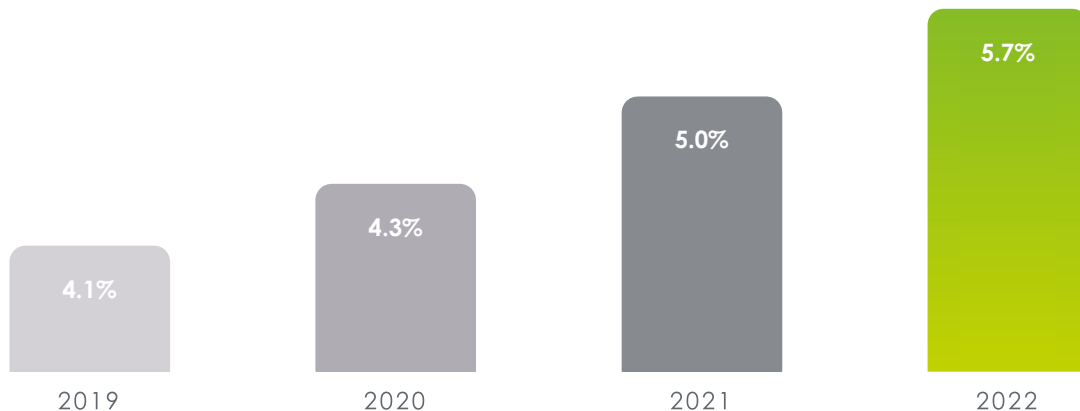
of directly authorised retail investment firms are SimplyBiz members



# MARKET PENETRATION – MORTGAGES

## APPENDIX 2

SimplyBiz Mortgages – market share of UK mortgage completions



Mortgage completions\*  
volume in FY22  
(FY21: £22.1bn)

UK Finance: £314bn total lending estimated for FY22 (2021 total lending estimated = £313bn; 2020 total lending estimated = £244bn; 2019 total lending estimated = £268bn)

UK Finance figures exclude product transfers. Market share figures exclude product transfers

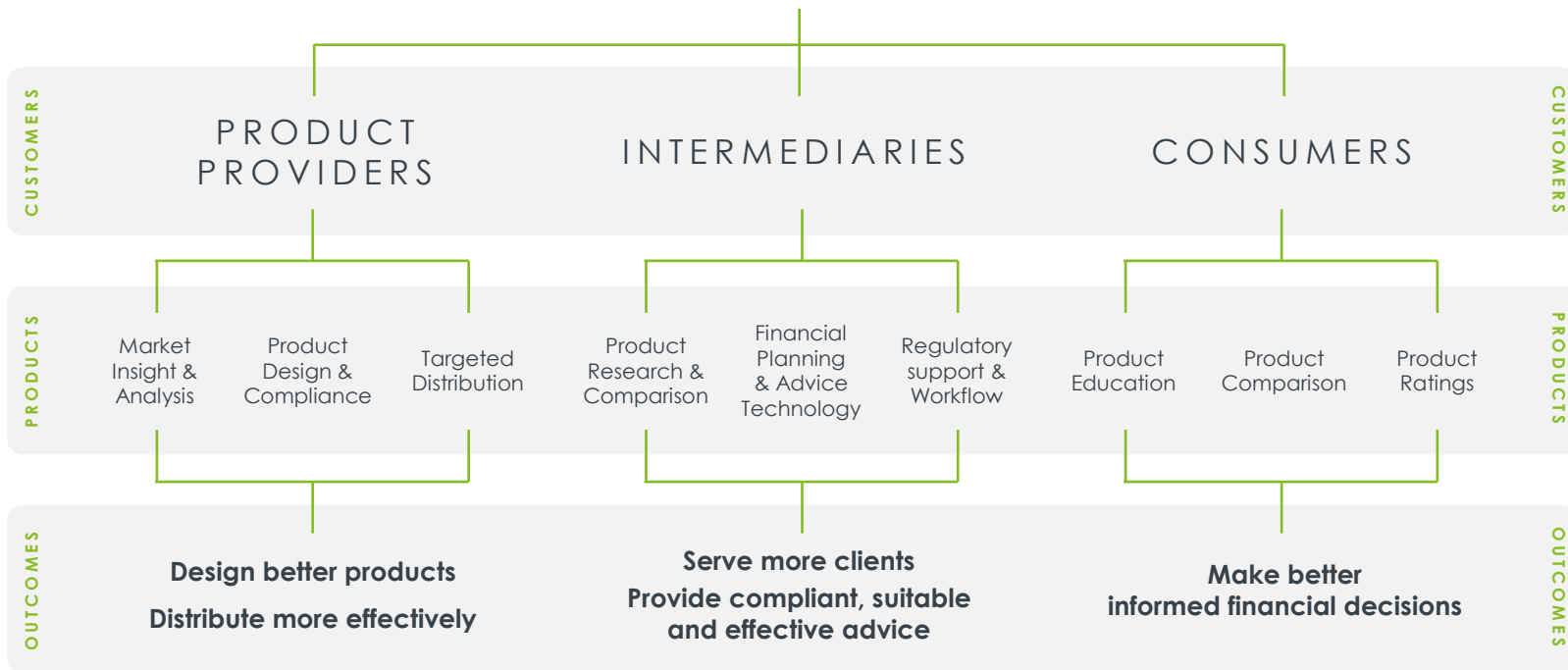
\*Volume of completions includes product transfers

\*\* Fintel has low reliance on revenue from mortgage procurement fees, which represents <10% of total revenue



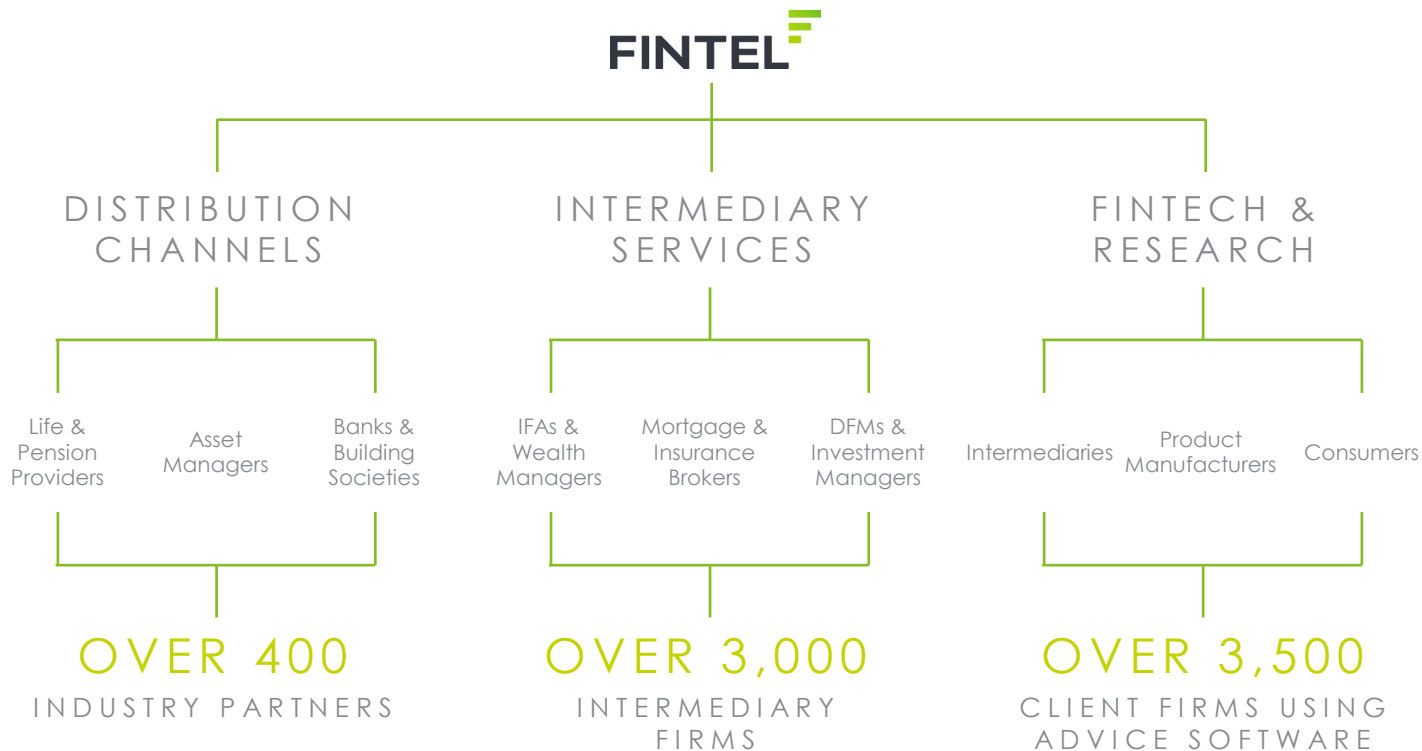
# OUTCOME FOCUSED BUSINESS

## APPENDIX 3



# OPERATING AT SCALE

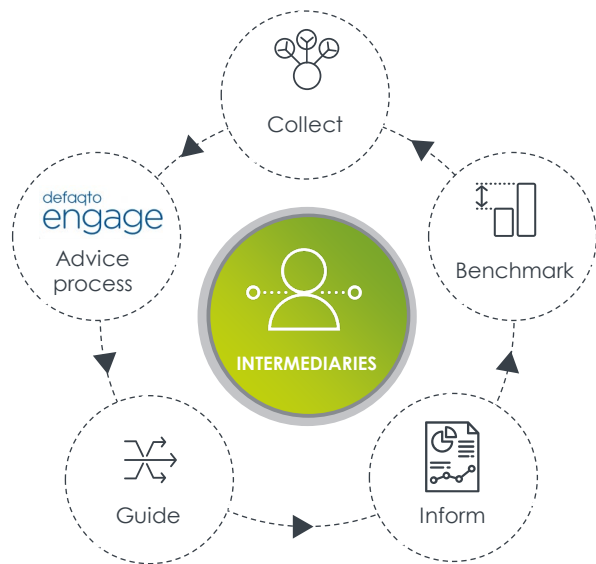
## APPENDIX 4





# DATA AND INSIGHT SERVICES

## APPENDIX 5 - 'ALWAYS ON' ADVISER, PRODUCT AND MARKET ANALYSIS



# FINTECH & RESEARCH SERVICES

## APPENDIX 6



### FINTECH

#### ENGAGE

Expert **Financial Planning software** with **integrated financial planning and advice** processes, used by over 30% of intermediaries.

#### MATRIX

Dynamic, **whole of market product and competitor intelligence** software for financial institutions.

#### COMPARE

A **like-for-like, visual comparison** of financial products.

#### DIS

**Data platform** supporting price comparison websites in conveying accurate product data to consumers.



### RESEARCH

#### RATINGS

**Expert assessment** of a product's **quality, suitability and service** at a glance, covering over 14,000 products and 5,000 funds. Recognised by over 75% of consumers.



#### REVIEWS

**An expert, independent assessment of the quality and performance of a product or fund** including analytics, panels, consultancy and events for asset managers and intermediaries, spanning 90,000 fund share classes 18,000 funds and 50 platforms.



# DISTRIBUTION AS A SERVICE

## APPENDIX 7



### DATA-DRIVEN DISTRIBUTION SERVICE

enabling product providers to develop and iterate targeted propositions

#### IMPROVING REVENUE QUALITY

- Multi-year subscription service

#### COMBINING REGULATORY EXPERTISE, DATA AND MARKET ANALYSIS

- Spanning market analysis, product design, compliance consultancy and targeted distribution using proprietary data sets

#### DIGITAL SERVICE MODEL

- From 2022 the proposition has been digitised with the launch of a partner portal, enabling product providers to access tailored data and insights on demand



# STRATEGIC ASSET ALLOCATION

## APPENDIX 7



### STRATEGIC INVESTMENT ALLOCATION SERVICE

enabling product providers to align products with consumer risk profiles

#### IMPROVING REVENUE QUALITY

- Share of product fee generating long term recurring revenue

#### COMBINING INSTITUTIONAL GRADE EXPERTISE, INSIGHTS AND REACH

- Developed in partnership with Hymans Robertson
- Enabling product providers to align to the advice processes powered by Defaqto and reach the thousands of advisers supported by Fintel

#### STREAMLINING THE ADVICE PROCESS

- Ensures funds are managed in line with the investment and risk parameters suitable for adviser's clients

Morgan Stanley



AVIVA



Schroders

Premier Miton  
INVESTORS



# STRATEGIC DISTRIBUTION PARTNERSHIP

## APPENDIX 7



### AVIVA CASE STUDY

Partnership with Aviva and Aviva Investors

#### IMPROVING REVENUE QUALITY

- Long term agreement aligning revenue and growth

#### DISTRIBUTION AS A SERVICE PARTNERSHIP

- Research, data, product design and targeted distribution

#### LAUNCH OF NEW SUSTAINABLE RETIREMENT SOLUTION

- Product design aligned to Defaqto advice process and ESG criteria

#### LICENSING OF STRATEGIC ASSET ALLOCATION (SAA)

- Product design aligned to consumer risk preference



This agreement allows us to build, support and deliver our savings and retirement ambitions in conjunction with Fintel, its member firms and their customers."

**Brian Gabriel**

Director of Distribution at Aviva



# DIGITAL SERVICE PLATFORM

## APPENDIX 7



## CLIENT PORTALS

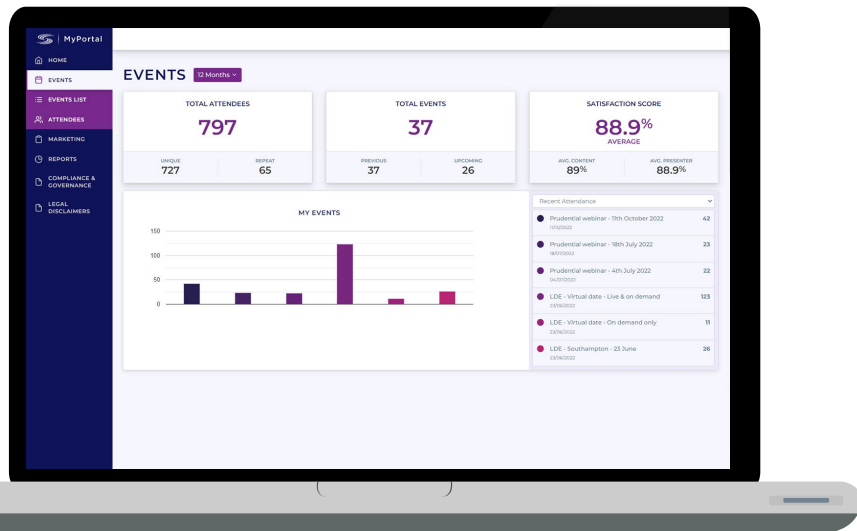
- Single point access for all services
- Self serve model
- Access to tailored data and insights

### PARTNER PORTAL

- 2021 Beta launch
- 2022 Full launch
- 2023 Phase two launch
  - Interactive, live insights
  - Granular campaign data

### MEMBER PORTAL

- 2022 Architecture developed
- 2023 Launch



# HOLISTIC ESG STRATEGY

## APPENDIX 8

### BETTER BUSINESS

Having a positive impact on society and minimised impact on the environment

### BETTER INDUSTRY

Improving the Retail Financial Services market, helping it operate more effectively and meet evolving customer needs

### BETTER FUTURE

Empowering our people and broader communities, creating opportunities for all

## INSPIRING BETTER OUTCOMES

**By..**

reducing our environmental impact, giving back to communities and maintaining best practice corporate governance.

Environmental  
Footprint

Corporate  
Governance

**Sustainable business**

**By..**

developing and improving products and processes through innovation, digitisation and education.

Innovation &  
Digitisation

ESG  
Enablement

**Improved customer outcomes**

**By..**

promoting diversity, learning and financial confidence.

Financial  
Confidence

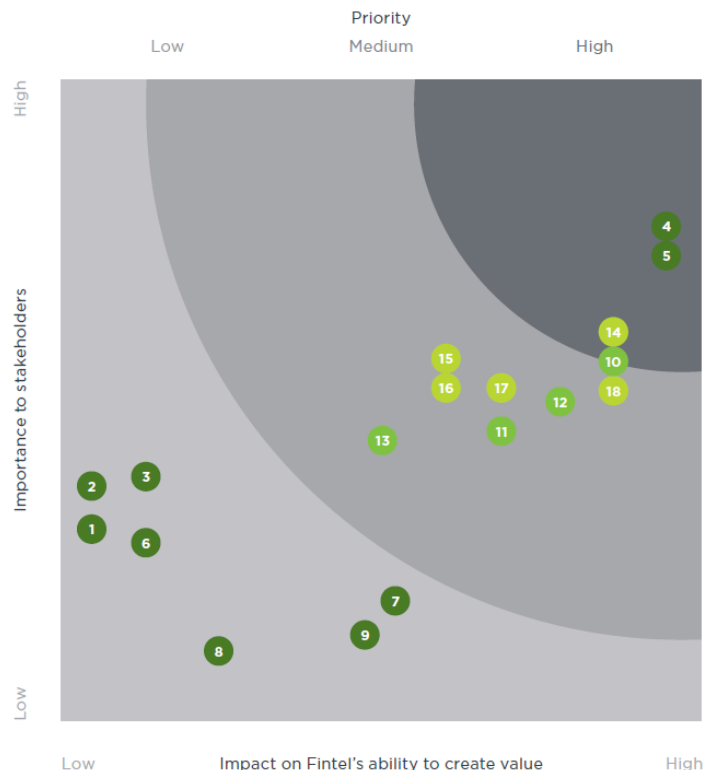
Thriving  
Workforce

Community  
Engagement

**Opportunities for all**

# COMPREHENSIVE MATERIALITY ASSESSMENT

## APPENDIX 9



### Key

#### BETTER BUSINESS

##### Environmental footprint

- 1 Energy management
- 2 Greenhouse gas emissions
- 3 Waste management

##### Corporate governance

- 4 Data security
- 5 Business ethics and governance
- 6 Supplier relations

##### Community engagement

- 7 Charity support
- 8 Sponsorship
- 9 Volunteering

#### BETTER INDUSTRY

##### Innovation and digitisation

- 10 Product and process innovation
- 11 Product and process digitisation

##### ESG enablement

- 12 ESG facilitation
- 13 ESG thought leadership

#### BETTER FUTURE

##### Financial confidence

- 14 Financial education and wellbeing
- 15 Financial inclusion

##### Thriving workforce

- 16 Diversity and inclusion
- 17 Workforce development
- 18 Workforce engagement and wellbeing

We engaged each of our key stakeholder groups including our Member and Client firms, strategic partners, team, investors and suppliers to **score each of our material topics**. The resulting scores have been plotted on the Y axis with our Board's views plotted on the X axis.



# EMBEDDING OUR ESG STRATEGY

## APPENDIX 9 - FOCUSING ON WHAT MATTERS MOST TO OUR STAKEHOLDERS



HIGH PRIORITY TOPICS	<h3>DATA SECURITY</h3> <p>We constantly review and evolve our approach to data security to ensure we adapt to the ever changing landscape.</p>  <p>Now part of IFRS Foundation</p>	<h3>BUSINESS ETHICS &amp; GOVERNANCE</h3> <p>We continuously improve our processes, controls and risk management to ensure we maintain robust governance standards and a strong ethical culture.</p>  <p>Now part of IFRS Foundation</p>	<h3>FINANCIAL EDUCATION &amp; WELLBEING</h3> <p>We work to increase financial wellbeing and inclusion by helping individuals access financial products and services that meet their needs.</p> 	<h3>PRODUCT &amp; PROCESS INNOVATION</h3> <p>We continuously improve, innovate and digitise products, processes and solutions to shape a better financial future.</p> 
2023 FOCUS	<ul style="list-style-type: none"> <li>Conduct a Fintel-wide GDPR audit and review of external cyber security certifications</li> <li>Increase cyber security resources and training</li> </ul>	<ul style="list-style-type: none"> <li>Strengthen the risk management processes with implementation of a central risk management software</li> </ul>	<ul style="list-style-type: none"> <li>Review of the coverage and criteria of the financial products ratings portfolio</li> <li>Develop consumer financial education content</li> </ul>	<ul style="list-style-type: none"> <li>Design of an analytics service to proactively assess and benchmark advice compliance risk</li> <li>Introduction of new proprietary advice technology workflows, aligned to Consumer Duty regulation</li> </ul>
OUTCOMES	<ul style="list-style-type: none"> <li>Suitable certifications identified</li> <li>Enhanced internal capabilities</li> </ul>	<ul style="list-style-type: none"> <li>Increased visibility, streamlined risk data collection and improved oversight</li> </ul>	<ul style="list-style-type: none"> <li>Increase in number of individuals using our expert ratings</li> <li>Increase in number of individuals accessing our educational content</li> </ul>	<ul style="list-style-type: none"> <li>Analytics service scoping and design complete</li> <li>Increase in number of advice technology workflows available</li> </ul>

# ESG ROADMAP – ONGOING COMMITMENT

## APPENDIX 10



# ENTERPRISE PARTNERSHIP - TATTON

## APPENDIX 11



### TATTON ASSET MANAGEMENT CASE STUDY

Market penetration

#### GROWING REVENUES, CASH GENERATION, IMPROVING REVENUE QUALITY

- £13m Fintech, distribution and fund management deal for minimum 5 years
- 30% expansion of Fintech client base, creating network effect
- Fintech contract c. £1.4m pa x 5 years, Verbatim funds sale realises up to £5.8m

#### EXPANDING FINTECH USER BASE

- Fintel to provide proprietary advice technology to Tatton for up to 2,500 additional users

#### STRATEGIC DISTRIBUTION PARTNERSHIP

- Managed Distribution agreement
- Licensing of Strategic Asset Allocation

>90%

increase in value of  
recommendations made by  
Tatton firms through our  
proprietary financial  
planning technology



# INNOVATION ROADMAP – 2023 FOCUS

## APPENDIX 12

### FINTEL LABS

#### 2023 FOCUS

- Invest in and support early stage businesses, putting us at the forefront of financial technology development

### CLIENT PORTALS

#### 2023 FOCUS

- Partner portal - additional analytics and campaign planning functionality
- Member portal - scoping and development of an intermediary member portal

### ENGAGE

#### 2023 FOCUS

- Further investment into Engage interface and functionality to provide a more intuitive user experience

### MATRIX

#### 2023 FOCUS

- Expansion of benchmarking criteria to support all aspects of proposition design, delivery and compliance

### FINTEL LABS

A new venture, designed to strengthen our technology proposition and foster innovation in the sector, through investing in and supporting emerging financial technology.

### CLIENT PORTALS

Digital hubs for our clients, providing a single point of access to our technology and service platform.

### ENGAGE

Defaqto's expert financial planning software with integrated end-to-end financial planning and advice processes.

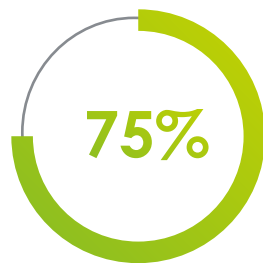
### MATRIX

Dynamic, whole of market product and competitor intelligence software for financial institutions, leveraging Defaqto's deep market insights and product expertise.

# DEFAQTO BRAND EQUITY

## APPENDIX 13

### RECOGNITION



### CONSUMER AWARENESS



### FINANCE PROFESSIONAL AWARENESS

### TRUST



### LEADING INDUSTRY BRANDS

Asset  
Managers



Banks



Insurers/  
Underwriters



Comparison  
Sites



Intermediaries



# THRIVING WORKFORCE

## APPENDIX 14

- Accredited “Outstanding to work for” in 2022
- Track record of recruiting and retaining talent
  - 6 years average staff tenure
- Focus on internal mobility and progression opportunities
  - 50% of leadership vacancies filled internally in FY22
  - 23% of all vacancies filled internally in FY22
- >490 staff across the country
- Staff skill set and experience to support continued operational leverage



82%

Staff engagement



# PARTNER TESTIMONIALS

## APPENDIX 15

### DISTRIBUTION AS A SERVICE

"Fintel's partner portal gives us **unique insights** into market cohorts, dynamics and also the preferences of advisers and consumers.

Through the **depth of their data** and their unrivalled ability to harness it, they are improving efficiency throughout the retail financial services market.

I am looking forward to the launch of phase two enabling us to make **commercial decisions based on live data.**"

**James Tothill, Head of Strategic Alliances**

"Fintel continue to innovate and enhance their services and propositions to UK advisers, and these remain **focused on driving efficiency, and (most importantly) client outcomes.**

Utilising their data insights and events program combined with the Distribution service has **made our adviser engagement more relevant, targeted, and efficient than ever.**

So, when you combine all of this alongside the quality of the teams and people, it becomes an easy decision to partner, and **commit to this strategic partnership, both now and in the future."**

**David Beacham, Distribution Director**

"The MDS package allows us to construct a bespoke campaign package aligned to our corporate objectives using a combination of events, marketing comms and call campaigns.

We also **benefit from quarterly research and analytics insights so we can continually assess and evolve our ongoing strategic engagement.**

We value **Fintel's market leading approach** and support of advisers across the UK and are delighted to be one of their key partners."

**Ross MacKinnon, Head of Intermediary Business Development**

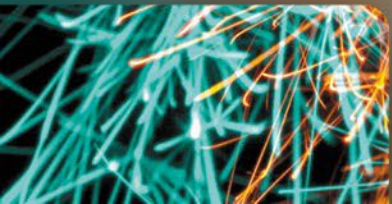
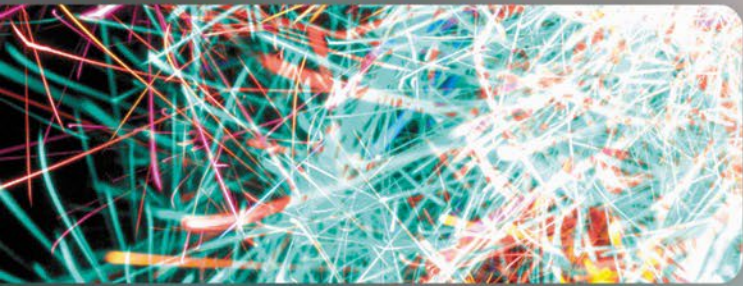


# AWARD WINNING BUSINESS

## APPENDIX 15







THANK YOU