



# FINTEL RESULTS | HY24

Strong performance

Strategic expansion to accelerate future growth



# AGENDA

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**03** DIVISIONAL SUMMARY

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**04** M&A AND STRATEGIC INVESTMENTS

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**05** OUTLOOK

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**06** APPENDICES



## Retail financial services



## For financial intermediaries and product providers it is a tough market to operate in

 Heavily regulated

 Highly fragmented


 Lack of quality data

 Numerous fintech solutions

## All participants have a common and binding need for:

 Regulatory support

 Data and technology

 Product information and comparison

The solution is...

# FINTEL

# RETAIL FINANCIAL SERVICES

## WHO WE SERVE



Product providers



Intermediaries



Consumers

## THE VALUE WE ADD

Providing insights, solutions, support and access to intermediaries

Providing regulatory expertise, business support and financial technology

Providing financial product information, ratings and reviews

## HOW WE DO IT

Market insight and analysis

Product design and compliance

Targeted distribution

Product research and comparison

Financial planning and advice technology

Integrated workflows

Product ratings

Product comparison

Product education

## OUTCOMES

Enabling product providers to design better financial products and distribute them more effectively

Enabling financial intermediaries to serve more clients more effectively

Enabling consumers to make smarter financial decisions



### RUNNING MY BUSINESS

# COMPREHENSIVE PLATFORM OF SOLUTIONS FOR INTERMEDIARIES



2024 Acquisitions and investments

2023 Acquisitions and investments

\*Subject to regulatory approval



## HY24 HIGHLIGHTS

## STRONG PERFORMANCE

**13%** **Core revenue growth**  
to £31.2m (HY23: £27.6m)

**30%** **Core adjusted EBITDA margin**

**1.2<sub>pps</sub>** **Interim dividend recommended**  
Increase of 9% compared to HY23

## STRATEGIC DELIVERY

**£2.2m** **Organic investment**  
in technology and service platform at record level

**4** **Acquisitions completed year to date**



New **partnership wins**

THE  TIMES 



**#14** **Best Financial Services Company to Work For**  
in the UK (FY22: #20)

## CONFIDENT OUTLOOK

**65%** **High quality, recurring income**  
SaaS & subs High visibility of future revenues

**101%** **Strong underlying operating cash conversion**



**Underpinned by positive market dynamics**

# STRONG FINANCIAL PERFORMANCE AND STRATEGIC PROGRESS



## STRONG FINANCIAL PERFORMANCE

- Strong revenue growth
- Quality recurring revenues and strong cash generation
- Comfortable leverage position



## STRATEGIC M&A DELIVERY

- Four acquisitions completed year-to-date
- Businesses integrating well into Fintel family
- Positive synergy opportunities identified



## SIGNIFICANT PROPOSITION ENHANCEMENT

- Enhanced member technology proposition
- Investment in market intelligence software
- Digitisation of services



## ATTRACTIVE MARKET LANDSCAPE

- Demand for integrated technology
- Increasing regulation
- Well placed to benefit from a mortgage market recovery



With our strategic foundations firmly in place, we are strongly positioned to capitalise on the growth opportunities across our family of brands, delivering further long-term growth."

MATT TIMMINS

JOINT CEO



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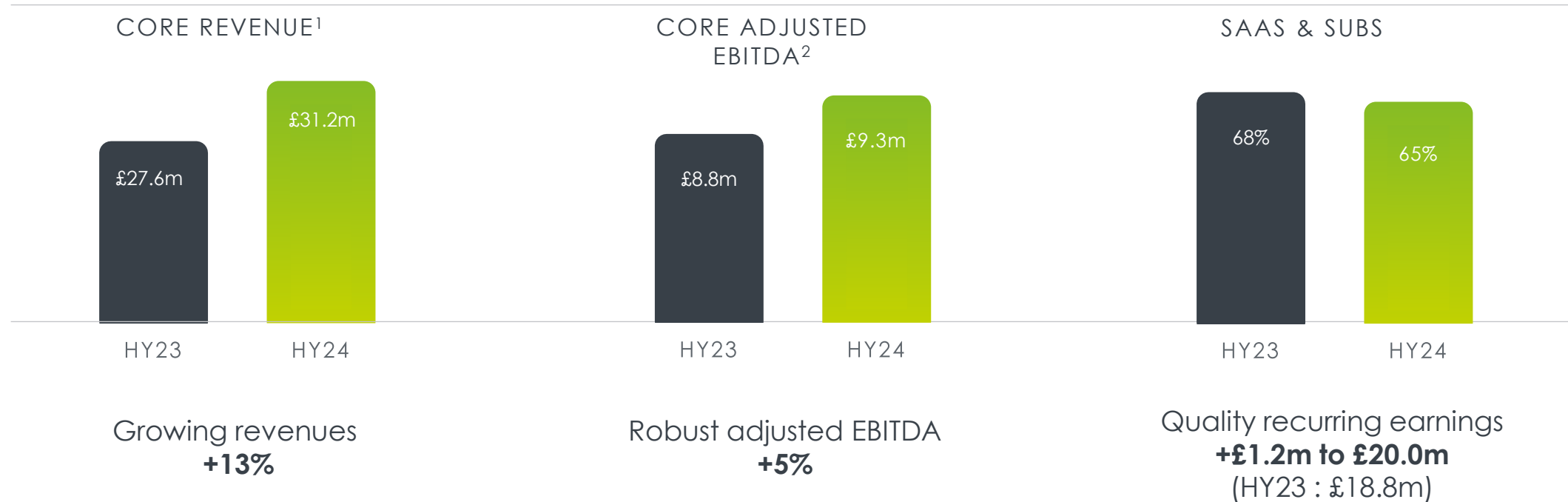
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# FINANCIAL HIGHLIGHTS – CORE BUSINESS\*



\*Core business excludes revenues from Panel Management and Surveying.

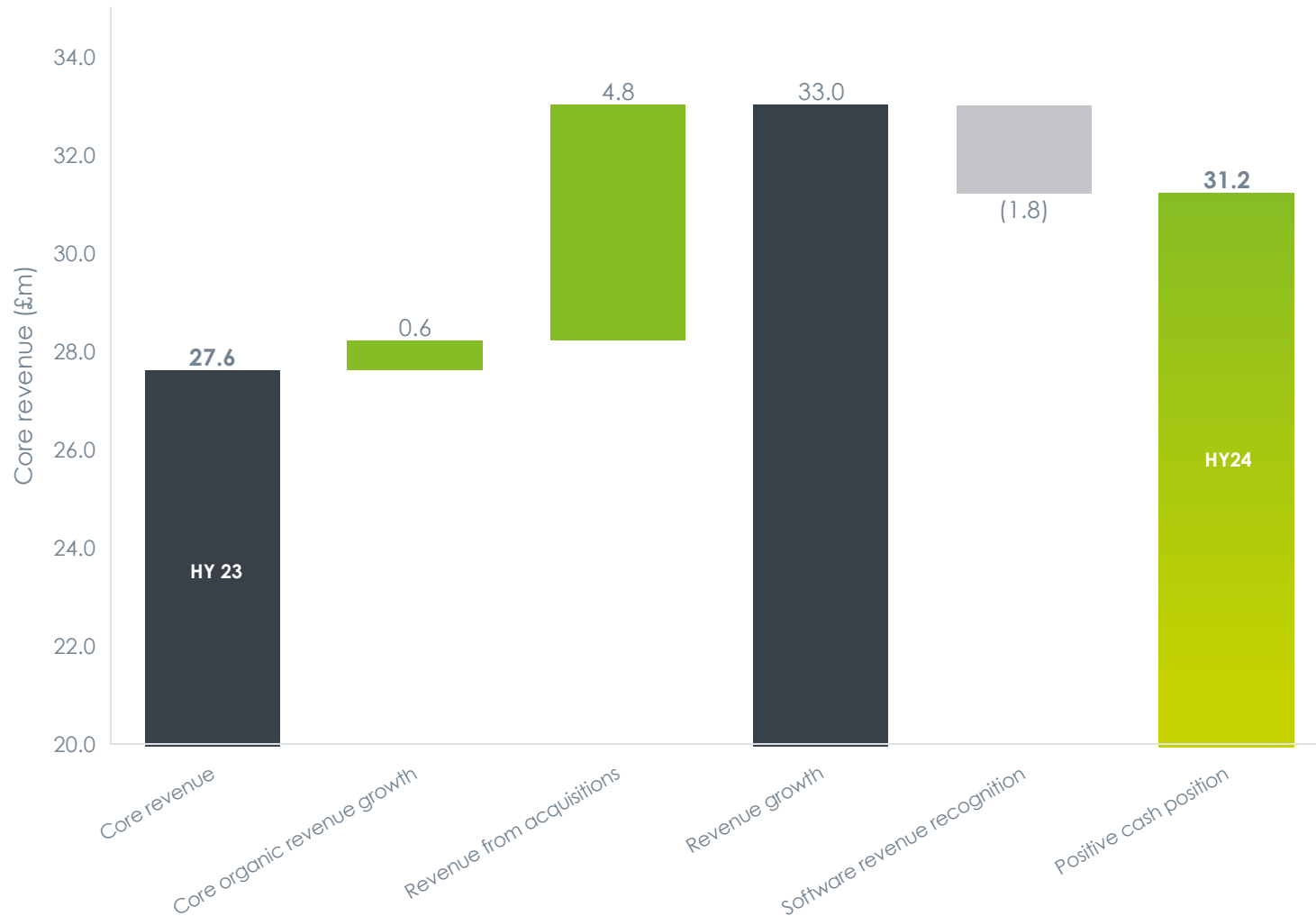
<sup>1</sup>Core revenue includes revenues from acquisitions and includes the impact of a prior period net revenue adjustment in respect of a new reseller agreement with Intelliflo which reduced pass-through costs and associated revenues during HY23. Excluding the impact of this change to revenue recognition and revenue from acquisitions in the year, core organic revenue grew by 3% on a like-for-like basis.

<sup>2</sup>Adjusted EBITDA is earnings before interest, tax, depreciation, amortisation, share option charges and non-underlying operating costs.



# FINANCIAL REVIEW

## CORE REVENUE BRIDGE



### CORE REVENUE

**Core revenue of £31.2m** (HY23: £27.6m)

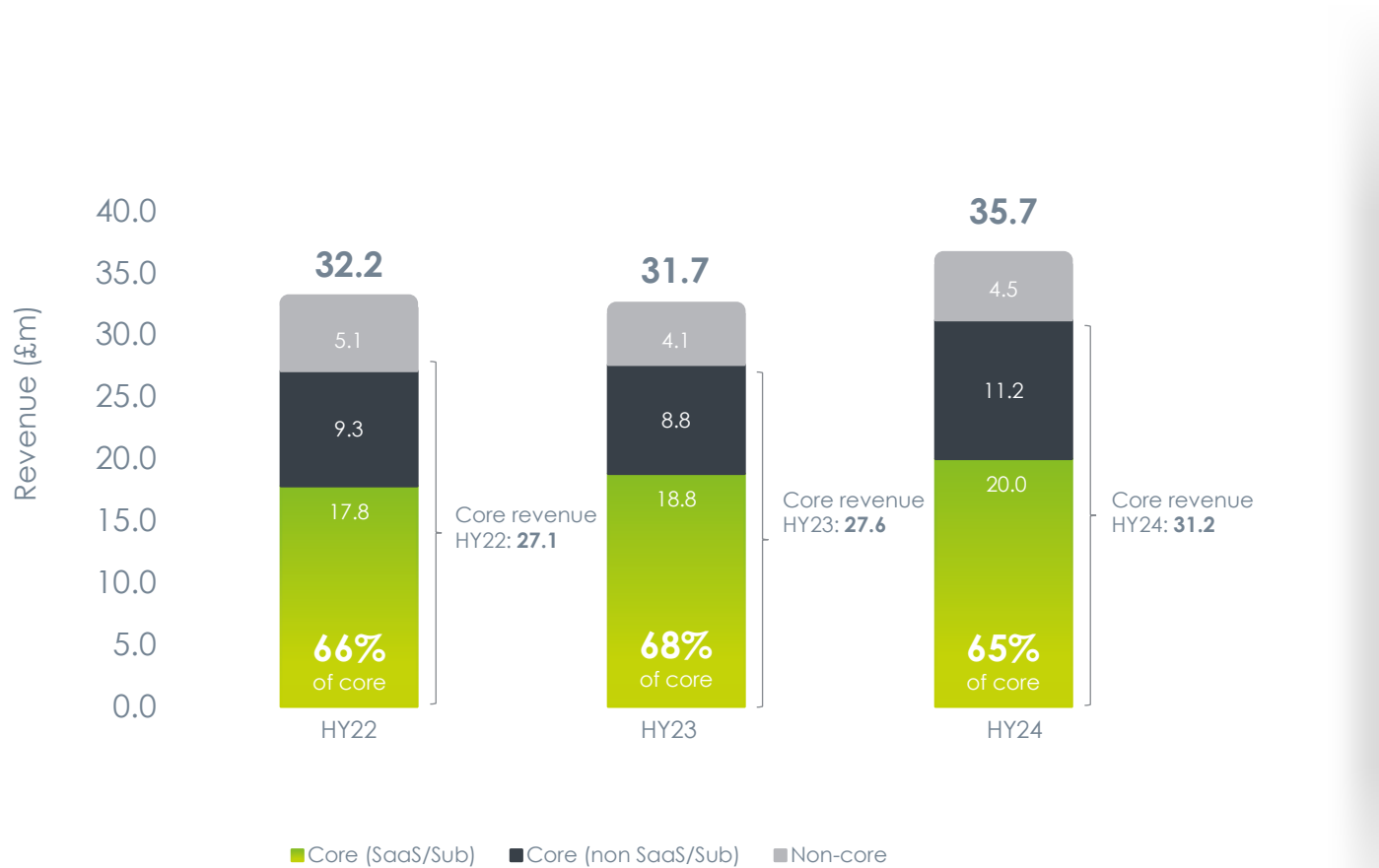
Core revenue ahead of HY23, includes:

- core organic revenue growth of **3% (like-for-like basis)**
- Revenue from acquired businesses **+£4.8m**
- Revenue recognition adjustment on reseller software (-£1.8m)



# FINANCIAL REVIEW

## CORE<sup>1</sup> VS NON-CORE REVENUE SPLIT



- Core revenue:
  - +13% (+£3.6m)** vs HY23
  - +3%** on like for like basis<sup>2</sup>
- Total revenue:
  - +13% (+£4.0m)** vs HY23
- Core SaaS and Subs revenue:
  - +6% (+£1.2m)** vs HY23
- Revenue Bridge:
  - SaaS/Subs +£1.2m or +6%**
  - Repeating +£2.4m or +27%**
  - Non Core +£0.4m or +7%**

<sup>1</sup>Core business excludes revenues from Panel Management and Surveying

<sup>2</sup>Core revenue includes revenues from partnership software contracts. A new reseller agreement with Intelliflo reduces pass-through costs and associated , excluding the impact of this change to revenue recognition, plus the impact of acquisitions in the year, core organic revenue grew by 3%



# CORE SEGMENTAL PERFORMANCE

## INTERMEDIARY SERVICES

	HY23	HY24	Change
Organic	£11.5m	£9.5m	(17%)
Inorganic	-	£2.9m	100%
Total Core revenue	£11.5m	£12.4m	8%
Gross profit <sup>6</sup>	£5.2m	£5.3m	2%
Gross margin <sup>7</sup>	45.2%	42.7%	▼

## DISTRIBUTION CHANNELS

	HY23	HY24	Change
Organic	£5.8m	£5.8m	-
Inorganic	-	£0.8m	100%
Total Core revenue	£5.8m	£6.6m	15%
Gross profit <sup>6</sup>	£3.5m	£3.8m	10%
Gross margin <sup>7</sup>	60.6%	57.1%	▼

## FINTECH & RESEARCH

	HY23	HY24	Change
Organic	£10.3m	£11.1m	8%
Inorganic	-	£1.1m	100%
Total Core revenue	£10.3m	£12.2m	19%
Gross profit <sup>6</sup>	£6.3m	£7.1m	14%
Gross margin <sup>7</sup>	61.0%	58.5%	▼

- Total gross profit generated by the core business was £16.2m (HY23: £15.0m), up 8%
- Gross margin dilution of c.230bps attributable to acquisitions made at lower gross margin
- Total core gross margin of 52% (HY23: 54%)

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

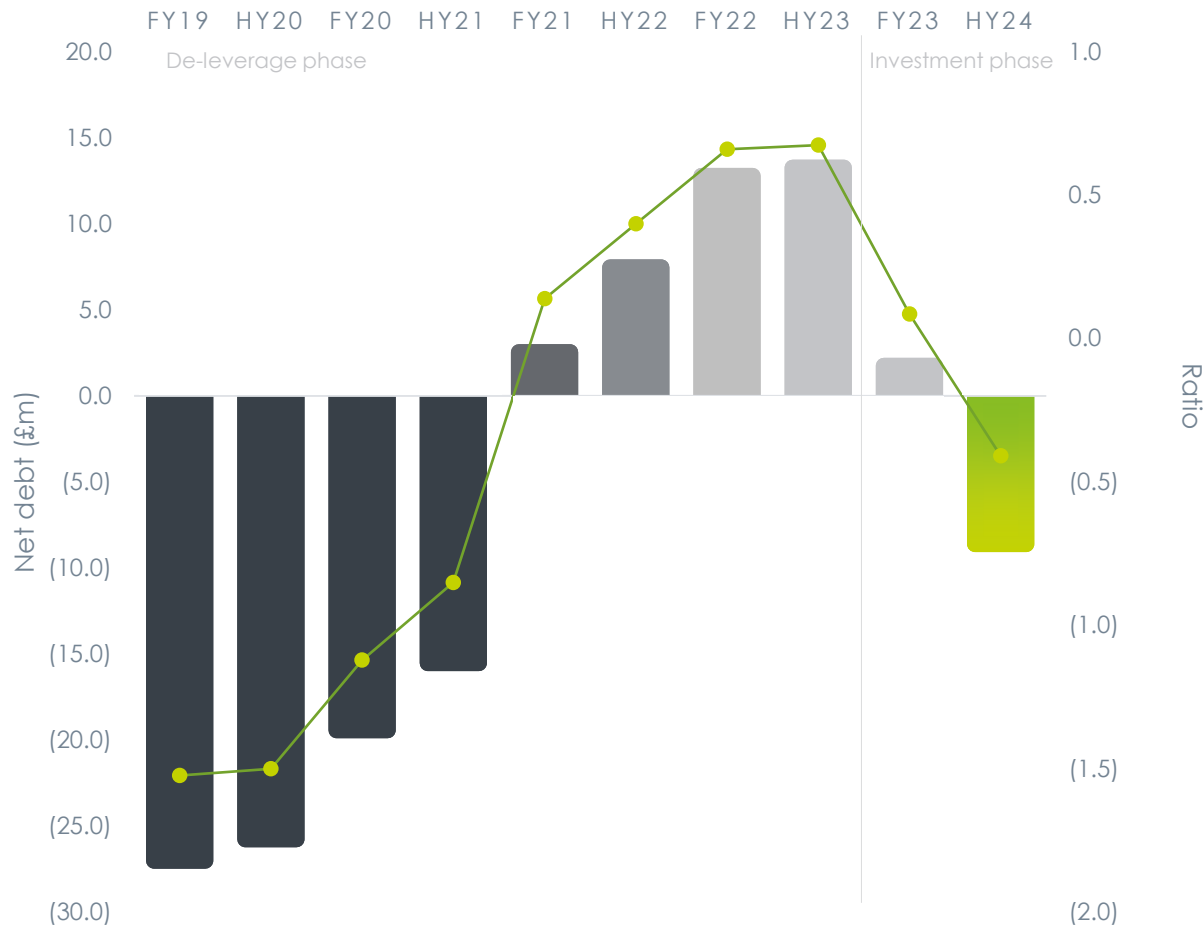
<sup>7</sup>Gross profit margin is calculated as gross profit as a percentage of revenue.



# FINANCIAL REVIEW

CASH GENERATIVE – INVESTING FOR GROWTH

## NET DEBT TO EBITDA RATIO



## STRONG BALANCE SHEET FOLLOWING DEPLOYMENT INTO STRATEGIC ACQUISITIONS

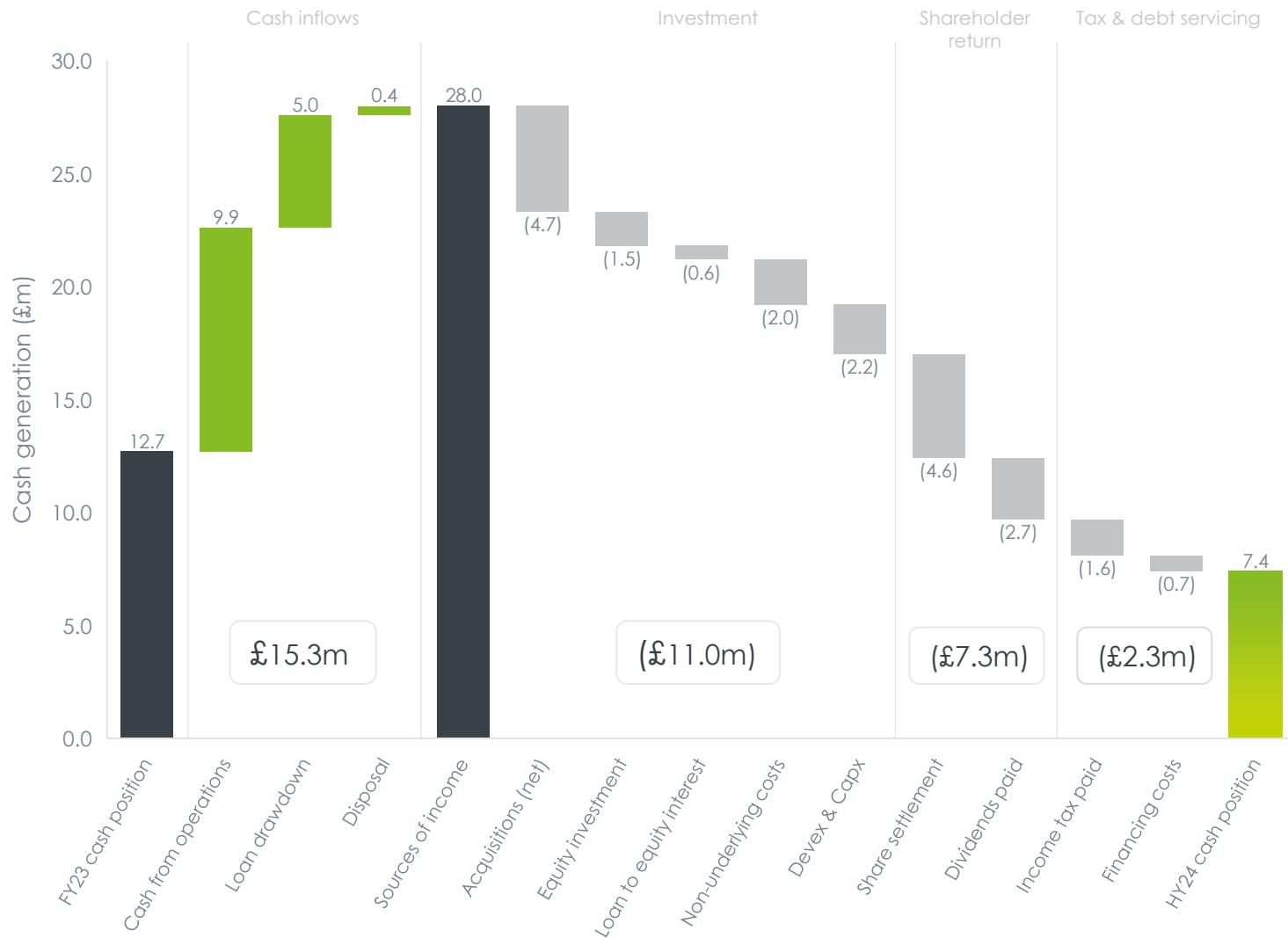
**Net debt** of **£8.6m** (FY23: net cash £1.7m)

- Strategic headroom for future organic and M&A investments
- Good financial flexibility and resources
- £64m headroom within the £80m revolving credit facility



# FINANCIAL REVIEW

## CASH FLOW BRIDGE



## STRONG CASH GENERATION – INVESTING FOR GROWTH

**Positive cash of £7.4m** (FY23: £12.7m)

Supporting strategic expenditure/investments:

- Upfront cost of acquisitions, net of cash received £4.7m
- Development expenditure £2.0m, Capex £0.2m
- Non-underlying cash costs of £2.0m, including:
  - M&A: £1.1m
  - Tax on share settlement: £0.6m
  - Transformation: £0.3m
- £1.5m minority investment



# FINANCIAL REVIEW

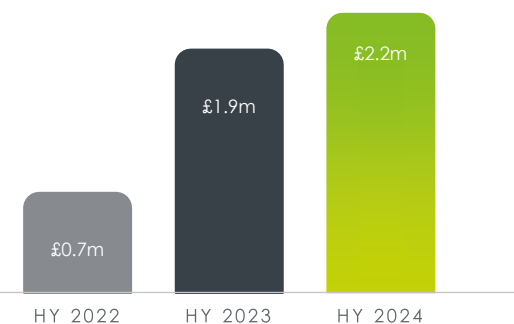
## UNDERLYING OPERATING CASH FLOW CONVERSION

£m	HY23	HY24
<b>Group operating profit</b>	<b>7.2</b>	<b>7.6</b>
Depreciation and amortisation	1.0	1.2
Share based payments	0.8	0.8
<b>Adjusted EBITDA</b>	<b>9.0</b>	<b>9.6</b>
Net changes in working capital	0.4	0.3
Net capitalisation	(1.9)	(2.2)
<b>Underlying cash flow from operations</b>	<b>7.5</b>	<b>7.7</b>
<b>Underlying operating cash flow conversion</b>	<b>104%</b>	<b>101%</b>
<b>Adjusted EBITDA to operating cash flow conversion</b>	<b>83%</b>	<b>80%</b>
Tax	(1.8)	(1.7)
Interest	(0.1)	(0.5)
Lease payments	(0.2)	(0.2)
<b>Free Cash Flow</b>	<b>5.4</b>	<b>5.3</b>
<b>Cash flow conversion of adjusted EBITDA</b>	<b>60%</b>	<b>55%</b>

## 101% UNDERLYING OPERATING CASH FLOW CONVERSION<sup>5</sup>

- Capital investment increased to £2.2m (HY23: £1.9m)

### INVESTMENT FOR GROWTH



<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 SUMMARY



STRONG FINANCIAL  
PERFORMANCE



HIGH QUALITY REVENUES  
IN CORE BUSINESS



STRONG CASH  
GENERATION



DEPLOYING FINANCIAL  
RESOURCES



PROGRESSIVE DIVIDEND POLICY  
HY24: 1.2pps INTERIM DIVIDEND



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# DIVISIONAL HIGHLIGHTS

INTEGRATED FINANCIAL  
TECHNOLOGY PLATFORM

INDUSTRY LEADING REGULATORY  
& BUSINESS SUPPORT

AWARD WINNING  
SERVICES

## INTERMEDIARY SERVICES

8%

growth in divisional core revenue  
to £12.4m (HY23: £11.5m)

### ENHANCED MEMBERSHIP TECHNOLOGY OFFERING

- Upgraded financial planning software to enhanced version of Defaqto Engage, UK's most comprehensive and connected suite of advice solutions
- New distribution agreement with Mortgage Brain, making CRM, sourcing and submission software available to members
- Launch of MyLearning Academy, an online learning portal developed in partnership with Competent Adviser

>1,000

member Centra licenses  
converted to Defaqto  
Engage in HY24

### ENHANCED CONSUMER DUTY SUPPORT

- Extension of Consumer Duty services, helping intermediaries to implement requirements across all four consumer outcomes included in the regulation
  - Compliance Clinics focusing on Annual Report preparation, reaching c. 2,000 bookings
  - Launch of Senior Manager support course

9.8/10

avg. compliance visit  
satisfaction score

### STRENGTHENED MEMBERSHIP PROPOSITION

- Refreshed brand identity, restructuring proposition to illustrate service breadth
- Scoping of the member portal UI, aligning to the new brand and proposition structure

# DIVISIONAL HIGHLIGHTS

MARKET INSIGHT & ANALYSIS

PRODUCT DESIGN & COMPLIANCE

TARGETED DISTRIBUTION

## DISTRIBUTION SOLUTIONS

15%

increase in divisional core revenue to £6.7m (HY23: £5.8m)

### SCALING OF DISTRIBUTION PARTNERSHIPS

- New partnership with Timeline, the UK's fastest growing DFM
- New partnership with Towergate, part of the Ardonagh Group, the UK's largest independent insurance distribution platform, extending the Distribution as a Service ("DaaS") model into employee benefits sector

7%

increase in recurring DaaS revenue to £2m (HY23: £1.8m)

### DEEPENING OF STRATEGIC RELATIONSHIPS

- Extension of Invesco strategic partnership to include licensing of the Strategic Asset Allocation solution
- New DaaS partnership with Legal and General Investment Management, including licensing of the Strategic Asset Allocation service ("SAA") model

14%

increase in Strategic Asset Allocation revenue to £0.3m (HY23: £0.2m)

### IMPROVED MARKET INSIGHTS FOR LENDERS

- Development of a Mortgage portal, based on the existing partner portal architecture, enhancing the DaaS proposition through unique sector insights

15%

increase in mortgage applications to £11.3bn (HY23: £9.8bn)

# DIVISIONAL HIGHLIGHTS

LARGEST UK FINANCIAL  
PRODUCT DATABASE

EXPERT FINANCIAL  
TECHNOLOGY

PROPRIETARY RATINGS &  
RESEARCH METHODOLOGY

## FINTECH & RESEARCH

### EXPANSION OF PRODUCT RATINGS PROPOSITION

- Launch of MPS Comparator, an industry first in like-for-like model portfolio comparison, helping advisers meet consumer duty requirements.
- Expansion of Star and Diamond Ratings with addition of AIM and Unlisted Business Relief (BR) services
- Launch of Customer Experience Insights and portal, enabling insurers to optimise customer experience based on a survey of 14,500 consumers

### EXTENDED CONSUMER REACH

- Distribution partnership with News UK to provide product rates and insights to The Times, The Sunday Times, and Times Money Mentor.
- Launch of service awards in the insurance and asset management market, extending consumer brand reach

### SIGNIFICANT INVESTMENT IN FINTECH

- Phase 1 of Matrix 360, market and competitor intelligence software development complete

19%

increase in divisional core revenue to £12.2m (HY23: £10.3m)

>£45bn

of recommendations made through proprietary financial planning software Engage (12 month rolling basis)

31%

increase in product ratings revenue to £5.9m (HY23: £4.5m)

6%

growth in software revenue to £5.4m (HY23: £5.2m)

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# FINTEL STRATEGY



## FINANCIAL OBJECTIVES

- 5 - 7% revenue growth
- 35% - 40% margin
- 70% - 80% recurring revenue



## GUIDING PRINCIPLES

- Customer-led, data-driven & innovative
- Digital, data & people
- Grow quality earnings
- Capital and cash efficient



## BRAND

- House of quality brands
- Clear stakeholder voices
- Compelling equity story
- ESG drives returns



## CUSTOMER AND MARKETS

- UK retail financial services
- Providers, intermediaries and consumers
- Prioritise adjacencies
- Relevance is key



## PRODUCT PLATFORM

- Services, fintech & guidance
- Premium products / premium pricing
- Leading innovation
- Develop partnerships



## DIGITISATION

- Digitise our services
- Data-driven customer journeys
- Frictionless value-add
- Invest in digital innovation



## ORGANIC GROWTH

- Sales velocity
- Value per customer
- Grow adjacencies
- Grow partnerships revenue



## M & A

- Distil to quality
- Identify as-a-services quality earnings
- Accretive acquisitions
- Strategic targets



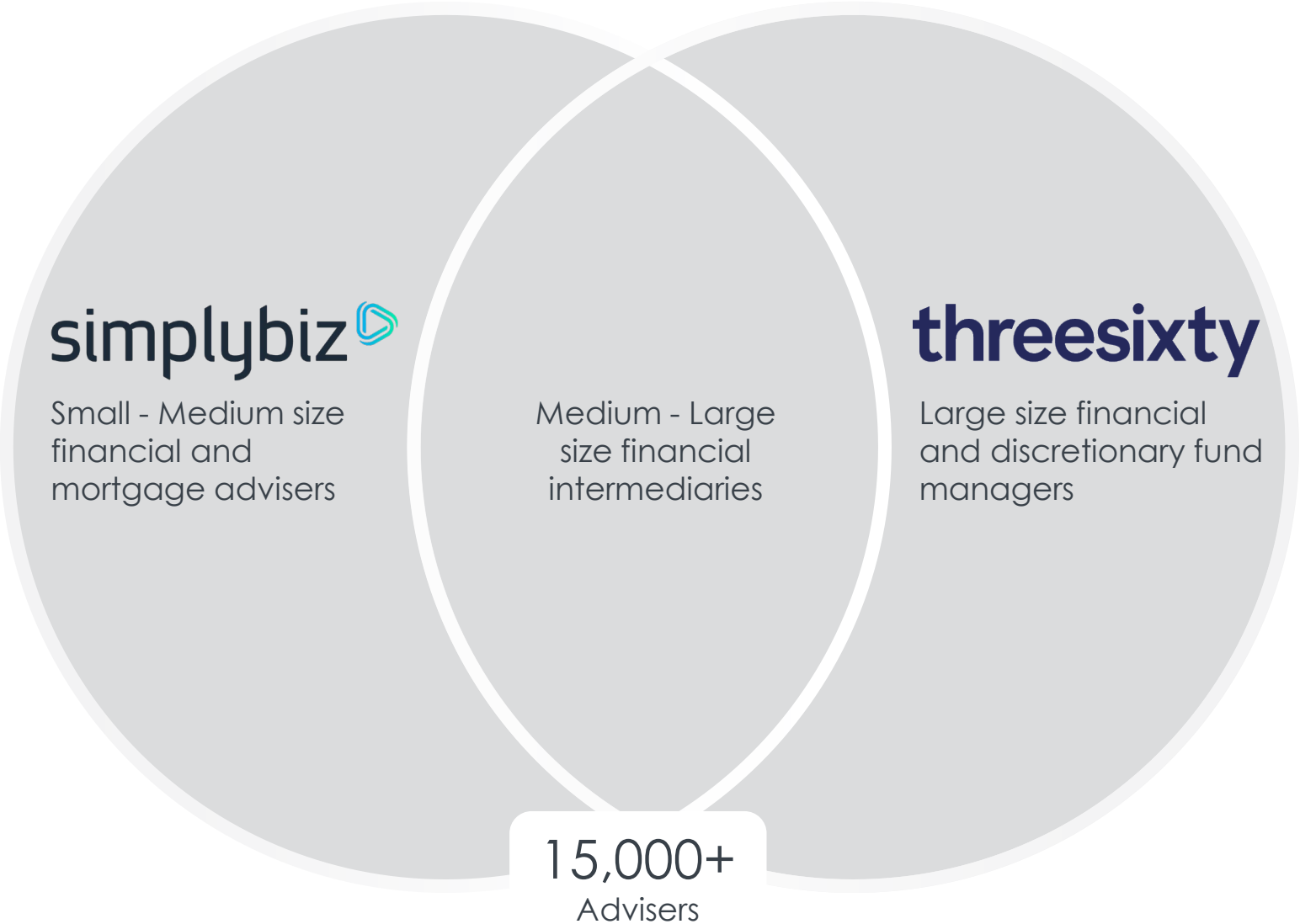
## VALUE CREATION PLAN

- Digitisation & pricing
- Growth acceleration
- Adjacencies & partnerships
- Capital efficiency
- M&A



# INCREASED SCALE

EXPANDING THE CHOICE OF QUALITY SUPPORT SERVICES FOR INTERMEDIARIES THROUGH ACQUISITION OF THREESIXTY



# ACQUISITIONS AND INVESTMENTS 2024

Proven capabilities, quality customer bases, strong brands

## threesixty

### PROPOSITION

Compliance and business support services for advisers and wealth managers

### CUSTOMERS

10,000  
intermediaries

### STRATEGIC BENEFITS

- Increase **breadth and choice** of quality support services for intermediaries

## Mortgage Brain

### PROPOSITION

A leading technology provider to the mortgage industry

### CUSTOMERS

15,000  
intermediary users

### STRATEGIC BENEFITS

- Expand **technology platform**
- Enter **mortgage software** market
- Extend **data proposition**

## owenjames

### PROPOSITION

Leading provider of strategic events in UK financial services

### CUSTOMERS

2,200  
intermediaries

### STRATEGIC BENEFITS

- Strengthen **data and insight proposition**

## Synaptic

### PROPOSITION

Financial planning and research software provider

### CUSTOMERS

1,600  
intermediaries

### STRATEGIC BENEFITS

- Expand **technology platform**
- Enter **protection software market**

## ifaDASH

### PROPOSITION

A reg-tech solution that assists intermediaries with running an efficient, compliant business

### CUSTOMERS

150  
intermediary users

### STRATEGIC BENEFITS

- **Digitisation of compliance** between back-office systems

## RSMR\*

\*Subject to regulatory approval

### PROPOSITION

One of the most recognised fund ratings and research agencies in the UK

### CUSTOMERS

15,000  
intermediary users

### STRATEGIC BENEFITS

- Extend fund **research & ratings capabilities**

INTERMEDIARY SERVICES

FINTECH & RESEARCH

# ENHANCING OUR MARKET & COMPETITOR INTELLIGENCE SOFTWARE

CREATING VALUE THROUGH PRODUCT INNOVATION

## MATRIX – EXISTING SOLUTION

- ✓ Leveraging UK's largest product database with 45,000 products & 4 million product features
- ✓ Ranking of product features
- ✓ Product benchmarking

**£3.16m**

revenue from existing product Matrix in FY23

## BUILDING A MISSION CRITICAL TOOL FOR INSURERS

**£4.1m**

invested across 2022-24

## MATRIX 360 – THE BIGGER PICTURE

- ✓ Adding seven unique data sets:
  - ✓ Pricing
  - ✓ Claims
  - ✓ Service performance
  - ✓ Marketing
  - ✓ Sales and distribution
  - ✓ Demographics
  - ✓ Macroeconomic
- ✓ Data aggregation and visualisation
- ✓ Trend monitoring
- ✓ Predictive analytics
- ✓ Modelling and simulation

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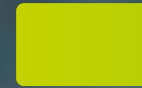
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# 2024 MARKET LANDSCAPE



Recovering mortgage market



Growing demand for financial advice



Consumer Duty driving PCW and providers to demonstrate value of the products



Further consolidation of fintech, wealth & investment managers



Ongoing product provider demand for data & market insights



Advisers' continued preference to work with fewer vendors who can fulfil all their needs



# CONFIDENT OUTLOOK

CONTINUED POSITIVE FINANCIAL PERFORMANCE, STRATEGIC INVESTMENTS TO ACCELERATE FUTURE GROWTH

1

## INCREASING REGULATION DRIVES DEMAND

For regulatory services and technology

2

## ENHANCED PLATFORM OF SERVICES

Synergistic growth opportunities

3

## ACCELERATED GROWTH IN FINTECH AND RESEARCH

New product development accelerating growth from extensive customer base

4

## UNTAPPED DATA CAPABILITY AND VALUE IN A DATA HUNGRY MARKET

Long term value capability



We are **FINTEL**



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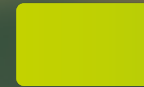
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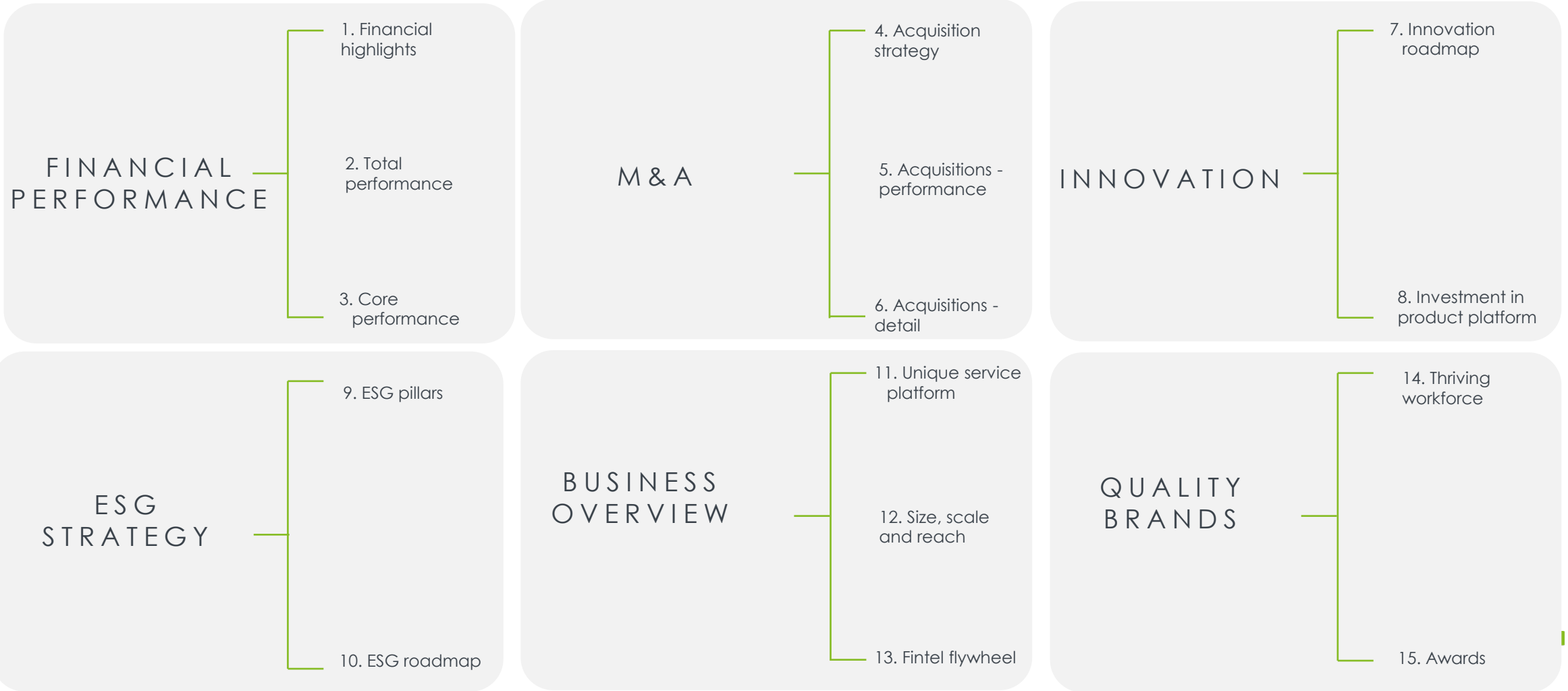
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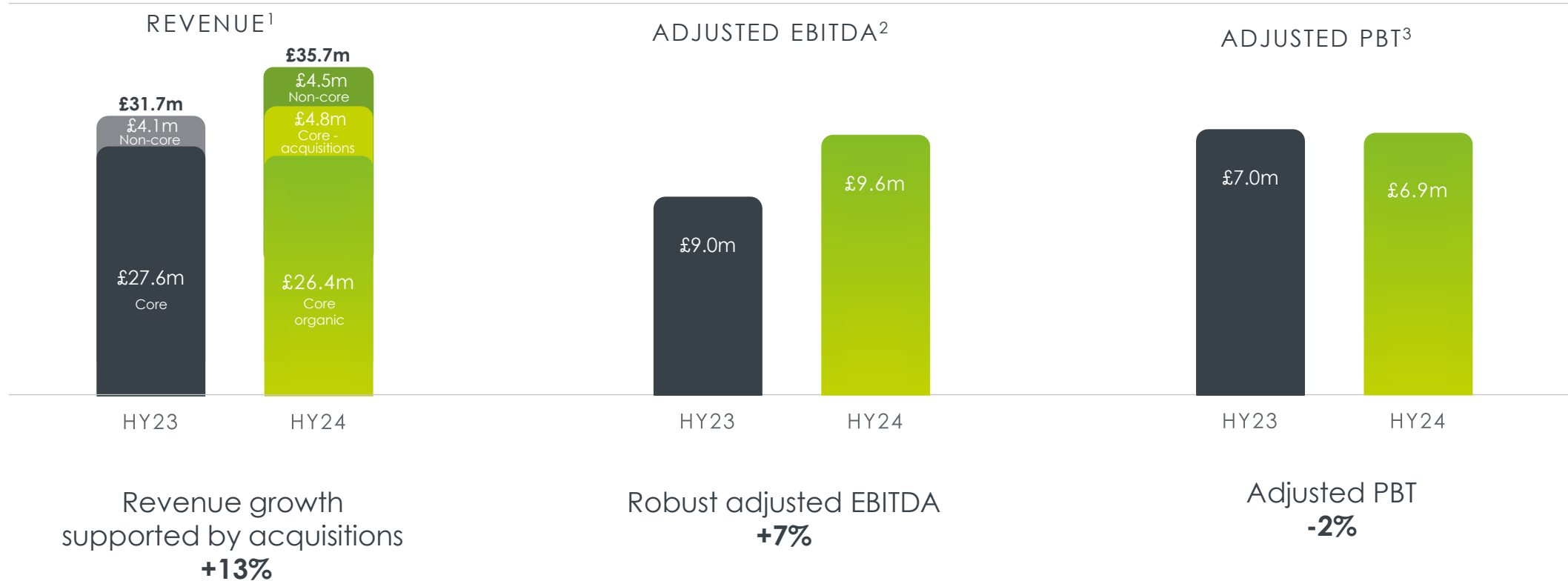


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# FINANCIAL HIGHLIGHTS

## APPENDIX 1



<sup>1</sup>Statutory revenue includes revenues from acquired entities.

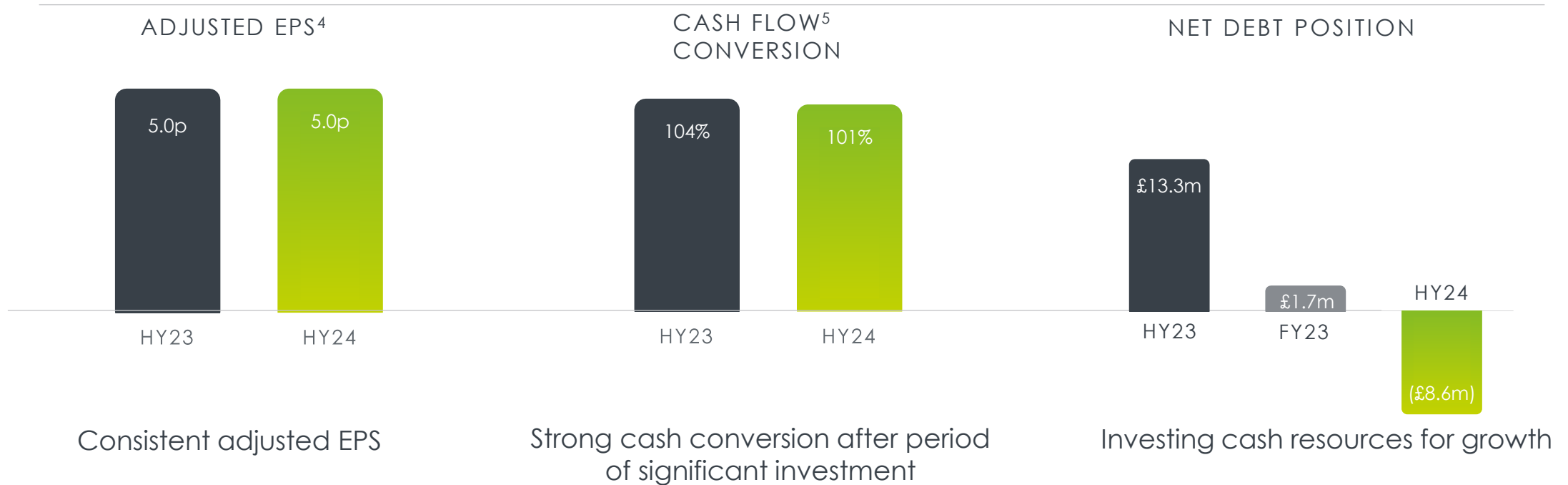
<sup>2</sup>Adjusted EBITDA is earnings before interest, tax, depreciation, amortisation, share option charges and exceptional operating costs.

<sup>3</sup>Adjusted PBT is calculated as adjusted profit before tax, which excludes non-underlying operating costs and amortisation of intangible assets arising on acquisition.



# FINANCIAL HIGHLIGHTS – INVESTING FOR GROWTH

## APPENDIX 1



<sup>4</sup> Adjusted earnings per share is calculated as adjusted profit after tax attributable to owners of the company, which excludes non-underlying operating costs and amortisation of intangible assets arising on acquisition, divided by the average number of Ordinary Shares in issue for the period.

<sup>5</sup> 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.



# TOTAL PERFORMANCE

## APPENDIX 2

### CORE TOTAL

	HY23	HY24	Change
Revenue	£27.6m	£31.2m	13%
Gross profit <sup>6</sup>	£15.1m	£16.2m	8%
Gross margin <sup>7</sup>	54.2%	52.0%	▼

### NON-CORE

	HY23	HY24	Change
Revenue	£4.2m	£4.5m	7%
Gross profit <sup>6</sup>	£0.2m	£0.3m	69%
Gross margin <sup>7</sup>	3.9%	6.2%	▲

### STATUTORY TOTAL

	HY23	HY24	Change
Revenue	£31.7m	£35.7m	13%
Gross profit <sup>6</sup>	£15.1m	£16.6m	9%
Gross margin <sup>7</sup>	47.7%	46.2%	▼

- Total gross profit generated by the business was £16.6m (HY23: £15.1m)
- Infrastructure and support costs £7.0m (HY23: £6.1m), up 15%
- Adjusted EBITDA generated was £9.6m (HY23: £9.0m), up 7%

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

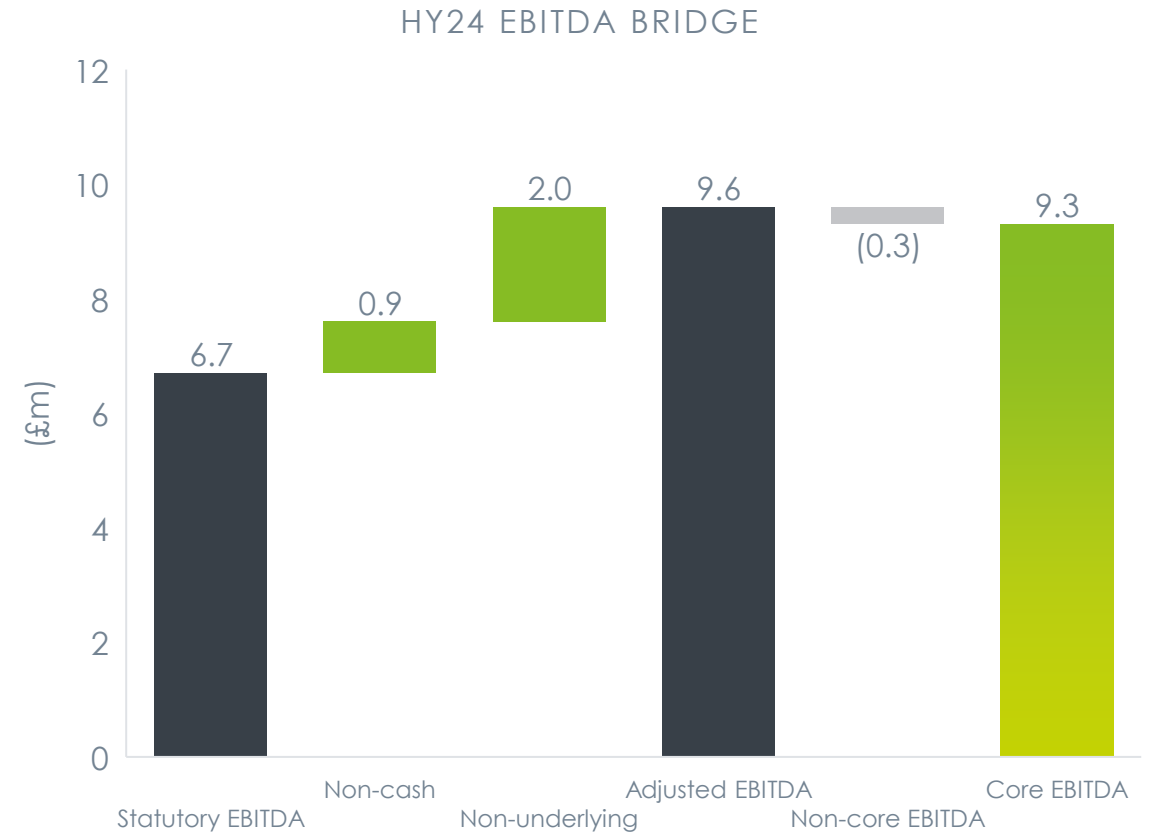
<sup>7</sup>Gross profit margin is calculated as gross profit as a percentage of revenue.



# CORE BUSINESS PERFORMANCE

## APPENDIX 3

(£m)	HY22	HY23	HY24
Core revenue	27.1	27.6	31.2
Core gross profit	14.2	15.1	16.2
Core support costs	6.0	6.1	7.0
<b>Core EBITDA</b>	<b>8.2</b>	<b>8.8</b>	<b>9.3</b>
Core gross margin	52.4%	54.2%	52.0%
Core EBITDA margin	30.1%	31.9%	29.7%



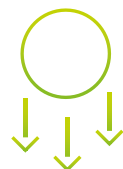
- Continued growth in both revenue and profitability in the core business
- Continued investment in delivery model with sustained profit margins
- Infrastructure and support costs of £7.0m (HY23: £6.1m), up 15% including costs from acquired entities



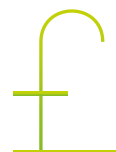
# FINTEL STRATEGY

## APPENDIX 4

### SIGNIFICANT M&A ACTIVITY – HY24



Cost of debt has reduced asset prices



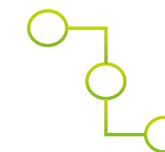
Strong balance sheet & quality debt facility



Growing, experienced team to deliver M&A



Uniquely positioned to unlock the growth of entrepreneurial businesses



Strong reputation and deep connections in the market driving M&A pipeline



# 2023/24 ACQUISITIONS CONTRIBUTION IN THE PERIOD

## APPENDIX 5

(£m)	INTERMEDIARY SERVICES				DISTRIBUTION CHANNELS	FINTECH AND RESEARCH		TOTAL
	VouchedFor	Competent Adviser	Synaptic	ifaDASH		MICAP	AKG	
Net upfront consideration	7.0	2.1	3.6	0.5	0.6	2.8	1.4	18.0
Revenue	1.8	0.3	0.8	0.0	0.7	0.7	0.5	4.8
<b>Gross profit</b>	<b>0.3</b>	<b>0.1</b>	<b>(0.1)</b>	<b>(0.0)</b>	<b>0.1</b>	<b>0.2</b>	<b>(0.1)</b>	<b>0.5</b>
Gross profit %	19.6%	21.6%	(11.8%)	(154.5%)	20.3%	24.2%	(32.6%)	10.3%
<b>EBITDA</b>	<b>0.2</b>	<b>0.0</b>	<b>(0.2)</b>	<b>(0.0)</b>	<b>0.1</b>	<b>0.2</b>	<b>(0.1)</b>	<b>0.2</b>
EBITDA margin	13.0%	15.0%	(18.4%)	(161.1%)	13.7%	24.2%	(32.6%)	5.5%

- In year contribution is £4.8m revenue and £0.2m EBITDA to the Core business
- MICAP, Competent Adviser, AKG and VouchedFor completed in 2023
- Synaptic completed and Owen James completed in January 2024
- ifaDASH completed in March 2024



# ACQUISITION OF THREESIXTY

APPENDIX 6 – WHO ARE THREESIXTY?

**threesixty**



Delivering regulatory support and personalised solutions to leading intermediary firms



Serves over 900 IFA and discretionary fund management firms and 10,000 advisers



Award winning brand



Established in 2003, 70+ staff members

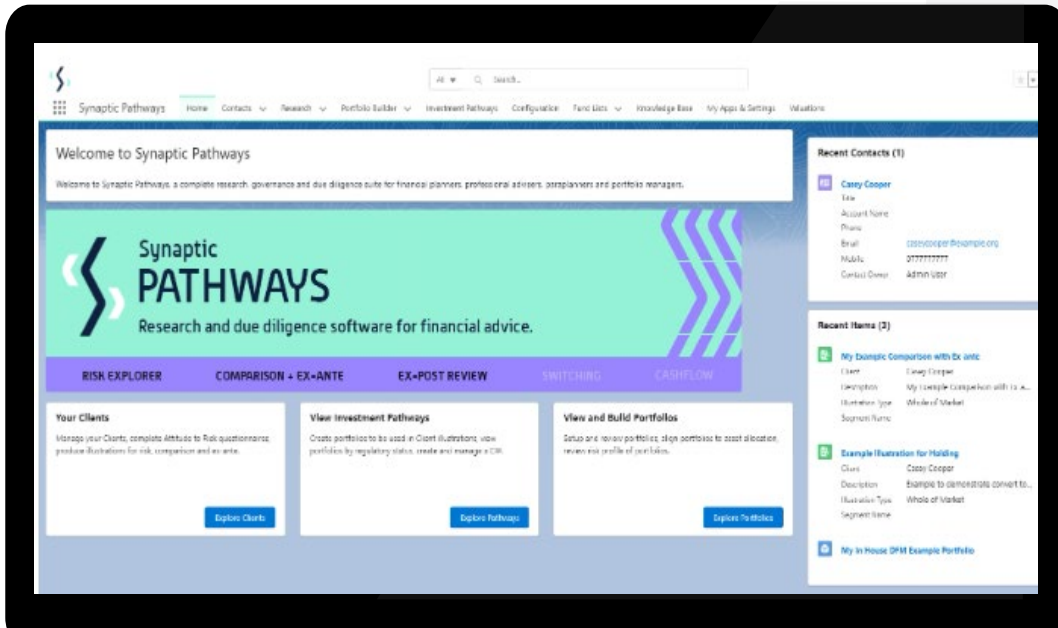


# ENHANCING OUR TECHNOLOGY PLATFORM

APPENDIX 6 - ACQUISITION OF SYNAPTIC SOFTWARE

Adviser planning and research software provider

>1,600  
Intermediaries



 Synaptic  Weblin

Integrated advice and due diligence solution

Whole of market protection and comparison service

Whole of market product and fund directory



# EXPANDING OUR PLATFORM

APPENDIX 6 - ACQUISITION OF OWEN JAMES



Leading provider of strategic events in UK financial services, providing:

- Education
- Strategic engagement opportunities
- Exposure to new advisers
- Insight into market dynamics

## DIVERSE CUSTOMER BASE

>2,200  
Intermediaries

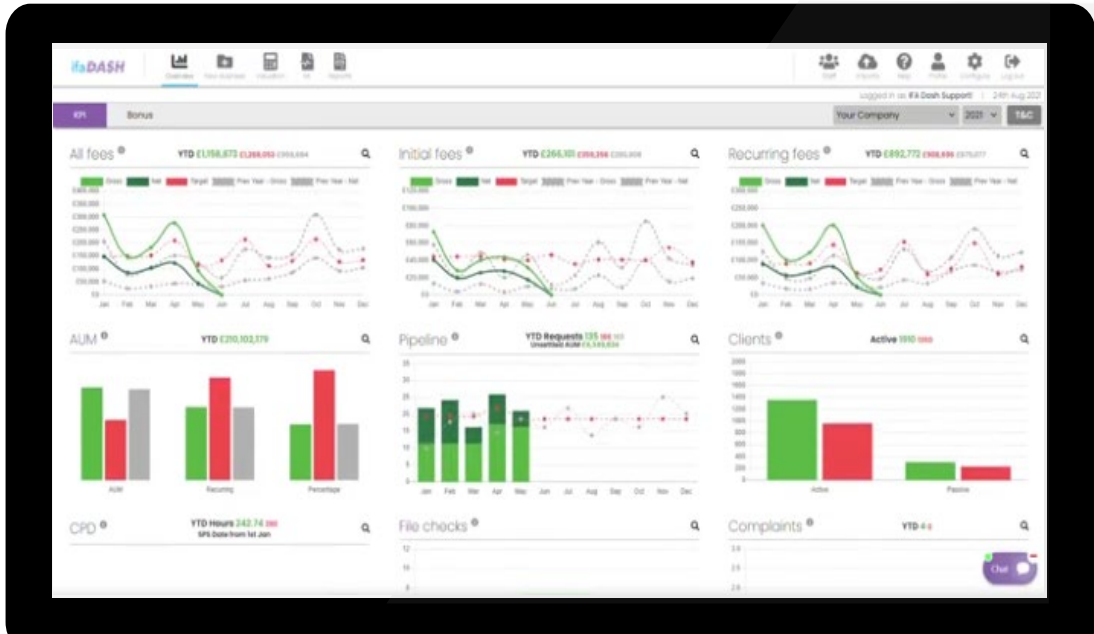


# ENHANCING OUR TECHNOLOGY PLATFORM

## APPENDIX 6 - ACQUISITION OF IFADASH

Regulatory technology solution providing software as a service (“SaaS”)

>150  
Intermediary users



Back-office digitisation

Compliance digitisation

Reporting automation



# ENHANCING OUR TECHNOLOGY PLATFORM

APPENDIX 6 - INVESTMENT INTO AND PARTNERSHIP WITH MORTGAGE BRAIN

>15,000  
Intermediary users

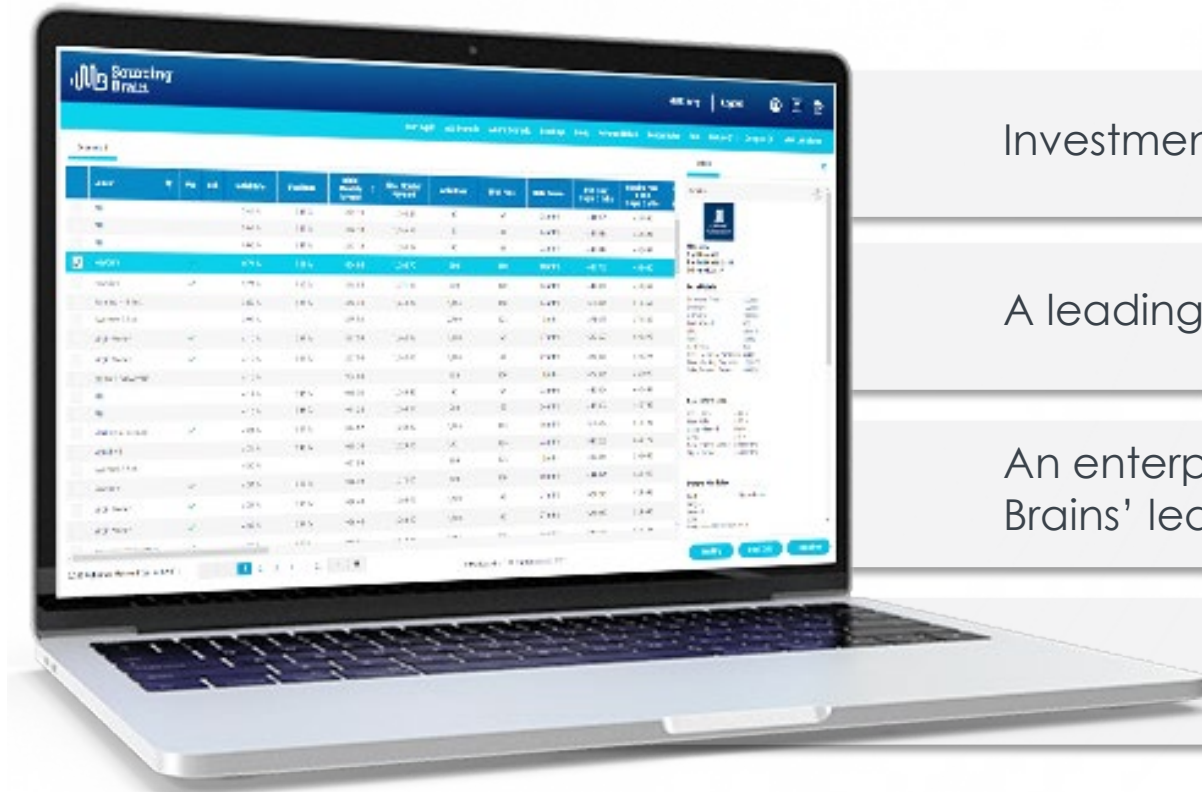
Investment and Partnership



A leading technology provider to the mortgage industry

An enterprise deal securing access to Mortgage Brains' leading solutions

Targeted mortgage solutions and series of planned integrations



# EXPANDING OUR RESEARCH PLATFORM

APPENDIX 6 - CONDITIONAL ACQUISITION OF RSMR BY DEFAQTO

One of the most recognised fund ratings and research agencies in the UK



- 'R' ratings, synonymous with rigorous research methodology
- Widest set of ratings in the UK marketplace
- Single Strategy Research compliments Defaqto multi-asset

## UNRIVALLED REACH

4,000  
funds filtered

>15,000  
Users

## EXTENSIVE CUSTOMER BASE



# ACQUISITIONS AND INVESTMENTS 2023

## APPENDIX 6 - BUILDING THE MOST COMPREHENSIVE PLATFORM OF SOLUTIONS FOR INTERMEDIARIES



**PROPOSITION**  
Trusted advice directory and Consumer Duty platform

**CUSTOMERS**  
**5,600**  
intermediaries

**STRATEGIC BENEFITS**

- Increase **trust in sector**
- Enhance **Consumer Duty proposition**



**PROPOSITION**  
UK's fastest growing learning and development platform

**CUSTOMERS**  
**14,300**  
intermediaries

**STRATEGIC BENEFITS**

- Support **growth of sector**
- Extend **Regtech capability**

**INTERMEDIARY SERVICES**



**PROPOSITION**  
Market leading independent financial strength ratings provider

**CUSTOMERS**  
**180**  
financial institutions

**STRATEGIC BENEFITS**

- Extend **research capabilities**
- Expand **ratings platform**



**PROPOSITION**  
Market leader in alternative investment research

**CUSTOMERS**  
**850**  
intermediaries

**STRATEGIC BENEFITS**

- Extend reach into the **tax-advantaged market**
- Expand **data footprint**

**FINTECH & RESEARCH**



# INNOVATION ROADMAP – 2024 FOCUS

## APPENDIX 7



### 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.

# MATRIX – MARKET AND COMPETITOR INTELLIGENCE SOFTWARE

APPENDIX 8 - DRIVING RETURNS THROUGH ORGANIC INVESTMENT IN PRODUCT PLATFORM

## DATA SET

Product & Star ratings



## CAPABILITIES

UK'S LARGEST PRODUCT DATABASE  
45,000 products & 4 million product features

MARKET MONITORING  
Tracking new and withdrawn products

RANKING OF PRODUCT FEATURES & BENEFITS  
Including Star Ratings scores



## MARKET MONITORING

Identify market trends

Benchmark features & benefits

£3.16m

Revenue from Matrix  
FY23

£4.1m

invested across 2022-24 to develop  
a single source market intelligence  
tool, building on Matrix capabilities

# MATRIX 360 – A SINGLE SOURCE OF MARKET INTELLIGENCE

APPENDIX 8 - ENABLING INSURANCE PROVIDERS TO SEE THE BIGGER PICTURE

## UNIQUE DATA SET

Product

Pricing

Claims

Service performance

Marketing

Sales and distribution

Demographics

Macroeconomic

Matrix

## CAPABILITIES

VISUALISATION AND TRENDS

DATA AGGREGATION AND ANALYSIS

MODELING AND SIMULATION

NEXT BEST ACTION

## SMARTER PRODUCT CREATION

Multiple data sources in a single source of intelligence

Cross-reference insights to unlock market opportunities

Understand the impacts of product decisions

Use of AI to inform next best action

# HOLISTIC ESG STRATEGY

## APPENDIX 9

### BETTER BUSINESS

Managing our business responsibly and continually improving our operations

### BETTER INDUSTRY

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

### BETTER FUTURE

Fostering inclusive growth and creating opportunities for all

## INSPIRING BETTER OUTCOMES

**By..**

reducing our environmental impact and maintaining best practice corporate governance.

Environmental Footprint

Corporate Governance

**By..**

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

Innovation & Digitisation

ESG Enablement

**By..**

empowering our people and wider communities and promoting diversity, learning and financial confidence.

Financial Confidence

Thriving Workforce

Community Engagement

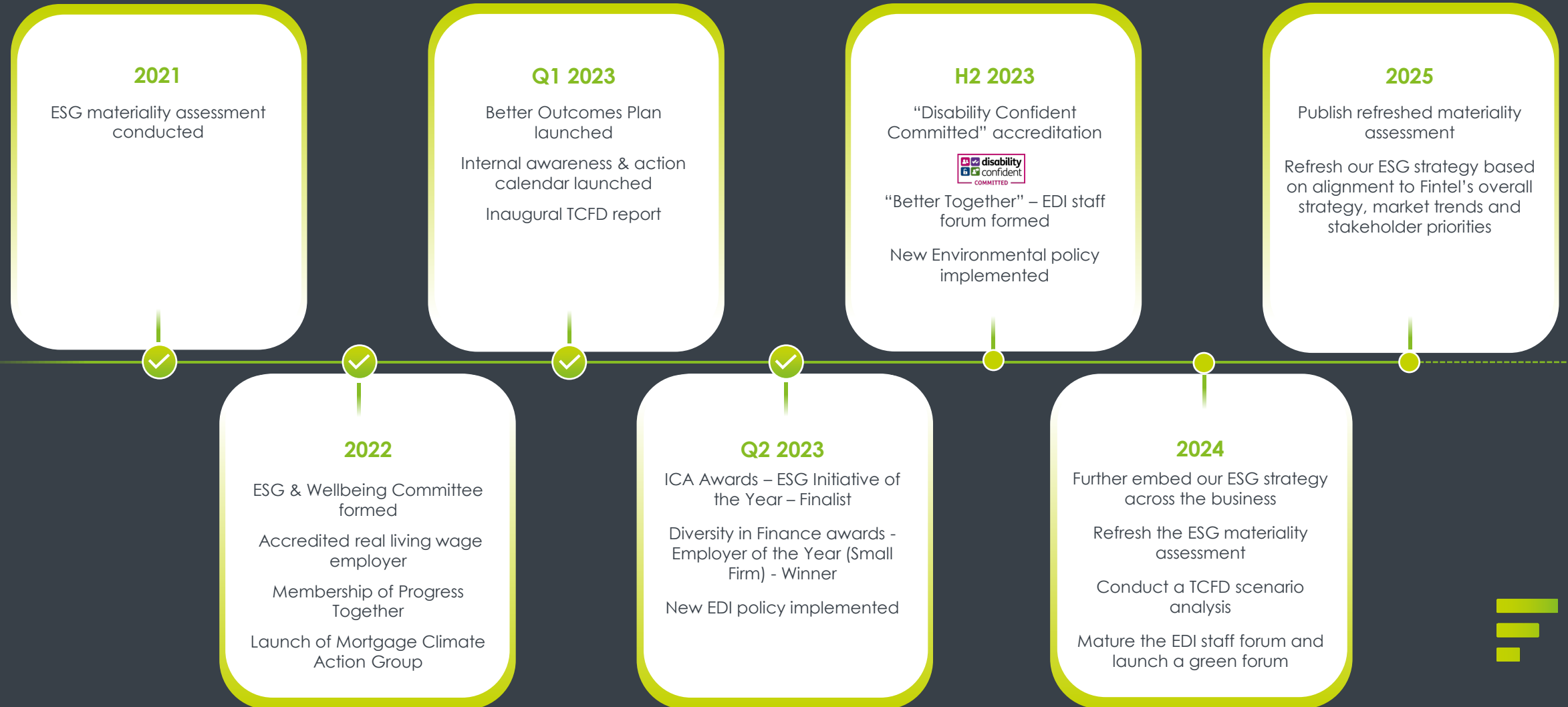
**Sustainable business**

**Improved customer outcomes**

**Opportunities for all**

# ESG ROADMAP – ONGOING COMMITMENT

## APPENDIX 10



# A UNIQUE SERVICE PLATFORM

APPENDIX 11



# COMPETITIVE LANDSCAPE

## APPENDIX 12

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

Multiple opportunities for:

- Partnerships
- M&A

**>£45bn**  
of investment  
recommendations

**>10,000**  
intermediaries  
supported

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

**>70%**  
consumer  
awareness

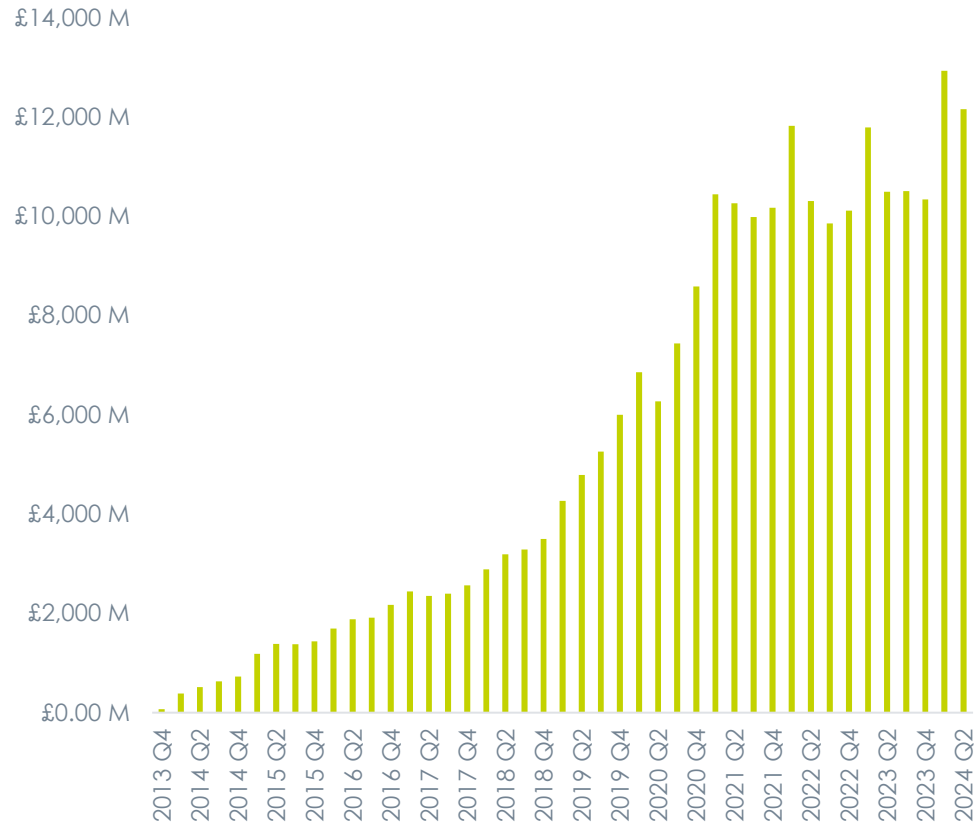


# MARKET REACH – FINTECH & RESEARCH

## APPENDIX 12

### ENGAGE ADVICE SOFTWARE RECOMMENDATIONS

### NETWORK EFFECT DATA & INSIGHT SERVICES



#### Ratings

**defaqto**

RISK RATED

**defaqto**

INCOME DRAWDOWN RATED

#### Fund Reviews

**defaqto**

REVIEWED

#### ESG Reviews

**defaqto**

ESG REVIEWED

>£45bn

of recommendations were made through Fintel's proprietary financial planning software Engage

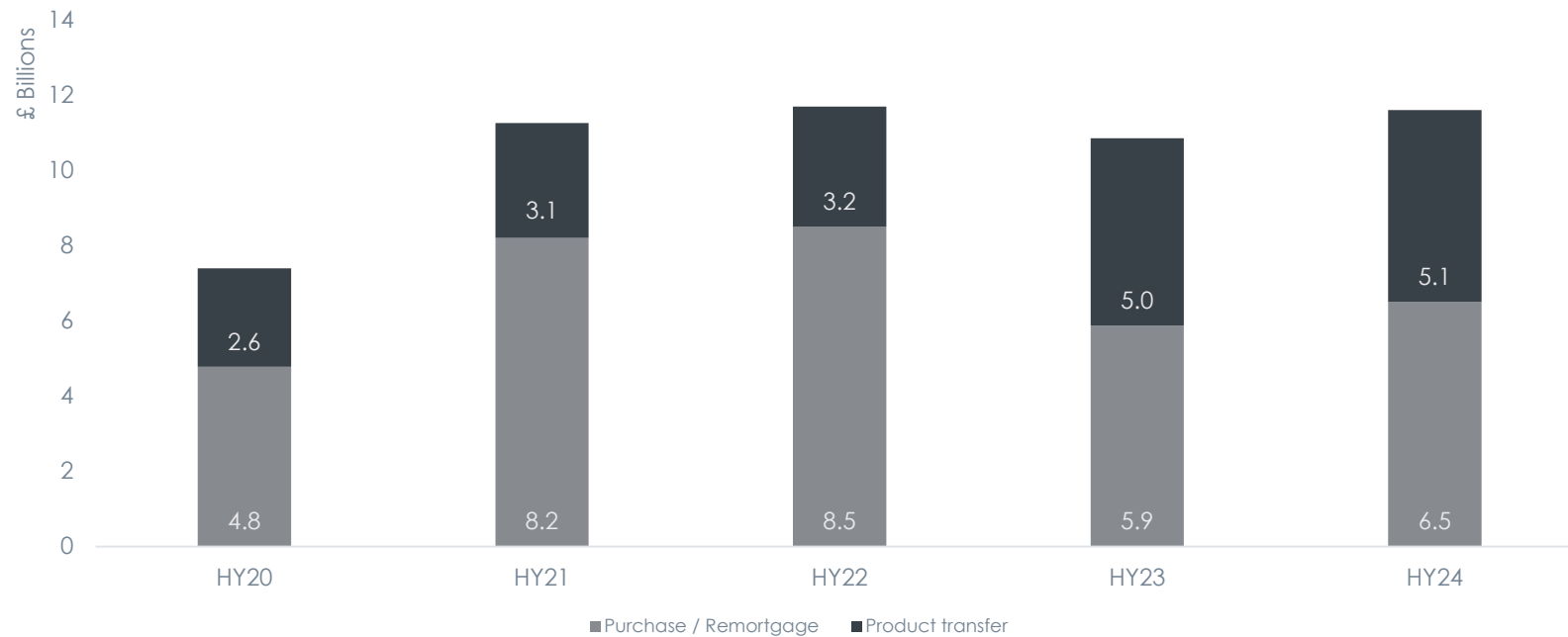


# MARKET PENETRATION – MORTGAGES

## APPENDIX 12

### Simplybiz Mortgages

Volume of purchase/remortgage transactions and product transfers



**£11.6bn**

Mortgage completions\*  
volume in HY24  
(HY23: £10.9bn)

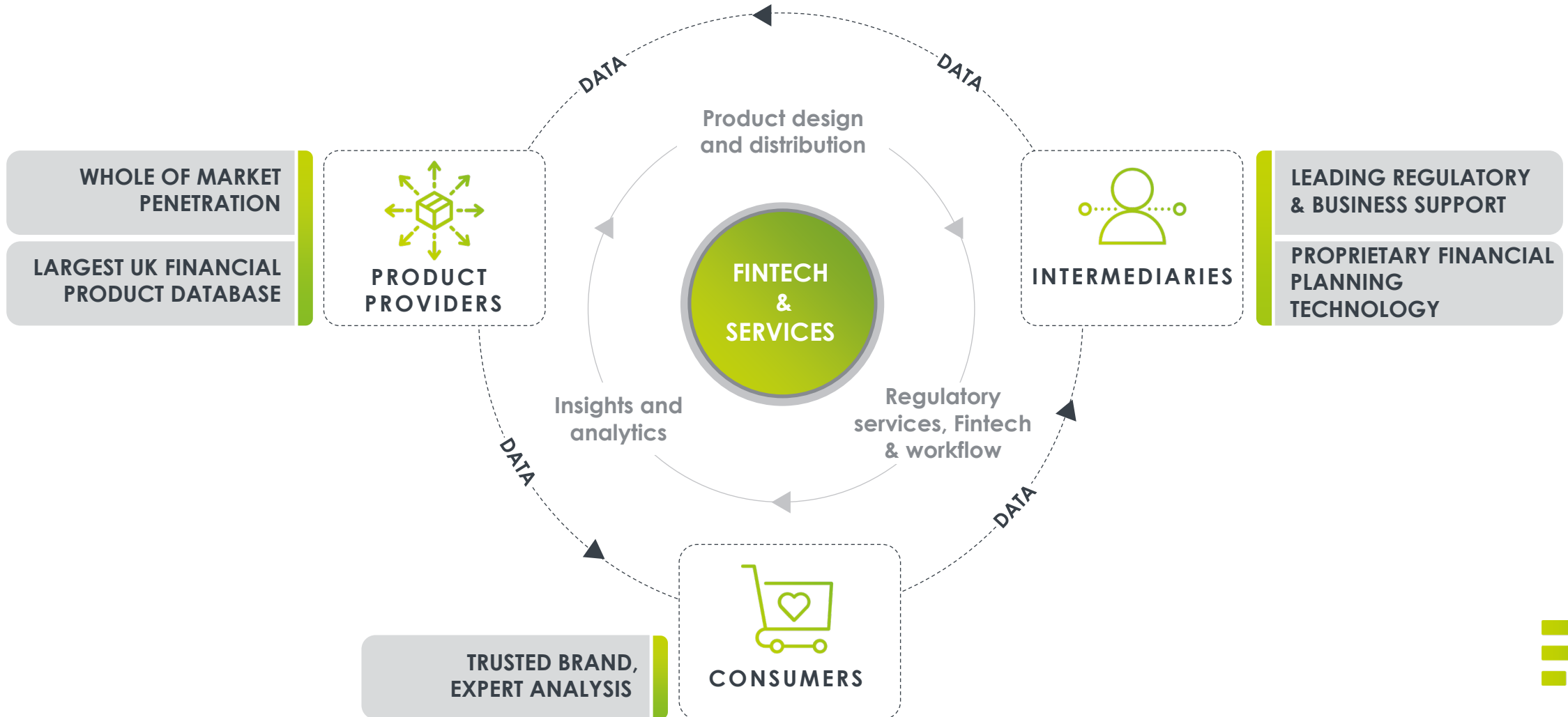
\*Volume of completions includes product transfers

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



# FINTEL FLYWHEEL EFFECT

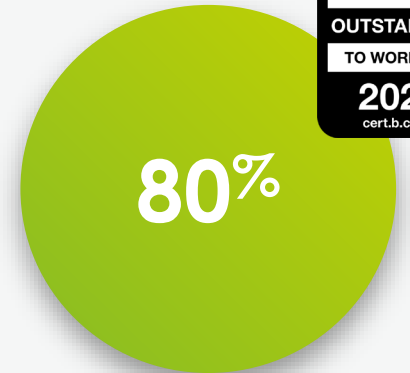
APPENDIX 13 - REGULATORY EXPERTS – FINANCIAL PRODUCT EXPERTS – EXPERTS IN FINTECH & WORKFLOW



# THRIVING WORKFORCE

## APPENDIX 14

- Winner of “Best Employer of the Year” at 2023 FT Adviser Diversity in Finance Awards
- Accredited “Outstanding to work for” in 2023
- Track record of recruiting and retaining talent
  - 6 years average staff tenure
- Focus on internal mobility and progression opportunities
- 600+ staff across the country
- Staff skill set and experience to support continued operational leverage




Staff engagement



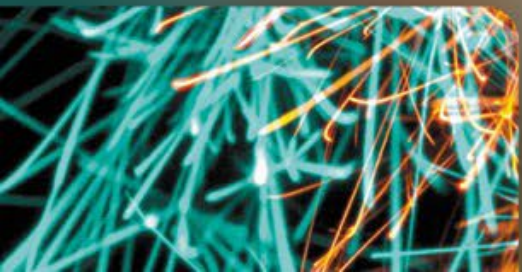
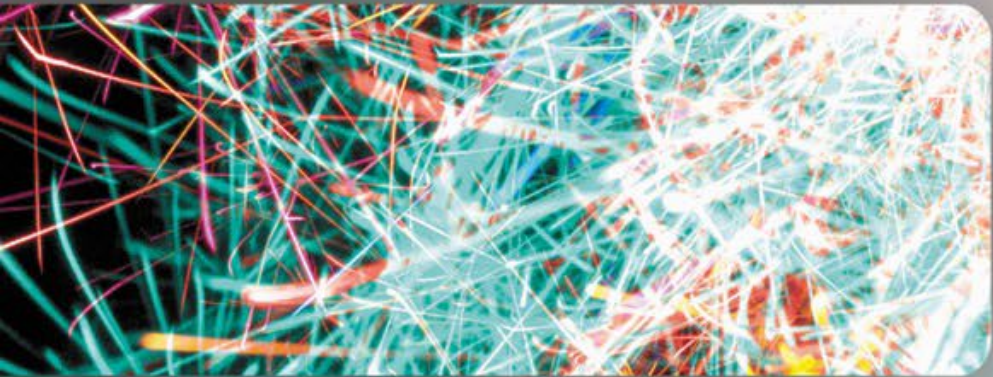
# AWARD WINNING BUSINESS

## APPENDIX 15



**Winner**  
 Special Recognition: Networks & Strategic Partners  
**SimplyBiz Services Ltd**





THANK YOU

**FINTEL**<sup>≡</sup>  
INSPIRING BETTER OUTCOMES