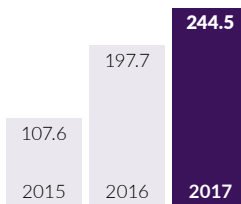


Measuring our performance

COMPANY KPIs

Revenue¹ £m
£244.5m
+24%

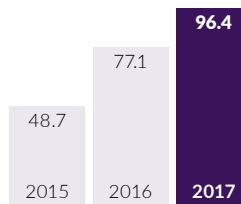


Performance

Revenue increased by 24% to £244.5 million driven by a strong underlying performance across both divisions together with the inclusion of in-year acquisitions.

Link to strategy:

Adjusted EBITDA² £m
£96.4m
+25%

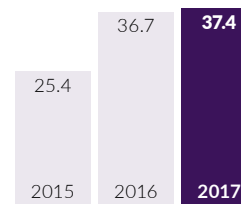


Performance

Adjusted EBITDA increased by 25% to £96.4 million. The Property margin increased to 45% as a result of the strong underlying Property Marketing performance and the inclusion of Hometrack. The Comparison margin reduced slightly to 33% as a result of ZPG's additional strategic investment in brand advertising.

Link to strategy:

Profit for the year £m
£37.4m
+2%

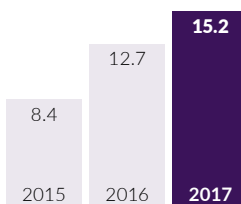


Performance

Statutory profit for the year increased by 2% to £37.4 million after the impact of increased exceptional costs, amortisation of intangible assets arising on acquisitions and share-based payments. Adjusted profit for the year increased by 24% to £65.0 million.

Link to strategy:

Adjusted basic EPS³ p
15.2p
+20%

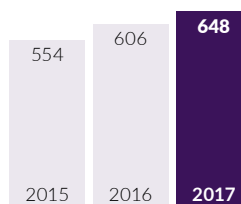


Performance

Adjusted basic EPS increased by 20% to 15.2 pence. Statutory basic EPS was marginally down at 8.8 pence as a result of the placing of 20.9 million shares to help fund strategic acquisitions

Link to strategy:

Visits⁴ m
648m
+6%

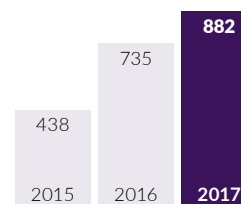


Performance

Our audience continued to grow and remain highly engaged with a new record of c.650 million visits to our websites, of which 72% were via mobile devices.

Link to strategy:

FTEs⁵
882
+20%



Performance

We grew our team by 20% over the Period from 735 to 882 staff members as a result of both organic growth and acquisitions.

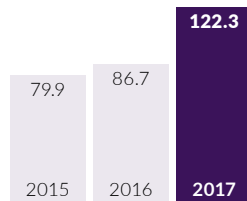
Link to strategy:

Measure

- Revenue comprises revenue generated from the Property division and the Comparison division.
- Adjusted EBITDA is defined as operating profit after adding back depreciation and amortisation, share-based payments and exceptional items.
- Adjusted basic EPS is calculated as profit for the year excluding exceptional items and the amortisation of intangible assets arising on acquisitions, adjusted for tax and divided by the weighted average number of shares in issue for the year.
- Visits comprise individual sessions on the Company's websites or mobile applications by users for the year as measured by Google Analytics.
- FTEs is defined as the average number of full-time equivalent employees across the Company.
- Property revenue represents revenue generated from the Property division, which includes Agency revenue, New Homes revenue and Other revenue (advertising and data services).

PROPERTY KPIs

Revenue⁶ £m
£122.3m
+41%

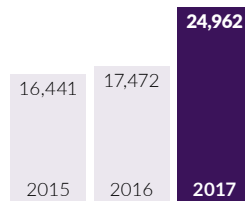


Performance

Revenues in our Property division increased by 41% to £122.3¹ million for the Period, driven by a continuation of returning portal partners, strong demand for our additional upsell products and further migration of our software partners to cloud-based products.

Link to strategy:

Number of partners⁷
24,962
+8%

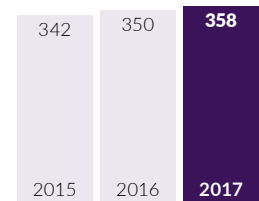


Performance

We saw the total number of unique Property partners increase by 12% to 24,962 at the end of the Period. This figure has been restated to align portal and software partner count under the same methodology as previously announced at the half year.

Link to strategy:

Average revenue per partner⁸ £
£358
+5%



Performance

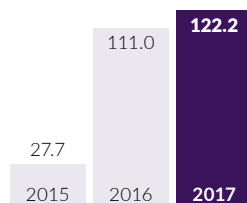
ARPP increased by 5% to £358 due to strong demand for premium portal products, the continued migration of software partners to cloud-based products and the inclusion of acquisitions.

Link to strategy:

† This figure includes a full 12 months of trading from Property Software Group, which was acquired on 28 April 2016, as well as the post-acquisition trading of TechnicWeb, Hometrack, ExpertAgent and Ravensworth, which were acquired during the Period.

COMPARISON KPIs

Revenue⁹ £m
£122.2m
+10%

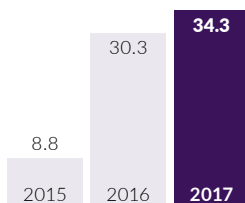


Performance

The Comparison division generated £122.2 million of revenue, up 10% against tough comparators last year as outlined in the Business Review on page 10.

Link to strategy:

Number of leads¹⁰ m
34.3m
+13%

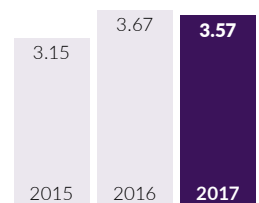


Performance

We generated 34.3 million leads for our Comparison partners during the Period, up 13% year-on-year, saving consumers over £400 million off their household bills.

Link to strategy:

Average revenue per lead¹¹ £
£3.57
-3%



Performance

ARPL decreased by 3% to £3.57 reflecting a shift in product mix within the Communications vertical.

Link to strategy:

7 Total unique number of Property partners is defined as the total number of UK estate and lettings agency branches, new home developers and overseas and commercial agency branches paying subscription fees to for either advertising or software services.

8 ARPP (average revenue per partner) is defined as revenue generated from the Company's Property partners in a given month divided by the total number of Property partners during the month, measured as a monthly average over the Period.

9 Comparison revenue represents revenue generated from the Company's Comparison division, which includes Energy revenue, Communications revenue and Other revenue (financial services switching, boiler cover, business energy and data insight).

10 A Comparison lead is measured at the point when a consumer shows intent to switch via an application form hosted on the Company's website, clicks through to a specific offer or at the point in time when the customer leaves the Company's website having clicked through to a third party website.

11 ARPL (average revenue per lead) is defined as total Comparison revenue divided by the total number of Comparison leads during the Period.