AUGUST 2024

### H1 2024 *Results presentation*

NewDay

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In 2024, to aid understanding of performance, the Group revised its policy regarding the presentation of certain items in its management basis income statement. Interest income earned on the Group's cash deposits is now netted off against cost of funds in contrast to previous years when it was netted off against salaries, benefits and overheads. Additionally, certain partner payments related to interchange fees earned from portfolios which are subsequently passed through to a retail partner are now presented netted off against fee and commission income in contrast to previous years when they were shown within marketing and partner payments. Furthermore, in 2024 the Group also changed its methodology for calculating free cash flow available for growth and debt service to facilitate a better understanding of the Group's performance. Specifically, working capital now excludes movements in (i) daily settlement volumes at the period end and (ii) effective interest rate adjustments (and similar) reported within loans and advances to customers but excluded from gross receivables. Therefore, the 2023 comparatives on slides 4, 9, 10, 14, 15, 16, 21 and 22 have been re-presented for consistency.

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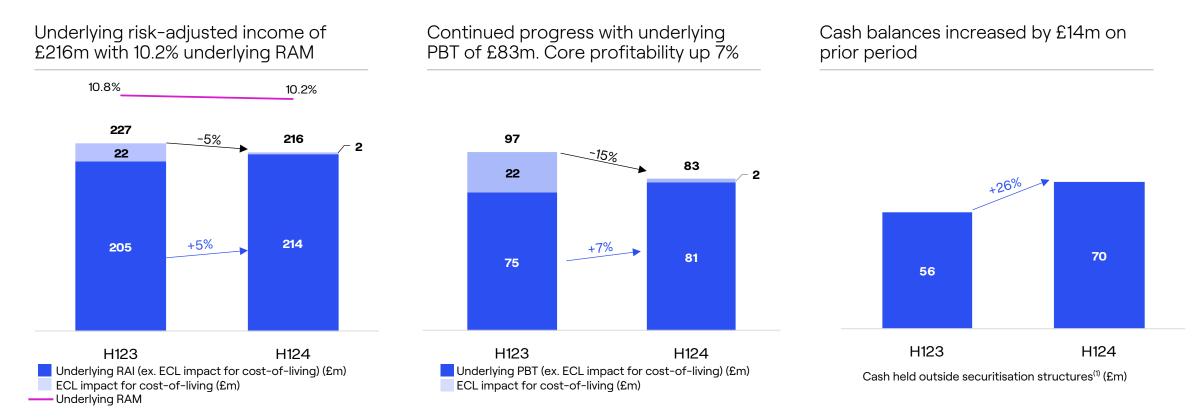
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## Return to customer account growth on the back of the UK economy stabilising, progressing against our strategic agenda



## £216m underlying risk-adjusted income and £83m underlying PBT. Cash balances increased £14m



#### Note:

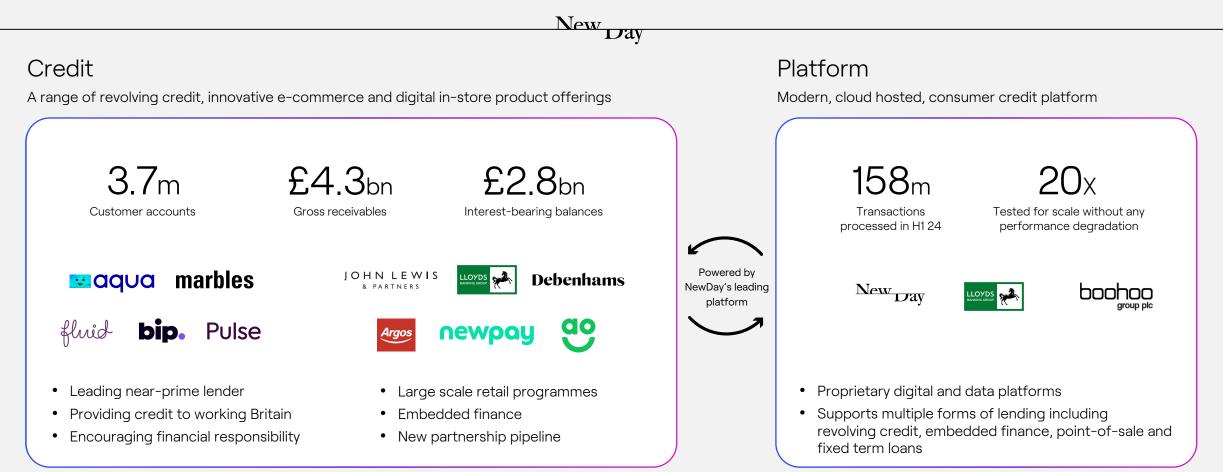
(1) Excludes cash held for funding activities

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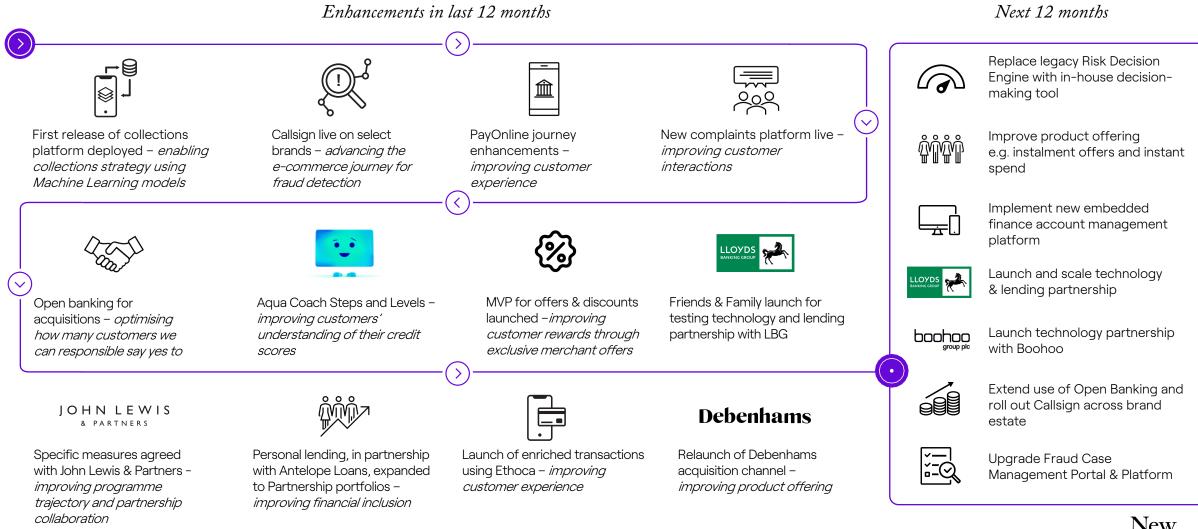
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### NewDay offers multi-brand consumer finance powered by an inhouse, modern and scalable technology platform

We help people move forward with credit



### Driving continued innovation on our digital platform at pace



Day

#### Our focus on ESG is embedded across our business



Note:

(1) Last 12 months to May 2024.

(2) 2024 mid-year survey.

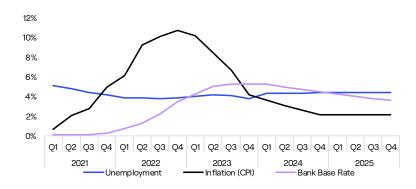
(3) Where deemed appropriate, considering the size, nature and share ownership of the Group

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#### Stabilising economic backdrop supports increase in new customer acquisition

Strong demand for NewDay products in a stabilising economy

- c.20m<sup>(1)</sup> customers underserved within the UK financial market
- Impairment well controlled with > 20 years of underwriting experience
- Inflation reducing, unemployment rate stable, and base rate forecast to fall in H2  $2024^{(2)}$

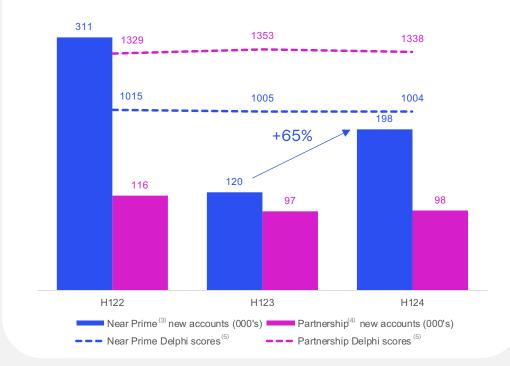


Note:

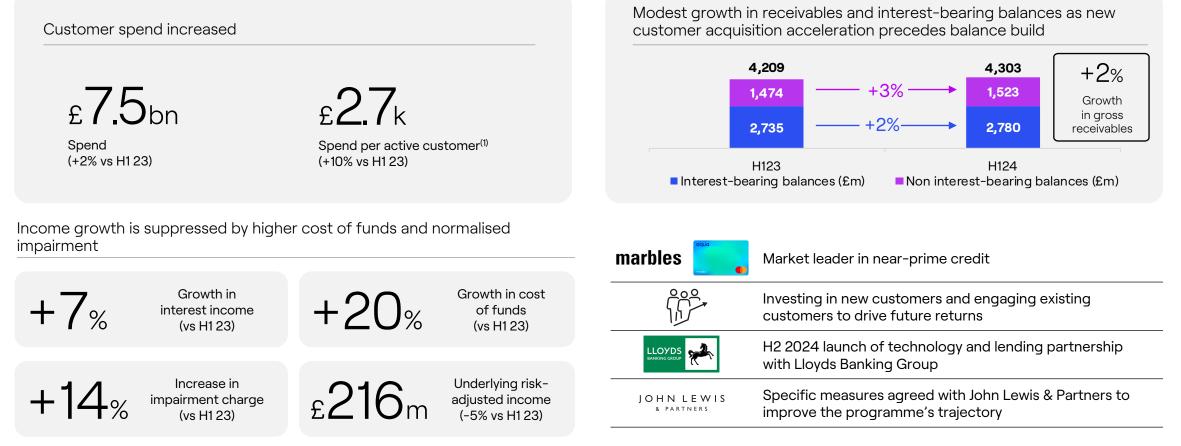
- (1) Per PWC "Overlooked and financially under-served" report Per HMT forecast – May Base (HMT mean Jan-April)
- (2) (3)
- Near Prime is made up of Aqua, Marbles, Fluid and Bip brands Partnership is made up of JLP, AO, Pulse, Debenhams, Argos and Newpay brands (4)

(5) Experian Delphi for Customer Management AAM score, which predicts the likelihood of delinguency within the next 12 months. Historical scores have been updated following the migration from Gen9 to Gen11.

Accelerated customer acquisition in Near Prime<sup>(3)</sup> towards historical levels while remaining within risk appetite



### Growth in customer spend, receivables and interest-bearing balances



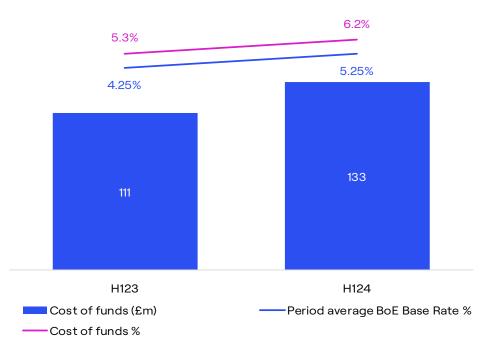
Note:

(1) Calculated as total spend divided by average active customers in the period

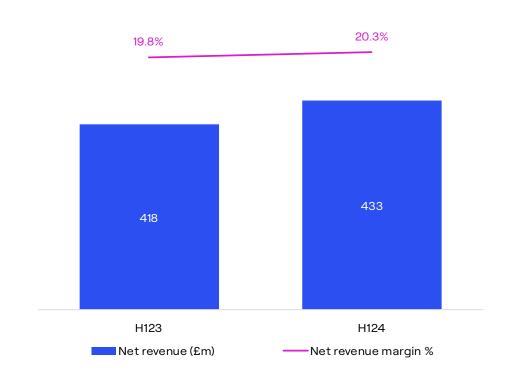
Please see footnote on page 4 which explains the Group's revised policy for the presentation of certain items in its management basis income statement and the subsequent re-presentation of 2023 comparatives.

## Marginal increase in net revenue margin, despite higher funding cost environment

Bank of England's base rate increases drive 20% rise in NewDay's cost of funds



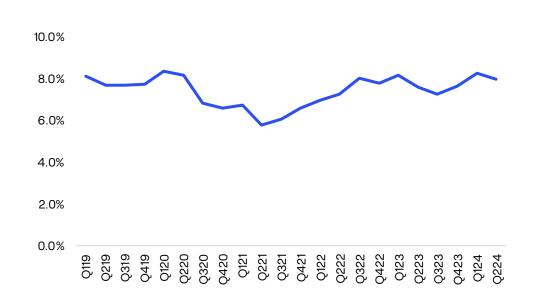
Marginal increase in net revenue margin as a large part of the cost of funds increases are responsibly passed on to customers



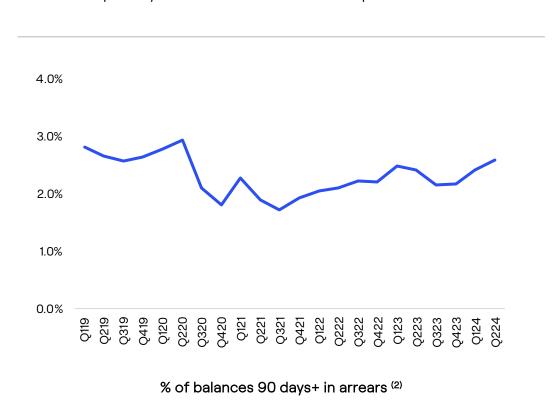
Please see footnote on page 4 which explains the Group's revised policy for the presentation of certain items in its management basis income statement and the subsequent re-presentation of 2023 comparatives.

#### Arrears remain well controlled and in line with pre-Covid levels





% of balances in arrears <sup>(1)</sup>



90+ delinquency rates remain in line with pre-Covid levels

New Day

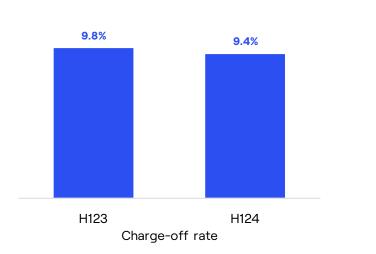
### Impairment and coverage rates normalising as macroeconomic environment stabilises

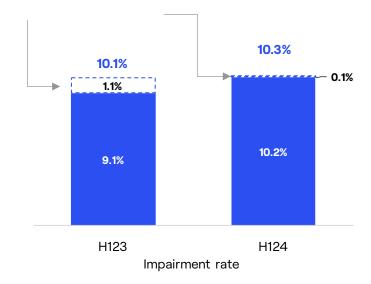
£22m reduction in ECL

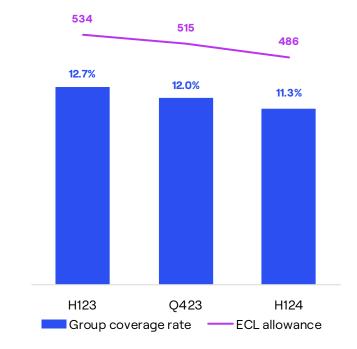
allowance for cost-of-living in

H123 vs £2m reduction in H124

Charge-off rate decreased by 40bps as we pass the peak of the cost-of-living stress Impairment rate 110bps higher. H1 23 included a £22m ECL allowance reduction for cost-of-living, £20m higher than H1 24 Coverage rate reduced 140bps from H1 23 due to improved macroeconomic outlook and debt sales strategy

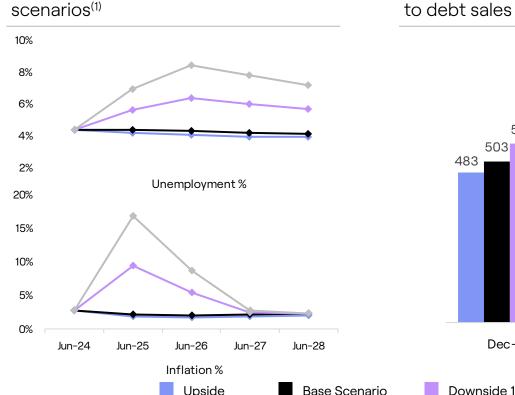




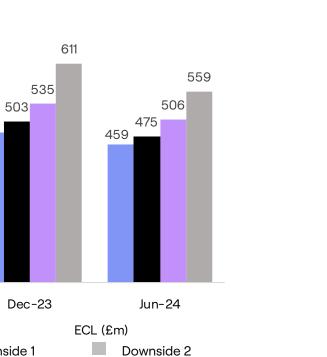


H1 2024 unemployment and inflation

## Decrease in ECL<sup>(1)</sup> driven by an improved credit outlook, following the peak of the cost-of-living pressures, and debt sales strategy



Reduction in ECL<sup>(1)</sup> driven by improved macroeconomic and credit outlook in addition to debt sales strategy



	Unemployment		ECL (£m) assuming	Probability	
	Peak	5 yr avg	100% weighting	weighting	
Jun-24					
Upside	4.3%	4.0%	459	15%	
Base Scenario	4.4%	4.3%	475	50%	
Downside 1	6.5%	5.7%	506	30%	
Downside 2	8.5%	7.2%	559	5%	
			Ļ		
			Dec-23	Jun-24	
Core ECL <sup>(2)</sup>			501	475	
Cost-of-living			2	-	
Base Scenario			503	475	
Macro uplift			12	11	
<b>ECL allowance</b>			515	486	

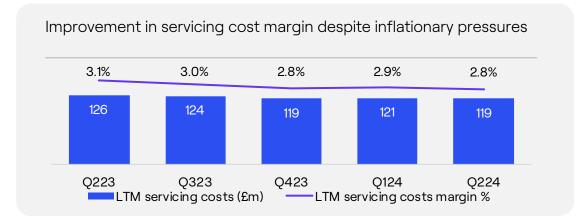
Note:

(1) Expected Credit Loss. Based on a panel of external forecasts taken from HM Treasury and the latest PRA stress forecast. The probability weighting applied to each scenario is based on management's best estimate of the likely occurrence of each scenario.

(2) Core ECL is the Base scenario excluding cost-of-living overlay.

New

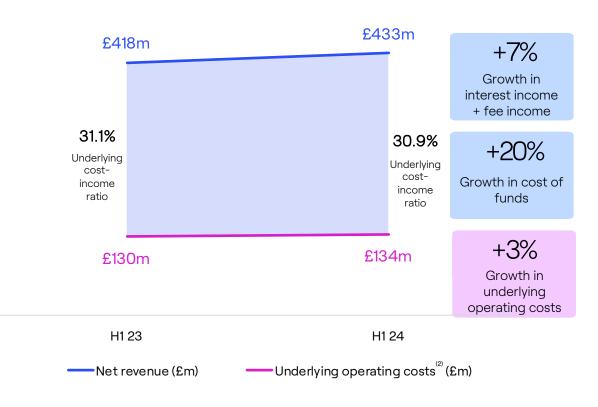
### Costs well controlled in moderating inflationary environment



Continuous investment to improve technology capabilities and drive cost efficiencies



Marginal decrease in underlying cost-income ratio driven by lower operating costs partially offset by increased affordability claims



Note:

- (1) Represents P&L charge, not cash spend.
- (2) Underlying operating costs includes operational losses and affordability claims.

Please see footnote on page 4 which explains the Group's revised policy for the presentation of certain items in its management basis income statement and the subsequent re-presentation of 2023 comparatives.

New

#### Continued progress with underlying PBT of £83m

£m	H1 24	H1 23	%
Interest income	534	498	7%
Cost of funds	(133)	(111)	(20%)
Net interest income	401	387	4%
Fee and commission income	32	31	4%
Net revenue	433	418	4%
Impairment losses on loans and advances to customers	(217)	(191)	(14%)
Underlying risk-adjusted income	216	227	(5%)
Servicing costs	(64)	(65)	1%
Change costs	(26)	(23)	(10%)
Marketing and partner payments	(13)	(11)	(17%)
Collection fees	12	13	(13%)
Direct costs	(91)	(86)	(7%)
Contribution	125	142	(12%)
Salaries, benefits and overheads	(43)	(45)	4%
Underlying PBT	83	97	(15%)
Add back: depreciation and amortisation	6	6	(7%)
Adjusted EBITDA	88	103	(15%)
Gross receivables (£m)	4,303	4,209	2%
Average gross receivables (£m)	4,262	4.216	<u>_</u> /c 1%
Net revenue margin (%)	20.3%	19.8%	
Impairment rate (%)	10.2%	9.1%	
Underlying RAM (%)	10.2%	10.8%	
Underlying operating expenses (£m)	(134)	(130)	(3%)
Underlying cost-income ratio (%)	30.9%	31.1%	

Please see footnote on page 4 which explains the Group's revised policy for the presentation of certain items in its management basis income statement and the subsequent re-presentation of 2023 comparatives.

New

#### Strong cash levels. FCF available for growth and debt service of £22m

£m	H1 24	H1 23
Adjusted EBITDA	88	103
Change in ECL allowance	(29)	(52)
Adjusted EBITDA excl. change in ECL allowance	59	51
Change in working capital	8	16
Capex, tax, other	(45)	(24)
FCF available for growth and debt service	22	44
Decrease in gross receivables <sup>(1)</sup>	6	43
OCA movements <sup>(2)</sup>	(2)	7
Net financing cash flow	(74)	(85)
FCF available for Senior Secured Debt interest	(49)	9
Repayment of High Yield Bond and RCF	-	(30)
Debt service - cash payments	(16)	(18)
Funding overlap	(208)	-
Return paid on loan from immediate parent company <sup>(3)</sup>	(3)	(5)
Net decrease in cash and equivalents (excl. restricted cash)	(276)	(44)
Movements in restricted cash	2	3
Net decrease in cash and equivalents	(274)	(41)
Net increase in cash and equivalents (excl. funding overlap)	(66)	(41)

Note

(1) Gross receivables are per the statutory definition and include EIR and accrued interest.

(2) Operational Control Accounts represent accounts whereby payments have been received from customers at the reporting date but not allocated to specific accounts.

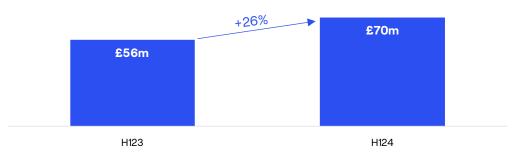
(3) Payment to the Group's immediate parent company, Nemean Midco Limited.

(4) Excludes cash held for funding activities

Please see footnote on page 4 which explains the Group's revised policy for the presentation of certain items in its management basis cash flow statement and the subsequent re-presentation of 2023 comparatives.

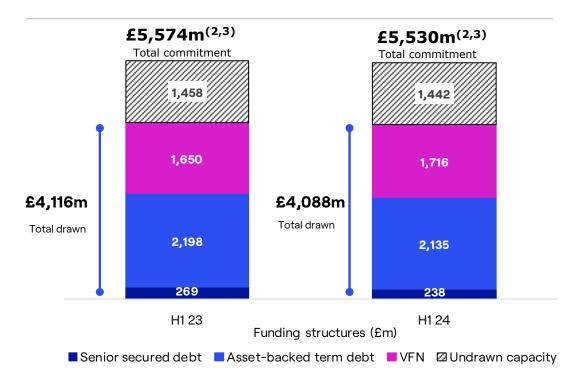
- A H1 2023 included a £22m reduction in ECL allowance in relation to cost-of-living, £20m greater than H1 2024
- B Increased investment in capital expenditure, restructuring costs and prior period tax refund drive adversity
- C Timing differences in Operational Control Accounts (OCA) drive adversity
- D £208m funding overlap held at December 2023 settled in H1 2024

#### Cash held outside securitisation structures<sup>(4)</sup> increased by £14m, driven by underlying cash generation



# Significant funding headroom to support future growth. All ABS deals maturing in 2024 refinanced

#### £1.4bn headroom<sup>(1)</sup> for future growth and refinancing

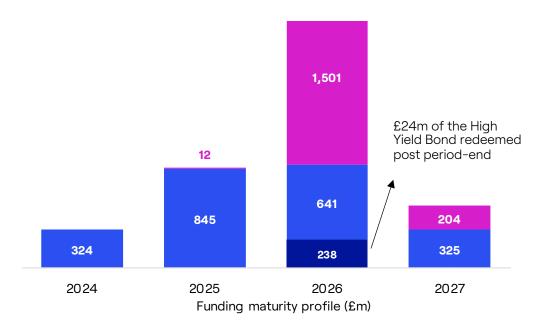


Note:

(2) Amounts shown are Balance Sheet carrying values except for Senior Secured Debt which excludes £8m discount on the new issuance

(3) Excluding accrued interest

Diverse funding structures with consistent maturity profile. Additional ABS deal completed in July 2024.



Nov-24

2024 ABS term debt	maturity (£m)
Near Prime 2021-3	324

In July 2024, we completed an ABS deal which was used to pay down VFNs as well as the partial defeasement of the Near Prime Series 2021-3

<sup>1) £1,442</sup>m funding headroom includes VFN and RCF

### Advance rates remain strong and excess spread levels are robust in public master trusts

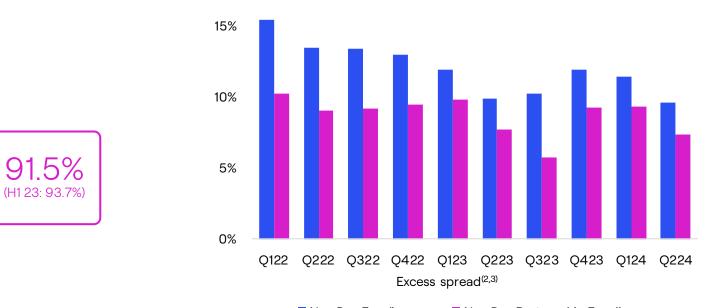
Efficient use of NewDay equity supported by multiple facilities ensures advance rates<sup>(1)</sup> remain strong

(H1 23·90 9%)

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Partnership

Excess spread<sup>(2,3)</sup> levels on public ABS structures remain robust after accounting for seasonality



NewDay Funding

NewDay Partnership Funding

(1) Advance rates stated are calculated using a hedged FX rate position

NewDay

Note:

Near Prime

Group

89.3%

87.8%

(H1 23: 88.8%)

(2) Excess spread: Key trigger across funding vehicles, broadly defined as debited interest and fee income and recoveries, less gross charge-offs, funding costs and senior fees including senior servicing fees divided by average gross receivables calculated on a 3-month simple average basis. Excess spreads shown exclude VFNs and Secondary Funding facilities as they are not directly comparable. (3) Excess spread on other NewDay Partnership Funding facilities c.1% lower during Q2 2024 than Partnership Funding ABS facilities in part owing to lower yield from John Lewis receivables.

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### Summary



At scale purpose-led consumer credit provider serving working Britain with >20 years underwriting experience

2 Acc with

Accelerated new customer acquisition, 36% higher than H1 2023 with Near Prime acquisition 65% higher



£83m underlying PBT, continued progress against our strategic priorities



Two ABS deals, totalling £651m placed externally, executed in 2024 and £24m of the High Yield Bond redeemed in August



Continued investment in innovation on our digital platform capabilities, contributing to an improved cost-income ratio



Improved net revenue margin providing a strong platform for growth

# Appendix

#### Detailed income statement

£m	H1 24	H1 23	%	LTM H1 24	2023
Interest income	534	498	7%	1,068	1,032
Cost of funds	(133)	(111)	(20%)	(263)	(241)
Net interest income	401	387	4%	805	791
Fee and commission income	32	31	4%	63	62
Net revenue	433	418	4%	868	853
Impairment losses on loans and advances to customers	(217)	(191)	(14%)	(429)	(404)
Underlying risk-adjusted income	216	227	(5%)	438	449
Servicing costs	(64)	(65)	1%	(119)	(119)
Change costs	(26)	(23)	(10%)	(43)	(40)
Marketing and partner payments	(13)	(11)	(17%)	(23)	(21)
Collection fees	12	13	(13%)	24	25
Direct costs	(91)	(86)	(7%)	(161)	(156)
Contribution	125	142	(12%)	277	293
Salaries, benefits and overheads	(43)	(45)	4%	(84)	(86)
Underlying PBT	83	97	(15%)	193	207
Add back: depreciation and amortisation	6	6	(7%)	12	12
Adjusted EBITDA	88	103	(15%)	204	219
Gross receivables (£m)	4,303	4,209	2%	4,303	4,309
Average gross receivables (£m)	4,262	4,216	1%	4,237	4,220
Net Revenue margin (%)	20.3%	19.8%		20.5%	20.2%
Impairment rate (%)	10.2%	9.1%		10.1%	9.6%
Underlying RAM (%)	10.2%	10.8%		10.3%	10.6%
Underlying operating expenses (£m)	(134)	(130)	(3%)	(245)	(242)
Underlying Cost-income ratio (%)	30.9%	31.1%		28.3%	28.3%

Note: Please see footnote on page 4 which explains the Group's revised policy for the presentation of certain items in its management basis income statement and the subsequent re-presentation of 2023 comparatives.

#### Detailed cash flow statement

			LTM	
£m	H1 24	H1 23	H1 24	2023
Adjusted EBITDA	88	103	204	219
Change in ECL allowance	(29)	(52)	(48)	(71)
Adjusted EBITDA excluding change in ECL allowance	59	51	156	148
Change in working capital	8	16	16	24
PPI provision payments	-	(5)	(0)	(5)
Capital expenditure	(21)	(13)	(38)	(30)
Tax paid	(12)	(1)	(20)	(9)
Platform development and other costs	(6)	(5)	(11)	(10)
Restructuring costs paid	(7)	-	(7)	-
Capex, Tax, Other	(45)	(24)	(76)	(54)
FCF available for growth and debt service	22	44	96	118
Increase/(decrease) in gross receivables	6	43	(95)	(57)
OCA movements	(2)	7	18	27
Net financing cash flow	(74)	(85)	20	10
FCF available for Senior Secured Debt interest	(49)	9	39	97
Repayment of High Yield Bond due 2024 <sup>(1)</sup>	-	(30)	(31)	(61)
Funding overlap - cash paid	(208)	-	(208)	-
Debt service - cash payments <sup>(2)</sup>	(16)	(18)	(33)	(35)
Funding overlap - cash raised	-	-	208	208
Return paid on loan from immediate parent company <sup>(3)</sup>	(3)	(5)	(6)	(8)
Net (decrease)/increase in cash and equivalents (excl. restricted cash)	(276)	(44)	(30)	201
Movements in restricted cash	2	3	4	6
Net (decrease)/increase in cash and equivalents	(274)	(41)	(26)	207
Net increase in cash and equivalents (excl. funding overlap)	(66)	(41)	182	207

Note:

(1) Senior Secured Debt repayment(2) Senior Secured Debt interest paid

(3) Payment to the Group's immediate parent company, Nemean Midco Limited. Please see footnote on page 4 which explains the Group's revised policy for the presentation of certain items in its management basis cash flow statement and the subsequent re-presentation of 2023 comparatives

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#### Statutory earnings

				LTM	
£m	H1 24	H1 23	%	H124	2023
Underlying PBT	83	97	(15)%	193	207
Senior Secured Debt interest and related costs	(18)	(20)	11%	(36)	(38)
Platform development costs	(6)	(5)	(10)%	(11)	(10)
Amortisation of Acquisition intangibles	(8)	(25)	68%	(33)	(51)
Restructuring costs	-	-	n.m.	(11)	(11)
Statutory PBT	51	47	9%	102	98

Senior Secured Debt interest and related costs: includes the interest charge and other costs associated with the issuance and servicing of the Senior Secured Notes issued by NewDay BondCo plc (the Senior Secured Debt) and the Super Senior Revolving Credit Facility entered into by the Company on 25 January 2017 (the Revolving Credit Facility)

Platform development costs: reflects expenses incurred to enhance the capabilities of the Group's in-house operating platforms. These costs relate to a one-off project

Amortisation of Acquisition intangibles: represents the amortisation of the purchase price that was attributed to intangible assets arising on completion of the Acquisition

Restructuring costs: represents redundancy and related costs associated with the realignment of our operating structure at the end of the year and effective from 1 January 2024

**Tangible equity** 

#### Balance sheet

£m	H1 24	H1 23	2023
Gross receivables	4,303	4,209	4,309
ECL allowance	(486)	(534)	(515)
Other	87	129	126
Net receivables	3,904	3,804	3,919
Cash	240	270	516
Restricted cash	75	71	74
Intangible assets	90	95	83
Goodwill	280	280	280
Other assets	234	162	227
Total assets	4,824	4,682	5,099
Asset-backed term debt	2,140	2,203	2,514
Variable funding notes	1,721	1,656	1,647
Senior secured debt <sup>(1)</sup>	236	265	235
Provisions	7	9	5
Other liabilities	216	94	226
Total liabilities	4,320	4,228	4,627
Net assets	504	454	471

Fair value of total assets following the Acquisition in 2017 introduced £396m of intangible assets, primarily relating to the customer and retailer relationships, the brand, trade names and intellectual property. The carrying value of these assets was £21m as at June 2024

Asset-backed term debt represents the term series notes issued by the NewDay Funding and NewDay Partnership Funding master trust structures

Variable funding notes represents the debt drawn down under the seven VFNs across the Group

Tangible equity represents the net position of Net Assets, excluding Intangible Assets, Goodwill and the Hedging Reserve

New

126

48

102

### Leverage and interest ratios

			LTM	
£m	H1 24	H1 23	H1 24	2023
Adjusted EBITDA	88	103	204	219
Senior Secured Debt <sup>(1)</sup>	238	269	238	238
Cash	(240)	(270)	(240)	(516)
Net corporate Senior Secured Debt	(2)	(2)	(2)	(278)
Net Senior Secured Debt to Adjusted EBITDA <sup>(2)</sup>			0.0x	(0.3)x
Senior corporate interest expense			32	32
Adjusted EBITDA to pro forma cash interest expense			6.4x	6.9x

#### Glossary

#### ABS: asset-backed security

**Acquisition:** the purchase by NewDay Group (Jersey) Limited of NewDay Group Holdings S.à r.l. and its subsidiaries on 26 January 2017

Adjusted EBITDA: earnings before Senior Secured Debt interest (and related costs), tax, depreciation and amortisation

Advance rate: (ABS + VFN drawn debt)/gross receivables

Charge-off rate: charge-offs/average gross receivables

**Coverage rate:** ECL/period-end gross receivables

**Credit**: this business provides unsecured credit products (including credit cards, digital revolving credit and point-of-sale finance) direct to consumers or in partnership with retail and consumer brands. The segment typically serves customers new to credit or that have a limited or poor credit history. The business also has a prime portfolio primarily through its partnership with John Lewis & Partners and certain other merchant partners. The segment also has certain other capital-light activities and several closed portfolios.

**Delinquency:** a customer is considered delinquent if they have not made their contractual minimum payment by the date of their following monthly statement/cycle date. Customers that are placed on a repayment plan, which allows the customer to repay less than their original contractual minimum monthly payment, and are up to date with their revised payment schedule are not counted as in delinquency or arrears

#### **ECL:** expected credit loss

**Excess spread:** key trigger across funding vehicles, broadly defined as debited interest and fee income and recoveries, less gross charge-offs, funding costs and senior fees including

senior servicing fees divided by average gross receivables, calculated on a 3-month simple average basis. Excess spreads shown exclude VFNs and Secondary Funding facilities as they are not directly comparable.

FCF: free cash flow

Impairment rate: impairment/average gross receivables

**N/M:** not material

**Near Prime:** constitutes the NewDay brands formerly known as Direct to Consumer, namely Aqua, Marbles, Fluid and Bip

**Partnership:** constitutes the NewDay brands formerly known as Merchant Offering, namely John Lewis & Partners, AO, Pulse, Debenhams, Argos and Newpay brands

**Platform:** this business provides digital platform solutions for end-to-end servicing of unsecured credit products financed and owned by third parties, together with certain other capital-light activities

RAI: risk-adjusted income

RAM: risk-adjusted margin

RCF: revolving credit facility

Senior Secured Debt: comprises the High Yield Bonds and RCF

**Underlying PBT:** earnings before Senior Secured Debt interest (and related costs), tax and one-off items

VFN: variable funding note

### *Enquiries* Investor.relations@newday.co.uk

