



Results Presentation

for the six months to 30 June 2021



Agenda

- 1 Overview of 1H 2021
- 2 Financial Update
- 3 Outlook
- 4 Appendix

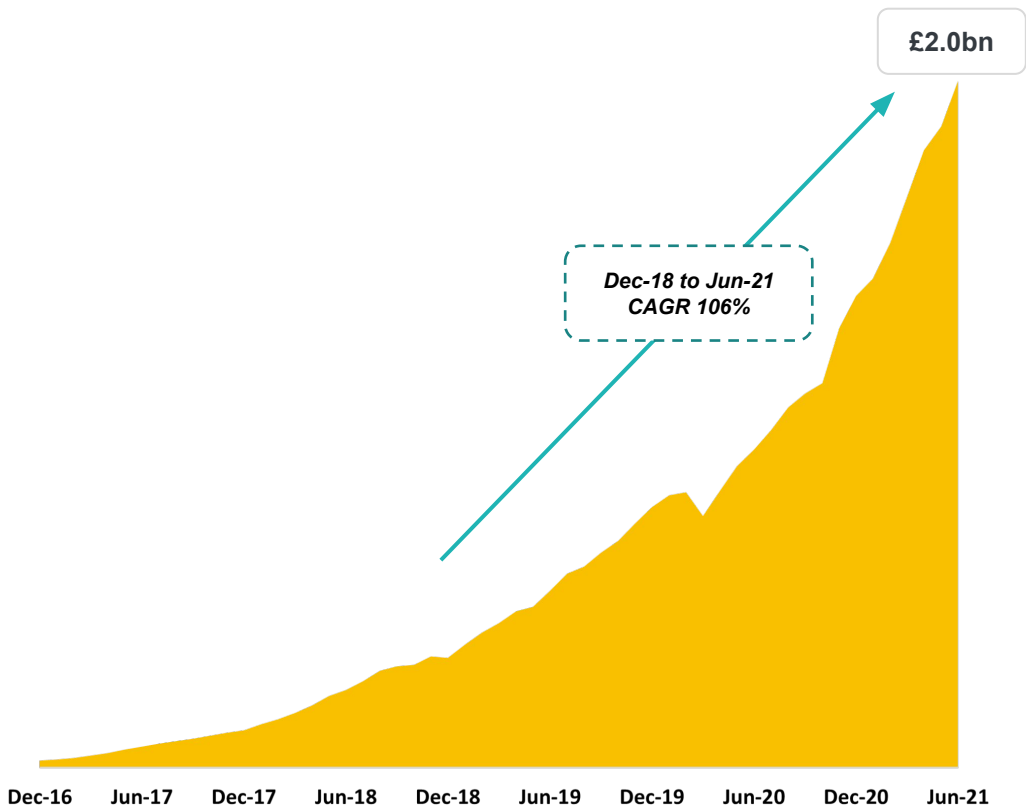
1 Overview of 1H 2021

1H 2021 Financial & Operational Highlights (1/2)

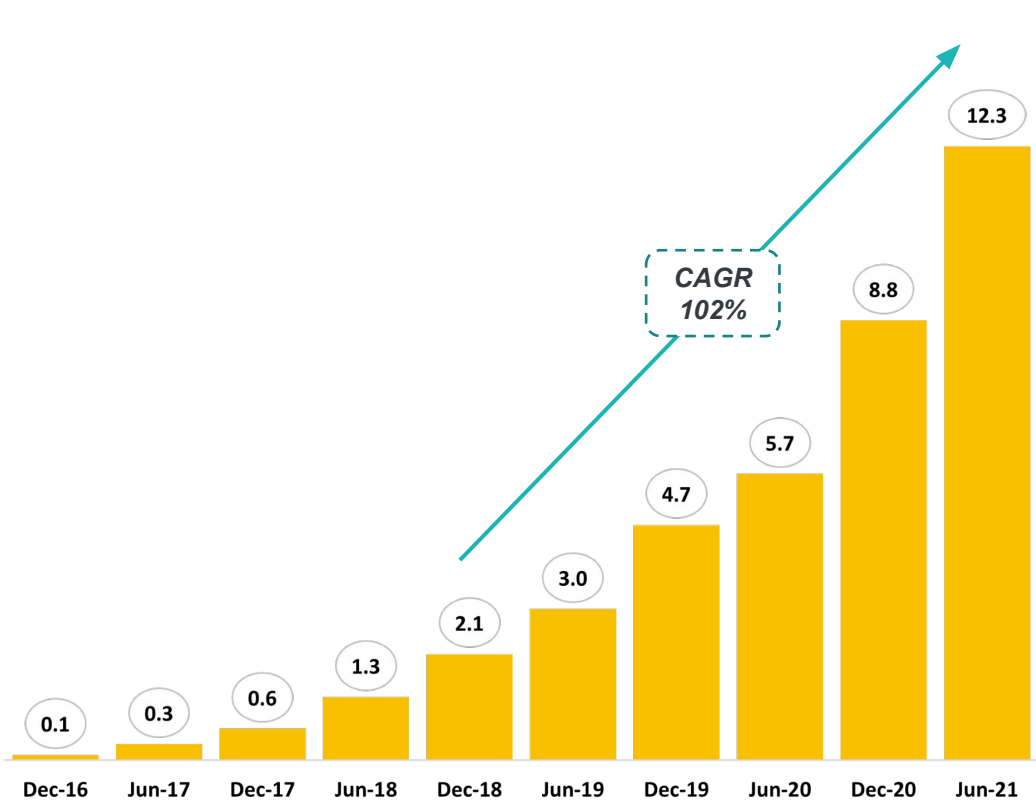
- £55m of capital raised in successful IPO on the High Growth Segment of the London Stock Exchange
- Strength of value proposition resonated with new and existing customers
- Continued to take advantage of enormous market opportunity in UK Defined Contribution pensions
- Strong financial performance across all metrics for 1H 2021
- Strong growth in customers, assets and revenue on a scalable technology platform demonstrating operating leverage over time

1H 2021 Financial & Operational Highlights (2/2)

Development of AUA since Inception (£bn)



Development of ARR Revenue since Inception (£m)



538k

Registered Customers
1H 2021

155k

Active Customers
1H 2021

92k

Invested Customers
1H 2021

£2bn

Assets under Administration
1H 2021

£9m

LTM Revenue
June 2021

£12m

Annual Run Rate Revenue
June 2021

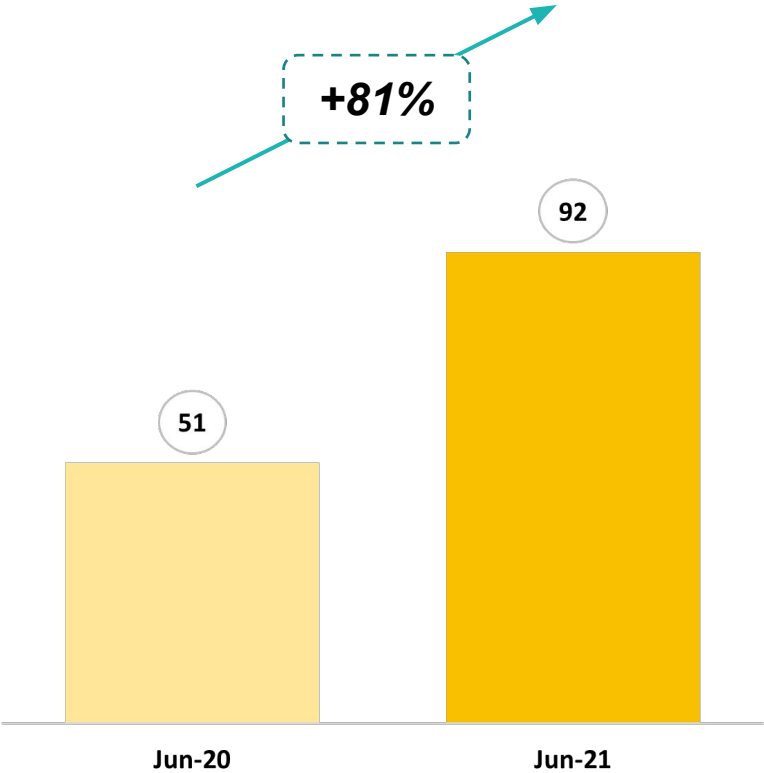
>95%

Customer Retention Rate
1H2021

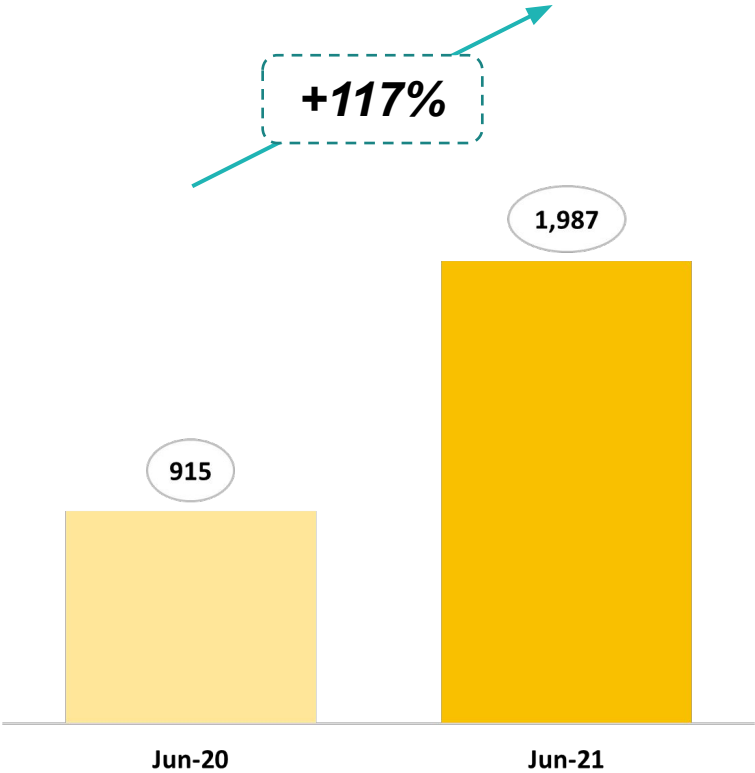
PensionBee's Growth Story

Significant growth achieved across Customers, AUA and Revenue

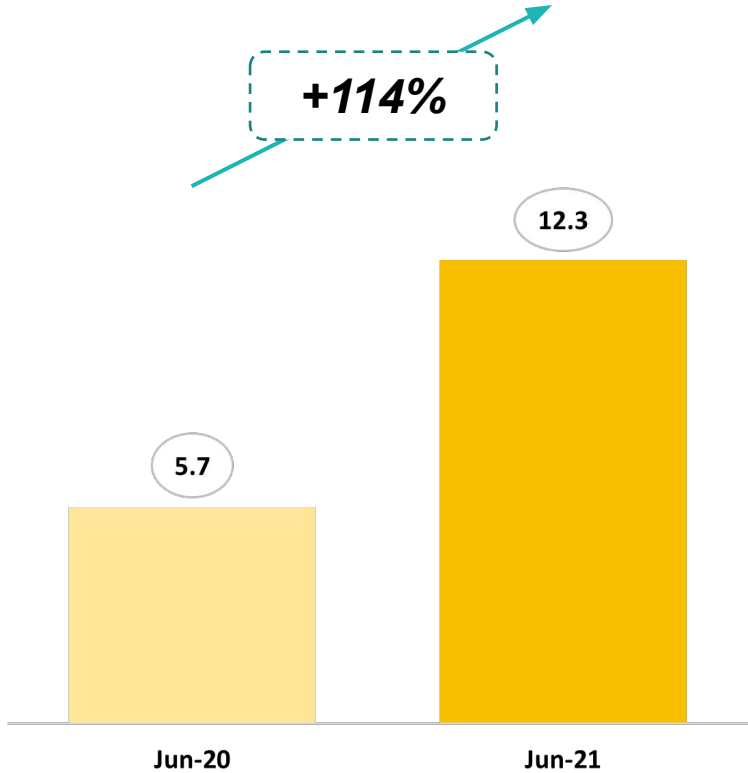
Growth in Invested Customers (000s)



Translates into Increasing AUA Base (£m)



Which Drives ARR Revenue (£m)



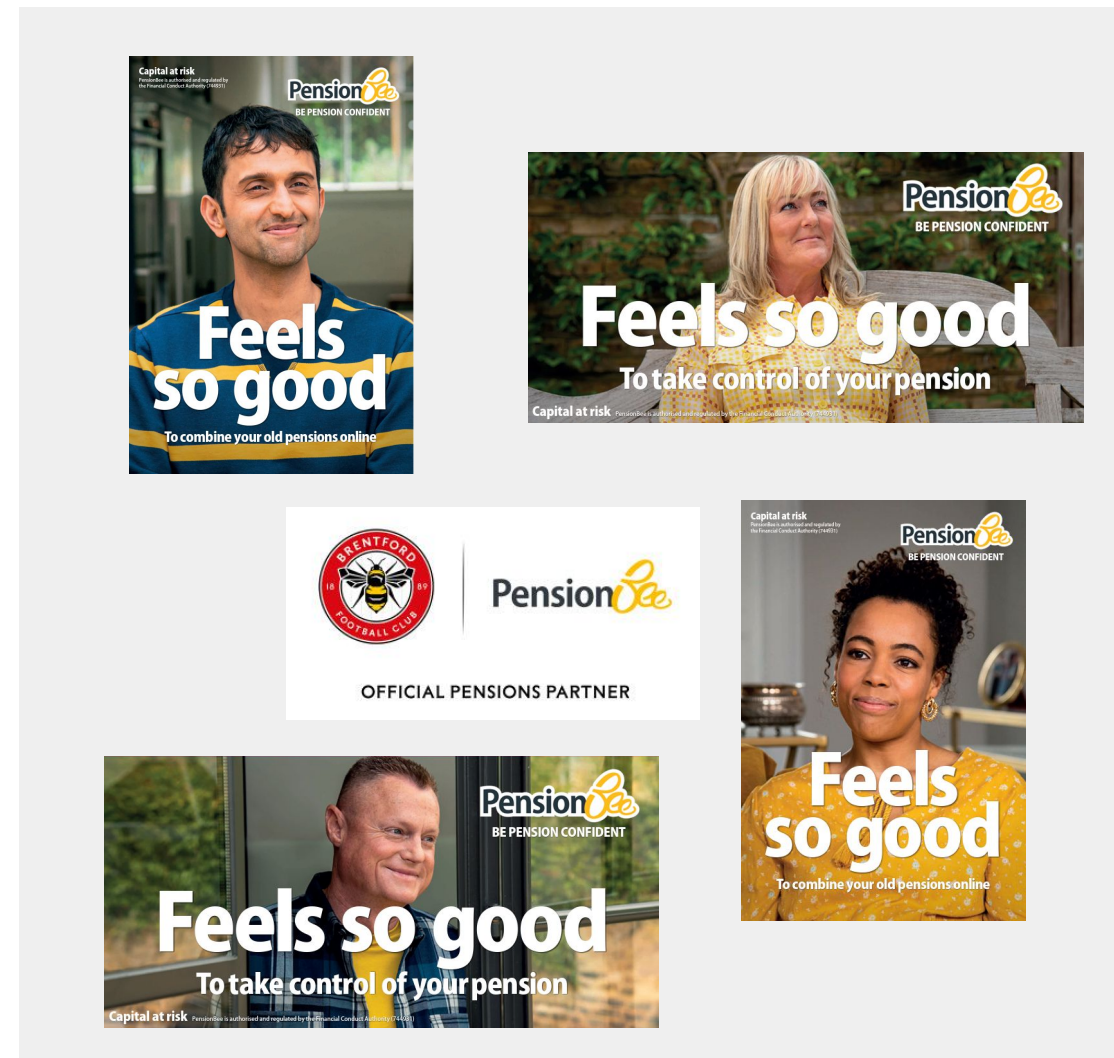
Business Updates to further our Strategic Goals (1/2)

1 Efficient investment in customer acquisition and brand awareness

- Majority of spend focused on top 3 channels as expected (TV, OOH and Paid Search)
- New Brand Campaign rolled out nationally across all channels
- Continued optimisation of digital channels to grow rapidly while keeping Cost per Invested Customer (CPIC) in line with thresholds

2 Leadership in product innovation

- Transfer tracker: enables more effective and detailed tracking of transfers and reduces inbound queries
- Push notifications provide real-time transactional information to customers and expected to reduce inbound queries
- Provider-based onboarding efficiency improvements through relationship deepening



Business Updates to further our Strategic Goals (2/2)

- 3 Continued investment in and development of an industry leading technology platform
 - Data Platform in operation, based on best-of-breed open source and proprietary data warehouse and data pipeline components. Creating insight into marketing ROI initially
 - Platform improvements in database optimisation and data reconciliation
- 4 Continued focus on excellent customer service
 - High customer retention >95%, driving recurring revenue
 - Strong response times maintained on all channels
 - 4.7★ Excellent Trustpilot rating maintained
- 5 Continued focus on investment solutions designed for customers
 - Ongoing engagement with asset managers and customers as part of active ownership obligations
 - £724k payment over FTSE Russell index matter to be invested into product development to support growth

Excellent Customer Service Reflected in Metrics and Awards



 **27** seconds

Average live chat waiting time
(of 15,575 live chats as at June 2021)

 **42** seconds

Average phone line waiting time
(of 19,189 phone calls as at June 2021)

 **86%**

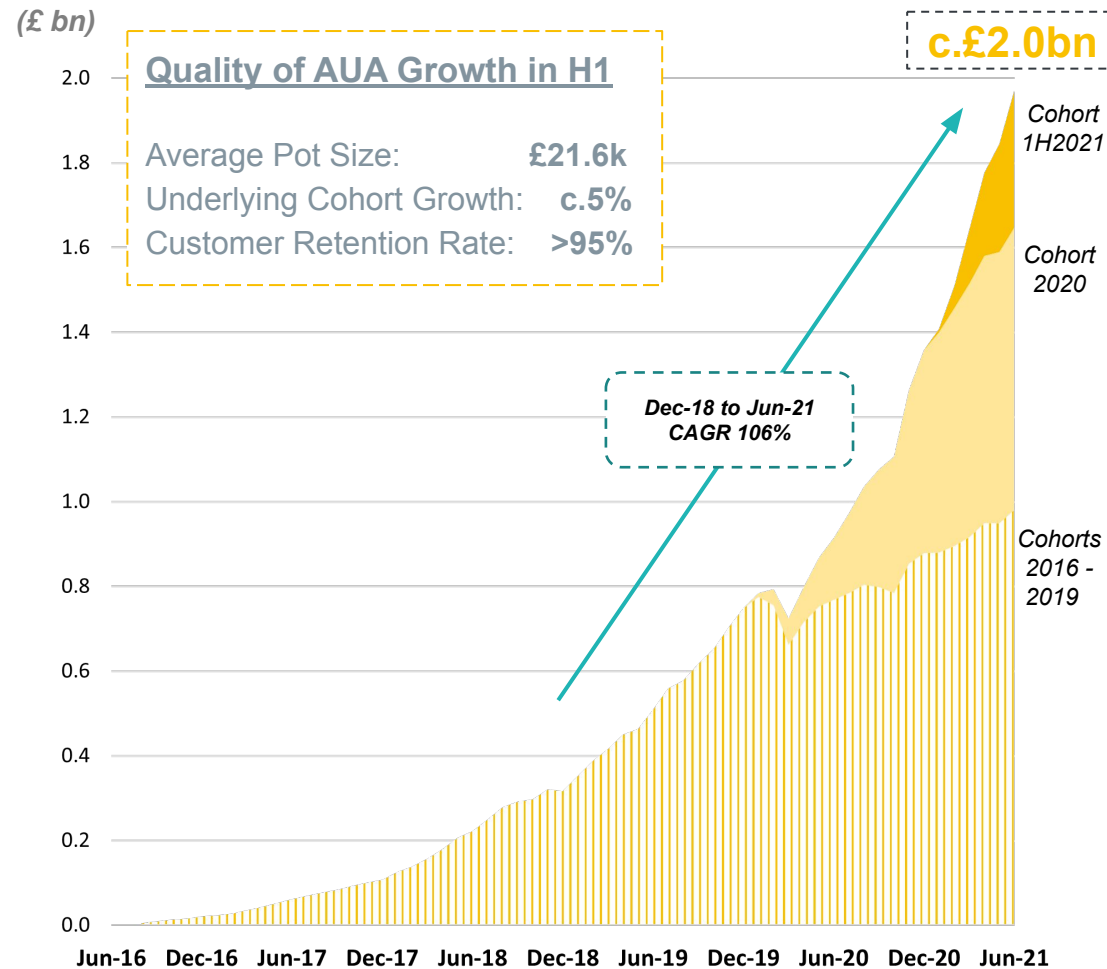
Email cases closed within 72 hours
(of 85,746 emails as at June 2021)

2 Financial Update

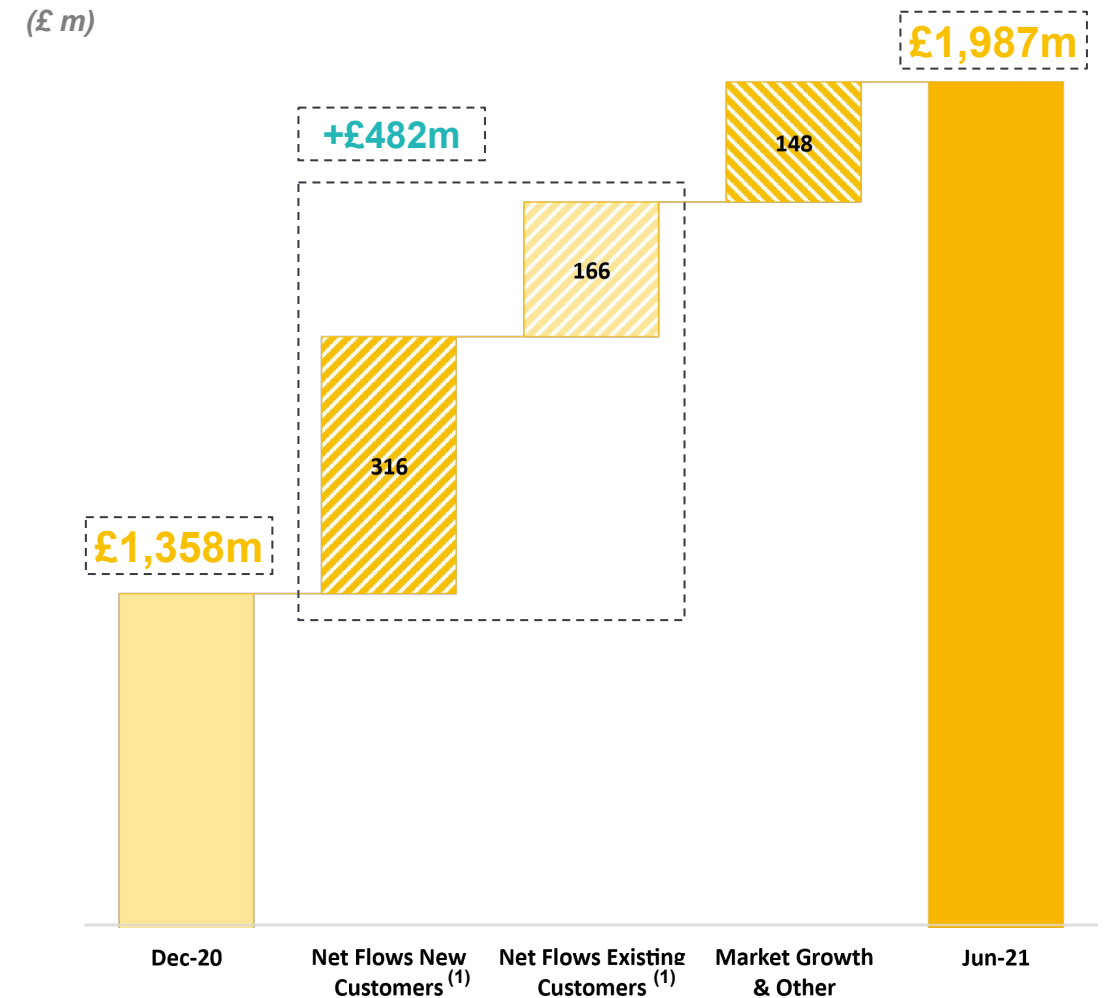
AUA Growth Driven by New and Existing Customers

High customer retention and strong continuous net flows generate attractive lifetime value

Continuous Compounding of AUA



Strong Net Flows from New & Existing Customers⁽¹⁾

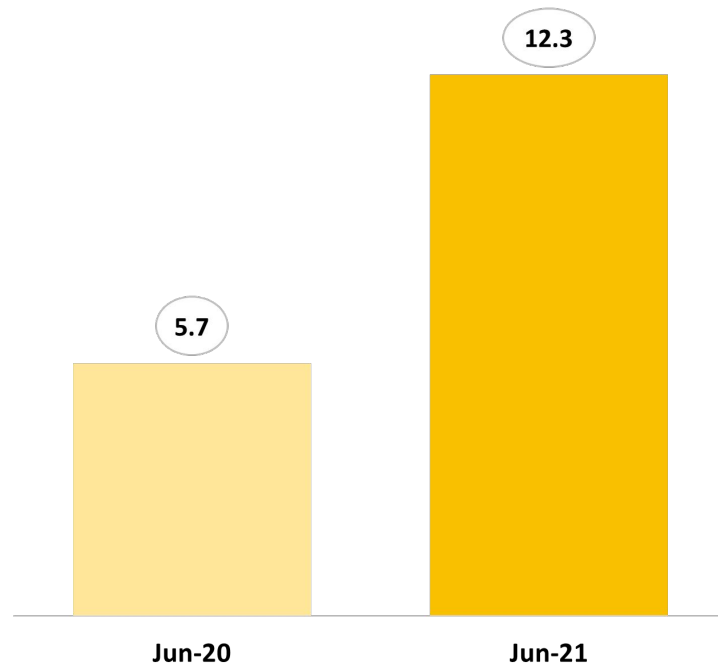


Scalability Generates Operating Leverage over Time

Resilient revenue margin combined with scalability of technology platform achieves operating leverage

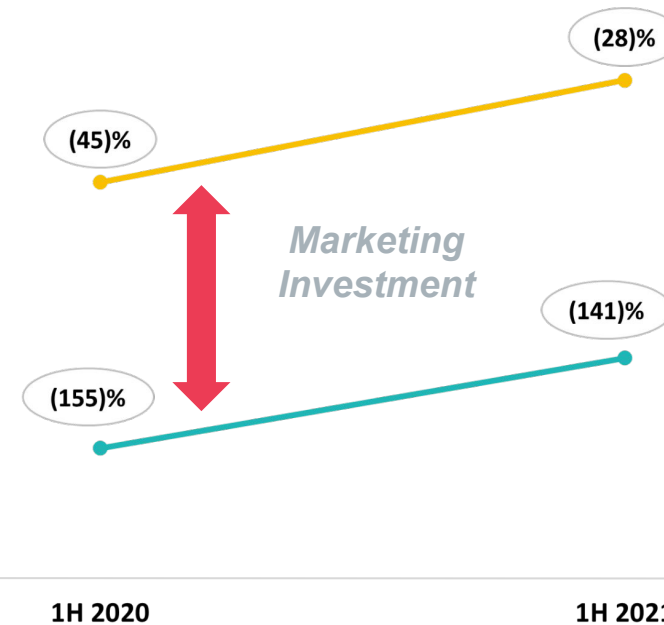
Resilient Gross Revenue Margin of 69 bps Supports Revenue Growth

Annual Run Rate Revenue (£m)



Scalable Technology Platform Drives Margin Improvement

Adj. EBITDAM Margin (%) and Adj. EBITDA Margin (%)



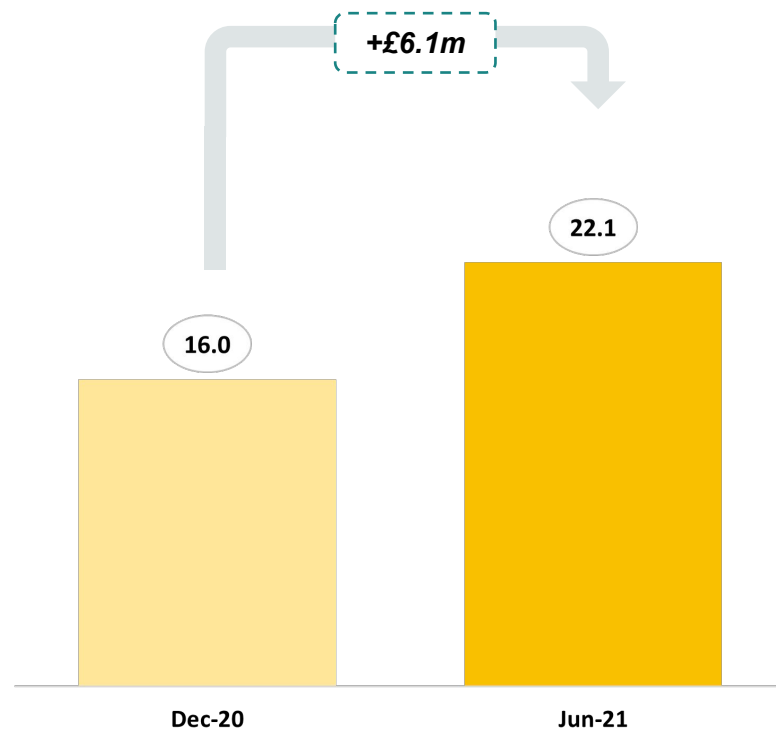
- Adjusted EBITDAM Margin
- Adjusted EBITDA Margin

Disciplined Marketing Investment Drives Healthy Growth

Data-driven acquisition approach has enabled scaled-up marketing investment within cost thresholds

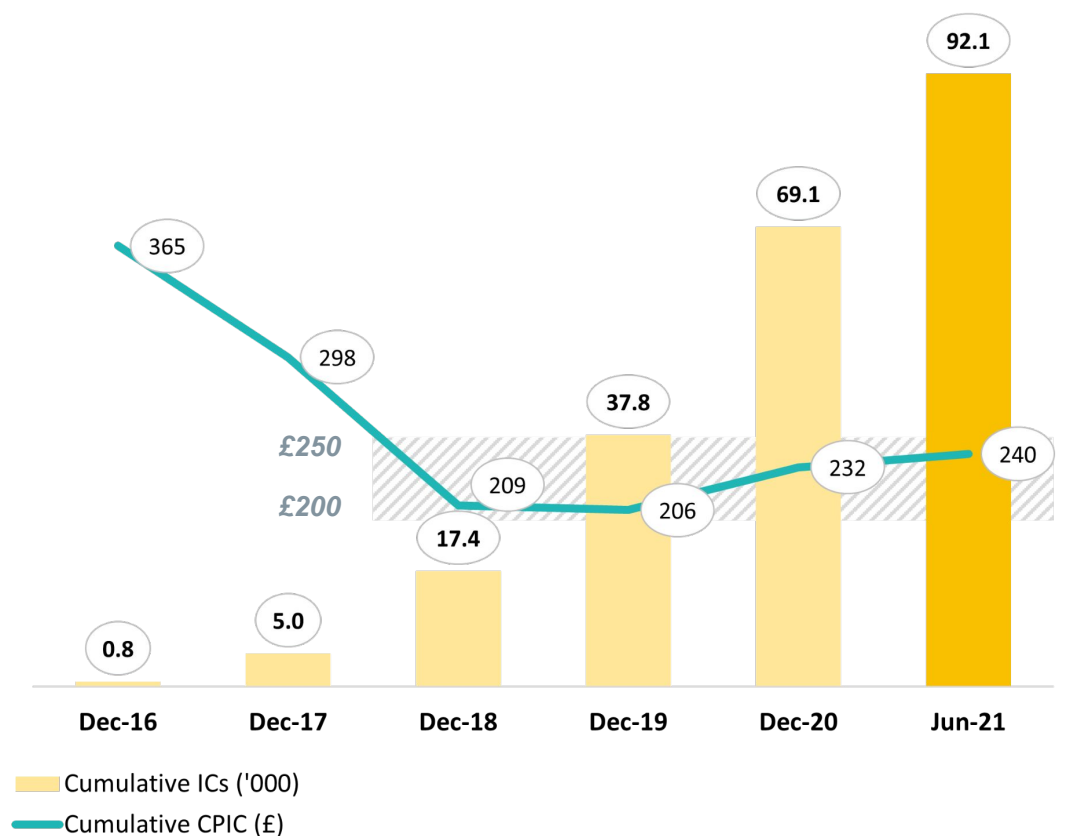
PensionBee Continues to Scale up Marketing Investment

Cumulative Marketing Expenditure (£m)⁽¹⁾



Whilst Maintaining Cost Discipline

Cumulative Invested Customers (k) and Cumulative CPIC (£)⁽²⁾

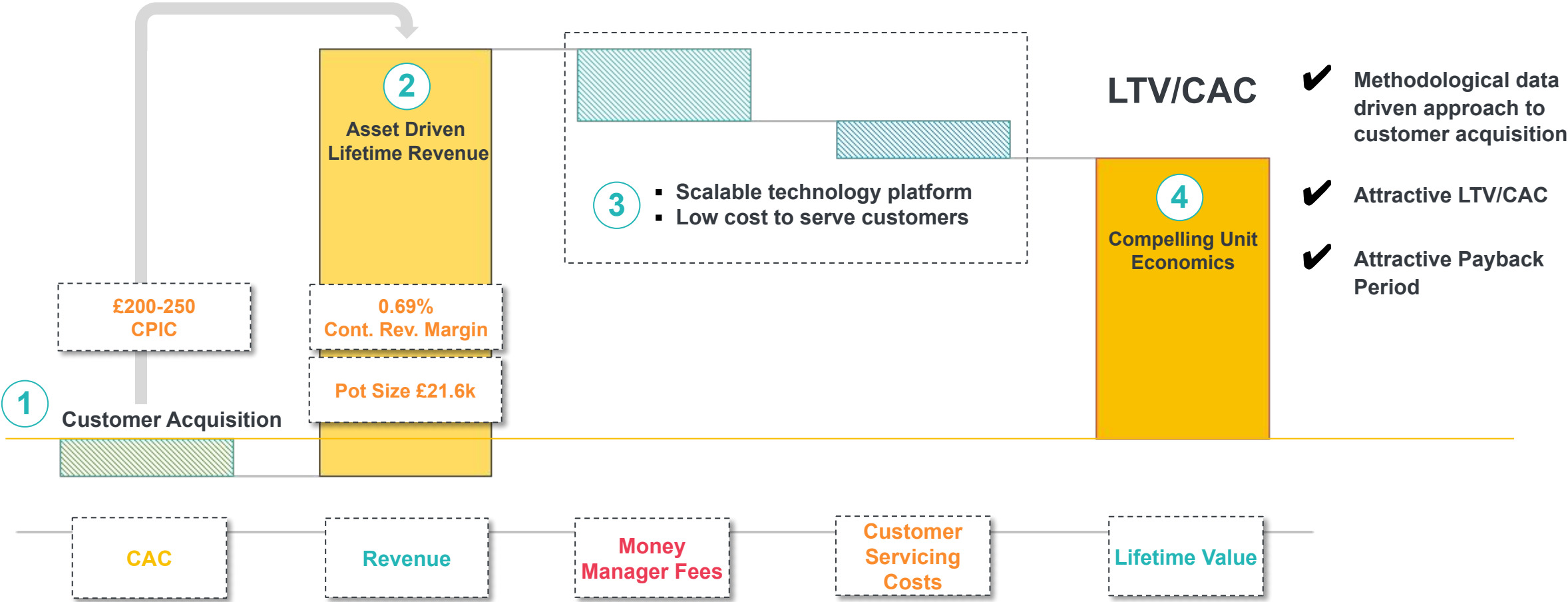


(1) Cumulative Marketing Expenditure since FY2015.

(2) Cumulative CPIC is defined as the cumulative marketing and advertising costs incurred by PensionBee since FY2015 up until the relevant point in time, divided by the cumulative number of Invested Customers at that point in time.

Illustrative Unit Economics

The nature of pension assets drive lifetime revenue profile



3 Outlook

Medium Term Financial Objectives & Guidance

Metric	Guidance Provided in Prospectus	Reconfirming
Revenue Growth	High double digit revenue growth over short to medium term. Solid double-digit growth over the longer term	<input checked="" type="checkbox"/>
Gross Revenue Margin & Money Manager Fees	To remain consistent with historical levels as a proportion of revenue over the medium term	<input checked="" type="checkbox"/>
Tech Platform & Other Costs	Targeting around 30% of revenue in the medium to long term	<input checked="" type="checkbox"/>
Marketing Costs	£50-60m of aggregate spend over the next 3 years, with % spend increasing by mid-to-high double digits over the period ending December 2023. More moderate growth in marketing expected from the beginning of 2024	<input checked="" type="checkbox"/>
Adj. EBITDA Margin ⁽¹⁾	Medium term target of 25-35%; targeting 50+% in the longer-term	<input checked="" type="checkbox"/>
Break-even Point / Profitability	Monthly break-even expected to be achieved on an Adj. EBITDA basis by the end of 2023	<input checked="" type="checkbox"/>

Outlook for 2021

- Revenue Growth expected to be in line with market expectations for 2021, driven by
 - Ongoing rapid growth of investment in marketing
 - Continued product innovation to maintain customer satisfaction
 - Further investment in people and technology
- Adjusted EBITDA Margin for FY 2021 broadly in line with market expectations
- A further trading update will be provided after the third quarter

4 Appendix

1H2021 Financial Highlights

KPIs		As at Period End		
		Jun-2020	Jun-2021	YoY
AUA	(£m)	915	1,987	117%
AUA Retention Rate	(% of AUA)	>95%	>95%	Stable
Registered Customers	('000)	297	538	81%
Active Customers	('000)	87	155	78%
Invested Customers	('000)	51	92	81%
Customer Retention Rate	(% of IC)	>95%	>95%	Stable
Cost per Invested Customer	(£)	209	240	Within Threshold
Same-year RC: IC conversion	(%)	17%	17%	Stable
Contractual Revenue Margin	(% of AUA)	0.68%	0.69%	+1bp

Financials		Over the 6-month Period Ending		
		Jun-2020	Jun-2021	YoY
Revenue	(£m)	2.6	5.4	109%
Annual Run Rate (ARR) Revenue ⁽¹⁾	(£m)	5.7	12.3	114%
Adjusted EBITDA	(£m)	(4.0)	(7.6)	89%
Adjusted EBITDA margin	(% of revenue)	(155) %	(141)%	+14ppt

Levels of AUA		Over the 6-month Period Ending		
		Jun-2020	Jun-2021	YoY
Opening AUA	(£m)	745	1,358	82%
Gross inflows	(£m)	238	550	131%
Gross outflows	(£m)	(30)	(69)	129%
Net inflows	(£m)	208	482	131%
Market growth and other	(£m)	(38)	148	n/a
Closing AUA	(£m)	915	1,987	117%

Glossary

Assets under Administration (AUA)	Assets under Administration (AUA) is the total invested value of pension assets within PensionBee Invested Customers' pensions. It measures the new inflows less the outflows and records a change in the market value of the assets. AUA is a measurement of the growth of the business and is the primary driver of Revenue.
AUA Retention Rate (% of AUA)	AUA Retention measures the percentage of retained PensionBee AUA from Transfer Outs over the average of the trailing twelve months. High AUA retention provides more certainty of future Revenue. This measure can also be used to monitor customer satisfaction.
Registered Customers (RC)	Registered Customers (RC) measures customers who have started the sign-up process and have submitted at least a name and an email address and includes those customers who are classified as Active Customers.
Active Customers (AC)	Active Customers (AC) means all customers who have requested to become an Invested Customer by accepting PensionBee's terms of business but for whom the transfer or contribution process is not yet completed and all customers who are classified as Invested Customers.
Invested Customers (IC)	Invested Customers (IC) means those customers who have transferred pension assets or made contributions into one of PensionBee's investment plans.
Customer Retention Rates (% of IC)	Customer Retention Rate measures the percentage of retained PensionBee Invested Customers over the average of the trailing twelve months. High customer retention provides more certainty of future Revenue. This measure can also be used to monitor customer satisfaction.
Cost per Invested Customer (CPIC)	Cost per Invested Customer (CPIC) means the cumulative advertising and marketing costs incurred since PensionBee commenced trading up until the relevant point in time divided by the cumulative number of Invested Customers at that point in time. This measure monitors cost discipline of customer acquisition. PensionBee's desired CPIC threshold is £200-£250.
Same Year RC:IC Conversion (% of RC)	Same Year RC:IC Conversion percentage is calculated by dividing the number of Invested Customers as at the end of the period by the number of Registered Customers at the end of the period. This measure monitors PensionBee's ability to convert customers through the acquisition funnel.
Contractual Revenue Margin (% of AUA)	Contractual Revenue Margin means the weighted average contractual fee rate across PensionBee's investment plans (before applying any size discount) calculated by reference to the amount of AUA held in each plan across the period.
Revenue	Revenue means the income generated from the asset base of PensionBee's customers, essentially annual management fees charged on the AUA, together with a minor revenue contribution from other services.
Annual Run Rate (ARR) Revenue	Annual Run Rate (ARR) Revenue is calculated using the Recurring Revenue for the relevant month multiplied by 12.
Adjusted EBITDA	Adjusted EBITDA is the profit or loss for the period before taxation, finance costs, depreciation, share based compensation and transaction costs.
Adjusted EBITDA Margin	Adjusted EBITDA Margin means Adjusted EBITDA as a percentage of Revenue for the relevant period.
Adjusted EBITDAM Margin	Adjusted EBITDAM is the profit or loss for the period before taxation, finance costs, depreciation, share based compensation, transaction costs and marketing as a percentage of Revenue for the relevant period.

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