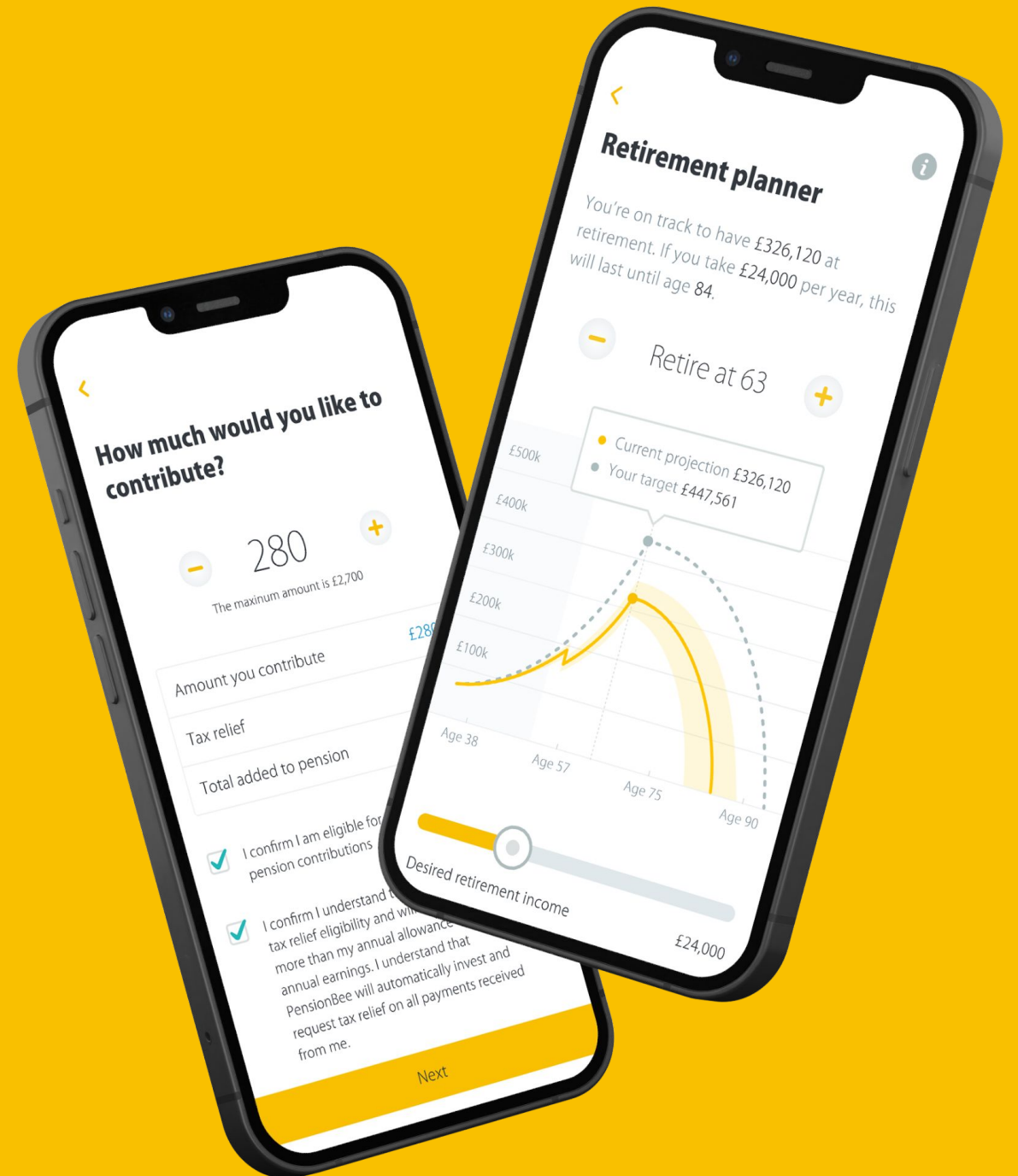




# Results Presentation

for the three months to 31 March 2022



# Agenda

- 1 Overview of Q1 2022
- 2 Financial Update
- 3 Outlook
- 4 Appendix

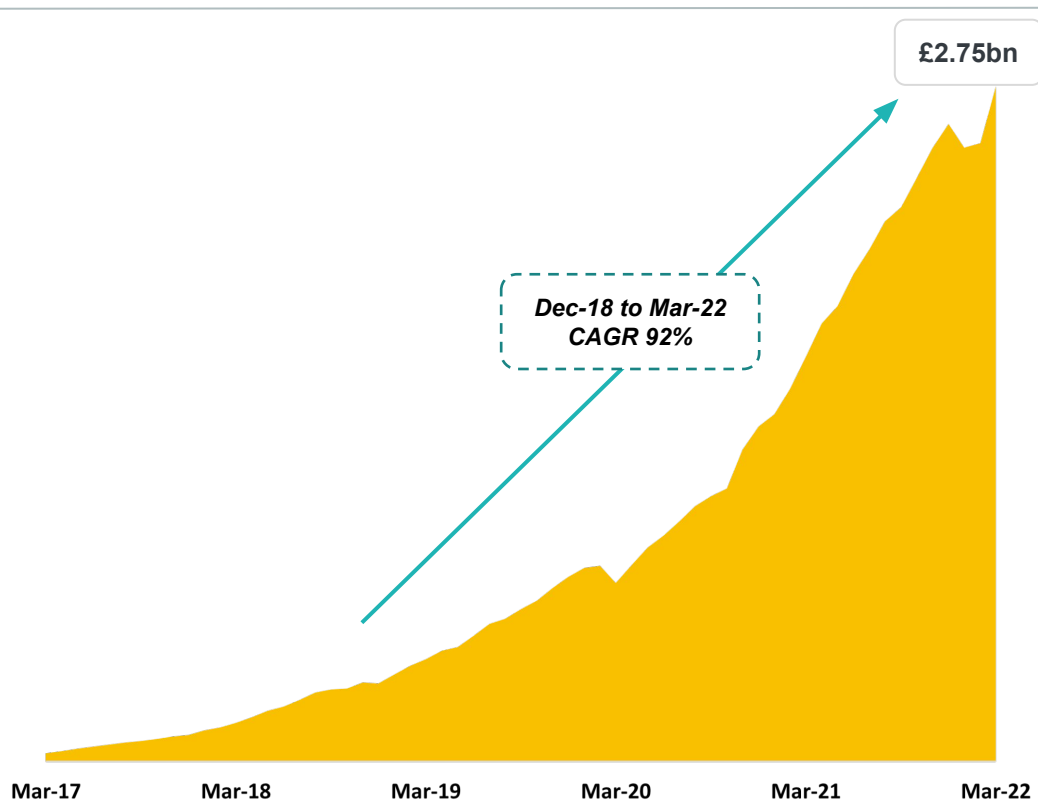
# 1 Overview of Q1 2022

# Q1 2022 Financial & Operational Highlights (1/2)

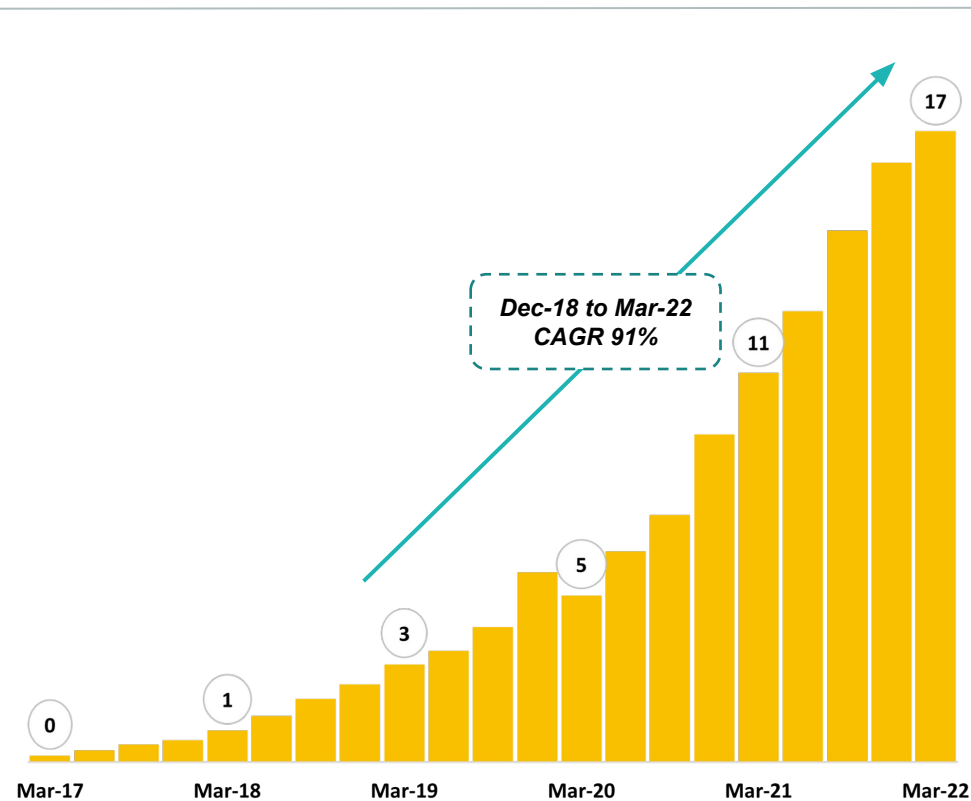
- Continued to deliver significant growth across each of our KPIs during the quarter, in line with guidance and expectations and despite substantial market volatility
- Strong value proposition continued to resonate with new and existing customers, allowing us to take advantage of the £1 trillion market opportunity in UK Defined Contribution pensions
- Excellent momentum in growth of customer base, with the addition of over 20,000 Invested Customers in this quarter
- Strong marketing investment, especially in brand, to support this growth and also to support lower-cost acquisition activities for the rest of the year
- Transfer to Premium Segment of Main Market of London Stock Exchange marks important milestone

# Q1 2022 Financial & Operational Highlights (2/2)

Development of AUA since Inception (£bn)



Development of ARR Revenue since Inception (£m)



799k

Registered Customers  
Q1 2022

215k

Active Customers  
Q1 2022

138k

Invested Customers  
Q1 2022

£2.75bn

Assets under Administration  
Q1 2022

£14m

LTM Revenue  
Mar 2022<sup>(1)</sup>

£17m

Annual Run Rate Revenue  
Mar 2022

>95%

Customer Retention Rate  
Q1 2022

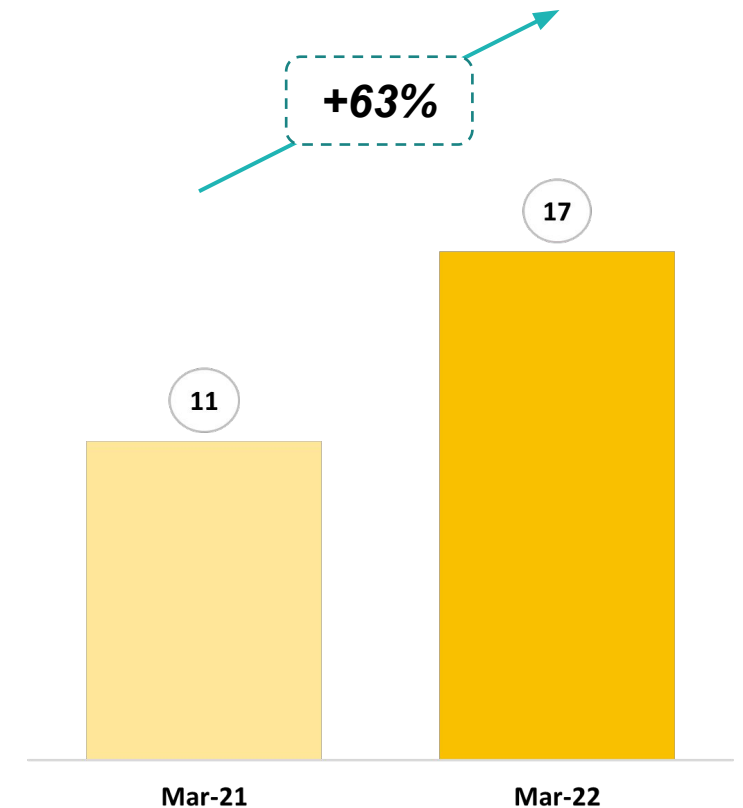
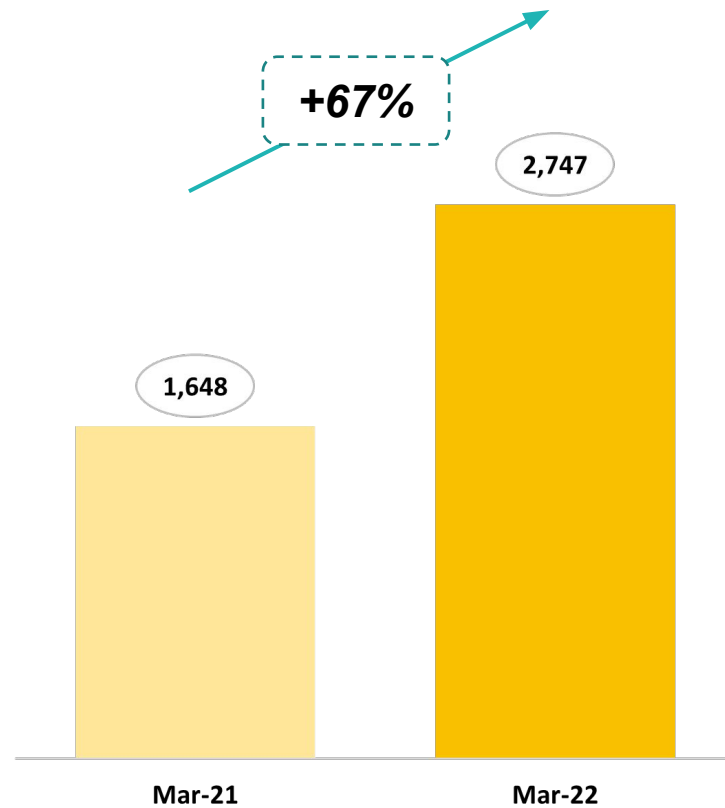
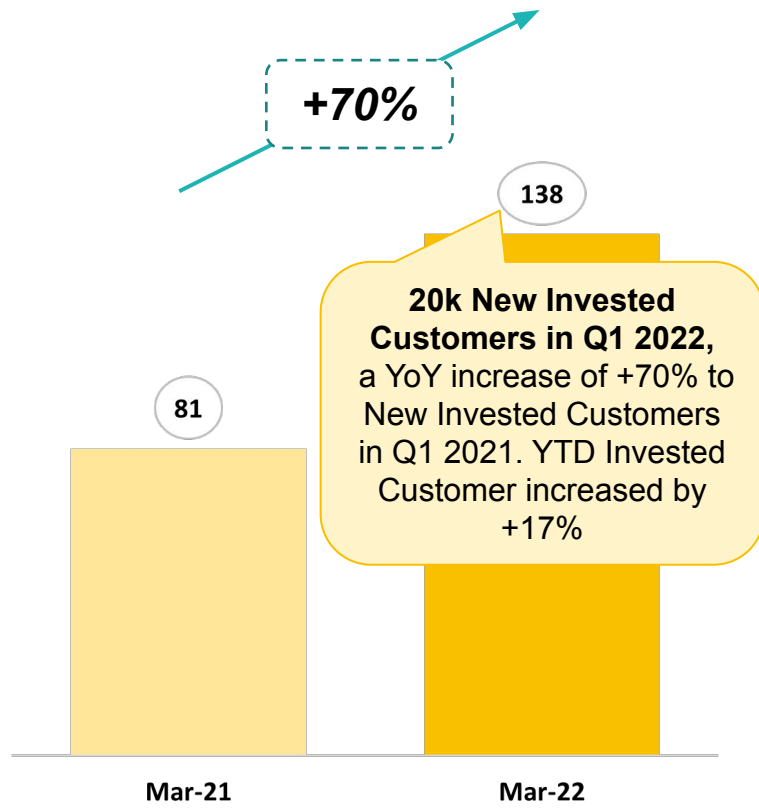
# PensionBee's Growth Story

Significant growth achieved across Customers, AUA and Revenue

Growth in Invested Customers (000s)

Translates into Increasing AUA Base (£m)

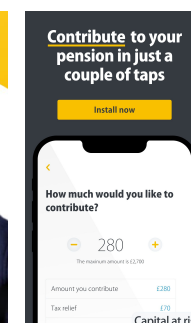
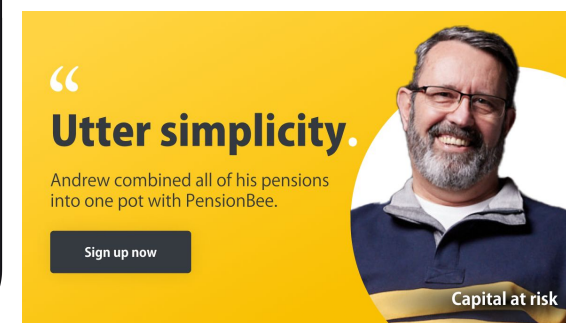
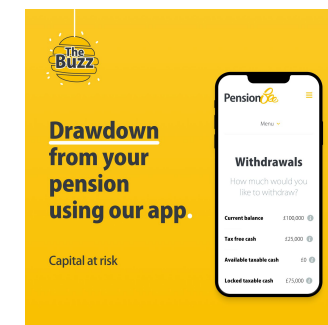
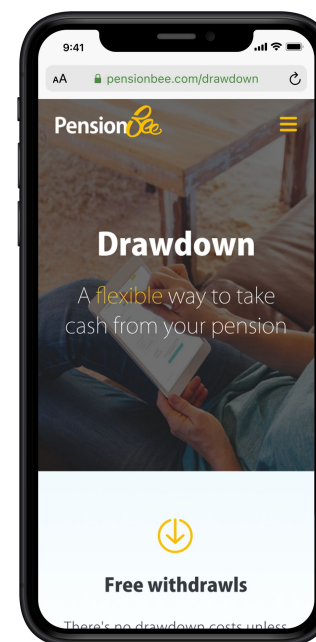
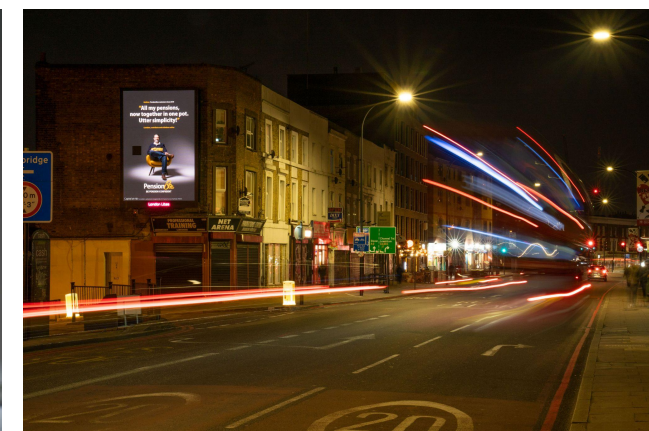
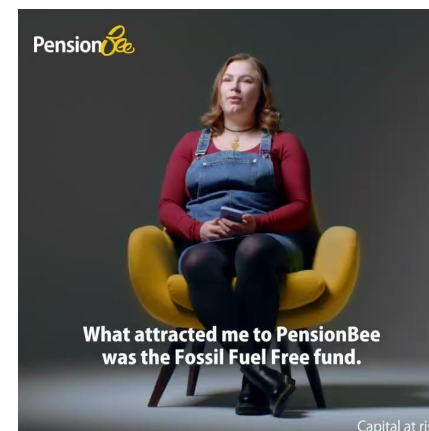
Which Drives ARR Revenue (£m)



# 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 (TV, OOH and Paid Search)
  - Major brand investment in February and March to support digital channels throughout the year
  - Direct app downloads and in-app search campaigns resulted in a meaningfully younger customer cohort (37 vs. 39 average age)<sup>(1)</sup>

- 2 Leadership in product innovation
  - Expansion of referral tooling and communication tools to convert Registered Customers to Invested Customers
  - Further expansion of “Easy Bank Transfer” in web-based product
  - Regular withdrawal functionality in development to support ongoing growth of over 50’s customer base

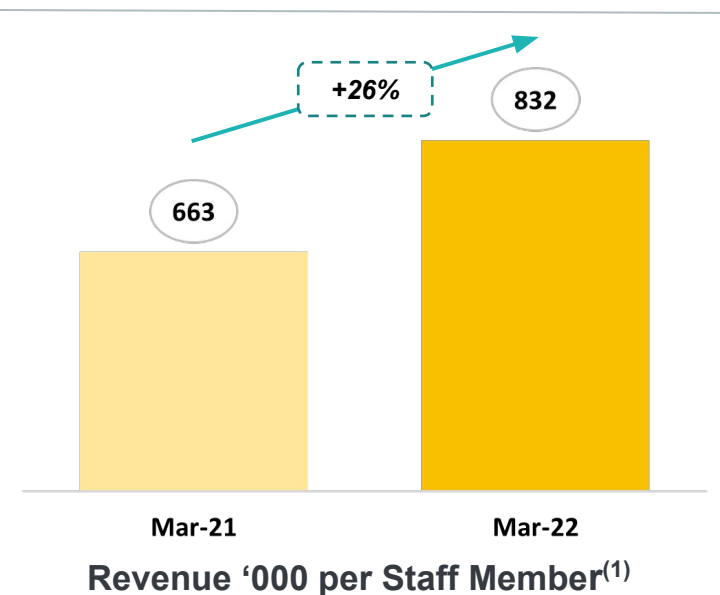


(1) New Invested Customer acquired in Jan-Mar 2022 compared to Jan-Mar 2021

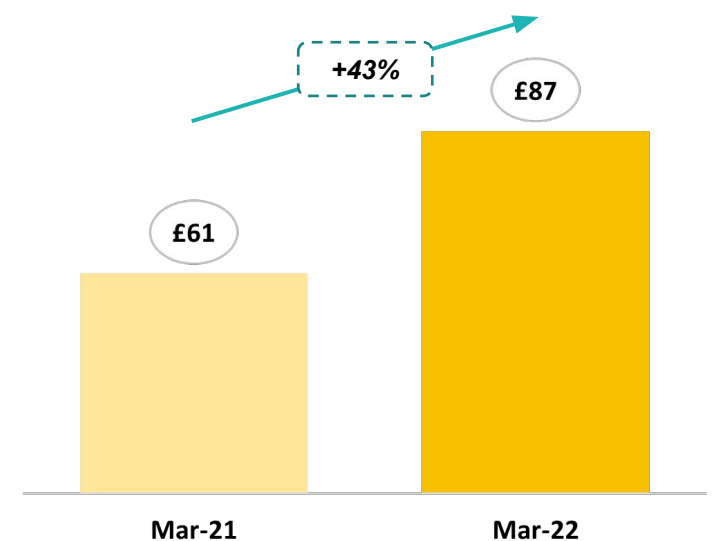
# Business Updates to further our Strategic Goals (2/2)

- 3 Continued investment in and development of an industry leading technology platform
  - Pension transfer efficiency improvements to underpin growth in customers
  - Internal automation to improve team productivity
  - Further information security enhancements and continued advancements of processes and controls
- 4 Continued focus on excellent customer service
  - High customer retention >95%, driving recurring revenue
  - Continued investment in personalised automations
  - Excellent Trustpilot rating maintained
- 5 Continued focus on investment solutions designed for customers
  - Progressing with search of index-based impact plan to satisfy customer demand for additional options with several options identified and under “proof of concept”

Invested Customers per Staff Member<sup>(1)</sup>



Revenue '000 per Staff Member<sup>(1)</sup>



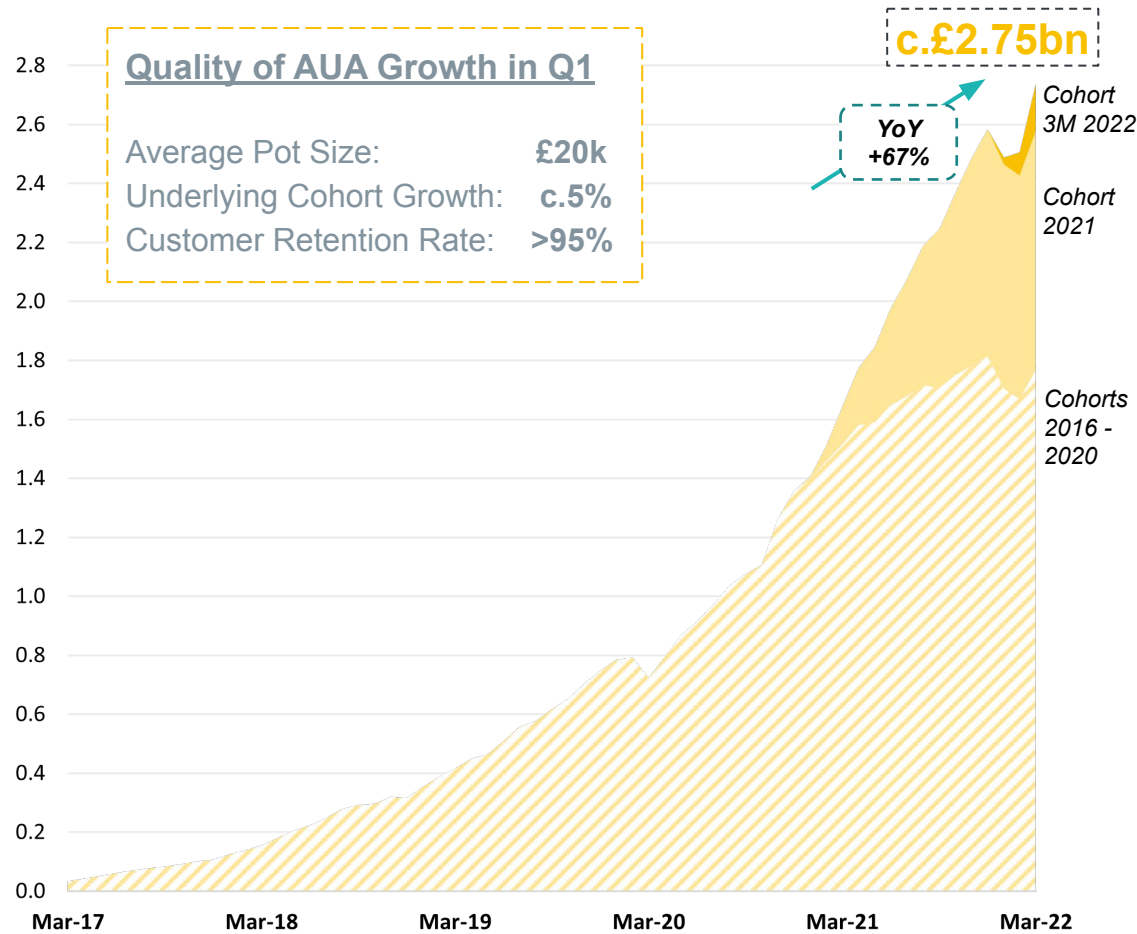


## 2 Financial Update

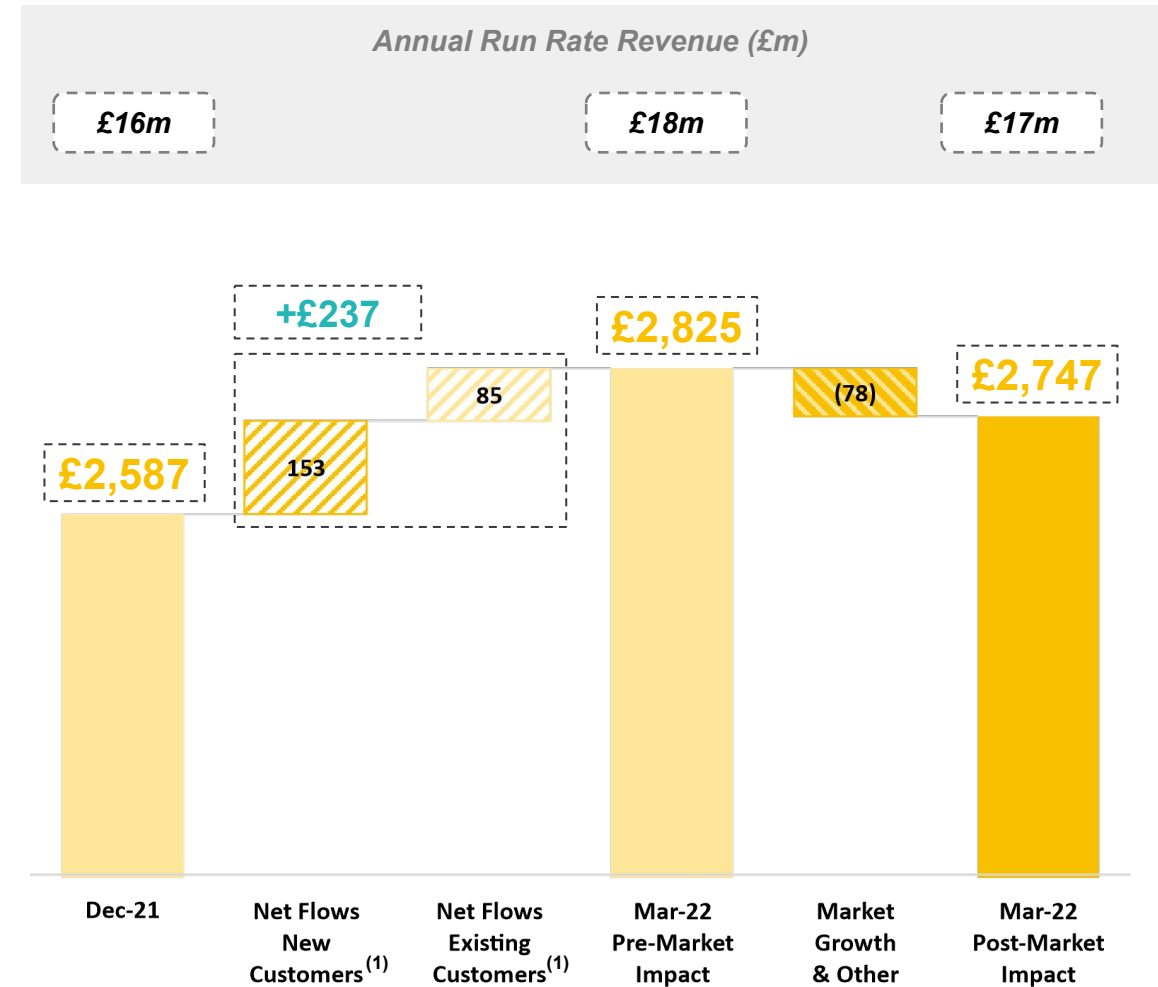
# AUA Growth Driven by New and Existing Customers

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

## Continuous Compounding of AUA (£bn)



## Strong Net Flows from New & Existing Customers<sup>(1)</sup> (£m)

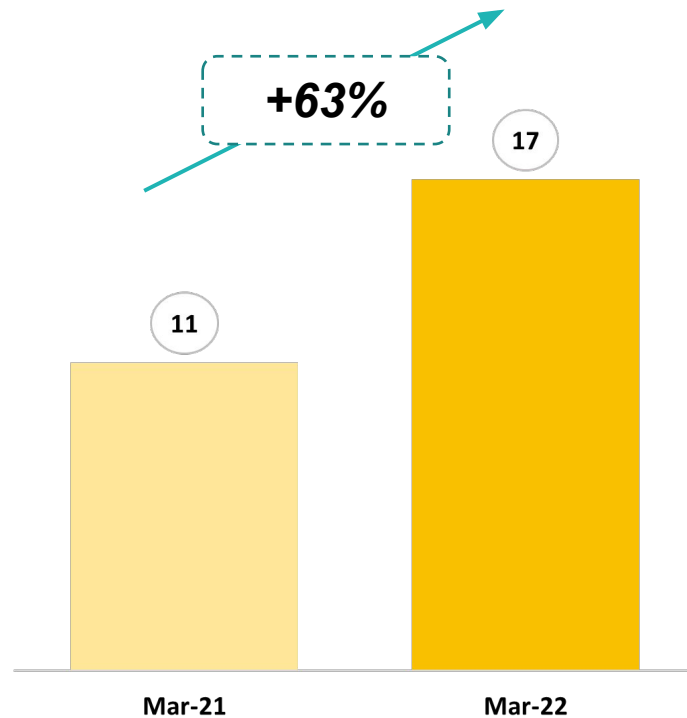


# Scalability Generates Operating Leverage over Time

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

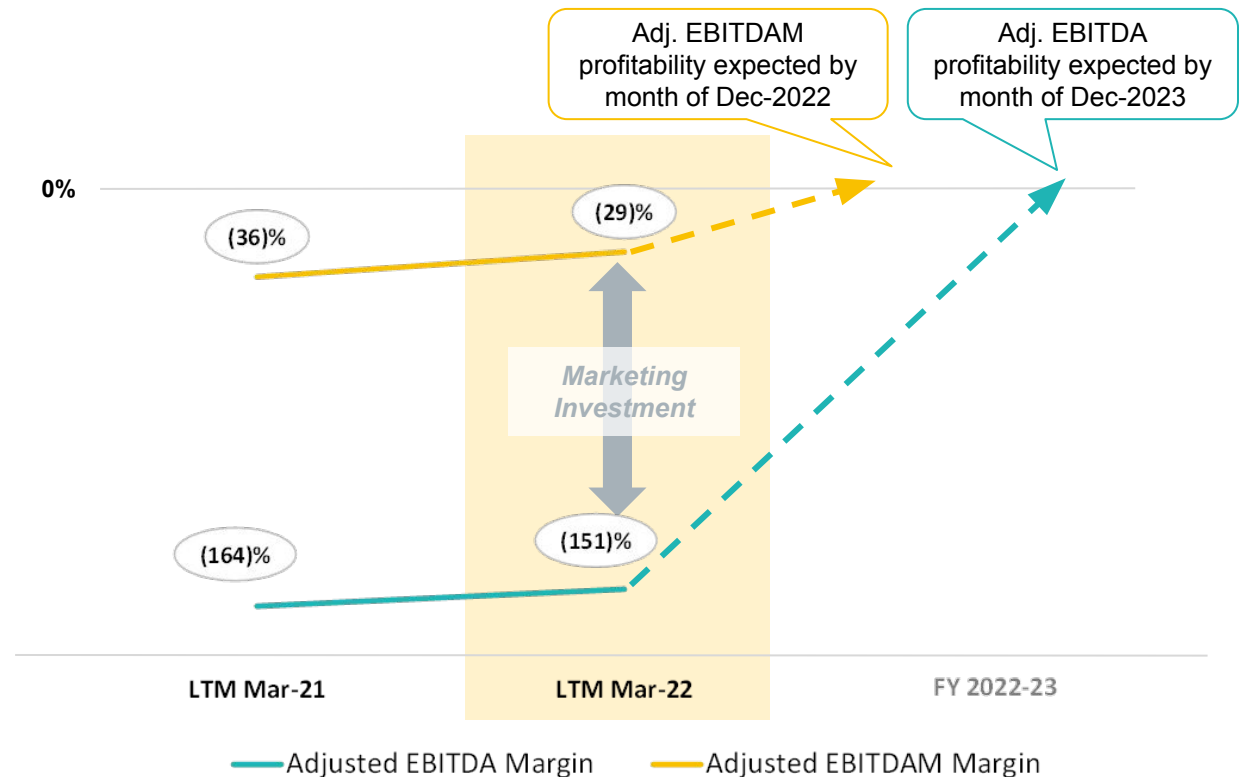
## Resilient Gross Revenue Margin of 69 bps Supports Revenue Growth

Annual Run Rate Revenue (£m)



## Scalable Technology Platform Drives Margin Improvement

Adj. EBITDA Margin (%)<sup>(1)</sup> and Adj. EBITDAM Margin (%)<sup>(2)</sup>



(1) Adjusted EBITDA Margin means Adjusted EBITDA as a percentage of Revenue for the relevant period shown on a trailing 12 months to March 2021/2022 basis.

(2) Adjusted EBITDAM Margin 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 shown on a trailing 12 months to March 2021/2022 basis.

# Disciplined Marketing Investment Drives Healthy Growth

Data-driven acquisition approach has enabled scaled-up marketing investment

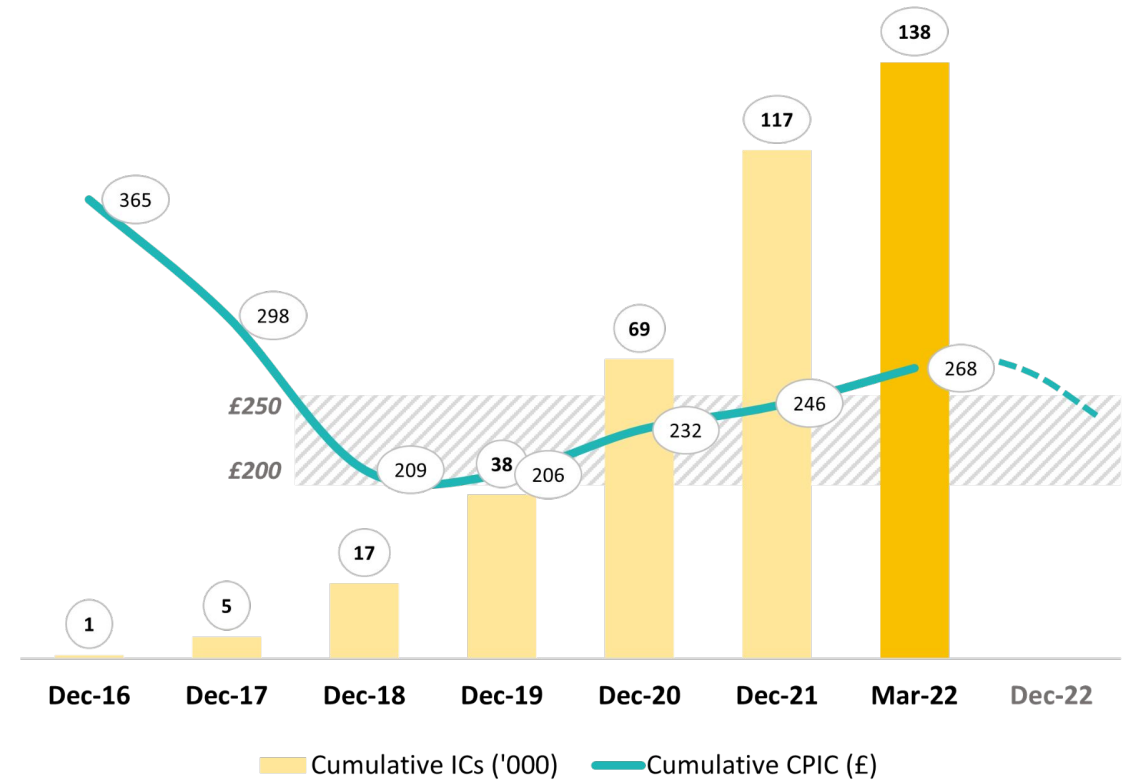
## PensionBee Continues to Scale up Marketing Investment

Cumulative Marketing Expenditure (£m)<sup>(1)</sup>



## Whilst Maintaining Cost Discipline

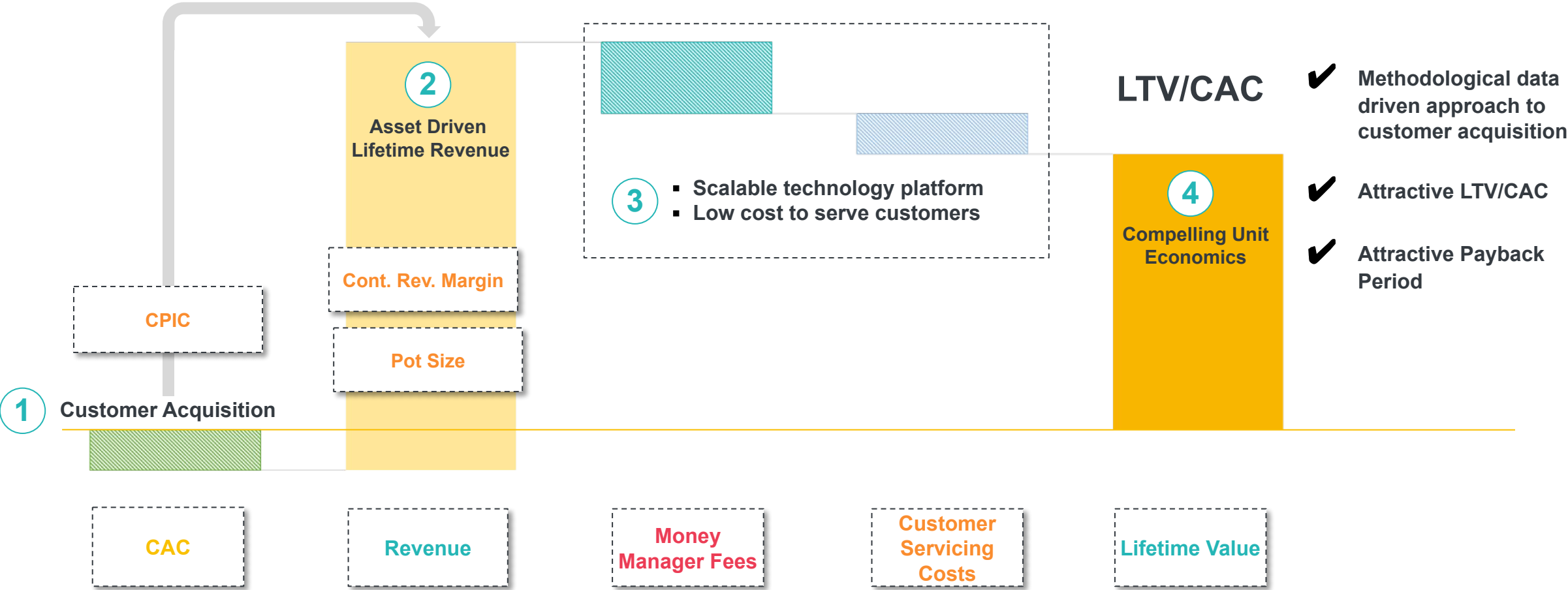
Cumulative Invested Customers (k) and Cumulative CPIC (£)<sup>(2)</sup>



(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 Demonstrate Lifetime Revenue Profile



# 3 Outlook

# Medium Term Financial Objectives & Guidance

Metric	Guidance Provided in Prospectus	FY 2022 Guidance	Re-confirming
Revenue Growth	High double digit revenue growth over short to medium term. Solid double-digit growth over the longer term	>£20m in revenue, assuming relative market stability	
Gross Revenue Margin & Money Manager Fees	To remain consistent with historical levels as a proportion of revenue over the medium term	In line with historical averages, assuming similar customer behaviours	
Tech Platform & Other Costs	Targeting around 30% of revenue in the medium to long term	Monthly Adj. EBITDAM profitability by month of December 2022	
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	c.£17-20m currently expected, with flexibility to adjust in line with guidance	
Adj. EBITDA Margin <sup>(1)</sup>	Medium term target of 25-35%; targeting 50+% in the longer-term	Further margin improvement expected	
Break-even Point / Profitability	Monthly break-even expected to be achieved on an Adj. EBITDA basis by the end of 2023		

# Key Investment Highlights

## 1 Vast and Growing TAM underpinned by Secular Growth Drivers

- Transferable Pensions market is vast and growing, £722bn in size with 13% CAGR<sup>(1)</sup>
- Driven by regulatory change and increased pension awareness across the UK population

## 2 Unique Value Proposition

- Our differentiated customer-focused proposition leaves us uniquely positioned to capitalise on the vast market opportunity
- Our proprietary, customer-centric technology platform is able to uniquely meet customers' demands for a convenient solution
  - Evidenced by our excellent customer retention and review metrics

## 3 Scalable Customer Acquisition Approach

- Our investment in brand and mass marketing approach allows for effective and efficient customer acquisition
- Our strong growth continues to be driven by a disciplined approach to customer acquisition within our targets

## 4 Clear Path to Profitability

- Our scalable technology platform has been built to serve a significantly larger customer base
- The scalability of the technology platform drives operating leverage and a clear path to profitability and cash flow generation

## 5 Committed and Experienced Leadership Team Delivered Strong Track Record to Date

- Experienced Board and Executive Team has continued to deliver impressive results
- Invested Customer CAGR<sup>(2)</sup> of 76%, AUA CAGR of 86%, Revenue CAGR of 90% and ARR CAGR of 86% over last 2 years



# Further Updates

- Company's Annual General Meeting on Wednesday 18 May 2022
- 1H 2022 trading update announcement on Thursday 21 July 2022

# 4 Appendix

# Q1 2022 Highlights

KPIs		As at Period End		
		Mar-2021	Mar-2022	YoY
AUA	(£m)	1,648	2,747	67%
AUA Retention Rate	(% of AUA)	>95%	>95%	Stable
Registered Customers	('000)	476	799	68%
Active Customers	('000)	137	215	57%
Invested Customers	('000)	81	138	70%
Customer Retention Rate	(% of IC)	>95%	>95%	Stable
Cost per Invested Customer	(£)	237	268	As guided
Same-year RC: IC conversion	(%)	17%	17%	Stable
Contractual Revenue Margin	(% of AUA)	0.69%	0.69%	Stable

Financials		Over the 3-month Period Ending		
		Mar-2021	Mar-2022	YoY
Revenue	(£m)	2	4	70%
Adjusted EBITDA	(£m)	(4)	(10)	-125%
Adjusted EBITDA margin	(% of revenue)	(180) %	(238)%	-58ppt

Financials		Over a Trailing 12-month Period Ending		
		Mar-2021	Mar-2022	YoY
LTM Revenue	(£m)	7	14	94%
Annual Run Rate (ARR) Revenue <sup>(1)</sup>	(£m)	11	17	63%
LTM Adjusted EBITDA	(£m)	(12)	(22)	-79%
LTM Adjusted EBITDA margin	(% of revenue)	(164)%	(151)%	+13ppt

Levels of AUA		Over the 3-month Period Ending		
		Mar-2021	Mar-2022	YoY
<b>Opening AUA</b>	<b>(£m)</b>	<b>1,358</b>	<b>2,587</b>	<b>91%</b>
Gross inflows	(£m)	274	284	4%
Gross outflows	(£m)	(33)	(47)	43%
Net inflows	(£m)	241	237	-2%
Market growth and other	(£m)	49	(78)	n/m
<b>Closing AUA</b>	<b>(£m)</b>	<b>1,648</b>	<b>2,747</b>	<b>67%</b>

# Glossary

<b>Assets under Administration (AUA)</b>	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.
<b>AUA Retention Rate (% of AUA)</b>	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.
<b>Registered Customers (RC)</b>	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.
<b>Active Customers (AC)</b>	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.
<b>Invested Customers (IC)</b>	Invested Customers (IC) means those customers who have transferred pension assets or made contributions into one of PensionBee's investment plans.
<b>Customer Retention Rates (% of IC)</b>	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.
<b>Cost per Invested Customer (CPIC)</b>	Cost per Invested Customer (CPIC) means the cumulative advertising and marketing costs incurred since PensionBee commenced operations 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.
<b>Same Year RC:IC Conversion (% of RC)</b>	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.
<b>Contractual Revenue Margin (% of AUA)</b>	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.
<b>Revenue</b>	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.
<b>Annual Run Rate (ARR) Revenue</b>	Annual Run Rate (ARR) Revenue is calculated using the Recurring Revenue for the relevant month multiplied by 12.
<b>Adjusted EBITDA</b>	Adjusted EBITDA is the profit or loss for the period before taxation, finance costs, depreciation, share based compensation and transaction costs.
<b>Adjusted EBITDA Margin</b>	Adjusted EBITDA Margin means Adjusted EBITDA as a percentage of Revenue for the relevant period.
<b>Adjusted EBITDAM Margin</b>	Adjusted EBITDAM Margin 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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