

AUGUST 23

H1 2023

Results presentation

New Day

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H1 – good progress despite wider market challenges

1

Continue to execute against our strategic objectives

£203M

LTM Underlying PBT
(+5% vs H1 2022)

£97M

H1 Underlying PBT
(flat vs H1 2022)

2

Growing share in a challenged market

↑ 6.3%

Share of
receivables⁽¹⁾

↑ 5.8%

Share of spend⁽¹⁾

3

Deliberate slower account growth into 2023

217k

New customers

-49%

new customers vs
H1 2022

4

Consistent net revenue growth, lower yield driven by expansion into prime lending and higher cost of funds

+7%

Net revenue
growth vs H1 2022

20.1%

Net revenue margin
vs 23.5% H1 2022

5

Good credit discipline and strong underwriting

9.1%

Impairment rate vs
11.0% H1 2022

+10%

Growth in RAI (£233m)
vs H1 2022

6

Costs – well controlled

32.0%

H1 Underlying Cost:
income ratio – market
leading

7

Strong liquidity and business confidence

£30M

2024 HYB repaid,
intend to redeem the
remainder on, or by
maturity

We continue to execute on our strategy

Our strategy

Helping people move *forward with credit*

- Continue to be the leading issuer of credit card and digital PoS credit in the UK
- Acquire new customers and extend the customer lifecycles
- Pursue new partnerships and increase Newpay penetration
- Leverage leading digital platform
- Deliver strong controlled growth and high performance predictability

Clients recognise the power of our platform with 3 new client wins

1

Significant embedded finance partnership with Lloyds Banking Group due to launch in 2024 covering both underwriting and technology



2

Providing data transformation, credit data modelling and reporting suite capabilities to a large international bank through a strategic reseller partnership

3

Boohoo to leverage NewDay's end-to-end technology proposition to underpin brand new financial product due to launch in 2024



Our core business continues to deliver

- ✓ Market share increasing
- ✓ New partnerships signed
- ✓ Controlled growth and targeted book strategies
- ✓ Strong cash position and increased confidence in future delivery

Investing in our in-house technology platform

- 1 Highly scalable and omni-channel with end-to-end capability
- 2 Cost-efficient and fully automated
- 3 Advanced data science and analytics
- 4 Engineering culture of ownership, innovation and growth
- 5 Consistent >£40m per annum investment into our technology platform

<4s

Credit decisioning timing

1TN+

Data points on our customers

99%

Transactions completed digitally

Supporting:

12

Brands on platform

16%

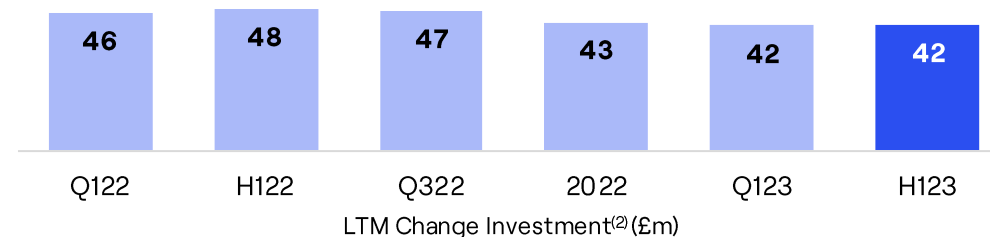
CAGR growth in receivables since 2014⁽¹⁾

c.4.3M

Customer accounts

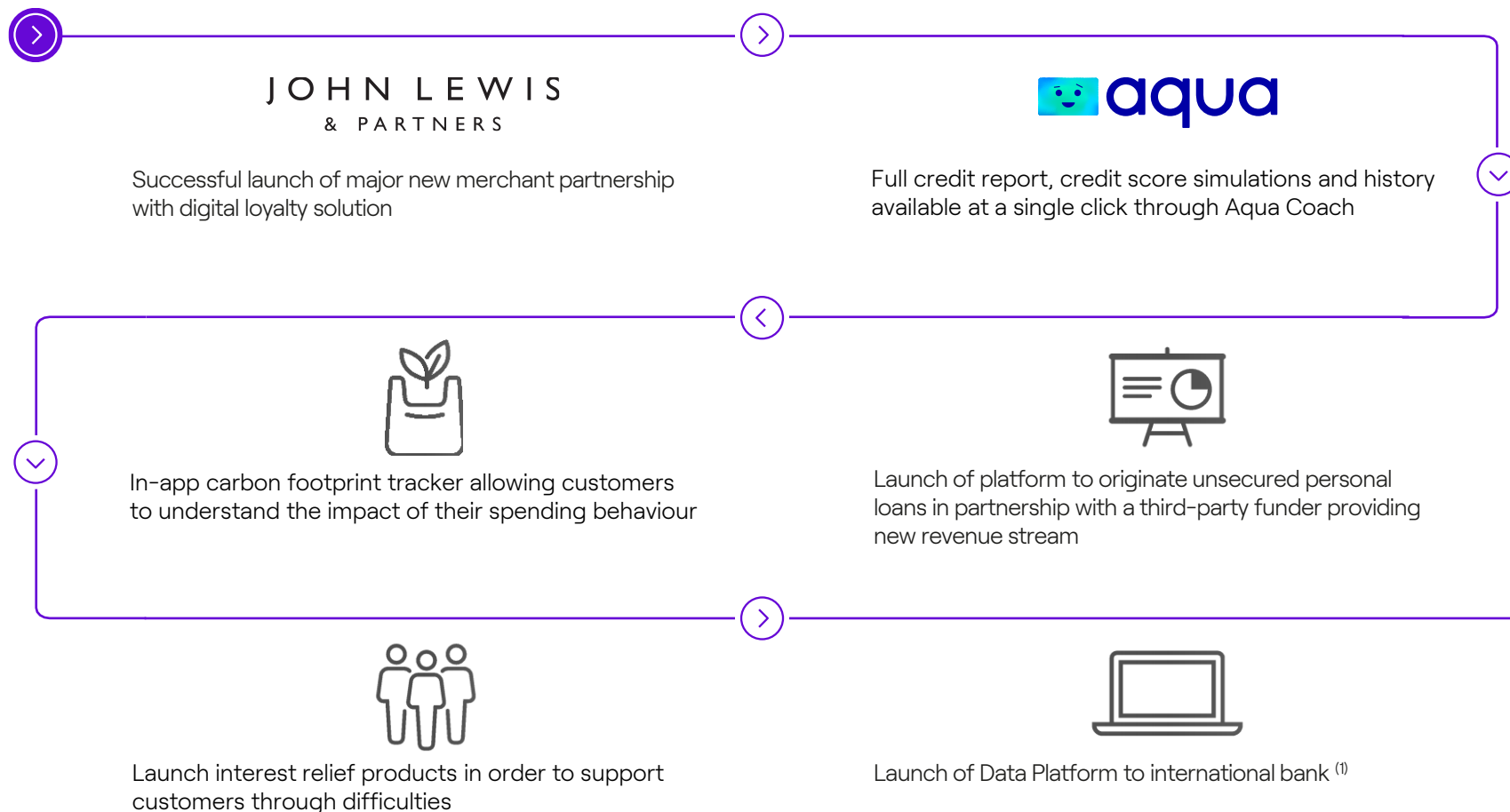
c.32%

Market leading cost:income ratio

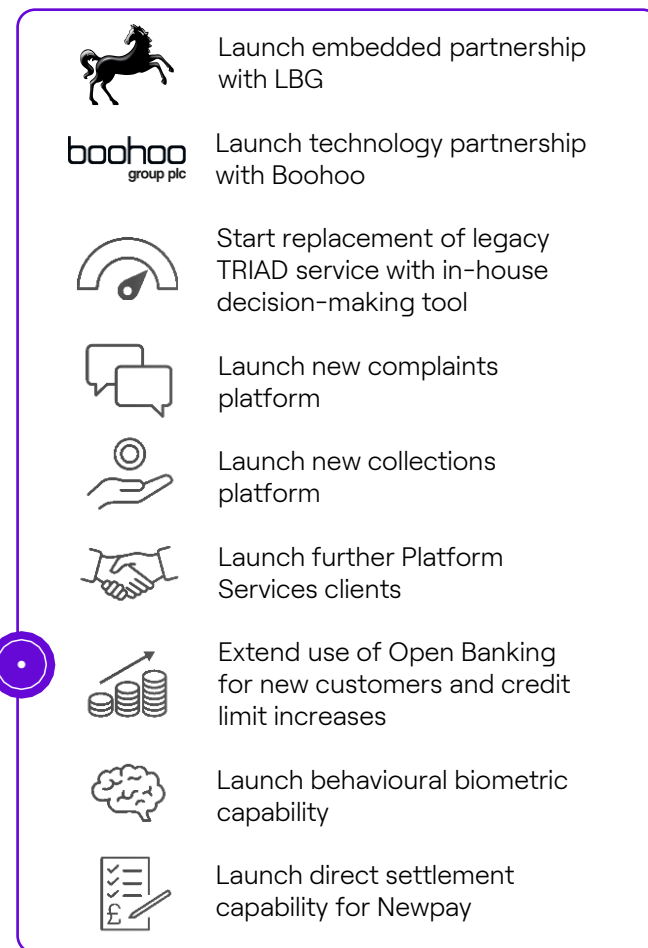


Driving innovation on our digital platform at pace

Enhancements in last 12 months



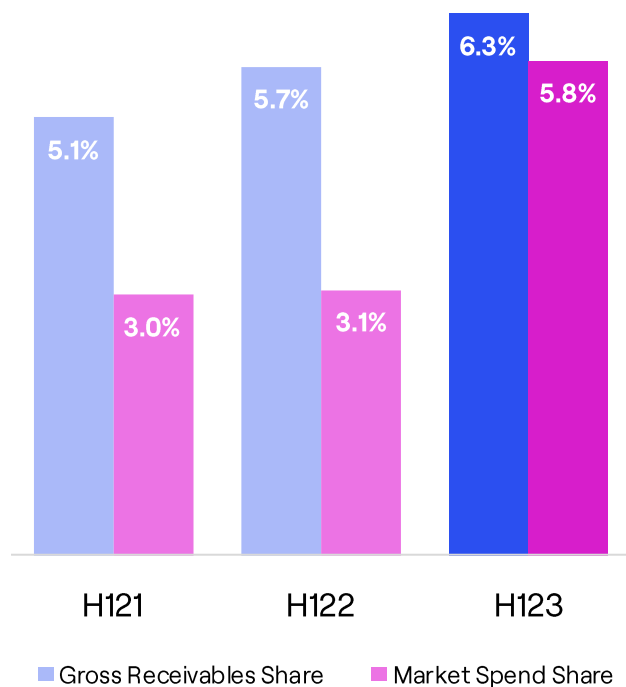
Next 12 months



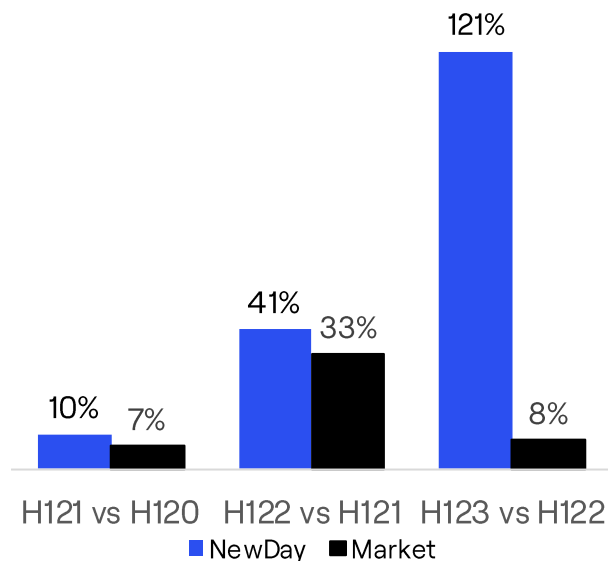
Note: (1) Generates revenue for Platform Services

NewDay performing well in challenging macroeconomic period

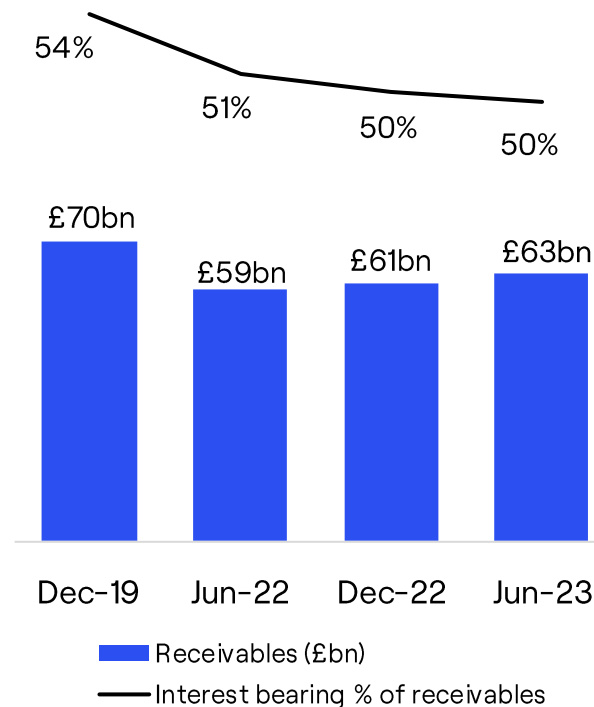
Market share⁽¹⁾ of receivables and spend 60bps and 270bps higher respectively



Market Retail spend⁽²⁾ growth rates down across industry with recent NewDay outperformance driven by onboarding of JLP



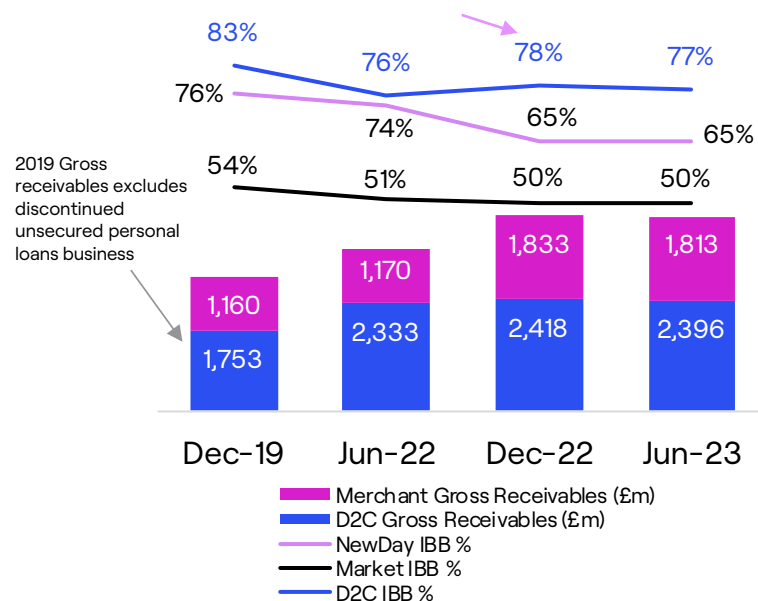
Interest-bearing balances as a percentage of receivables⁽²⁾ reducing across industry



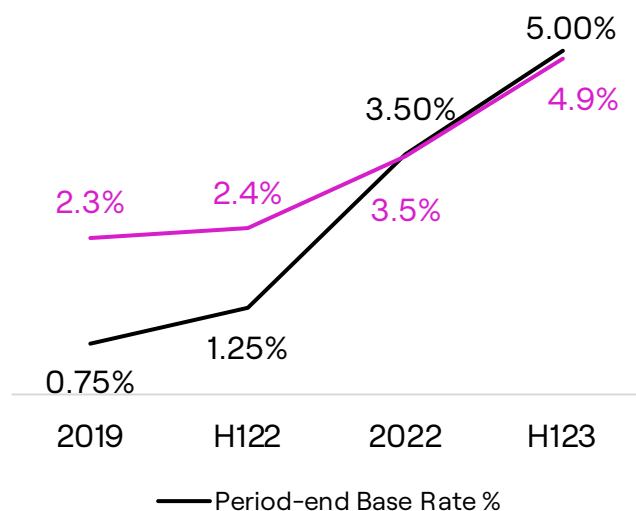
Note: (1) UK Credit Cards Bank of England data as at 30 June 2023. % share metrics calculated as total NewDay volumes as a proportion of Bank of England data credit card volumes. NewDay share includes Newpay receivables. Total UK credit card market is £67bn at 30 June 2023 per Bank of England data, sitting within wider c.£74bn market (including Point of Sale lending)
(2) Market data sourced from UK Finance Card Spending Update (released July 2023)

Macroeconomic trends and business mix shift has resulted in lower yield

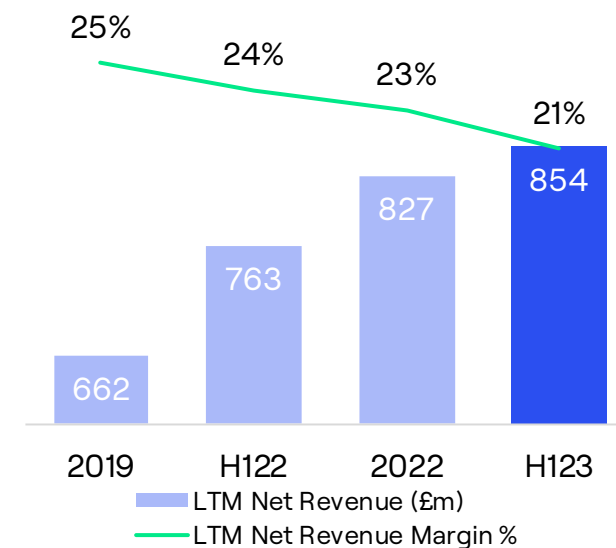
NewDay's IBB rate⁽¹⁾ impacted by market trends and mix shift to prime customers with JLP



Higher NewDay cost of funds driven by central bank rate rises



LTM Net Revenues rising, with book growth offsetting yield pressure



Note 1: IBB rate is calculated by dividing period-end interest-bearing balances by period-end gross receivables
 Market data sourced from UK Finance Card Spending Update (released July 2023)

D2C – controlled underlying growth and stricter lending against uncertain macro environment

Deliberately tighter new account acquisition with spend slightly down vs prior year

120k

New Customers
(-61% vs H122)

£1.9bn

Spend
(-4% vs H122)

Deliberate tighter new account growth and controlled credit limit increases result in moderate 3% growth

2,333

2,396

H122

H123

Period-end Gross Receivables (£m)

RAI 21% higher YoY driven by lower in-year receivables growth and improved coverage rate providing impairment improvement

12.9%

14.3%

142

172

H122

H123

Risk Adjusted Income

RAM



Market leader in near-prime



Credit risk well controlled whilst customers supported



Strong demand for Aqua & Aqua Coach



Controlled new account growth through 2023

Merchant Offering – 55% receivables growth driven by JLP

New accounts and spend

97k

New Customers
(-16% vs H122)

£5.5bn

Spend
(+242% vs H122)

55% receivables growth driven by John Lewis portfolio

1,170

H122

1,813

H123

Period-end Gross Receivables (£m)

RAI 14% lower YoY driven by Amazon termination with RAM dilution caused by prime John Lewis portfolio and higher cost of funds

11.9%

69

H122

6.6%

59

H123

Risk Adjusted Income

RAM

JOHN LEWIS
& PARTNERS

Ability to manage large-scale loyalty programs



Significant embedded finance partnership signed with LBG



DEKO

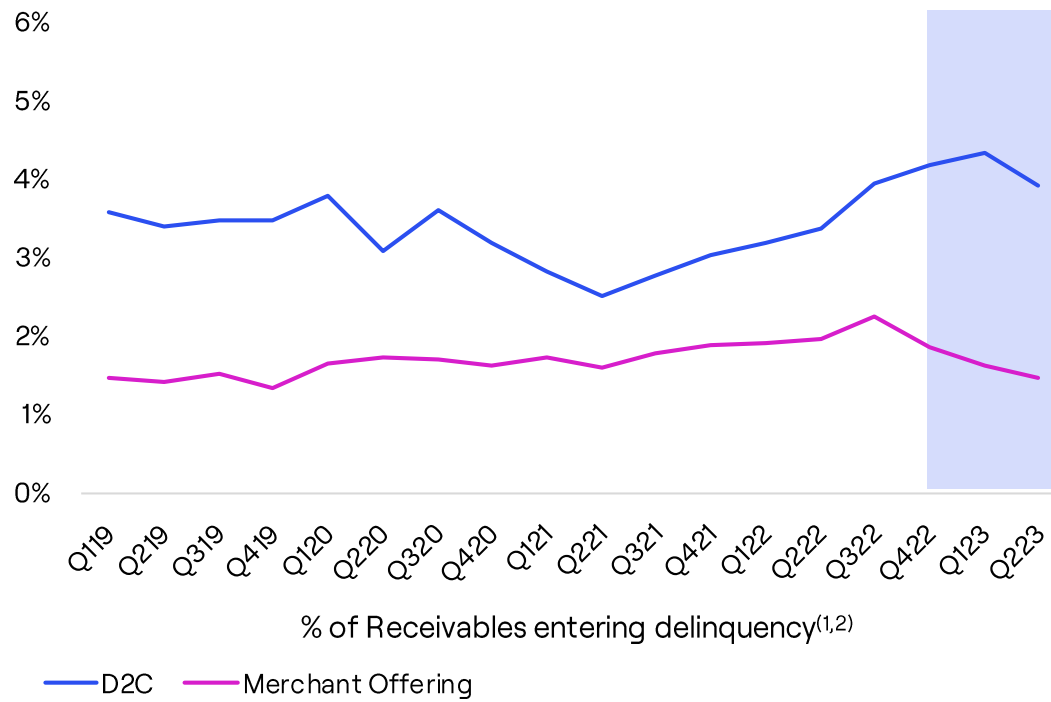
Focus remains on Newpay proliferation

Pulse

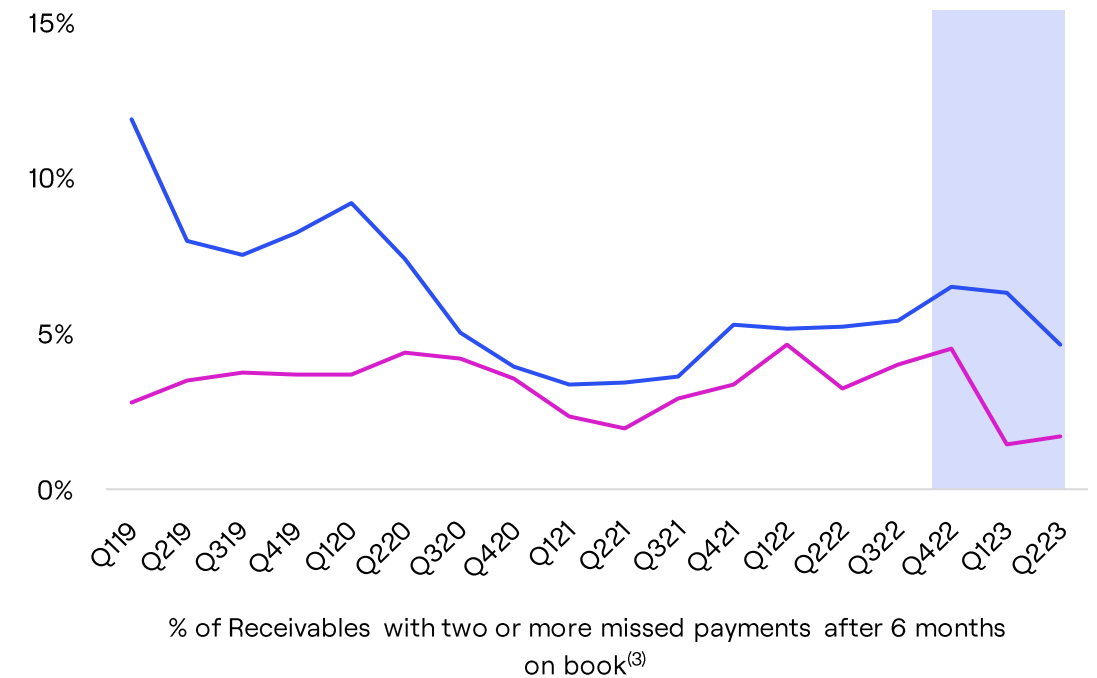
Continue engaging customers from previous partnerships

Early warning credit indicators trending positively in recent months

Improving D2C performance in Q2 23 reflects credit tightening with prime JLP book driving Merchant Offering decrease



Falling D2C rates since year-end reflect credit tightening with Merchant Offering falling due to prime JLP portfolio



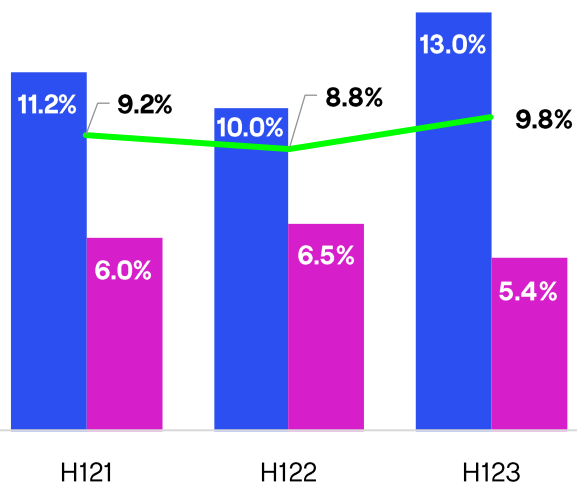
Note: (1) Delinquency shows the proportion of receivables that are one payment in arrears as a proportion of up-to-date receivables in a given month. Also includes receivables that were already delinquent in prior month that are still one month in arrears

(2) Balances on payment holidays are included in this delinquency measure throughout the period of the payment holiday

(3) This represents credit losses and excludes fraudulent balances

Impairment rates normalise post-Covid with strong coverage levels

Charge-offs increased by 100bps from H1 2022 as risk normalises

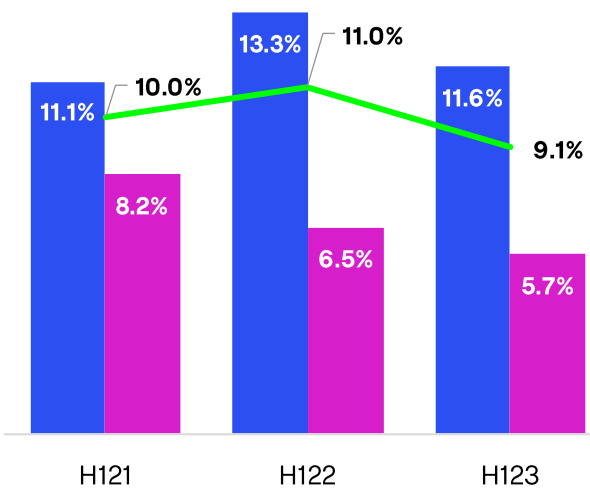


Charge-off rate

■ D2C ■ Merchant Offering — Group

	2019	H1'23
D2C	15.1%	13.0%
Merchant Offering	4.4%	5.4%
Group (excl. UPL)	11.0%	9.8%

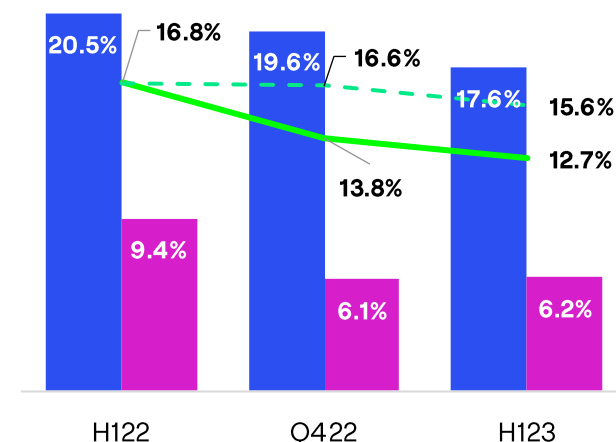
YoY 190bps decrease in impairment driven by prime receivables growth and sale of forborne debt



Impairment rate

■ D2C ■ Merchant Offering — Group

Coverage rate reduced by 110bps in-year, primarily due to sales of forborne debt in Q2



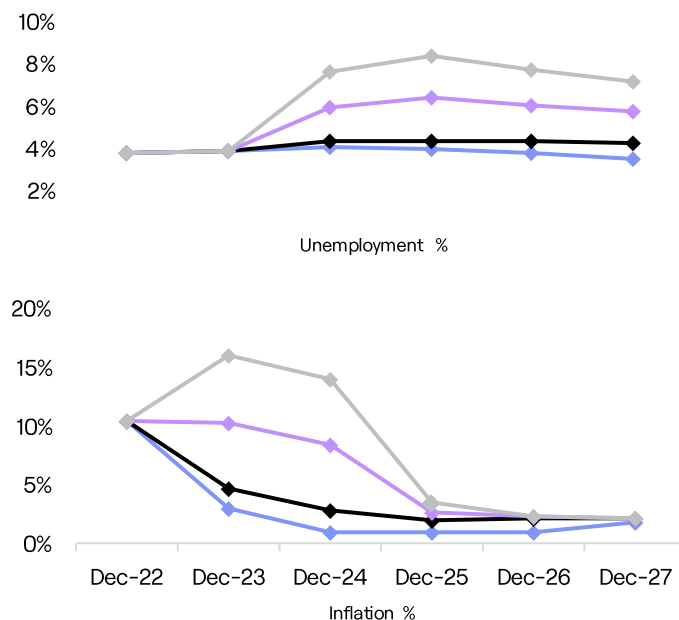
Coverage rate

■ D2C ■ Merchant Offering — Group - - - Group (excl. JLP)

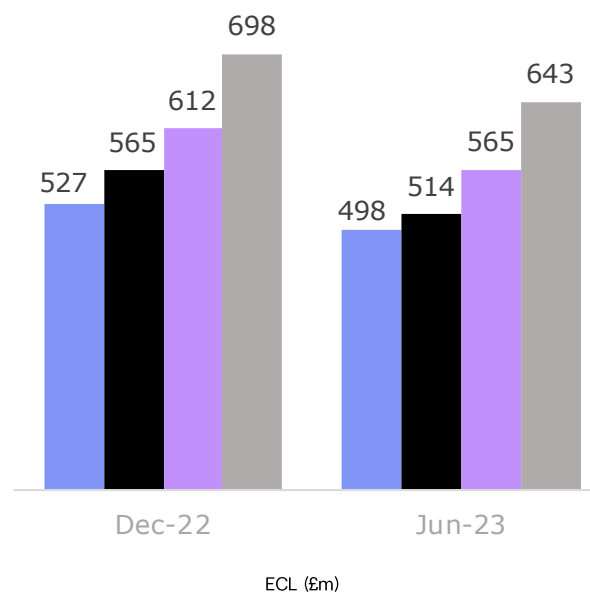
	2019	H1'23
Group (excl. UPL)	14.2%	12.7%
Group (excl. UPL & JLP)	14.2%	15.6%

Decrease in ECL⁽¹⁾ driven by improved unemployment outlook

H1 23 Unemployment and Inflation scenarios



ECL⁽¹⁾ Base scenario reduction primarily driven by sales of forborne debt in Q2



ECL allowance reduced primarily due to sales of forborne debt in Q2

	Unemployment		ECL (£m)	
	Peak	5 year Average	assuming 100% weighting	Probability weighting
Jun-23				
Upside	4.1%	3.8%	498	10%
Base	4.4%	4.2%	514	55%
Downside 1	6.4%	5.6%	565	30%
Downside 2	8.5%	7.0%	643	5%

	Dec-22	Jun-23
Core ECL ⁽²⁾	536	508
Cost of living	29	6
Base Scenario	565	514
Macro uplift	21	20
ECL allowance	586	534

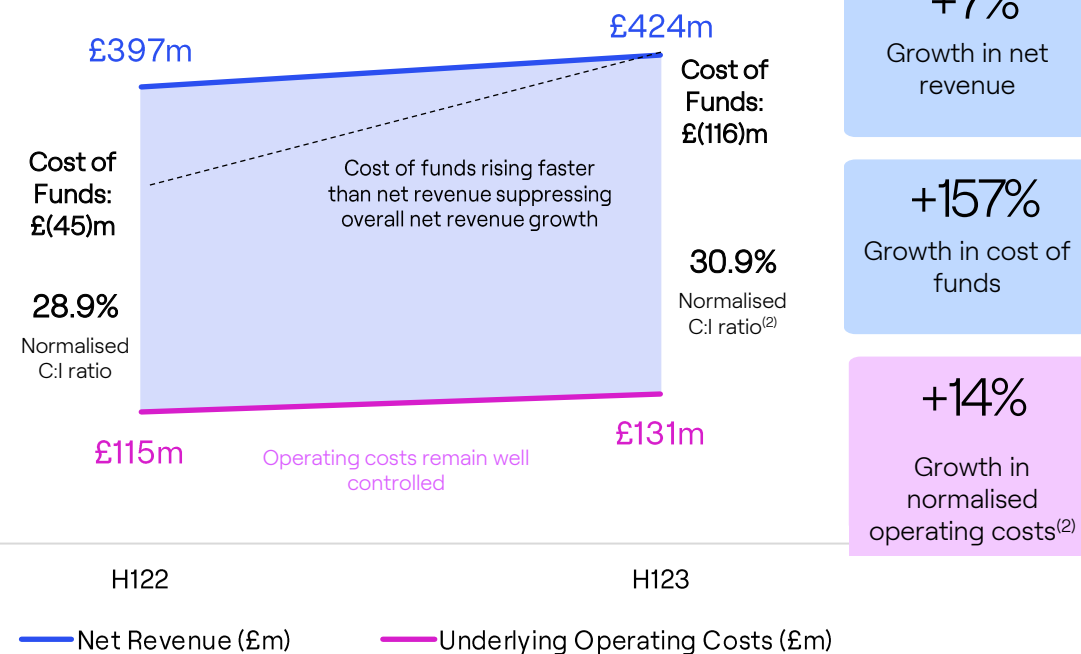
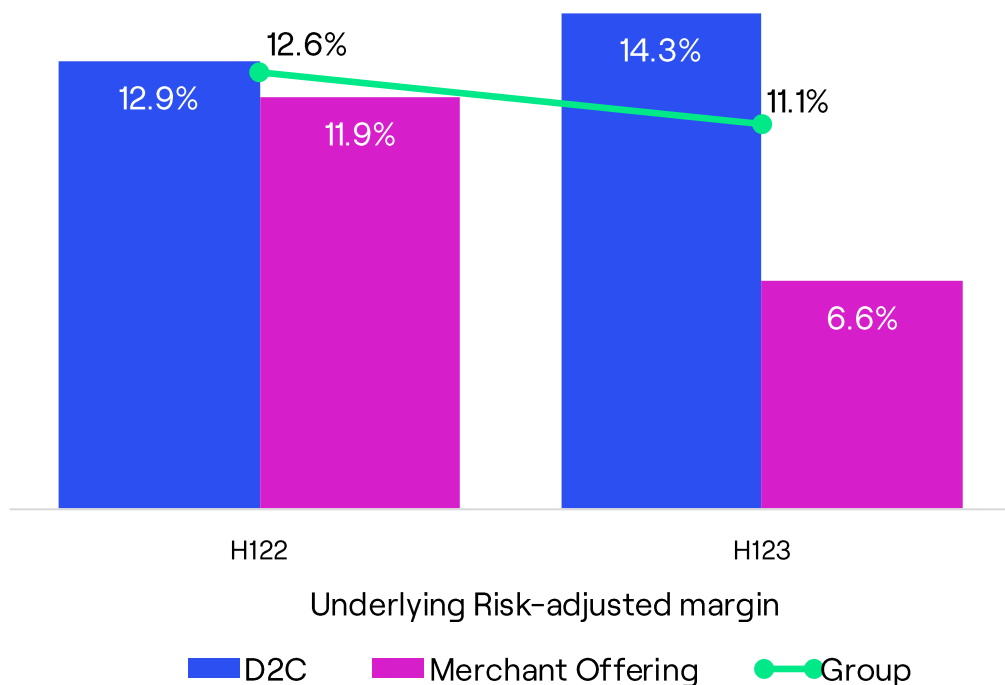
Coverage Rate	13.8%	12.7%
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Note: (1) Expected Credit Loss
(2) Core ECL is the Base scenarios excluding Cost of Living overlay

Increased cost of funds, sale of repayment plans and higher quality portfolio result in lower RAM with well controlled cost base

Underlying RAM⁽¹⁾ reduced driven by the mix change towards prime from onboarding John Lewis partially offset by the sale of forborne debt

Higher servicing costs from JLP and cost of funds exceed growth in net revenue, other costs well controlled

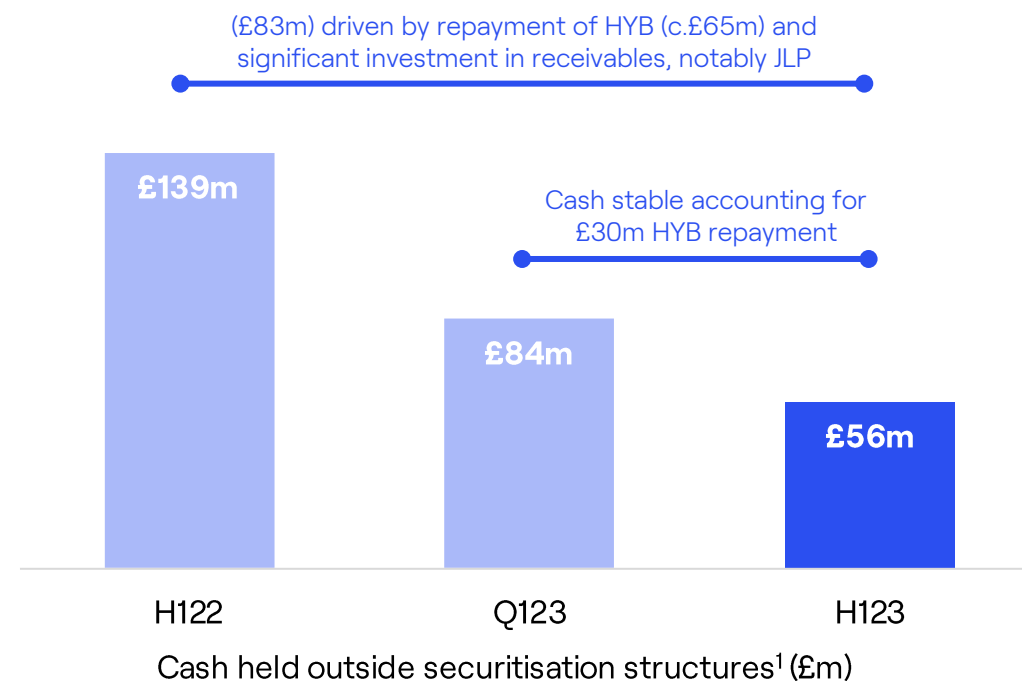
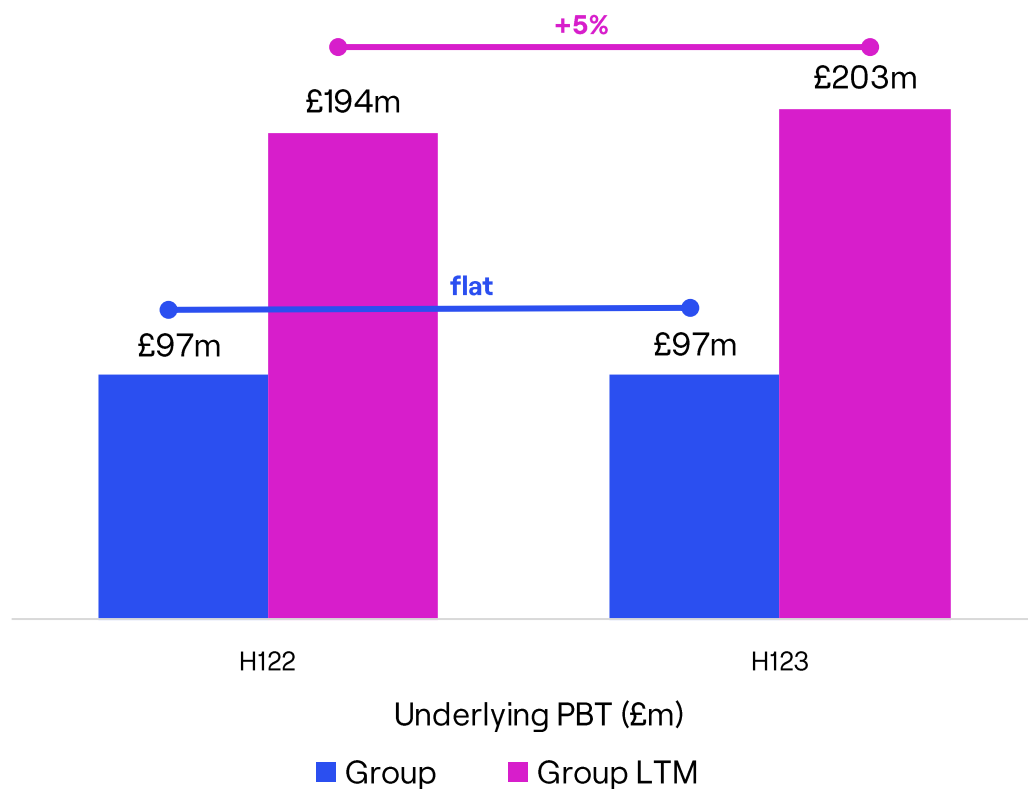


Note: (1) Underlying RAM calculated as Underlying risk-adjusted income over average receivables
 (2) Underlying operating costs normalised for £5m operating cost provision booked in H1 2023 no effect on prior year figure

Consistent underlying PBT and cash profitability allowed £30m repayment of 2024 HYB in Q2

Stable YoY profit due to lower RAM & investment in receivables growth. 5% LTM PBT rise driven by controlled receivables growth

Partial repayment of HYB and significant investment in receivables result in reduced cash



Note: (1) Excludes cash held for funding activities

Underlying PBT of £97m reflects receivables growth offset by lower RAM associated with increased cost of funds

£m	H123	H122	%
Interest income	498	412	21%
Cost of funds	(116)	(45)	(157%)
Net interest income	383	367	4%
Fee and commission income	42	30	38%
Net Revenue	424	397	7%
Impairment	(191)	(185)	(3%)
Underlying risk-adjusted income	233	212	10%
Servicing costs	(65)	(47)	(36%)
Change costs	(23)	(24)	4%
Marketing and partner payments	(22)	(21)	(2%)
Collection fees	13	15	(8%)
Direct costs	(96)	(78)	(23%)
Contribution	137	134	2%
Salaries, benefits and overheads	(40)	(37)	(8%)
Underlying PBT	97	97	(0%)
Add back: depreciation and amortisation	6	5	13%
Adjusted EBITDA	103	103	0%
Gross receivables (£m)	4,209	3,502	20%
Average gross receivables (£m)	4,216	3,373	25%
Net Revenue margin (%)	20.1%	23.5%	
Impairment rate (%)	9.1%	11.0%	
Underlying RAM (%)	11.1%	12.6%	
Underlying operating expenses (£m)	(136)	(115)	(18%)
Underlying Cost:income ratio (%)	32.0%	28.9%	

Net Revenue growth

+7%

- 25% growth in average receivables
- Net Revenue dilution from higher cost of funds and lower yield from higher prime mix in book

Impairment charge growth

+3%

- Forborne debt in Q2 sale reduces ECL
- Higher prime mix driven by John Lewis results in lower impairment rate

Receivables Growth

+20%

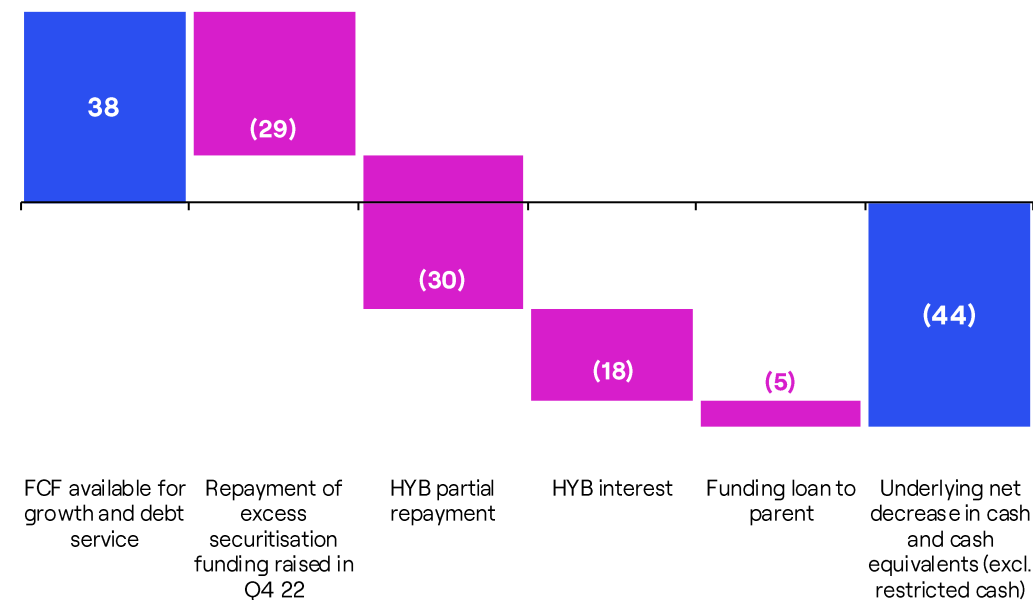
- Onboarding of John Lewis portfolio drives YoY growth
- Deliberate tightening in new account originations

Note: (1) Underlying Cost:income ratio does not reflect the normalisation for a £5m operating cost provision. Normalising for this would result in an underlying Cost:income ratio of 30.9% for H1 2023

FCF for growth and debt service of £38m funds £30m partial repayment of HYB in April 2023

£m	H123	H122
Adjusted EBITDA	103	103
Change in impairment provision	(52)	19
Adjusted EBITDA excl. provision	51	122
Change in working capital	10	(19)
Capex, Tax, Other	(24)	(24)
FCF available for growth and debt service	38	78
Decrease/ (increase) in loans and advances ⁽¹⁾	57	(222)
Net financing cash flow ⁽²⁾	(85)	176
FCF available for Senior Secured Debt interest	9	32
Repayment of High Yield Bond due 2024	(30)	-
Funding loan to parent ⁽³⁾	(5)	(13)
Debt service – cash payments	(18)	(12)
Underlying net (decrease)/ increase in cash and equivalents	(44)	7
Movements in restricted cash	3	4
Net decrease/ (increase) in cash and equivalents	(41)	11

Negative cash movement reflects repayment of excess liquidity in Q4 2022 and additional £30m repayment of HYB in April



Note: (1) Loans and advances to customers are a statutory equivalent of Gross Receivables and include EIR and accrued interest

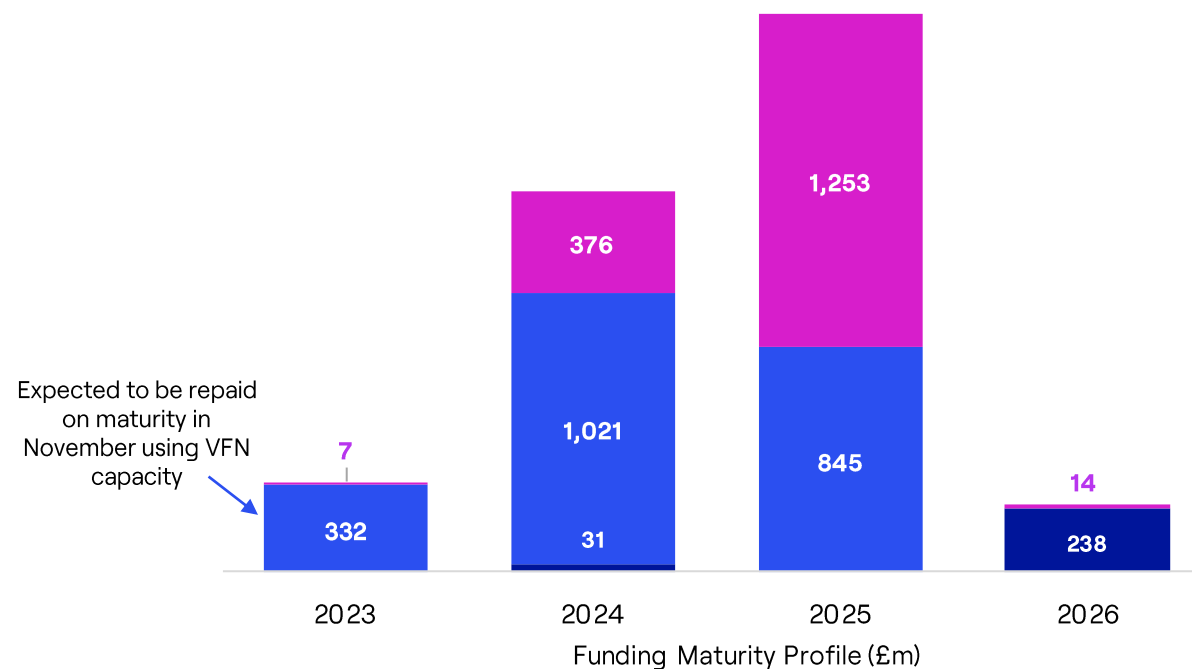
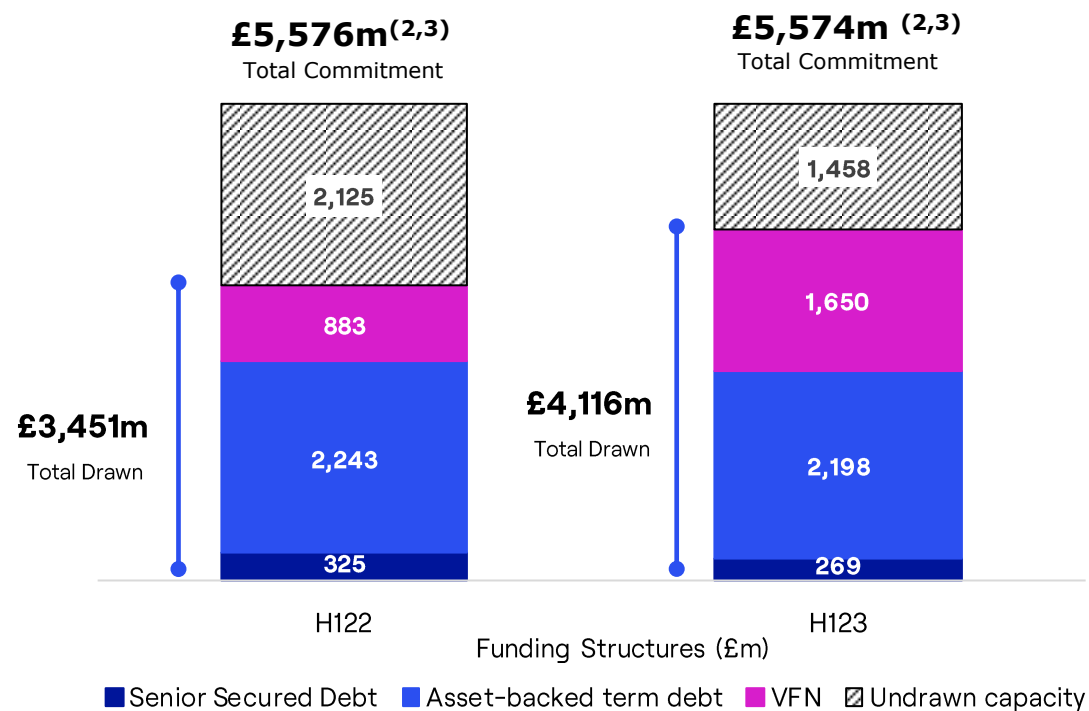
(2) Excludes restricted cash

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

Funding – significant headroom to support future growth, £30m HYB repaid in April 2023

£1.5bn funding headroom⁽¹⁾ for future growth with VFN draw driven by the onboarding of John Lewis

Diverse funding structures. Merchant Offering ABS deal successfully completed in July 2023

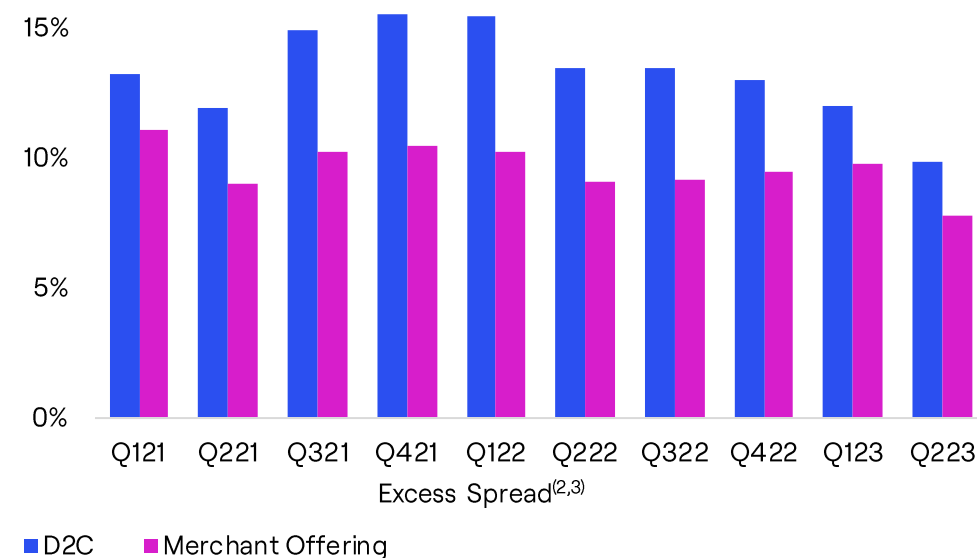
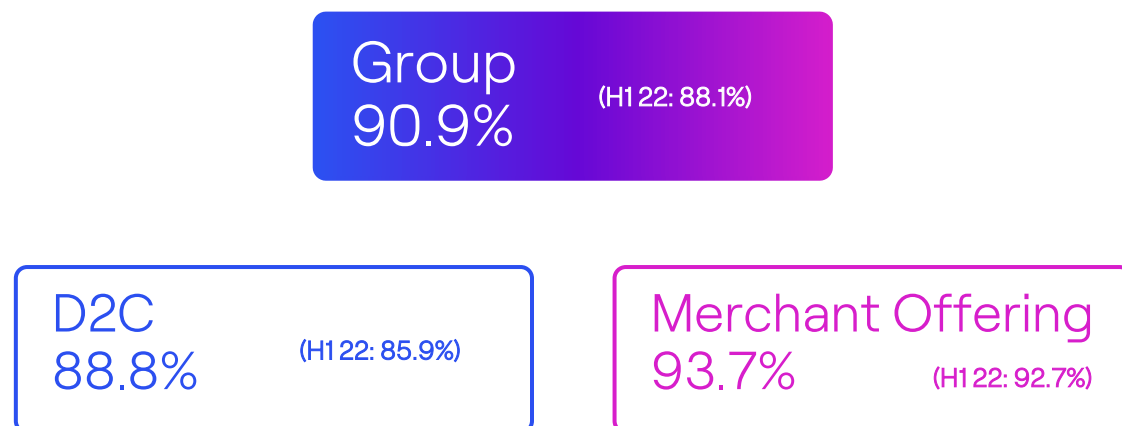


Note:
 (1) £1,458m funding headroom includes VFN and RCF. Decrease vs prior year reflects JLP facility which was in place prior to launch
 (2) Amounts shown are Balance Sheet carrying values except for Senior Secured Debt which excludes £8m discount on the new issuance
 (3) Excluding accrued interest

Advance rates increased due to high Merchant Offering advance rate and excess spread levels remain robust in public master trusts

Efficient use of NewDay equity supported by multiple facilities ensures Advance Rates⁽¹⁾ remain strong

Excess Spread^(2,3) levels on public ABS structures remain robust despite cost of fund pressures



Note:
 (1) Advance rates stated are calculated using a hedge FX rate position
 (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 Merchant Offering funding facilities c.4% lower in June 2023 than Merchant ABS facilities in part owing to lower yield from John Lewis receivables

Summary

The New Day logo is centered on a large rectangular background with a purple-to-blue gradient. The logo itself is white, with 'New' in a serif font and 'Day' in a script font, separated by a thin horizontal line.

- 1 Good progress in H1 2023 against challenging macroeconomic environment
- 2 Three significant client wins in our platform business including LBG
- 3 Credit quality remains well controlled whilst supporting customers through challenging times
- 4 Well-funded with significant headroom alongside additional £30m HYB repayment
- 5 Focus remains on profitability and cash generation

Appendix

New
Day

Detailed income statement

£m	H123	H122	%	LTM H123	2022
Interest income	498	412	21%	970	884
Cost of funds	(116)	(45)	(157%)	(195)	(124)
Net interest income	383	367	4%	775	760
Fee and commission income	42	30	38%	78	67
Net Revenue	424	397	7%	854	827
Impairment	(191)	(185)	(3%)	(389)	(383)
Underlying risk-adjusted income	233	212	10%	465	444
Servicing costs	(65)	(47)	(36%)	(126)	(108)
Change costs	(23)	(24)	4%	(42)	(43)
Marketing and partner payments	(22)	(21)	(2%)	(46)	(46)
Collection fees	13	15	(8%)	29	30
Direct costs	(96)	(78)	(23%)	(185)	(167)
Contribution	137	134	2%	280	277
Salaries, benefits and overheads	(40)	(37)	(8%)	(77)	(74)
Underlying PBT	97	97	(0%)	203	203
Add back: depreciation and amortisation	6	5	13%	12	12
Adjusted EBITDA	103	103	0%	216	215
Gross receivables (£m)	4,209	3,502	20%	4,209	4,252
Average gross receivables (£m)	4,216	3,373	25%	3,998	3,601
Net Revenue margin (%)	20.1%	23.5%		21.4%	23.0%
Impairment rate (%)	9.1%	11.0%		9.7%	10.6%
Underlying RAM (%)	11.1%	12.6%		11.6%	12.3%
Underlying operating expenses (£m)	(136)	(115)	(18%)	(262)	(241)
Underlying Cost:income ratio (%)	32.0%	28.9%		30.7%	29.1%
Net Senior Secured Debt to Adjusted EBITDA				(0.0)x	(0.1)x
Adjusted EBITDA to pro forma cash interest expense				6.3x	5.9x

Detailed cash flow statement

£m	H123	H122	LTM H123	2022
Adjusted EBITDA	103	103	216	215
Change in impairment provision	(52)	19	(52)	19
Adjusted EBITDA excl. provision	51	122	163	234
Change in working capital	10	(19)	(14)	(43)
PPI provision utilisation	(5)	(1)	(5)	(2)
Capital expenditure	(13)	(8)	(27)	(22)
Tax paid	(1)	(11)	(12)	(22)
Exceptional costs	(5)	(4)	(11)	(10)
FCF available for growth and debt service	38	78	95	136
Decrease/ (increase) in loans and advances	57	(222)	(703)	(981)
Net financing cash flow	(85)	176	737	997
FCF available for Senior Secured Debt interest	9	32	129	152
Repayment of High Yield Bond due 2024	(30)	-	(294)	(264)
High Yield Bond issuance due 2026	-	-	229	229
Funding loan to parent	(5)	(13)	(11)	(19)
Debt service - cash payments	(18)	(12)	(37)	(31)
Underlying net (decrease)/ increase in cash and equivalents	(44)	7	17	68
Movements in restricted cash	3	4	9	10
Net decrease/ (increase) in cash and equivalents	(41)	11	26	78

Statutory earnings

£m	H123	H122	%	LTM H123	2022
Underlying PBT	97	97	(0)%	203	203
Senior Secured Debt interest and related costs	(20)	(13)	(49)%	(37)	(30)
Other	-	(1)	100%	(0)	(1)
Platform development costs	(5)	(4)	(37)%	(11)	(9)
PPI	-	1	(100)%	-	1
Amortisation of Acquisition intangibles	(25)	(28)	8%	(52)	(54)
Statutory PBT	47	54	(12)%	103	110

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)

Other: relates to non-recurring expenses incurred on specific projects that are not representative of underlying performance

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

PPI: reflects revisions to expected PPI remediation expenses including costs incurred from third parties that process customer complaints on behalf of the Group

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

Contribution by segment

D2C £m	H123	H122	%
Interest income	361	296	22%
Cost of funds	(69)	(29)	139%
Fee and commission income	20	22	(6%)
Net Revenue	312	289	8%
Impairment	(140)	(147)	(5%)
Underlying risk-adjusted income	172	142	21%
Servicing costs	(37)	(28)	33%
Change costs	(10)	(13)	(25%)
Marketing costs	(5)	(12)	(55%)
Collection fees	9	10	(8%)
Contribution	130	100	30%
Gross receivables	2,396	2,333	3%
Average gross receivables	2,414	2,207	9%
Net Revenue margin (%)	25.9%	26.2%	
Impairment rate (%)	11.6%	13.3%	
Underlying RAM (%)	14.3%	12.9%	
Charge-off rate (%)	13.0%	10.0%	
Coverage rate (%)	17.6%	20.5%	

Merchant Offering £m	H123	H122	%
Interest income	137	116	19%
Cost of funds	(47)	(16)	190%
Fee and commission income	20	8	156%
Net Revenue	110	107	3%
Impairment	(51)	(38)	35%
Underlying risk-adjusted income	59	69	(14%)
Servicing costs	(27)	(20)	37%
Change costs	(11)	(9)	28%
Marketing and partner payments	(16)	(9)	77%
Collection fees	4	5	(9%)
Contribution	9	36	(76%)
Gross receivables	1,813	1,170	55%
Average gross receivables	1,802	1,166	55%
Net Revenue margin (%)	12.2%	18.4%	
Impairment rate (%)	5.7%	6.5%	
Underlying RAM (%)	6.6%	11.9%	
Charge-off rate (%)	5.4%	6.5%	
Coverage rate (%)	6.2%	9.4%	

Note: £(1)m of additional Contribution is included within the Platform Services segment (H1 22: £(1)m)

Balance sheet

£m	H123	H122	2022
Gross receivables	4,209	3,502	4,252
Impairment provision	(534)	(588)	(586)
Other	129	133	143
Net receivables	3,804	3,047	3,808
Restricted cash	71	62	68
Cash	270	253	314
Intangible assets	95	131	112
Goodwill	280	280	280
Other assets	162	120	234
Total assets	4,682	3,893	4,816
Asset-backed term debt	2,203	2,246	2,218
Variable funding notes	1,656	884	1,742
Senior Secured Debt	265	335	294
PPI provision	0	5	1
Other provisions	9	5	4
Other liabilities	94	68	142
Total liabilities	4,228	3,543	4,401
Net assets	454	350	414
Tangible Equity	48	(64)	(1)

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 £54m at June-23

Asset-backed term debt represents the term series notes issued by the D2C and Merchant Offering master trust structures

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

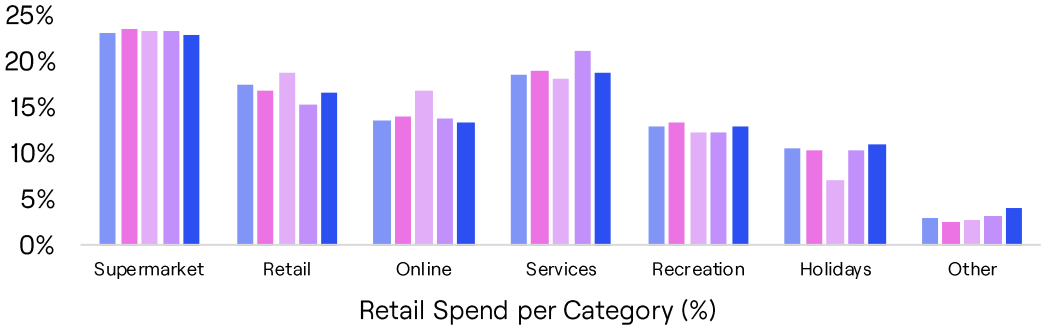
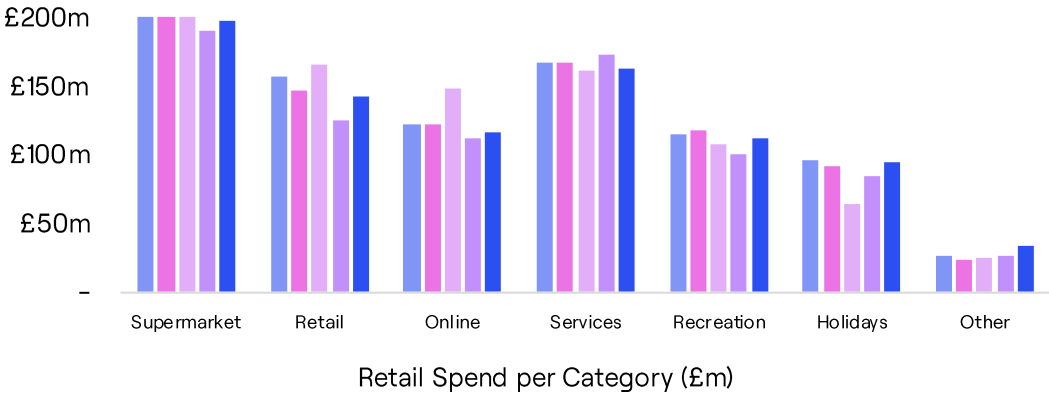
Tangible Equity represents the net position of Net Assets, Intangible Assets, Goodwill and the Hedging Reserve

Leverage and interest ratios

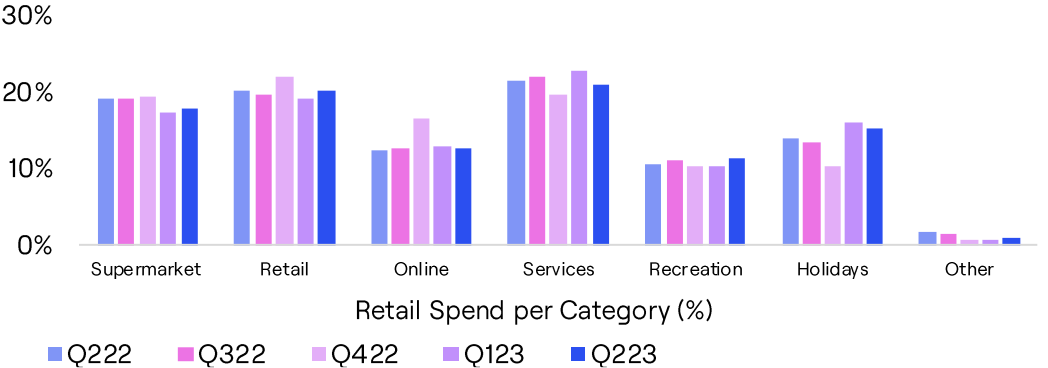
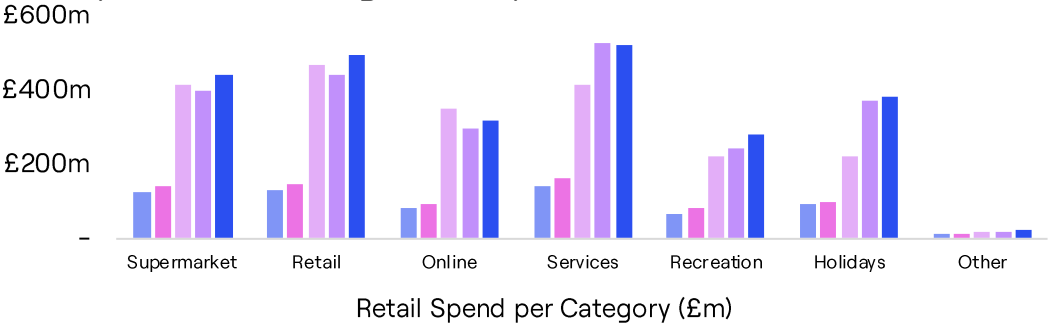
£m	H123	H122	LTM H123	2022
Adjusted EBITDA	103	103	216	215
Senior Secured Debt	269	325	269	299
Cash	(270)	(253)	(270)	(314)
Net corporate Senior Secured Debt	(2)	72	(2)	(16)
Net Senior Secured Debt to Adjusted EBITDA	(0.0)x	0.7x	(0.0)x	-0.1x
Senior corporate interest expense			34	36
Adjusted EBITDA to pro forma cash interest expense			6.3x	5.9x

No significant adverse change in customer spend trends despite inflationary pressures

D2C spend trends remain broadly consistent

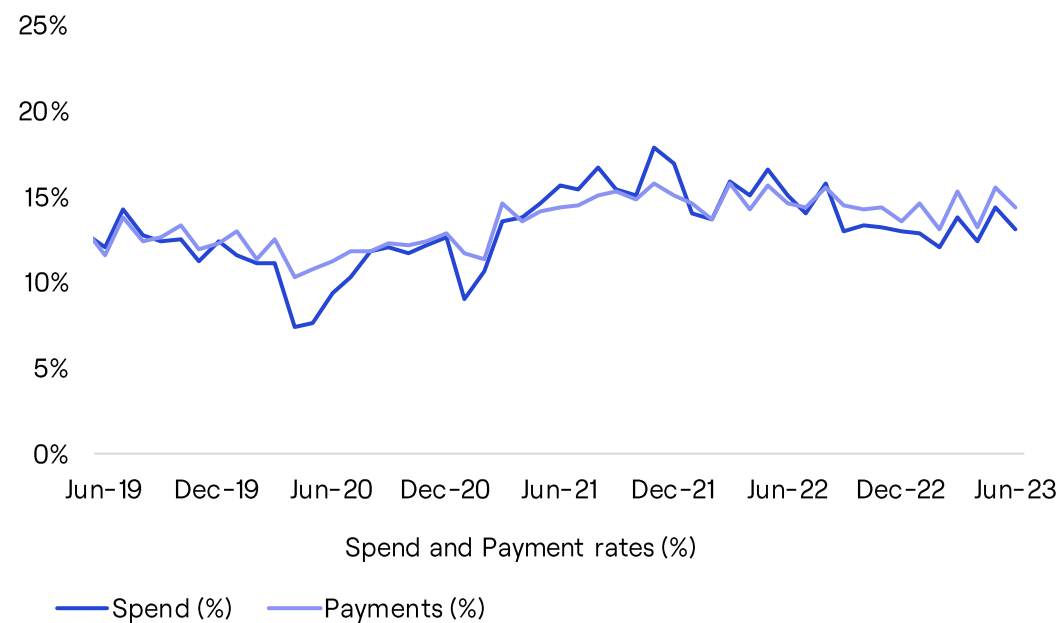


Broadly consistent spend patterns in Merchant Offering with JLP portfolio causing rise in spend levels

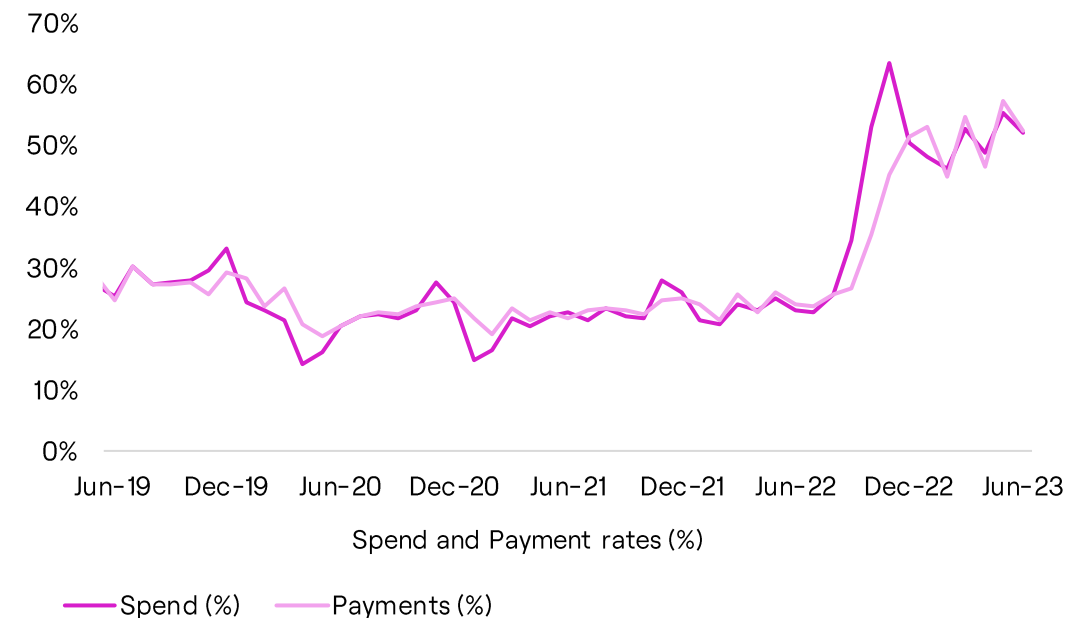


Deliberate slowdown affecting D2C net spend rate with Merchant Offering impacted by JLP

Deliberate slowdown of growth causes payment rate to be higher than spend rate in recent months

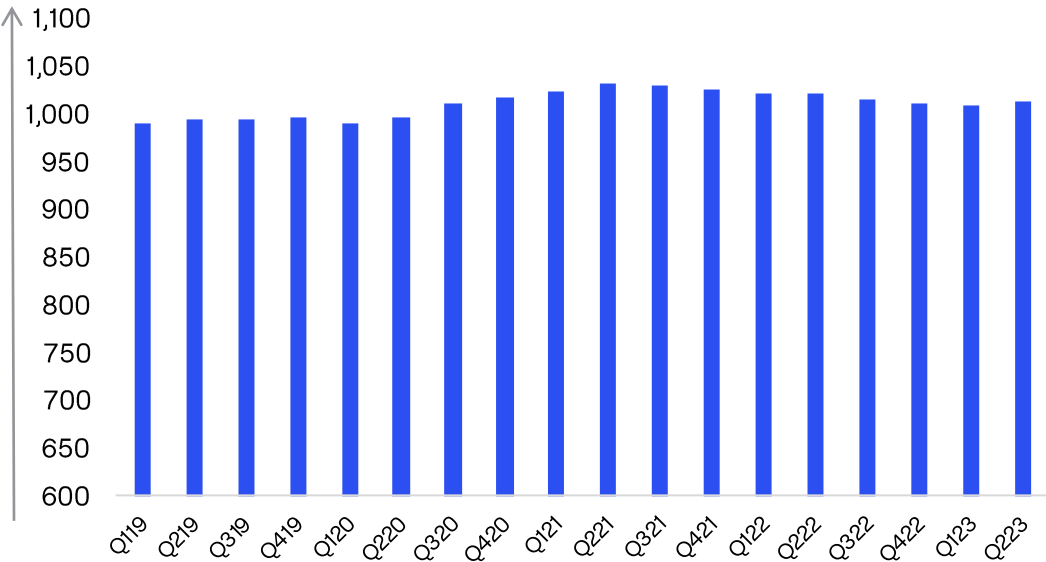


Onboarding of JLP drives increase in spend and payments from Q3 2022 but net spend remains broadly consistent



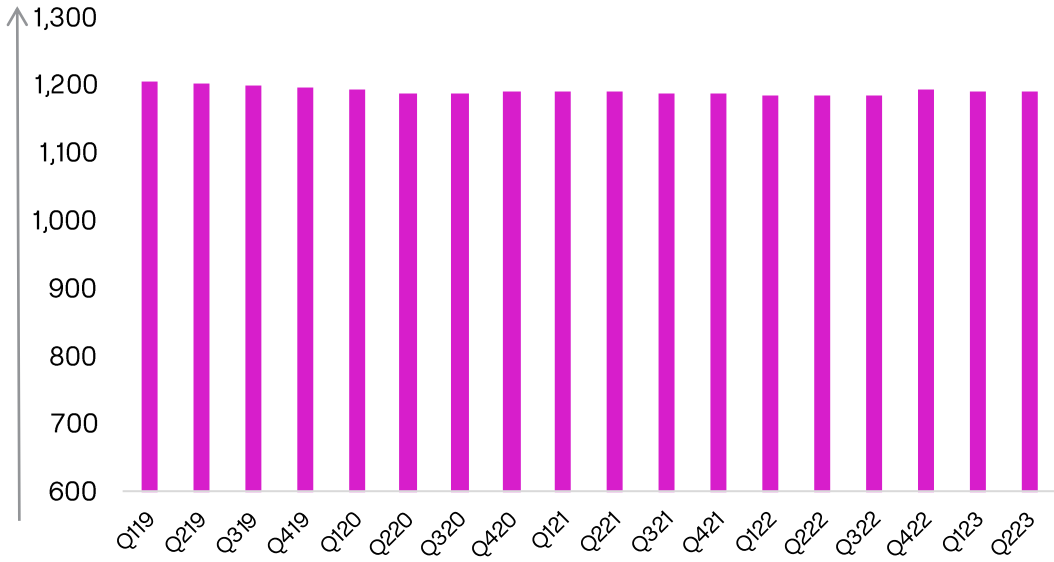
Credit quality remains strong

Recent credit quality broadly flat in D2C



Higher score¹ indicates lower chance of default in next 12 months

Recent credit quality broadly flat in Merchant Offering



Higher score¹ indicates lower chance of default in next 12 months

Note: (1) Experian Delphi for Customer Management AAM score, which predicts the likelihood of delinquency within the next 12 months.

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/Year-end Gross Receivables

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

D2C (Direct to Consumer): Our business that markets credit products directly to consumers, comprising our own branded cards. Formerly referred to as 'Ownbrand' and includes the Aqua, Fluid, Marbles and Bip brands

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 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

Merchant Offering: Our business that partners with leading brands to offer credit products to customers, which includes carded loyalty platforms, revolving digital credit, retail finance, BNPL and bespoke credit solutions. Formerly referred to as 'Co-brand'

N/M: Not meaningful

Retail spend: Total spend excluding cash, balance transfers, money transfers and refunds

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

UPL: Unsecured Personal Loans

VFN: Variable funding note

Enquiries

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