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NewDay Bondco Plc announces issuance of £50 million 7.375% Senior Secured Notes due 2024 (the "Notes") and redemption of £150 million Senior Secured Floating Rate Notes due 2023

22 June 2021: NewDay Bondco Plc (the “Company”) today announces that it has secured commitments to purchase £50 million in aggregate principal amount of additional 7.375% Senior Secured Notes due 2024 (the “Placement”). The Notes will be priced at 100.5% of the principal amount of the Notes. The Notes will be issued under the indenture governing the Company's existing 7.375% Senior Secured Notes due 2024 (the "Existing Notes") and will have the same terms and conditions as the Existing Notes. The Company intends to list the Notes on The International Stock Exchange. The closing of the Placement is expected on 6 July 2021, subject to customary closing conditions. Citigroup Global Markets Limited is acting as placement agent.

The proceeds, together with cash on hand, will be used to fully redeem the Company's £150 million of outstanding Senior Secured Floating Rate Notes due 2023. Relevant stabilisation regulations including FCA/ICMA apply.

This transaction is testament to the strength of NewDay's business performance and cash generation throughout recent years and during the COVID-19 pandemic, resulting in £325 million of outstanding 7.375% Senior Secured Notes due 2024, a reduction in gross debt of £100 million.

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NewDay is an established and leading consumer credit company serving almost five million customers through its diverse and highly digital business. NewDay is powered by state-of-the-art technology and partner with some of the UK's most exciting brands. NewDay aims to be the UK's leading digitally enabled consumer finance provider, responsibly saying “yes” to more people. NewDay develops innovative ways to help customers stay in control of their finances and access appropriate credit seamlessly. By understanding the varying needs of its customers, building long-lasting relationships and rewarding those customers for responsibly managing their credit, NewDay continues to be one of the most inclusive lenders in the UK. This enables NewDay to fulfil its purpose to help people move forward with credit.

For further information, please contact: investor.relations@newday.co.uk

Cautionary Statement

This announcement does not constitute an offer to sell or the solicitation of an offer to buy the Notes or any other security and shall not constitute an offer, solicitation or sale in the United States or in any jurisdiction in which, or to any persons to whom, such offering, solicitation or sale would be unlawful. The Notes may not be sold in the United States unless they are registered under the Securities Act of 1933, as amended (the “Securities Act”) or are exempt from registration. The Existing Notes, the offering of Notes described in this announcement and any related guarantees have not been and will not be registered under the Securities Act or the securities laws of any state or other jurisdiction in the United States, and accordingly any offer or sale of the Notes and such guarantees may be made only in a transaction exempt from, or in a transaction not subject to, the registration requirements under the Securities Act and applicable state or local securities laws. The Notes and the related guarantees are being offered to non-U.S. persons outside the United States in accordance with Regulation S under the Securities Act. There is no assurance that the offerings will be completed or, if completed, as to the terms on which they will be completed.

Promotion of the Notes in the United Kingdom is restricted by the Financial Services and Markets Act 2000 (the “FSMA”), and accordingly, the Notes are not being promoted to the general public in the United Kingdom. This announcement is for distribution only to, and is only directed at, persons who (i) have professional experience in matters relating to investments falling within Article 19(5) of the Financial Services and Markets Act 2000 (Financial Promotion) Order 2005, as amended (the “Financial Promotion Order”), (ii) are persons falling within Article 49(2)(a) to (d) (high net worth companies, unincorporated associations, etc.) of the Financial Promotion Order, or (iii) are persons to whom an invitation or inducement to engage in investment activity within the meaning of section 21 of the FSMA in connection with the issue or sale of any securities may otherwise lawfully be communicated or caused to be communicated (all such persons together being referred to as “relevant persons”). This announcement is directed only at relevant persons and must not be acted on or relied on by anyone who is not a relevant person.

In addition, if and to the extent that this announcement is communicated in, or the offer of securities to which it relates is made in, any EEA member state that has implemented the Prospectus Regulation, this announcement and the offering of any securities described herein are only addressed to and directed at persons in that member state who are “qualified investors” within the meaning of the Prospectus Regulation or in any other circumstances falling within Article 1(4) of the Prospectus Regulation (or who are other persons to whom the offer may lawfully be addressed) and must not be acted on or relied on by other persons in that member state. The offer and sale of the Notes will be made pursuant to an exception under the Prospectus Regulation, as implemented in the EEA member states, from the

requirement to produce a prospectus for offers of securities. This announcement does not constitute a prospectus within the meaning of the Prospectus Regulation or an offer to the public.

Manufacturer target market (MIFID II product governance) is eligible counterparties and professional clients only (all distribution channels). No PRIIPs key information document (KID) has been prepared as not available to retail in EEA. Neither the content of NewDay's website nor any website accessible by hyperlinks on NewDay's website is incorporated in, or forms part of, this announcement. The distribution of this announcement into jurisdictions other than the United Kingdom may be restricted by law. Persons into whose possession this announcement comes should inform themselves about and observe any such restrictions. Any failure to comply with these restrictions may constitute a violation of the securities laws of any such jurisdiction. No money, securities or other consideration is being solicited, and, if sent in response to the information contained herein, will not be accepted. This press release may include projections and other "forward-looking" statements within the meaning of applicable securities laws. Any such projections or statements reflect the current views of NewDay about further events and financial performance. No assurances can be given that such events or performance will occur as projected and actual results may differ materially from these projections.

THIS ANNOUNCEMENT MAY CONTAIN INSIDE INFORMATION.