H1 2025

Results presentation

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References to adjusted EBITDA throughout this presentation have been calculated in accordance with IFRS at the relevant time and may differ significantly from "Consolidated EBITDA" as defined in the legal documentation relating to the Senior Secured Notes issued by NewDay BondCo plc in December 2022 (the "Senior Secured Debt") and the Super Senior Revolving Credit Facility entered into by the Company on 25 January 2017 (the "Revolving Credit Facility"). In addition, all ratios, baskets and calculations required under the terms of the Senior Secured Debt issued in December 2022 or the Revolving Credit Facility are based on UK IFRS as in force as at 8 December 2022 (subject to certain adjustments permitted or required under the terms of the Senior Secured Debt or the Revolving Credit Facility). As a result, such ratios, baskets and calculations may differ significantly from any ratios or figures which are contained in this presentation. In particular, except where otherwise expressly stated to be the case, references to "Corporate Debt to adjusted EBITDA" and "adjusted EBITDA to pro forma cash interest expense" contained in this presentation have been calculated (subject to certain adjustments) in accordance with IFRS as in force as at 30 June 2025 (or, in respect of periods ending prior to 30 June 2025, IFRS at the relevant time). As a result, such figures will differ significantly from the calculation of Consolidated Senior Secured Net Leverage Ratio and Fixed Charge Corporate Debt Coverage Ratio (as defined under the terms of the Senior Secured Debt and Revolving Credit Facility).

In Q4 2024, the Group changed its methodology for calculating free cash flow available for growth and debt service to align it closer to the statutory cash flow statement and facilitate a better understanding of the Group's performance. Accordingly, the H1 2024 comparatives of impacted metrics on pages 3, 13, 16, 19, and 23 have been re-presented for consistency.

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Strong Underlying PBT, cash flow generation and balance sheet momentum in H1 2025

1. **Underlying PBT of £107m, 30% higher than H1 2024**
2. **£5.2bn of gross receivables, up 21% (H1 2024: £4.3bn). Interest-bearing balances increased 19% to £3.3bn (H1 2024: £2.8bn)**
3. **Argos Financial Services (AFS) portfolio performing strongly following acquisition of economic ownership in February 2025, consisting of £834m of gross receivables and 2.2 million customers[1]**
4. **Free cashflow available for growth and debt service of £78m (H1 2024: £12m)**
5. **Repayment of £100m principal of senior secured notes on 4 August 2025**
6. **Statutory profit before tax of £17m (H1 2024: £51m) includes an accounting charge of £50m required by IFRS for the ECL allowance recognised on initial recognition of the £834m AFS portfolio. The purchase price of the portfolio was £754m — a 10% discount to the face value of the gross receivables.**

Key Metrics

£107m
Underlying profit before tax
(H1 2024: £83m)

£5.2bn
Gross receivables
+21% vs H1 2024

27.0%
Underlying cost-income ratio
(H1 2024: 30.9%)

£78m
FCF available for growth and debt service
(H1 2024: £12m)

£144m
Cash balances[2]
(H1 2024: £70m)

Note:
(1) Gross receivables and customer accounts at 28 February 2025, the point at which NewDay took economic ownership.
(2) Cash held outside securitisation structures. Excludes cash held for funding activities

NewDay offers consumer finance for multiple brands powered by an in-house, modern and scalable technology platform

New Day

Credit

Two segments – *Direct to Consumer and Merchant Offering* – serving customers with a range of revolving credit, innovative e-commerce and embedded finance product offerings

5.9m Customer accounts[1]

£5.2bn Gross receivables[1]

£3.3bn Interest-bearing balances[1]

Direct to Consumer

aqua, fluid, bip., marbles

- Leading near-prime lender
- Providing credit to working Britain[2]
- Encouraging financial responsibility

Merchant Offering

John Lewis & Partners, Pulse, ao, Argos[3], Lloyds Banking Group, newpay, Debenhams

- Large scale retail programmes
- Carded and embedded finance (digital PoS, BNPL and instalment finance)

Powered by NewDay's leading platform

Platform

Modern, cloud hosted, consumer credit platform

162m Transactions processed in H1 2025[4]

1.9TB Data ingested into our data platform daily

Lloyds Banking Group, Debenhams Group

- Proprietary digital and data platforms
- Supports multiple forms of lending including revolving credit, embedded finance, point-of-sale and fixed term loans

(1) Inclusive of customer accounts, gross receivables and interest-bearing balances associated with the AFS portfolio in respect of which the Group acquired economic ownership in February 2025.
(2) Defined by traditional near-prime, upper and lower fringes or adjacent near-prime lending brackets (i.e., lower end of prime) with income between £10-60k who would consider a near-prime credit brand.
(3) Agreement signed in Q4 2024, with NewDay taking economic ownership of the Argos store card portfolio in February 2025, consisting of £834m of gross receivables and 2.2 million customers, and a long-term partnership to provide an embedded finance solution to Argos.
(4) Spend transactions processed on our in-house credit platform.

Our Direct to Consumer business is a leading provider of credit to working Britain(1)

aqua

WINNER Best Credit Card or Credit Facility

Winner of "Best Credit Card or Credit Facility"(2)

fluid

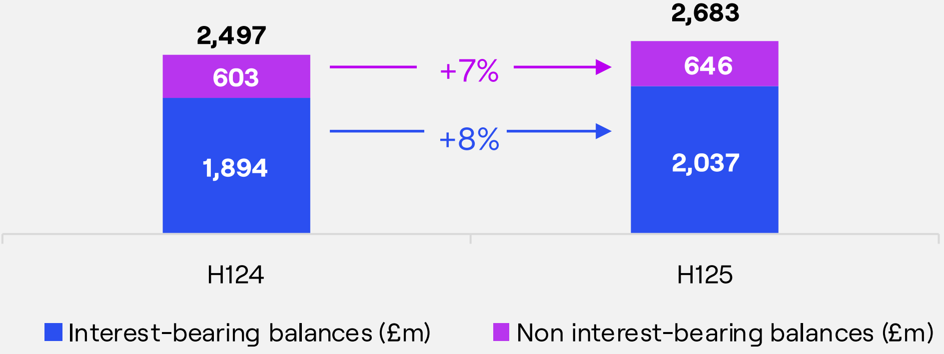
marbles

bip.

1.6m
Customer accounts

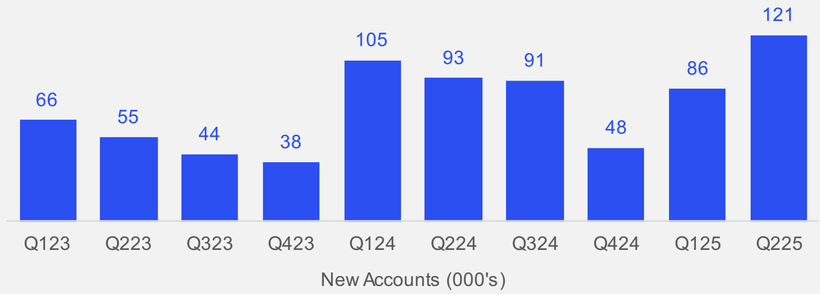
£2.7bn
Gross receivables

£2.0bn
Interest-bearing balances

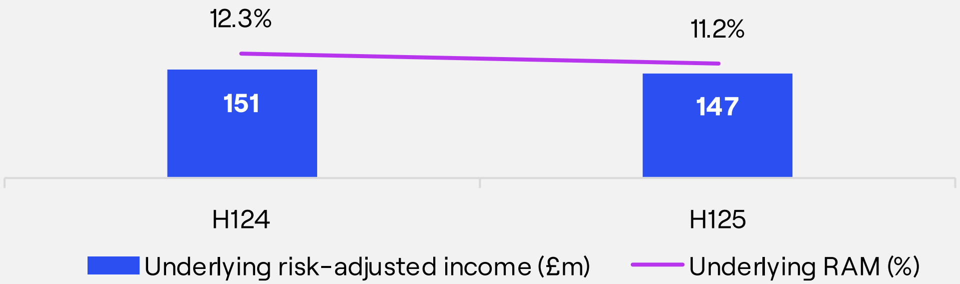


New customer acquisition 5% higher than H1 2024, as we target higher new customer growth in 2025

207k
New customers
(+5% vs H1 2024)



D2C underlying RAI marginally lower YoY with decrease in RAM driven by increased ECL provision build associated with macroeconomic outlook in H1 25



(1) Defined by traditional near-prime, upper and lower fringes or adjacent near-prime lending brackets (i.e., lower end of prime) with income between £10-60k who would consider a near-prime credit brand.
(2) Winner of the "Best Credit Card or Credit Facility" award at The Card & Payments Awards 2025.

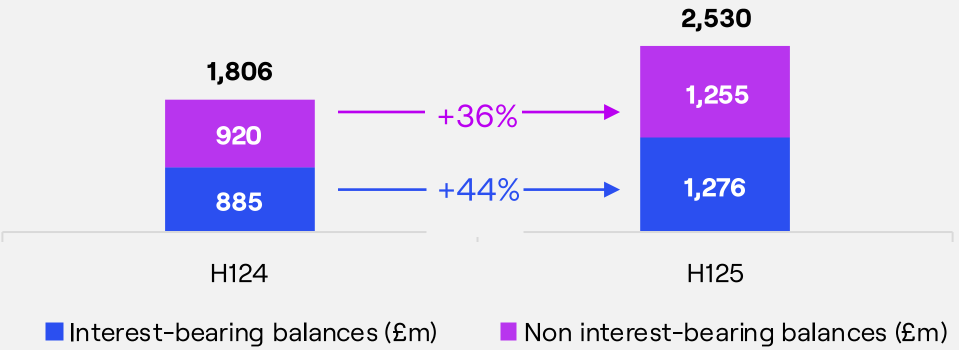
Our Merchant Offering business continues to scale with the acquisition of the AFS portfolio

JOHN LEWIS & PARTNERS · Pulse · ao · Argos[(1)] · LLOYDS BANKING GROUP · newpay · Debenhams

4.2m
Customer accounts[(2)]

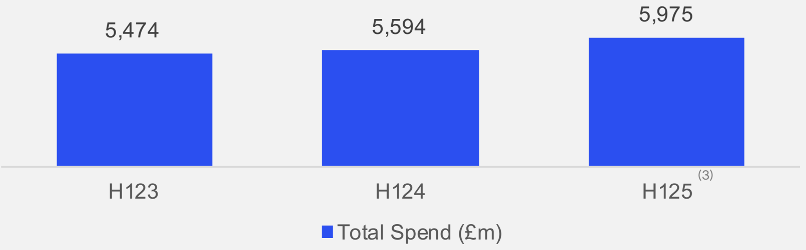
£2.5bn
Gross receivables[(2)]

£1.3bn
Interest-bearing balances[(2)]

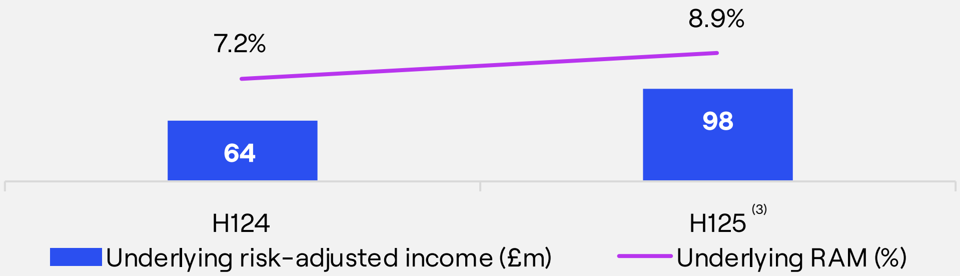


Continued growth in total spend, driven by economic ownership of the AFS portfolio

£6.0bn
Total spend
(+7% vs H1 2024)



Improved underlying RAM of 8.9% primarily driven by the inclusion of risk-adjusted income relating to the AFS portfolio, in combination with revised John Lewis & Partners contract terms



(1) Agreement signed in Q4 2024, with NewDay taking economic ownership of the Argos Financial Services store card portfolio in February 2025, consisting of £834m of gross receivables and 2.2 million customers, and a long-term partnership to provide an embedded finance solution to Argos.
(2) Inclusive of customer accounts, gross receivables and interest-bearing balances associated with the Argos store card portfolio of which the Group acquired economic ownership in February 2025.
(3) H1 2025 includes four months' data relating to the Argos portfolio.

Strong commercial progress in H1 2025. We are a trusted partner to some of Britain's leading brands, helping to drive long-term value

Argos

Economic ownership

2.2m customer accounts
£834m gross receivables acquired
Supports c.20% of Argos' sales

JOHN LEWIS & PARTNERS

Extension to 2030

0.8m customer accounts
Partnership Card & Thrive Credit Card
£9.7bn customer spend in 2024

ao

Extension to 2033

0.5m customer accounts
Embedded finance partnership
Interest free / BNPL products

LLOYDS BANKING GROUP

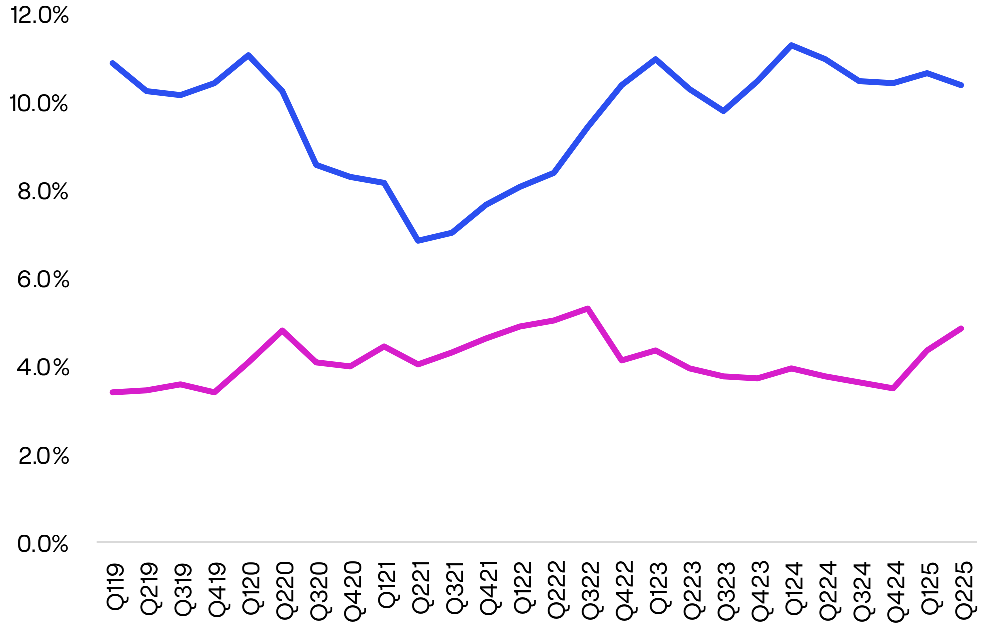
Merchants are live

NewDay Platform technology
Merchants engaged and trading
Dual lender proposition

- Long-term strategic partnerships
- End-to-end digital product solutions
- Award-winning customer service
- Tailored loyalty programmes create value for merchant partners and their customers
- Carded and embedded finance (digital PoS, BNPL and instalment finance)
- Responsible access to credit across wide spectrum covering prime and near-prime

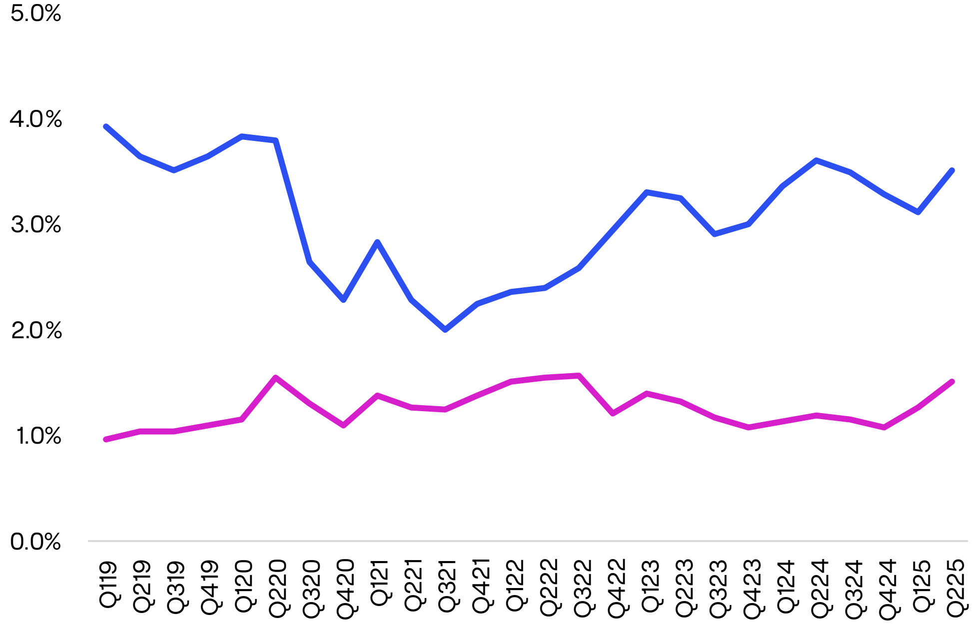
Our credit management strategies have helped ensure arrears remain well controlled and in line with pre-COVID levels

Direct to Consumer arrears remain stable. Merchant Offering balances impacted by the inclusion of the AFS portfolio



% of balances in arrears (1,3)

90+ delinquency rates in Direct to Consumer below pre-covid levels. AFS balances included within merchant brands from Q1 2025



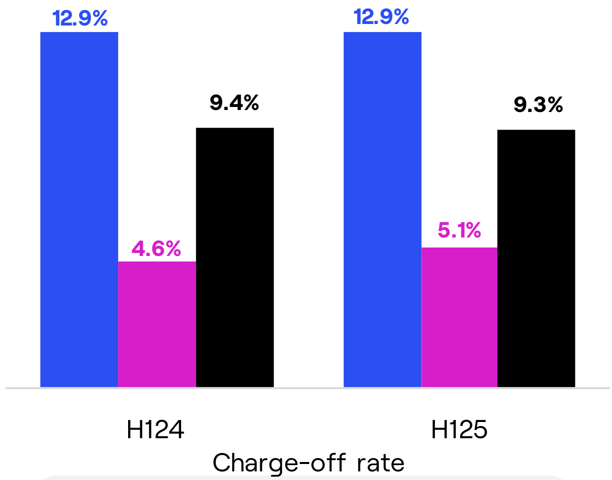
% of balances 90 days+ in arrears (2,3)

Direct to Consumer — Merchant Offering

(1) Reflects total balances that are in arrears as a proportion of closing receivables.
(2) Reflects total balances that are 90 days or more in arrears as a proportion of closing receivables.
(3) Balances relating to the Argos store card portfolio have been included from 28 February 2025.

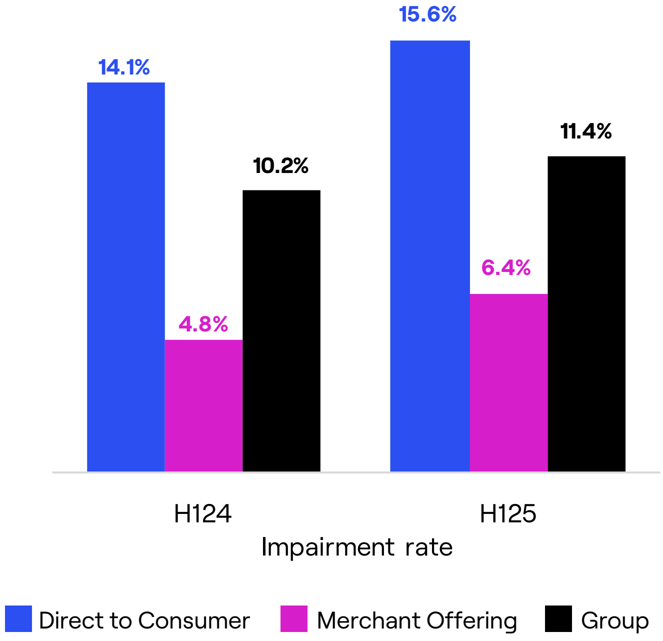
Stable charge-off rates with higher segmental coverage rates reflecting ownership of AFS portfolio and macroeconomic outlook

Group charge-off rates remained stable with increase in Merchant Offering driven by AFS portfolio and D2C lower than pre-Covid levels

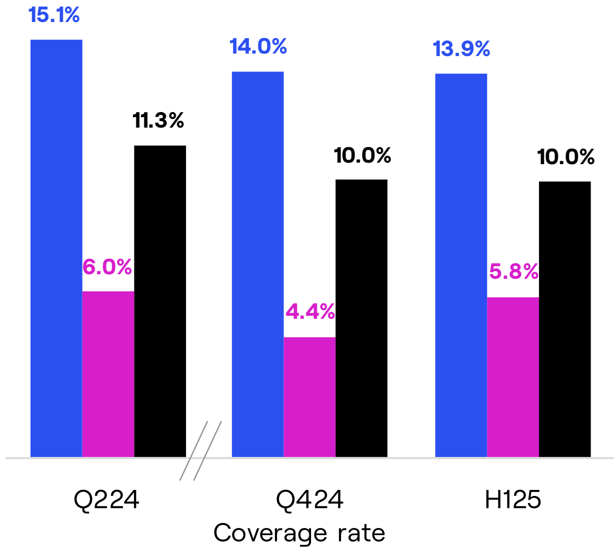


	H119	H125
D2C	15.2%	12.9%
Merchant Offering	4.0%	5.1%
Group (excl. UPL)	**10.9%**	**9.3%**

D2C impairment rates increased due to IFRS 9 ECL build in H125 reflecting the macroeconomic outlook, whilst Merchant Offering is impacted by AFS

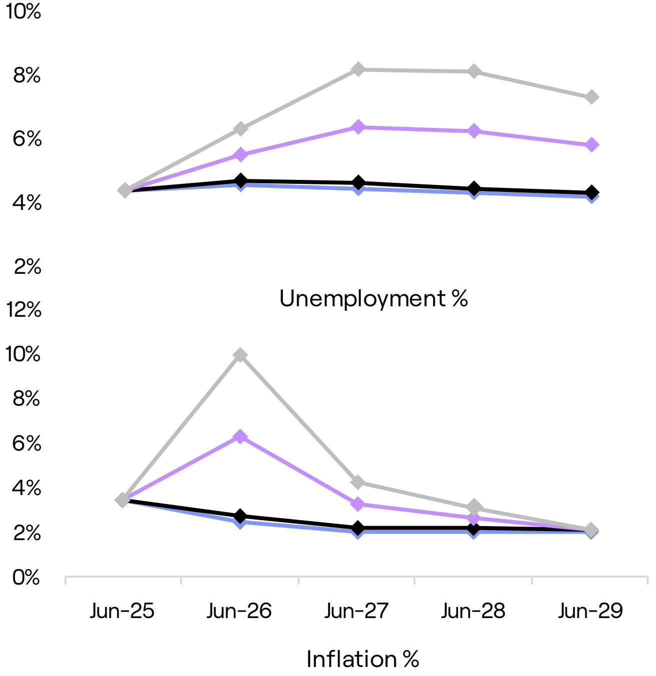


Higher Merchant Offering coverage rates reflecting ownership of AFS portfolio. Group coverage rate stable since Q424

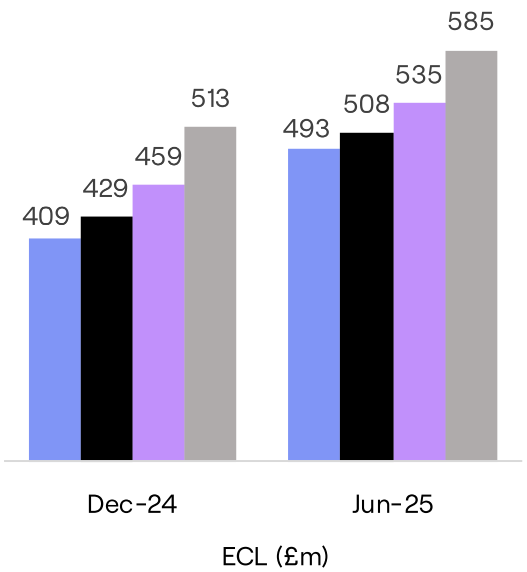


Increase in ECL[1] driven by inclusion of AFS balances and a cautious approach to macroeconomic outlook

H1 2025 unemployment and inflation scenarios[2]



Increase in ECL[1] driven by £70m inclusion for AFS balances[3] and a cautious approach to macroeconomic and credit outlook increasing both the Base Scenario and the Macro uplift



	Unemployment Peak	Unemployment 5 year Average	ECL (£m) assuming 100% weighting	Probability weighting
Jun-25				
Upside	4.6%	4.4%	493	10%
Base	4.7%	4.5%	508	50%
Downside 1	6.5%	5.8%	535	35%
Downside 2	8.5%	7.2%	585	5%

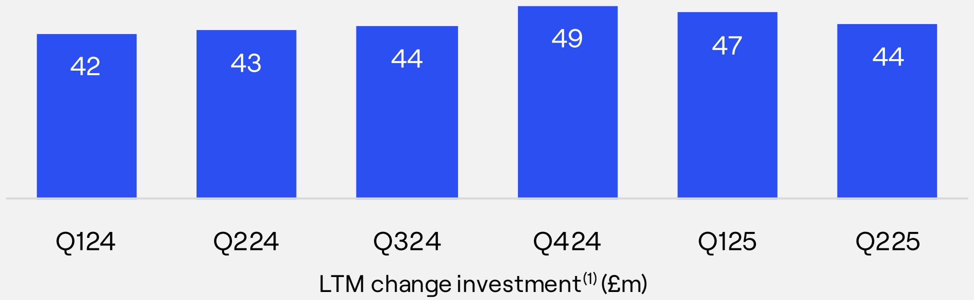
	Dec-24	Jun-25
Base scenario	429	508
Macro uplift	10	12
ECL allowance	**440**	**520**
Coverage Rate	10.0%	10.0%

Upside Base Scenario Downside 1 Downside 2

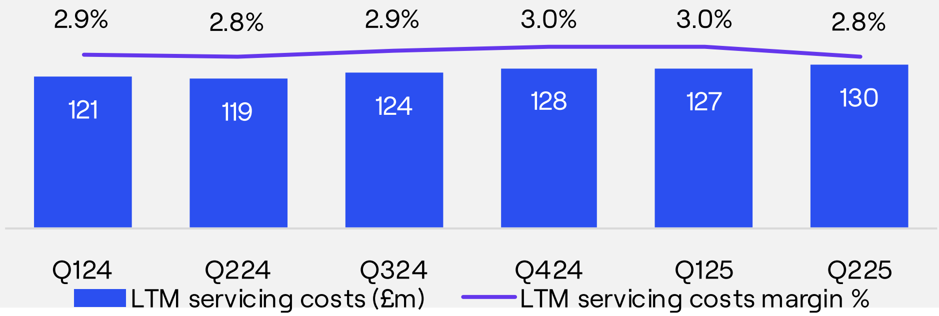
Note:
(1) Expected Credit Loss.
(2) Based on a panel of external forecasts taken from HM Treasury and the latest PRA stress forecast. The probability weighting applied to each scenario is based on management's best estimate of the likely occurrence of each scenario.
(3) The ECL allowance includes £70m relating to the AFS portfolio which, although required by IFRS, effectively represents an element of double count of credit losses because the portfolio was acquired at a consideration adjusted for expected credit losses. The day 1 provision charge, being £50m of the £70m ECL allowance, has been represented separately on the income statement since it is not representative of underlying performance.

Underlying cost-income ratio reduced from 30.9% to 27.0% with continued investment in new technologies

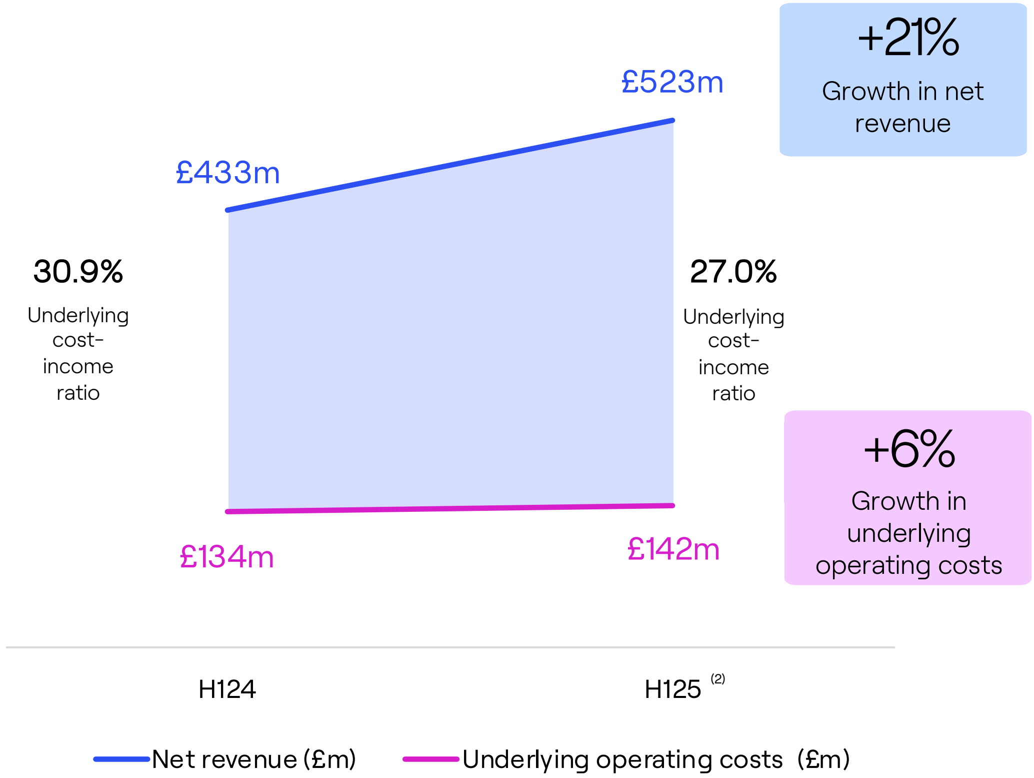
We continue to invest in strengthening and expanding our digital capabilities



Modest decrease in servicing cost margin driven by economies of scale from a larger balance sheet



Net revenue growth driven by higher interest-bearing balances and improved margins in recently executed ABS deals.



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

£107m of underlying profit before tax, 30% higher than H1 2024

£m	H1 25	H1 24	%
Interest income	619	534	*16%*
Cost of funds	(136)	(133)	*(2%)*
Net interest income	**483**	**401**	*20%*
Fee and commission income	40	32	*25%*
Net revenue	**523**	**433**	*21%*
Impairment losses on loans and advances to customers	(275)	(217)	*(27%)*
Underlying risk-adjusted income	**249**	**216**	*15%*
Servicing costs	(67)	(64)	*(4%)*
Change costs	(21)	(26)	*18%*
Marketing and partner payments	(19)	(13)	*(47%)*
Collection fees	15	12	*29%*
Direct costs	(92)	(91)	*(1%)*
Contribution	**157**	**125**	*25%*
Salaries, benefits and overheads	(50)	(43)	*(16%)*
Underlying PBT	**107**	**83**	*30%*
Impairment losses on loans and advances to customers arising on the initial recognition of the AFS portfolio	(50)	-	*n.m.*
Non-underlying items	(41)	(31)	*(30%)*
Statutory PBT	**17**	**51**	*(67%)*
Underlying PBT	107	83	*30%*
Add back: depreciation and amortisation	7	6	*18%*
Adjusted EBITDA	**114**	**88**	*29%*
Gross receivables (£m)	5,213	4,303	*21%*
Average gross receivables (£m)	4,805	4,262	*13%*
Net revenue margin (%)	21.8%	20.3%	
Impairment rate (%)	11.4%	10.2%	
Underlying RAM (%)	10.4%	10.2%	
Underlying operating costs (£m)	(142)	(134)	*(6%)*
Underlying cost-income ratio (%)	27.0%	30.9%	

Net revenue +21%

- Growth in net interest income due to higher IBBs and lower cost of funds
- Net revenue margin increased to 21.8% (H1 2024: 20.3%)

Risk-adjusted income +15%

- Growth in net revenue partially offset by higher impairment
- Underlying risk adjusted margin of 10.4% (H1 2024: 10.2%)

Underlying PBT +30%

- An improved cost-income ratio of 27.0% (H1 2024: 30.9%) ensures strong growth in underlying PBT

Receivables growth +21%

- Accelerated growth of receivables aided by the acquisition of the AFS portfolio
- 19% interest-bearing balances growth

AFS Day 1 ECL £(50)m

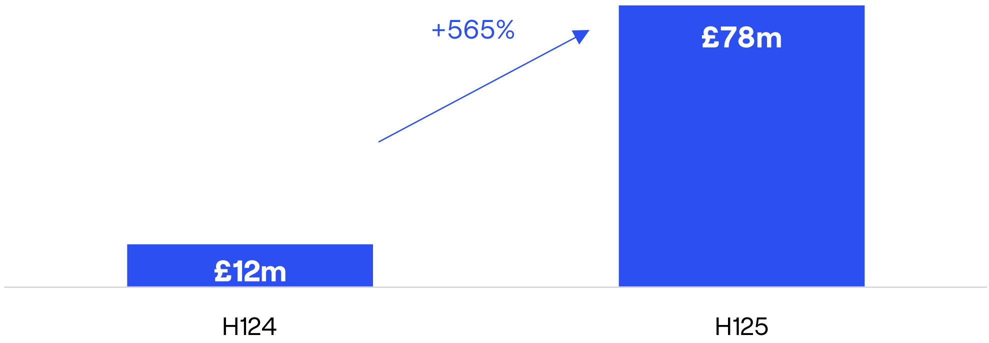
- IFRS prescribed impairment losses on loans and advances to customers arising on the initial recognition of the AFS portfolio

£144m cash held outside the securitisation structures. Net cash increase achieved alongside acquiring the AFS portfolio

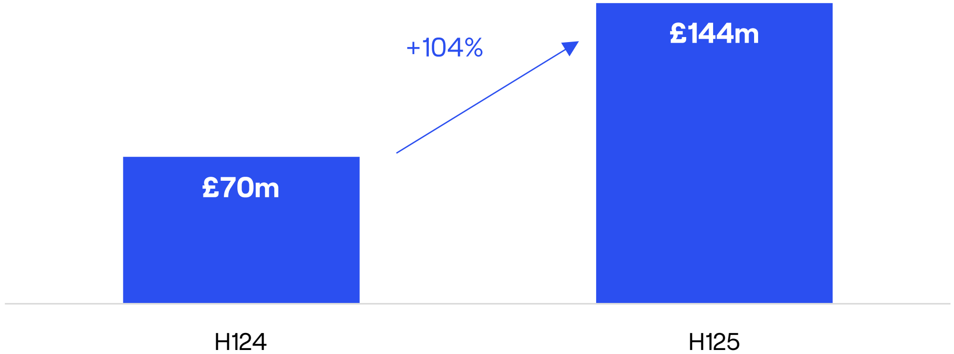
£m	H1 25	H1 24
FCF available for growth and debt service	**78**	**12**
Less:		
Return paid on loan from immediate parent company[1]	-	(3)
Dividends paid	(2)	-
Corporate debt interest paid	(14)	(16)
FCF available for growth	**61**	**(7)**
Less:		
Net financing cash flows	799	(283)
Movement in gross loans and advances to customers	(773)	16
Net increase/(decrease) in cash	**88**	**(274)**
Memo:		
Net increase in funding overlap cashflows	-	208
Net increase/(decrease) in cash excl. funding overlap	**88**	**(66)**

£100m principal repayment of Senior Secured Notes on 4 August 2025

FCF available for growth and debt service increased by £66m



Cash held outside securitisation structures[2] increased by £73m

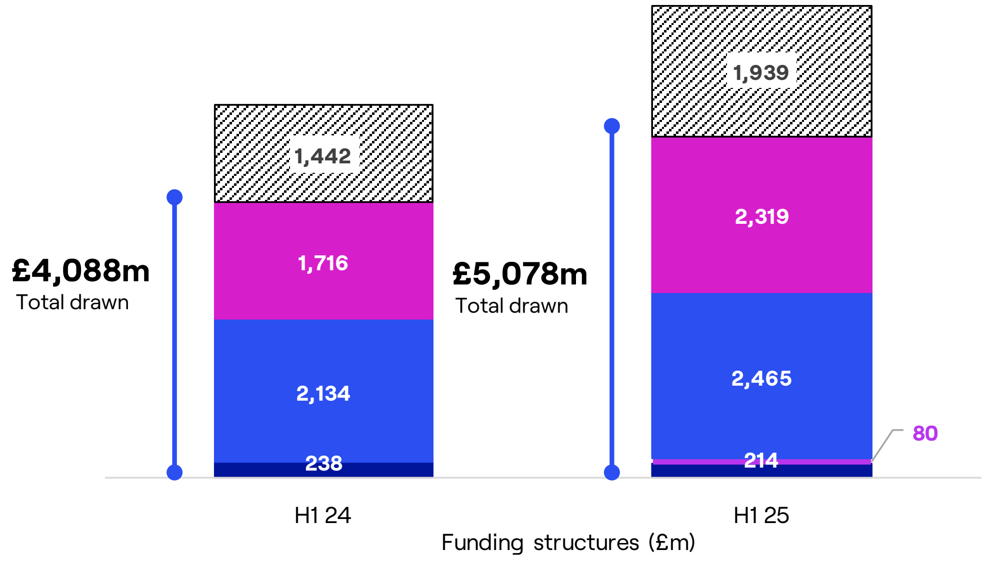


(1) Payment to the Group's immediate parent company, Nemean Midco Limited.
(2) Excludes cash held for funding activities.

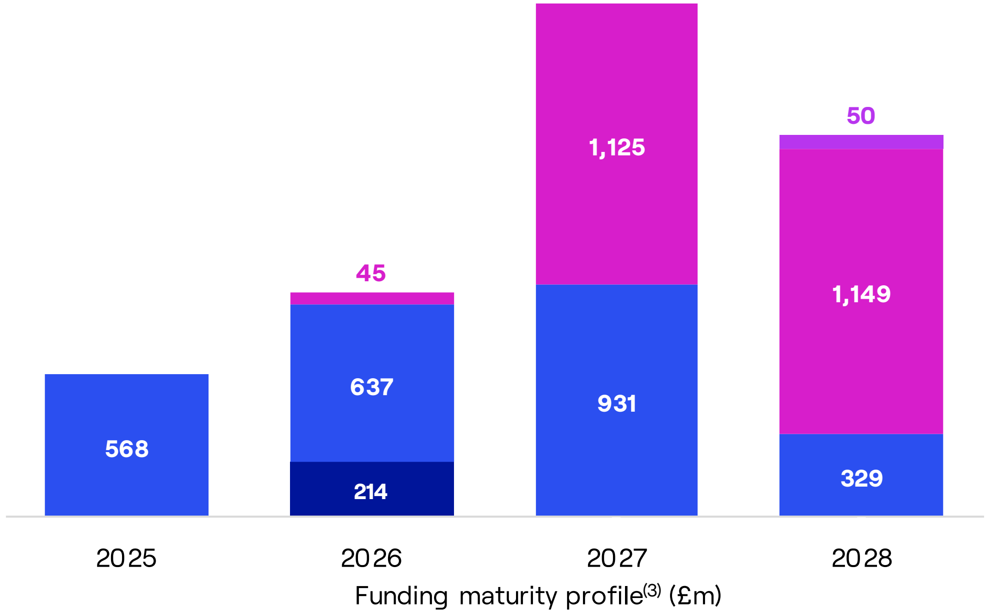
In Q4 2024, to aid understanding of performance, the Group changed its methodology for calculating free cash flow available for growth and debt service to align it closer to the statutory cash flow statement and facilitate a better understanding of the Group's performance. Accordingly, the H1 2024 comparatives of impacted metrics have been re-presented for consistency.

Significant funding headroom to support future growth. Two ABS deals executed in 2025

£1.9bn headroom(1) for future growth and refinancing. New private financing facilities agreed for the AFS portfolio



Maturing 2025 ABS deals refinanced with one deal repaid in April and a further deal executed in July to refinance deal maturing in November



2025 ABS term debt maturity (£m)

D2C 2022-2(4)	301	Jul-25
D2C 2022-3	268	Nov-25

(1) £1,939m funding headroom includes VFN and RCF.
(2) Amounts shown are Balance Sheet carrying values exclude accrued interest, except for Senior Secured Debt which excludes £8m discount on the new issuance.
(3) Funding maturity profile excludes £30 million debt instrument which has no set maturity.
(4) D2C 2022-2 repaid in July 2025.

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

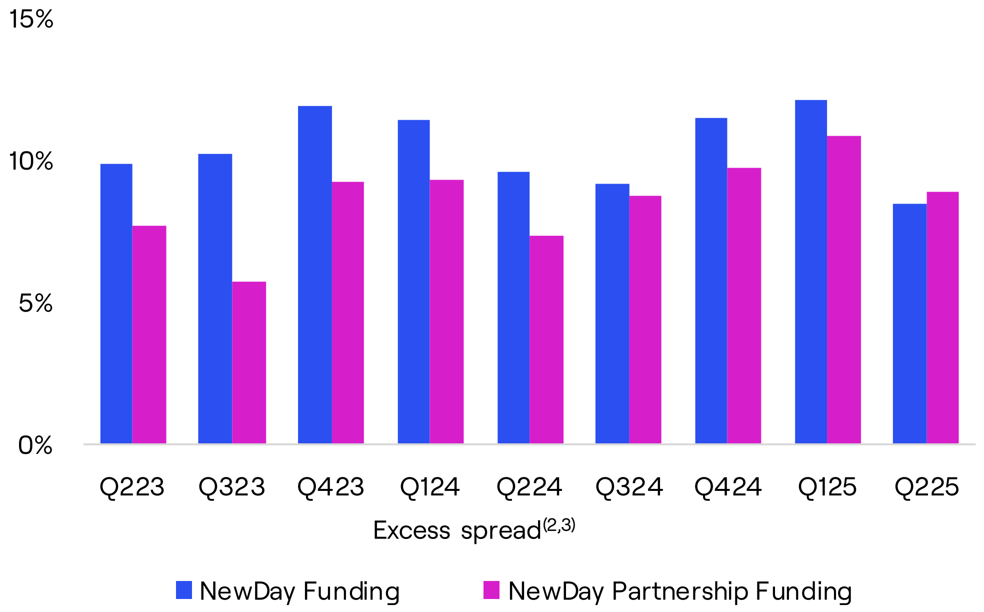
Efficient use of NewDay equity supported by multiple facilities ensures advance rates[1] remain strong

Group 89.7% (H1 2024: 89.3%)

D2C 88.2% (H1 2024: 87.8%)

Merchant Offering 91.1% (H1 2024: 91.5%)

Excess spread[2,3] levels on public ABS structures remain robust



(1) Advance rates stated are calculated using a hedged 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 NewDay Partnership Funding facilities c.2% lower during H1 2025 than Partnership Funding ABS facilities due to lower yield from John Lewis & Partners receivables.

Summary

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2. **£5.2bn of gross receivables, up 21% (H1 2024: £4.3bn). Interest-bearing balances increased 19% to £3.3bn (H1 2024: £2.8bn)**
3. **AFS portfolio performing strongly following acquisition of economic ownership in February 2025, consisting of £834m of gross receivables and 2.2 million customers[1]**
4. **Free cashflow available for growth and debt service of £78m (H1 2024: £12m)**
5. **Repayment of £100m principal of senior secured notes on 4 August 2025**
6. **Statutory profit before tax of £17m (H1 2024: £51m) includes an accounting charge of £50m required by IFRS for the ECL allowance recognised on initial recognition of the £834m AFS portfolio. The purchase price of the portfolio was £754m — a 10% discount to the face value of the gross receivables.**

(1) Gross receivables and customer accounts at 28 February 2025, the point which NewDay took economic ownership.

Appendix

Detailed income statement

£m	H1 25	H1 24	%	LTM H1 25	2024
Interest income	619	534	*16%*	1,171	1,086
Cost of funds	(136)	(133)	*(2%)*	(268)	(265)
Net interest income	**483**	**401**	*20%*	**903**	**821**
Fee and commission income	40	32	*25%*	78	70
Net revenue	**523**	**433**	*21%*	**982**	**892**
Impairment losses on loans and advances to customers	(275)	(217)	*(27%)*	(468)	(410)
Underlying risk-adjusted income	**249**	**216**	*15%*	**514**	**481**
Servicing costs	(67)	(64)	*(4%)*	(130)	(128)
Change costs	(21)	(26)	*18%*	(44)	(49)
Marketing and partner payments	(19)	(13)	*(47%)*	(33)	(27)
Collection fees	15	12	*29%*	27	23
Direct costs	(92)	(91)	*(1%)*	(181)	(180)
Contribution	**157**	**125**	*25%*	**333**	**301**
Salaries, benefits and overheads	(50)	(43)	*(16%)*	(95)	(88)
Underlying PBT	**107**	**83**	*30%*	**237**	**213**
Impairment losses on loans and advances to customers arising on the initial recognition of the AFS portfolio	(50)	-	*n.m.*	(50)	-
Non-underlying items[1]	(41)	(31)	*(30%)*	(78)	(68)
Statutory PBT	**17**	**51**	*(67%)*	**110**	**144**
Underlying PBT	107	83	*30%*	237	213
Add back: underlying depreciation and amortisation	7	6	*18%*	13	12
Adjusted EBITDA	**114**	**88**	*29%*	**250**	**224**
Gross receivables (£m)	5,213	4,303	*21%*	5,213	4,378
Average gross receivables (£m)	4,805	4,262	*13%*	4,627	4,278
Net Revenue margin (%)	21.8%	20.3%		21.2%	20.8%
Impairment rate (%)	11.4%	10.2%		10.1%	9.6%
Underlying RAM (%)	10.4%	10.2%		11.1%	11.2%
Underlying operating costs (£m)	(142)	(134)	*(6%)*	(276)	(269)
Underlying Cost-income ratio (%)	27.0%	30.9%		28.1%	30.1%

(1) Please see a breakdown of non-underlying items on page 20.

Detailed cash flow statement

£m	H1 25	H1 24	LTM H1 25	2024
Underlying profit before tax	**107**	**83**	**237**	**213**
Adjustment for non-cash items and changes in working capital	(717)	(18)	(813)	(114)
Non-underlying items[1]	(90)	(31)	(127)	(68)
Net cash (used in)/generated from operating activities	**(700)**	**33**	**(703)**	**31**
Investing activities				
Purchases of property and equipment	(1)	(0)	(2)	(1)
Investment in intangible assets	(7)	(20)	(17)	(30)
Net cash used in investing activities	**(8)**	**(21)**	**(19)**	**(31)**
Financing cash flows				
Net proceeds/(repayment) of debt issued and other borrowed funds	799	(283)	1,001	(81)
Payment of principal element of lease liabilities	(1)	(2)	(2)	(3)
Return paid on loan from immediate parent company	–	(3)	–	(3)
Dividends paid	(2)	–	(53)	(51)
Net cash generated from/(used in) financing activities	**796**	**(287)**	**945**	**(138)**
Net increase/(decrease) in cash and cash equivalents	**88**	**(274)**	**224**	**(138)**
Add back:				
Net financing cash flows	(799)	283	(1,001)	81
Movement in gross loans and advances to customers	773	(16)	878	90
FCF available for growth	**61**	**(7)**	**101**	**33**
Add back:				
Return paid on loan from immediate parent company	–	3	–	3
Dividends paid	2	–	53	51
Corporate debt interest paid	14	16	30	31
FCF available for growth and debt service	**78**	**12**	**184**	**118**

(1) Full breakdown of Non-underlying items are included on the Statutory Earnings breakdown on the next page.

Please see footnote on page 13 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 H1 2024 comparatives.

Statutory earnings

£m	H1 25	H1 24	%	LTM H1 25	2024
Underlying PBT	**107**	**83**	**30%**	**237**	**213**
Corporate debt interest and related costs	(19)	(18)	(7)%	(30)	(28)
Impairment losses on loans and advances to customers arising on the initial recognition of the AFS portfolio	(50)	-	n.m.	(50)	-
AFS partnership costs	-	-	n.m.	(4)	(4)
Platform development costs	(20)	(6)	(246)%	(32)	(18)
Amortisation of intangible assets arising on the Acquisition	(2)	(8)	74%	(6)	(12)
Other	-	-	n.m.	(6)	(6)
Statutory PBT	**17**	**51**	**(67)%**	**110**	**144**

Corporate debt interest and related costs include the interest charge and other costs associated with the issuance and servicing of the Senior Secured Notes by NewDay BondCo plc (the Senior Secured Debt), the Super Senior Revolving Credit Facility (the Revolving Credit Facility), the shares held in NewDay JVCo Ltd by Lloyds Banking Group which, per IFRS, are classified as a debt instrument and a vendor loan note originally issued to Sainsbury's Bank plc.

Impairment losses on loans and advances to customers arising on the initial recognition of the AFS portfolio reflect the initial impairment charge required by IFRS on acquisition of the AFS receivables. On 28 February 2025, the Group acquired the beneficial interest in £834m of gross receivables arising from the AFS portfolio for consideration of £754m. The discount to face value represented, amongst other things, the expected lifetime losses on the portfolio. Although lifetime losses were reflected in the purchase price, IFRS requires a separate ECL allowance to be recorded on the acquired receivables. This is effectively a double count of expected credit losses which is not reflective of underlying performance. As such, the impairment charge has been excluded from underlying performance.

AFS partnership costs relates to expenses incurred to acquire the AFS portfolio

Platform development costs are expenses incurred to enhance the capabilities of the Group's in-house operating platform. These costs relate to a technology project and are excluded from underlying performance because they do not represent underlying operational costs.

Amortisation of intangible assets arising on the Acquisition relates to the amortisation of the purchase price that was attributed to intangible assets arising on completion of the Group's acquisition of NewDay Group Holdings S.à r.l. together with its subsidiaries and structured entities (the 'Acquisition') on 26 January 2017.

Other relates to non-recurring items that are not representative of underlying performance.

Risk-adjusted income by segment

D2C £m	**H1 25**	**H1 24**	**%**
Interest income	408	384	6%
Cost of funds	(78)	(82)	5%
Fee and commission income	21	23	(11%)
Net Revenue	**351**	**326**	**8%**
Impairment	(204)	(174)	(17%)
Underlying risk-adjusted income	**147**	**151**	**(3%)**
Gross receivables	2,683	2,497	7%
Average gross receivables	2,614	2,471	6%
Net Revenue margin (%)	32.8%	33.0%	
Impairment rate (%)	15.6%	14.1%	
Underlying RAM (%)	11.2%	12.3%	
Charge-off rate (%)	12.9%	12.9%	
Coverage rate (%)	13.9%	15.1%	

Merchant Offering £m	**H1 25**	**H1 24**	**%**
Interest income	211	150	41%
Cost of funds	(58)	(51)	(14%)
Fee and commission income	15	8	86%
Net Revenue	**168**	**107**	**57%**
Impairment	(70)	(43)	(65%)
Underlying risk-adjusted income	**98**	**64**	**52%**
Gross receivables	2,530	1,806	40%
Average gross receivables	2,191	1,790	22%
Net Revenue margin (%)	20.7%	17.6%	
Impairment rate (%)	6.4%	4.8%	
Underlying RAM (%)	8.9%	7.2%	
Charge-off rate (%)	5.1%	4.6%	
Coverage rate (%)	5.8%	6.0%	

Note: Platform Services reported underlying risk-adjusted income of £4m in H1 2025 (H1 2024: £1m)

Balance sheet

£m	H1 25	H1 24	2024
Gross receivables	5,213	4,303	4,378
ECL allowance	(520)	(486)	(440)
Other[2]	55	87	117
Net receivables	**4,748**	**3,904**	**4,056**
Cash	456	240	374
Restricted cash	83	75	78
Intangible assets	93	90	92
Goodwill	280	280	280
Other assets	128	234	116
Total assets	**5,788**	**4,824**	**4,995**
Asset-backed term debt	2,472	2,140	2,426
Variable funding notes	2,317	1,721	1,629
Senior secured debt[1]	213	236	212
Other debt instruments	77	-	24
Provisions	6	7	8
Other liabilities[2]	172	216	169
Total liabilities	**5,257**	**4,320**	**4,467**
Net assets	**531**	**504**	**528**
Tangible equity	**164**	**126**	**154**

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 £16m as at June 2025 (June 2024: £21m).

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

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

Other debt instruments represents a £50m vendor loan note[3] originally issued to Sainsbury's Bank plc and shares held in NewDay JVCo Ltd by Lloyds Banking Group which, per IFRS, are classified as a debt instrument. This debt instrument has a value of £25m as at 30 June 2025.

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

(1) Senior Secured Debt includes accrued interest and the remaining unamortised balance of the discount the debt was issued at on origination.
(2) In Q4 2024, the Group changed the presentation of certain customer-related balances from other liabilities to loans and advances to customers. Accordingly, the H1 2024 comparatives have been restated.
(3) £50m vendor loan note issued by NewDay Group (Jersey) Limited

Leverage and interest ratios

£m	H1 25	H1 24	LTM H1 25	2024
Adjusted EBITDA	**114**	**88**	**250**	**224**
Corporate Debt[(1)]	294	238	294	244
Cash[(2)]	(456)	(240)	(456)	(374)
Net corporate Senior Secured Debt	**(162)**	**(2)**	**(162)**	**(130)**
Net Corporate debt to Adjusted EBITDA [(2)]			(0.2)x	(0.3)x
Senior corporate interest expense			**37**	**32**
Adjusted EBITDA to pro forma cash interest expense			6.8x	7.1x

(1) Corporate Debt excludes the accrued interest and the remaining unamortised balance of the discount that the Senior Secured Debt was issued at on origination.
(2) Represents ratio of net corporate debt to adjusted EBITDA excluding funding overlaps. Excluding these funding overlaps, the Group held more cash than Corporate Debt at 30 June 2025.

Glossary

ABS: asset-backed security

AFS: Argos Financial Services

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 Corporate Debt interest (and related costs), tax, depreciation and amortisation and other one-off items

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

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

Corporate debt: comprises the High Yield Bond, RCF, vendor loan note originally issued to Sainsbury's Bank plc and shares held in NewDay JVCo Ltd by Lloyds Banking Group which per IFRS, are classified as a debt instrument

Coverage rate: ECL allowance/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 meaningful

Direct to Consumer (D2C): constitutes the NewDay brands, namely Aqua, Marbles, Fluid and Bip

Merchant Offering (MO) : constitutes John Lewis & Partners, AO, Pulse, Debenhams, AFS 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.

RAI: risk-adjusted income

RAM: risk-adjusted margin

RCF: revolving credit facility

Senior Secured Debt: comprises the High Yield Bond and RCF

Underlying PBT: earnings before Corporate Debt interest (and related costs), tax, amortisation of the Acquisition intangibles, and one-off items

VFN: variable funding note

Enquiries

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