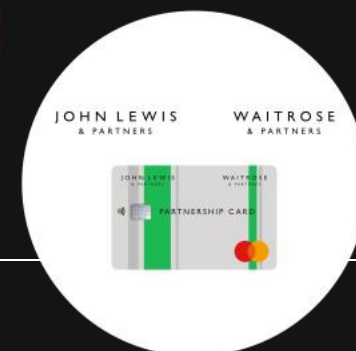
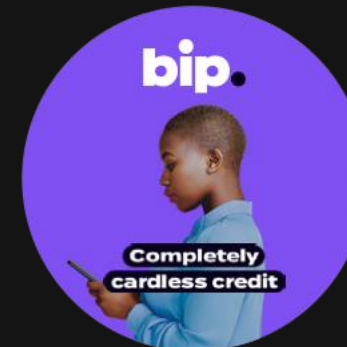
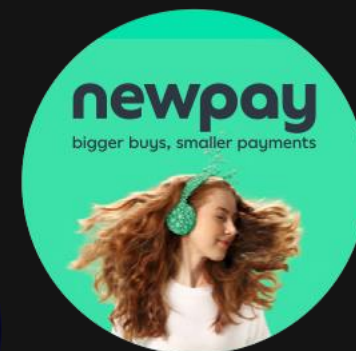


NewDay

Q1 2023 Results Presentation

11 May 2023

NewDay



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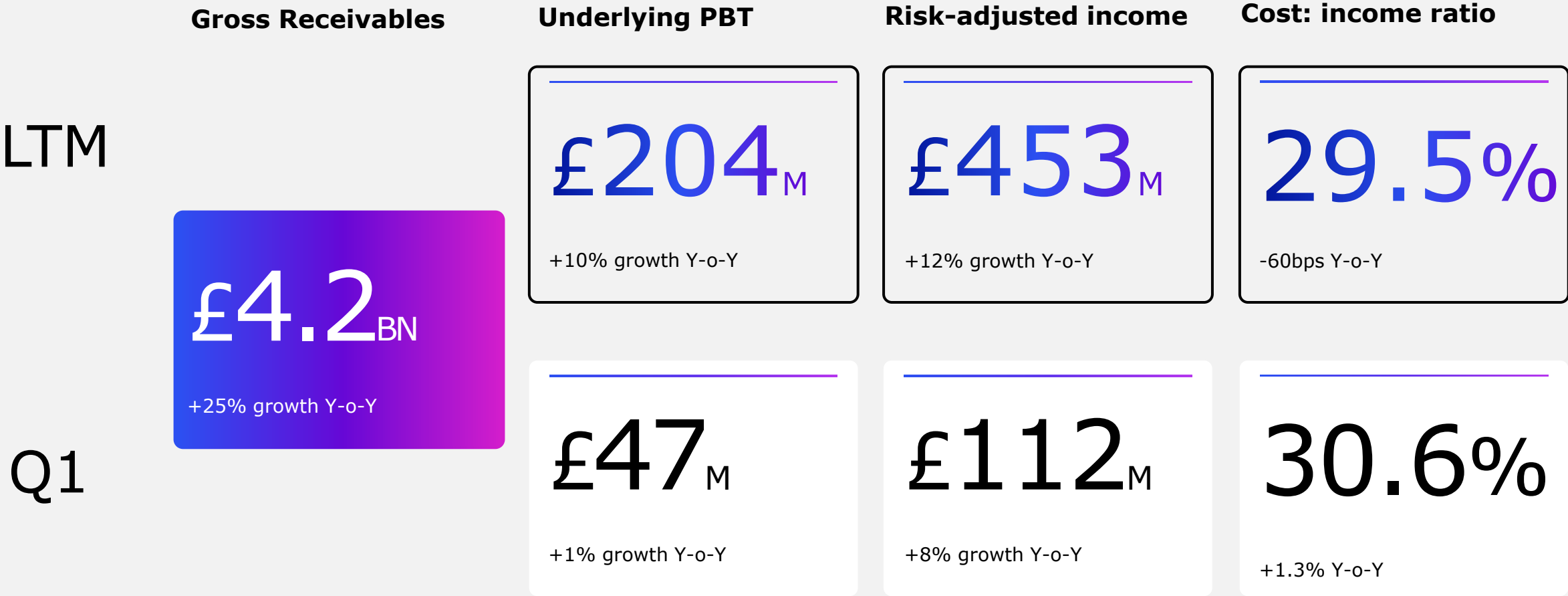
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Q1 2023 – Good progress and profitability in a challenging macroeconomic environment



Our business is underpinned by a multi-product, highly scalable, brand agnostic in-house digital 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 **Award winning**



<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⁾

5_M

Customer accounts

c.30%

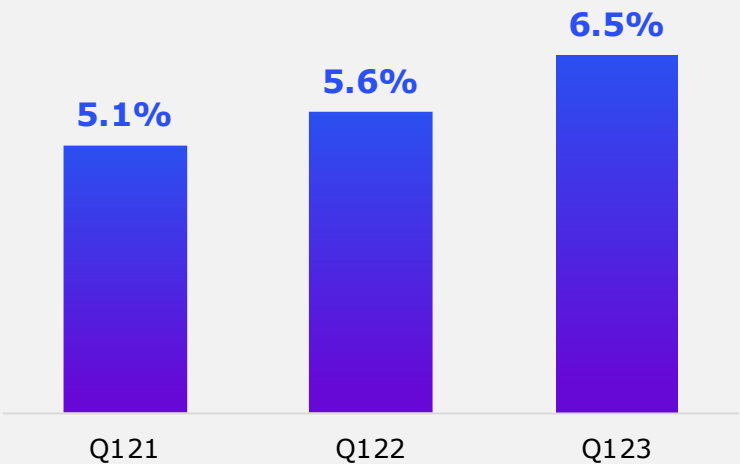
Market leading cost:income ratio

Note:

(1) Reflects CAGR between 2014 - 2022

Continued growth in market share with focus on quality

Market Share of UK credit card receivables ⁽¹⁾ (%)

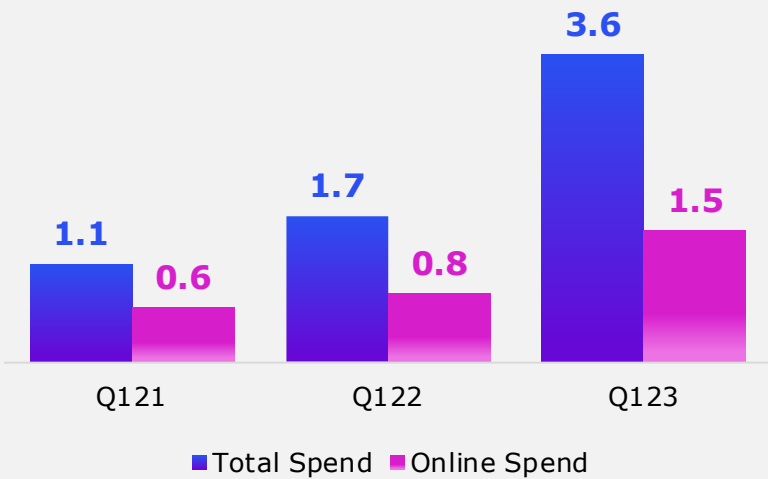


90bps increase in share driven by onboarding of John Lewis portfolio in August 2022 and organic growth

1-in-6
(2022: 1-in-5)

UK credit cards issued
in LTM⁽²⁾

Spend (£bn)



£3.6bn total spend, 110% higher Y-o-Y driven by John Lewis portfolio

Note:

- (1) UK Credit Cards Bank of England data as at 31 March 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 £64bn at 31 March 2023 per Bank of England data, sitting within wider c.£74bn market (including Point of Sale lending)
- (2) Estimated based on eBenchmarkers data up to 31 March 2023. NewDay share includes Newpay originations

D2C – good underlying growth against uncertain macro environment

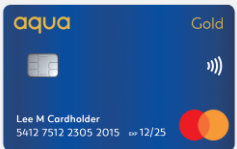
New accounts and spend reflecting deliberate slow down in account growth

66k

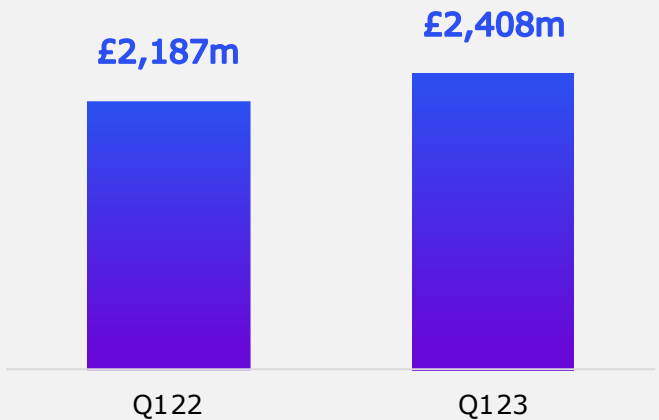
New Customers
(-60% vs Q1 22)

£0.9_{BN}

Spend
(Flat vs Q1 22)



Strong double-digit receivables growth

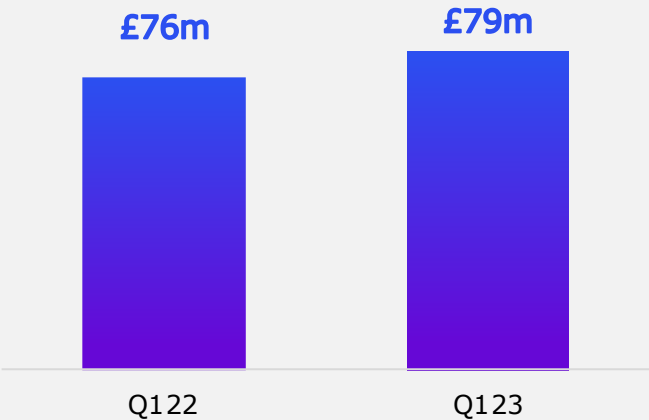


+10%

Growth in gross receivables

Slower account growth and controlled credit limit increases

Modest growth in risk-adjusted income



+4%

RAI growth

Driven by growth in impairment through challenging macro

Merchant Offering – continued progress with strong growth in spend and receivables

New Customer growth impacted by cessation of Amazon with spend driven by John Lewis

58k

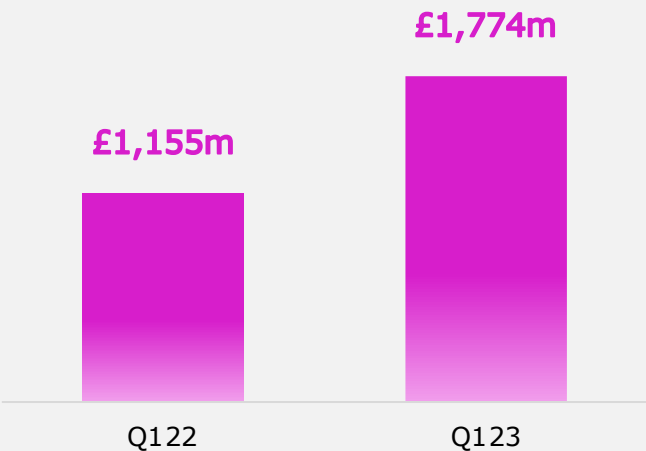
New Customers
(-26% vs Q1 22)

£2.7BN

Spend
(+242% vs Q1 22)



Receivables growth boosted by onboarding of John Lewis

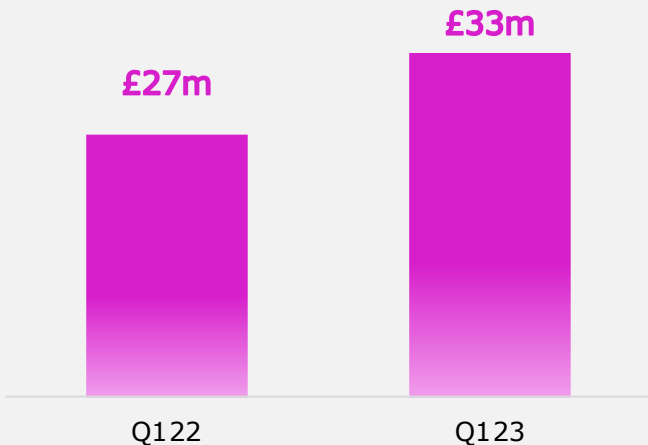


+54%

Growth in gross receivables

JLP not onboard in Q1 22, expect growth rates to decrease through the year

Growth in risk-adjusted income through John Lewis receivables offset by lower yield



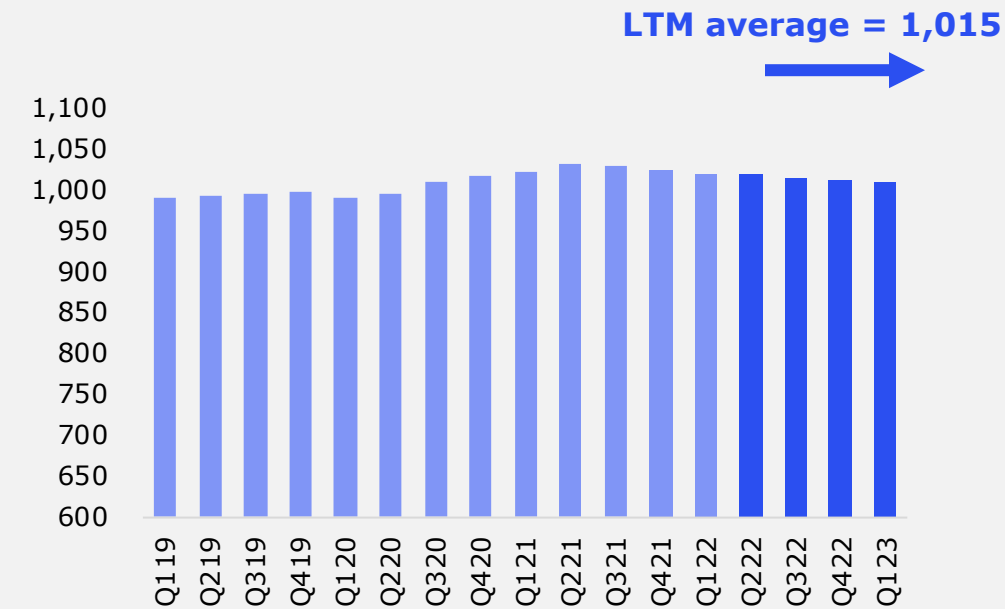
+19%

RAI growth

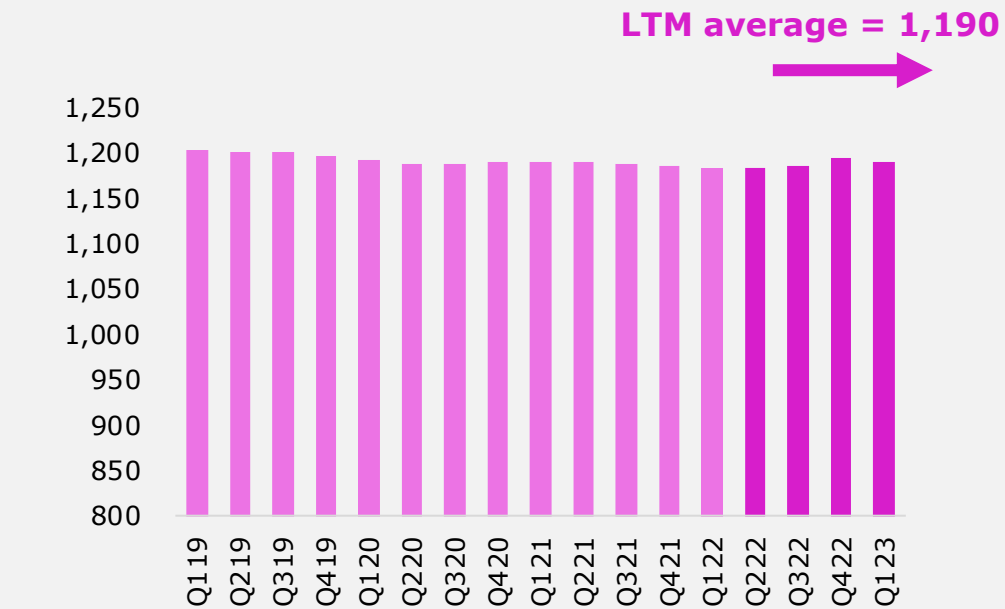
Lower yield in John Lewis portfolio reflecting higher quality customers

Customer credit quality stable in both D2C and Merchant Offering

Average D2C Delphi Score⁽¹⁾



Average Merchant Offering Delphi Score⁽¹⁾

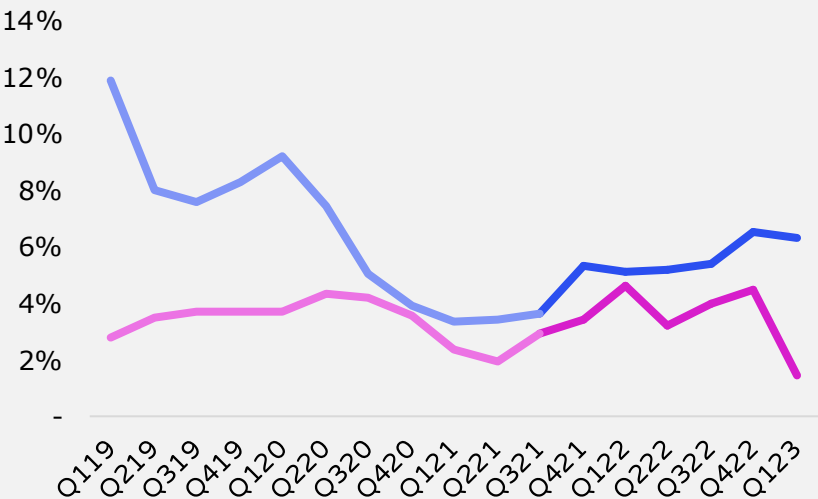


Higher score indicates **lower** chance of default in next 12 months

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

Credit remains well controlled with tightened risk appetite impacting early delinquencies, D2C delinquency rate impacted by payment holidays

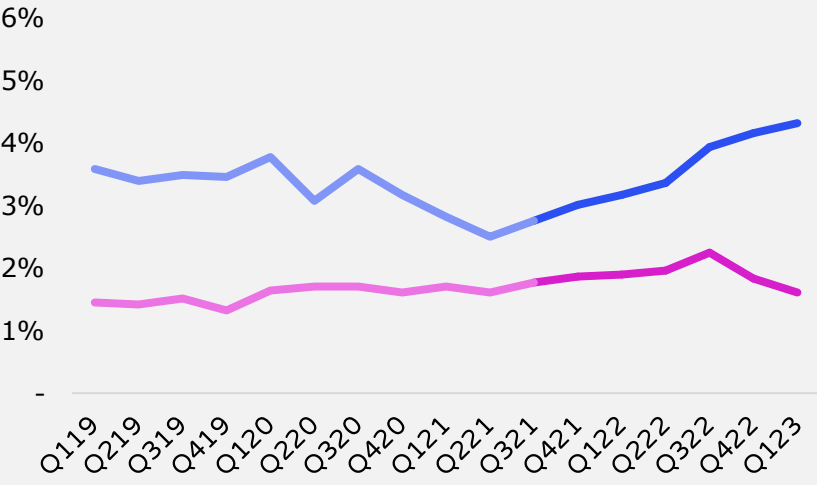
% of receivables with two or more missed payments after 6 months on book⁽¹⁾



Improving D2C performance in Q1 reflects tightening of credit criteria in H2 22 resulting in lower delinquency on new accounts

Merchant fall from Q4 22 driven by mix change towards prime as a result of the onboarding of John Lewis

% of receivables entering delinquency⁽²⁾



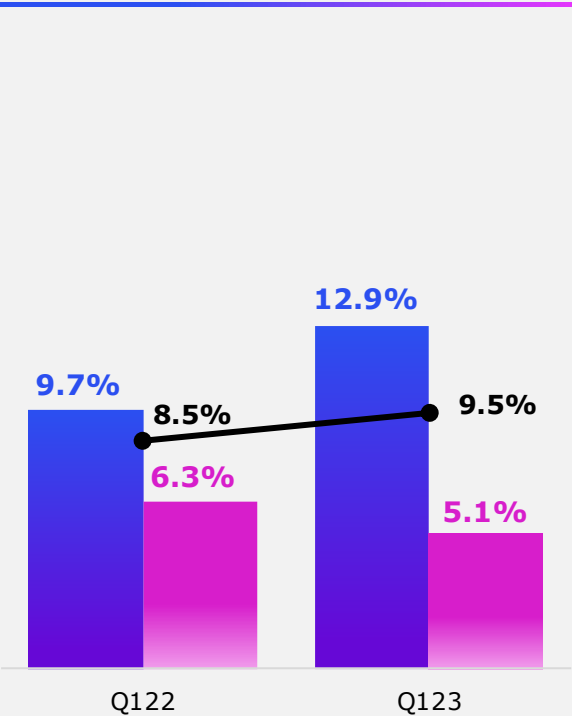
D2C delinquencies elevated above pre-Covid levels due to payment holidays offered to accounts entering delinquency⁽³⁾

Merchant fall from Q3 22 driven by mix change towards prime as a result of the onboarding of John Lewis

Note:
(1) This represents credit losses and excludes fraudulent balances
(2) 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
(3) Balances on payment holidays are included in this delinquency measure throughout the period of the payment holiday

Impairment rates reduced driven by lower risk John Lewis portfolio

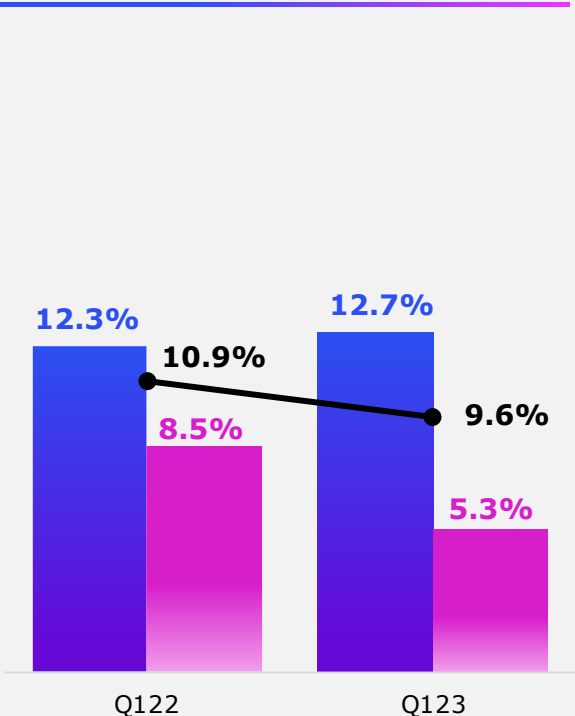
Charge-off rate (%)



Increased by 100bps as risk normalises, remains below pre-Covid levels

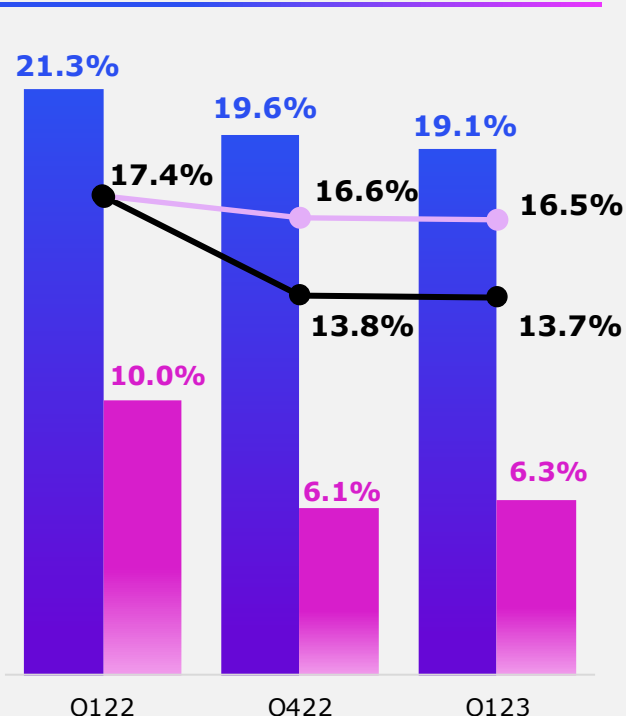
	2019	Q1'23
D2C	15.1%	12.9%
Merchant Offering	4.4%	5.1%
Group (excl. UPL)	11.0%	9.5%

Impairment rate (%)



140bps decrease driven by growth in prime receivables

Coverage rate (%)

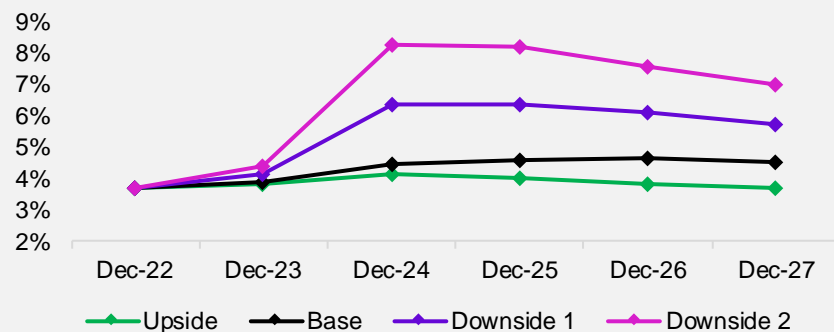


10bps decrease Q-o-Q driven by lower cost of living ECL allowance

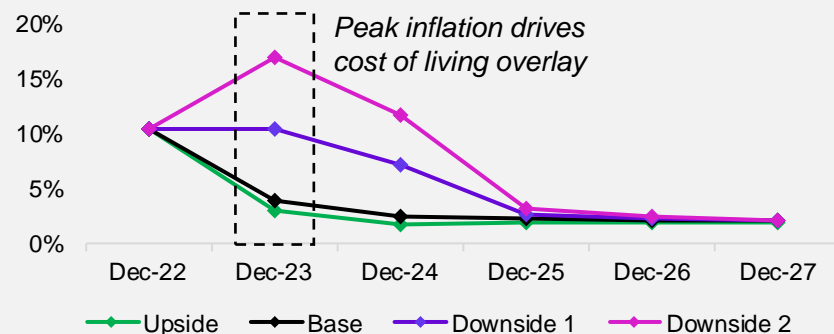
	2019	Q1'23
Group (excl. UPL)	14.2%	13.7%
Group (excl. UPL & JLP)	14.2%	16.5%

Marginal decrease in ECL⁽¹⁾ driven by marginally lower inflation and unemployment expectations through 2023

Q1 23 unemployment scenarios



Q1 23 inflation scenarios

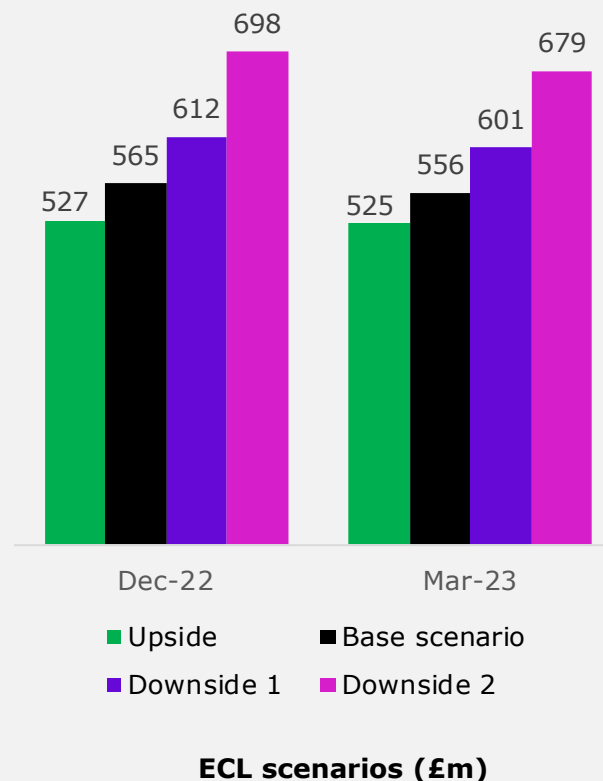


Note:

(1) Expected Credit Loss

(2) Core ECL is the Base Scenario excluding Cost of living overlay

ECL Base scenario £9m lower than Dec'22



ECL allowance reduced from year end driven by lower macro uplift

	Unemployment		ECL (£m) assuming 100%	Probability weighting
	Peak	5 year Average		
Mar-23				
Upside	4.1%	3.9%	525	10%
Base	4.7%	4.4%	556	55%
Downside 1	6.5%	5.7%	601	30%
Downside 2	8.5%	7.0%	679	5%

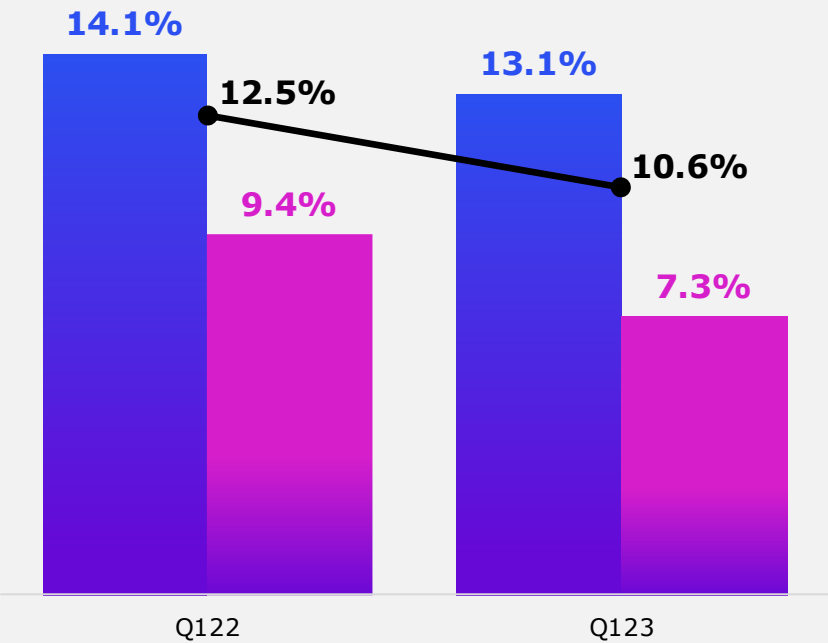
	Dec-22	Mar-23
Core ECL ⁽²⁾	536	545
Cost of living	29	11
Base Scenario	565	556
Macro uplift	21	17
ECL allowance	586	573
Coverage Rate	13.8%	13.7%

Macroeconomic scenarios (£m)

NewDay

Higher quality portfolio results in lower RAM with efficient cost base

Underlying RAM⁽¹⁾

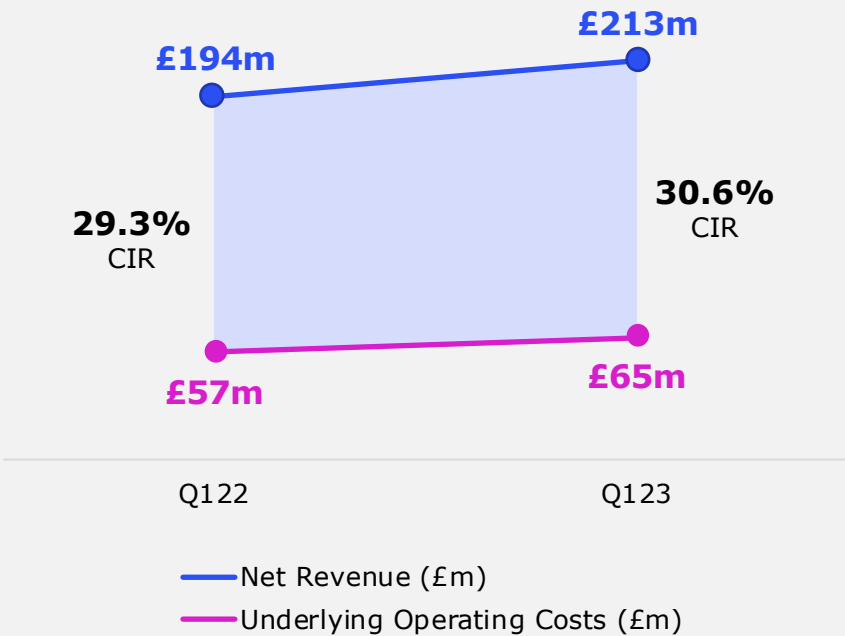


Driven by mix change towards prime as a result of the onboarding of John Lewis

D2C Merchant Offering Group

Note:
(1) Underlying RAM calculated as Underlying risk-adjusted income over average receivables

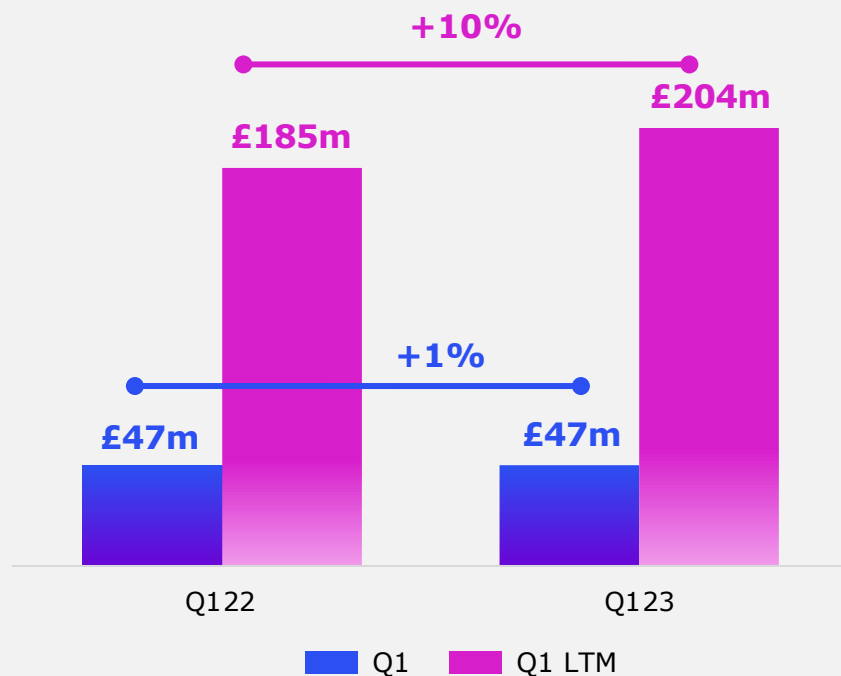
Cost:income ratio



Higher servicing costs associated with John Lewis results in 14% growth in operating costs vs 10% growth in Net Revenue. Other costs remain well controlled

Controlled receivables growth drives 10% growth in LTM PBT with improving cash position outside of securitization structures

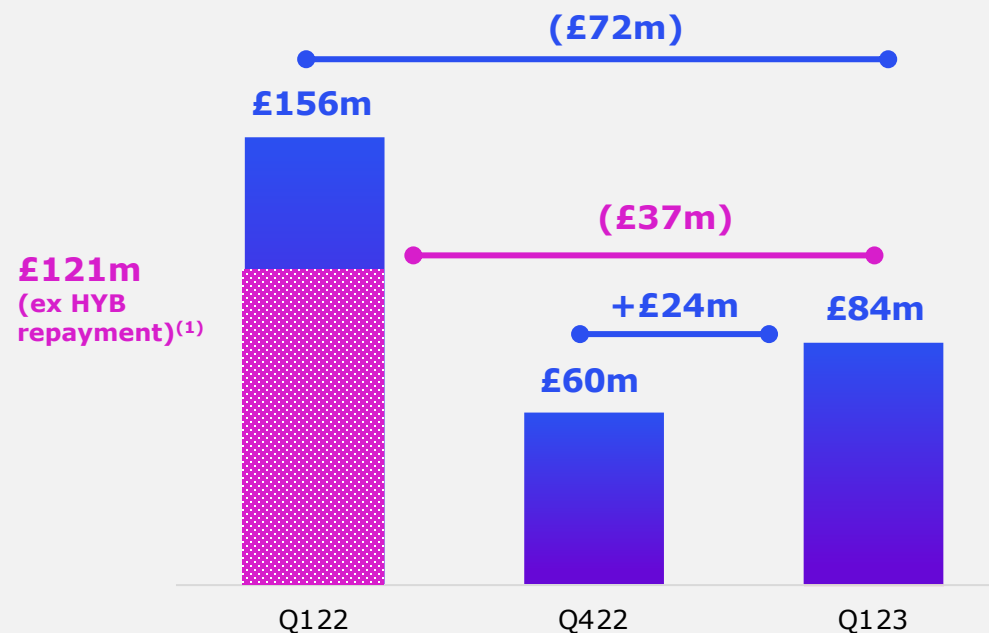
Underlying PBT (£m)



Q1: 1% y-o-y growth reflects lower RAM and investment in receivables growth

Q1 LTM: 10% y-o-y growth reflects better RAM profile and higher net revenue from higher receivables

Cash held outside securitisation structures (£m)



Y-o-Y: partial repayment of HYB and significant investment in receivables

Q-o-Q: Underlying business cash profitability and slowing D2C new account growth

Note:

(1) Reflects HYB repayment through the December 2022 HYB exchange process

Underlying PBT of £47m reflects receivables growth offset by lower RAM associated with higher quality portfolio

£m	Q123	Q122	YoY
Interest income	247	199	
Cost of funds	(55)	(19)	
Fee and commission income	20	14	
Net Revenue	213	194	10%
Impairment	(101)	(91)	
Underlying risk-adjusted income	112	104	8%
Direct costs	(46)	(39)	
Contribution	66	65	2%
Salaries, benefits and overheads	(19)	(18)	
Underlying PBT	47	47	1%
Add back: depreciation and amortisation	3	3	
Adjusted EBITDA	50	49	2%
Gross receivables (£m)	4,183	3,342	25%
Average gross receivables (£m)	4,208	3,310	27%
Net Revenue margin (%)	20.2%	23.4%	
Impairment rate (%)	9.6%	10.9%	
Underlying RAM (%)	10.6%	12.5%	
Underlying operating expenses (£m)	(65)	(57)	(14%)
Cost:income ratio (%)	30.6%	29.3%	

Net Revenue Growth

+10%

- 27% growth in average gross receivables
- Net revenue dilution from higher cost of funds and lower yield from higher prime mix in overall book

Impairment charge growth

+11%

- Higher receivables growth
- Higher prime mix in new receivables results in lower impairment rate

Cost:income

+130_{bps}

- Servicing costs increase reflects higher per-unit costs of servicing JLP
- Other operating costs well controlled reflecting scalable platform

FCF for growth and debt service of £38m reflects good cash generation in an uncertain macroeconomic environment

£m	Q123	Q122
Adjusted EBITDA	50	49
Change in impairment provision	(14)	11
Adjusted EBITDA excl. provision	36	61
Change in working capital	10	(4)
Capex, Tax, Other	(9)	(13)
FCF available for growth and debt service	38	44
Decrease/ (increase) in loans and advances ⁽¹⁾	72	(61)
Net financing cash flow ⁽²⁾	(159)	45
FCF available for Senior Secured Debt interest	(50)	28
Funding loan to parent ⁽³⁾	(2)	(4)
Debt service - cash payments	(2)	(12)
Underlying net (decrease)/ increase in cash and equivalents	(54)	12
Movements in restricted cash	2	2
Net decrease/ (increase) in cash and equivalents	(53)	14

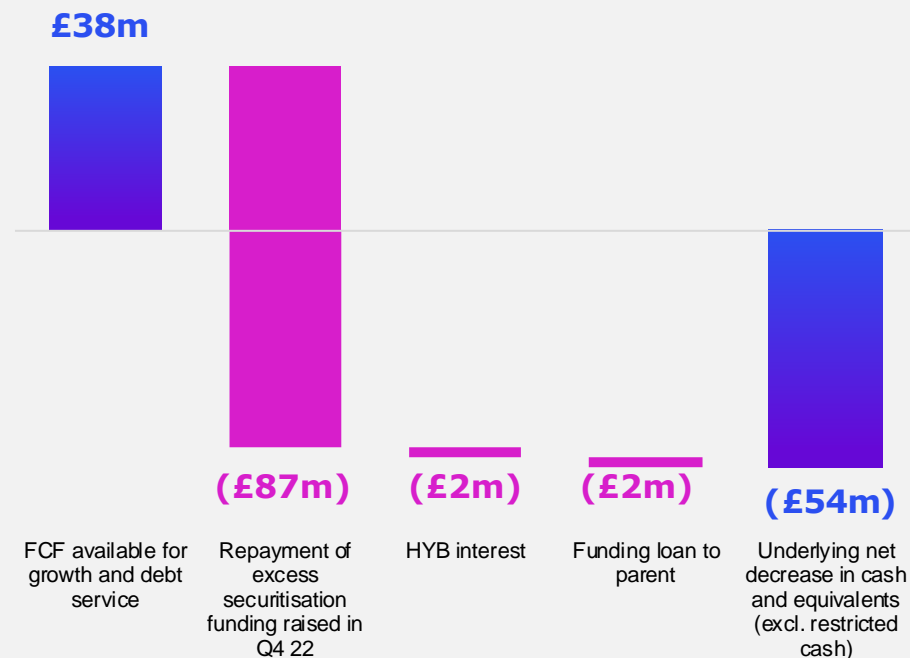
Note:

(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

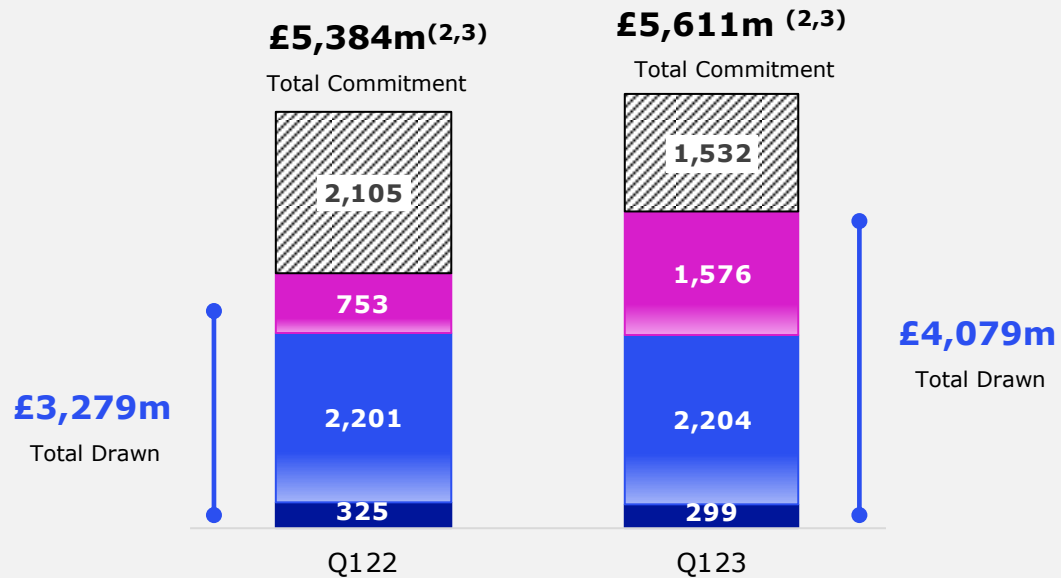
Cash flow bridge



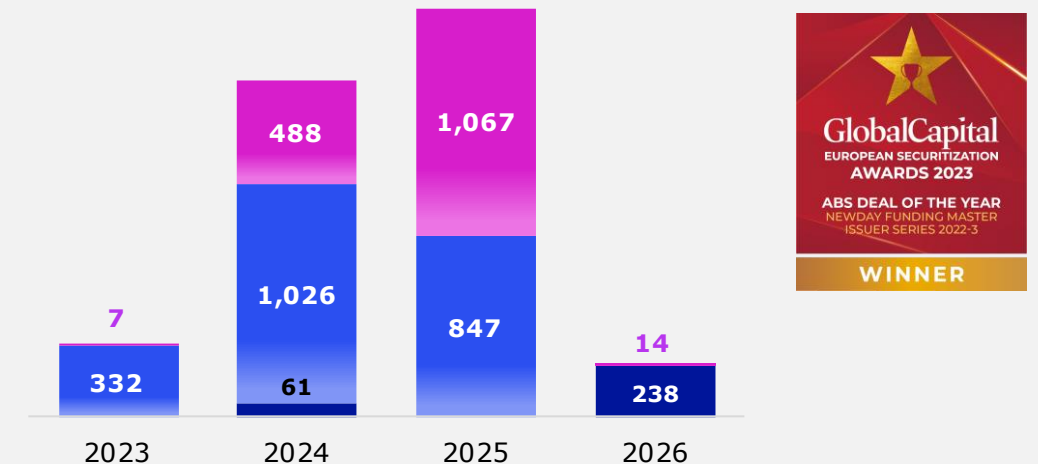
Negative cash movement reflects repayment of excess liquidity in Q4 2022

Funding – well positioned to support future growth with significant headroom

£1.5bn funding headroom⁽¹⁾ for future growth



Diverse and growing funding structures with one ABS deal maturing in 2023^(2,3)



Upcoming maturities: MO 2020-1 (£332m) due Nov-23

■ HYB ■ ABS ■ VFN ■ RCF ■ Undrawn Capacity

Note:

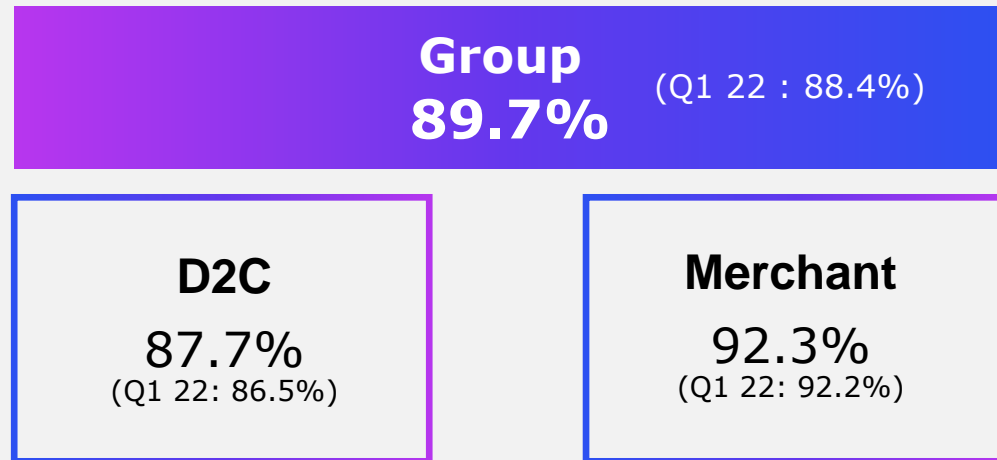
(1) £1,532m funding headroom includes VFN and RCF facilities. RCF commitment = £30m

(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

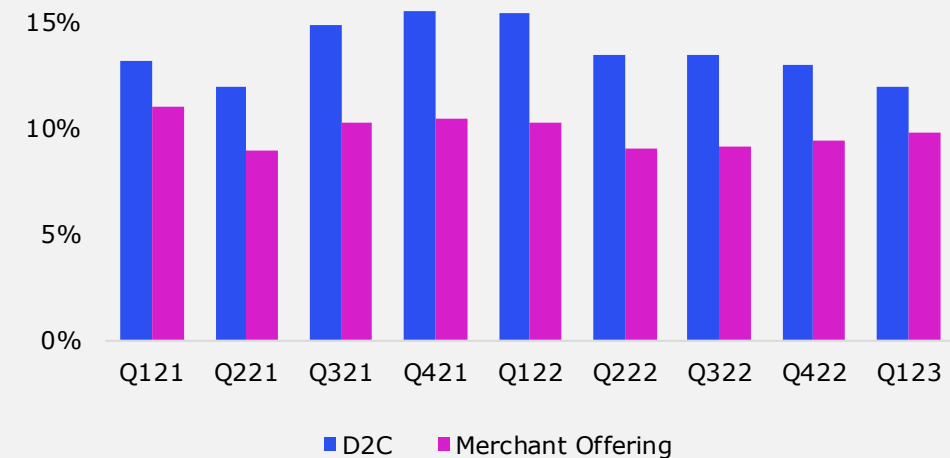
Advance rates increased primarily due to high merchant advance rate. Good levels of excess spread in public master trusts

Advance Rates⁽¹⁾



Remain attractive with efficient use of NewDay equity supported by multiple facilities

Excess spread⁽²⁾ levels on public ABS structures



Levels remain healthy, with D2C and Merchant Offering at 12.0% and 9.8% respectively as at March 2023

Excess spread on other Merchant funding facilities c.4% lower in March 2023 than Merchant ABS facilities in part owing to lower yield from John Lewis receivables

(1) Advanced 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.

Summary

- 1 Good start to 2023 against challenging macroeconomic backdrop
- 2 Resilient underlying business model
- 3 Credit quality remains under control
- 4 Remain well funded with significant headroom
- 5 Focus remains on profitability and cash generation

Appendix



Detailed Income Statement

£m	Q123	Q122	LTM Q123	2022
Interest income	247	199	932	884
Cost of funds	(55)	(19)	(160)	(124)
Net interest income	193	180	772	760
Fee and commission income	20	14	73	67
Net Revenue	213	194	846	827
Impairment	(101)	(91)	(393)	(383)
Underlying risk-adjusted income	112	104	453	444
Servicing costs	(31)	(23)	(116)	(108)
Change costs	(11)	(13)	(42)	(43)
Marketing and partner payments	(11)	(10)	(46)	(46)
Collection fees	7	7	30	30
Contribution	66	65	278	277
Salaries, benefits and overheads	(19)	(18)	(75)	(74)
Underlying PBT	47	47	204	203
Add back: depreciation and amortisation	3	3	12	12
Adjusted EBITDA	50	49	216	215
Gross receivables (£m)	4,183	3,342	4,183	4,252
Average gross receivables (£m)	4,208	3,310	3,808	3,601
Net Revenue margin (%)	20.2%	23.4%	22.2%	23.0%
Impairment rate (%)	9.6%	10.9%	10.3%	10.6%
Underlying RAM (%)	10.6%	12.5%	11.9%	12.3%
Underlying operating expenses (£m)	(65)	(57)	(249)	(241)
Cost:income ratio (%)	30.6%	29.3%	29.5%	29.1%

Detailed Cash flow

£m	Q123	Q122	LTM Q123	2022
Adjusted EBITDA	50	49	216	215
Change in impairment provision	(14)	11	(6)	19
Adjusted EBITDA excl. provision	36	61	209	234
Change in working capital	10	(4)	(29)	(43)
PPI provision utilisation	(4)	(0)	(5)	(2)
Capital expenditure	(7)	(4)	(24)	(22)
Tax paid	4	(6)	(12)	(22)
Exceptional costs	(3)	(3)	(10)	(10)
FCF available for growth and debt service	38	44	130	136
Decrease/ (increase) in loans and advances (1)	72	(61)	(848)	(981)
Net financing cash flow(2)	(159)	45	794	997
FCF available for Senior Secured Debt interest	(50)	28	75	152
Repayment of High Yield Bond due 2024	-	-	(264)	(264)
High Yield Bond issuance due 2026	-	-	229	229
Funding loan to parent(3)	(2)	(4)	(17)	(19)
Debt service - cash payments	(2)	(12)	(21)	(31)
Underlying net (decrease)/ increase in cash and equivalents	(54)	12	2	68
Movements in restricted cash	2	2	10	10
Net decrease/ (increase) in cash and equivalents	(53)	14	12	78

Statutory Earnings

£m	Q123	Q122	LTM Q123	2022
Underlying PBT	47	47	204	203
Senior Secured Debt interest and related costs	(10)	(7)	(34)	(30)
Other	-	(1)	(0)	(1)
Platform development costs	(3)	(2)	(10)	(9)
PPI	-	1	1	1
Amortisation of Acquisition intangibles	(13)	(14)	(53)	(54)
Statutory PBT	22	24	107	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 income statement & KPIs £m	Q123	Q122	% Change
Interest income	178	144	
Cost of funds	(32)	(12)	
Fee and commission income	10	10	
Net Revenue	156	142	10%
Impairment	(77)	(66)	
Underlying risk-adjusted income	79	76	4%
Servicing costs	(16)	(13)	
Change costs	(5)	(7)	
Marketing costs	(3)	(6)	
Collection fees	5	5	
Contribution	61	55	9%
Gross receivables	2,408	2,187	10%
Average gross receivables	2,414	2,148	12%
Net Revenue margin (%)	25.8%	26.4%	
Impairment rate (%)	12.7%	12.3%	
Underlying RAM (%)	13.1%	14.1%	
Charge-off rate (%)	12.9%	9.7%	
Coverage rate (%)	19.1%	21.3%	

Merchant income statement & KPIs £m	Q123	Q122	% Change
Interest income	69	56	
Cost of funds	(22)	(7)	
Fee and commission income	10	3	
Net Revenue	56	52	8%
Impairment	(24)	(25)	
Underlying risk-adjusted income	33	27	19%
Servicing costs	(15)	(10)	
Change costs	(5)	(5)	
Marketing and partner payments	(8)	(5)	
Collection fees	2	2	
Contribution	6	10	(37%)
Gross receivables	1,774	1,155	54%
Average gross receivables	1,793	1,162	54%
Net Revenue margin (%)	12.6%	17.9%	
Impairment rate (%)	5.3%	8.5%	
Underlying RAM (%)	7.3%	9.4%	
Charge-off rate (%)	5.1%	6.3%	
Coverage rate (%)	6.3%	10.0%	

Note: £(1)m of additional Contribution is included within the Platform Services segment (Q1 22: £(1)m)

Balance sheet

£m	Q123	Q122	2022
Gross receivables	4,183	3,342	4,252
Impairment provision	(573)	(580)	(586)
Other	140	132	143
Net receivables	3,750	2,894	3,808
Restricted cash	70	60	68
Cash	260	258	314
Intangible assets	104	142	112
Goodwill	280	280	280
Other assets	142	78	234
Total assets	4,605	3,712	4,816
Asset-backed term debt	2,209	2,204	2,218
Variable funding notes	1,581	754	1,742
Senior Secured Debt	302	329	294
PPI provision	1	6	1
Other provisions	4	4	4
Other liabilities	82	86	142
Total liabilities	4,179	3,382	4,401
Net assets	426	330	414
Tangible Equity	22	(92)	(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 £67m at Mar-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

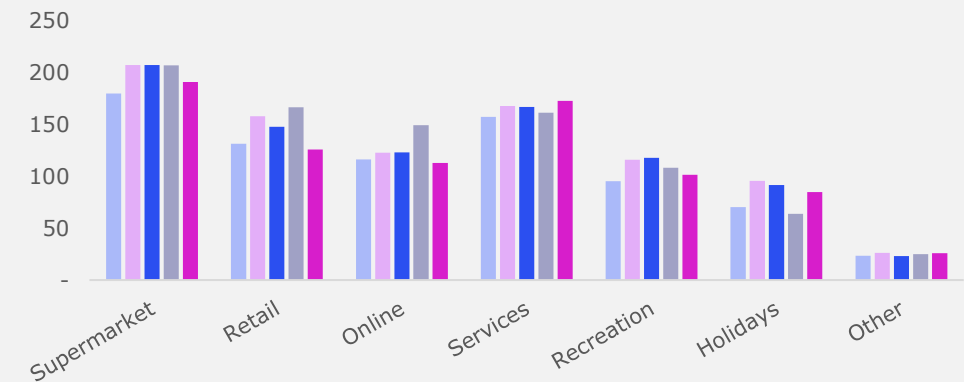
£m	Q123	Q122	LTM Q123	2022
Adjusted EBITDA	50	49	216	215
Senior Secured Debt	299	325	299	299
Cash	(260)	(258)	(260)	(314)
Net corporate Senior Secured Debt	39	67	39	(16)
Net Senior Secured Debt to Adjusted EBITDA	0.8x	1.4x	0.2x	-0.1x
Senior corporate interest expense			36	36
Adjusted EBITDA to cash interest expense			5.9x	5.9x

Spending category trends

D2C – Retail spend by category



Spend by Category (% of total)

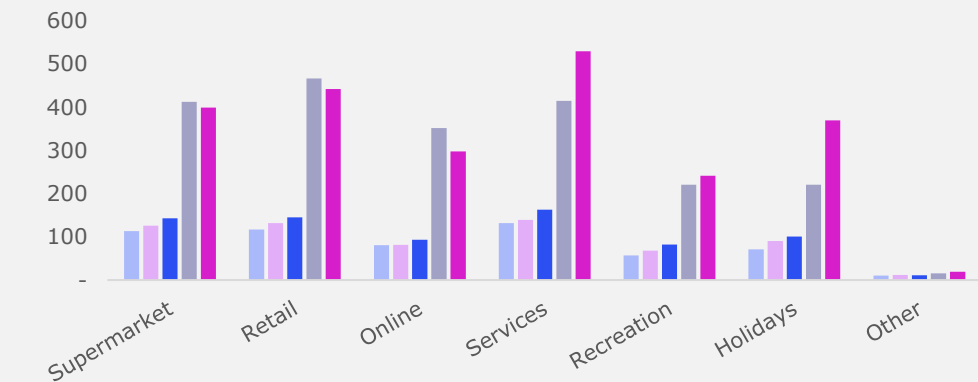


Spend by Category (£m)

Merchant – Retail spend by category



Spend by Category (% of total)



Spend by Category (£m)

Q122 Q222 Q322 Q422 Q123

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 'Own-brand' 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



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