2023
FULL YEAR RESULTS
7 December 2023
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OPENING REMARKS

Jon Steinberg, CEO
Opening Remarks

- Media is a **dynamic ecosystem**
- Future’s business model is built on **strong foundations** of innovation, agility
- Launched *Growth Acceleration Strategy* or *GAS* with an acceleration of growth as we yield the benefit of investment
- **High cash generation** will add **optionality** to accelerate value creation through M&A or shareholder return

Mid-single digit CAGR organic revenue growth and continued strong FCF generation which will provide optionality in the medium-term
FINANCIAL REVIEW

Penny Ladkin-Brand, CFSo
Overview
FY 2023 In Line With Expectations

**REVENUE**

£788.9m

(4)% reported
(10)% organic

**AOP**

Adjusted Operating Profit

£256.4m

32% margin

(6)% reported
(1)ppt margin decline

**ADJUSTED FREE CASH FLOW**

£253.2m

99% conversion

(5)% reported
+1ppt on conversion

**NET DEBT**

£327.2m

1.25x leverage

£96m yoy reduction in net debt

See Appendix for definition
## Summary P&L

<table>
<thead>
<tr>
<th></th>
<th>FY 2023</th>
<th>FY 2022</th>
<th>YoY Var</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Revenue</strong></td>
<td>788.9</td>
<td>825.4</td>
<td>(4)%</td>
</tr>
<tr>
<td>Gross contribution</td>
<td>569.8</td>
<td>609.1</td>
<td>(6)%</td>
</tr>
<tr>
<td><strong>GC Margin</strong></td>
<td>72%</td>
<td>74%</td>
<td>(2)ppt</td>
</tr>
<tr>
<td>Sales, marketing and editorial</td>
<td>(221.5)</td>
<td>(217.0)</td>
<td>(2)%</td>
</tr>
<tr>
<td><strong>Gross profit after direct costs</strong></td>
<td>348.3</td>
<td>392.1</td>
<td>(11)%</td>
</tr>
<tr>
<td>Gross profit margin</td>
<td>44%</td>
<td>48%</td>
<td>(4)ppt</td>
</tr>
<tr>
<td>Admin costs &amp; other overheads</td>
<td>(71.5)</td>
<td>(98.3)</td>
<td>27%</td>
</tr>
<tr>
<td><strong>Adjusted EBITDA</strong></td>
<td>276.8</td>
<td>293.8</td>
<td>(6)%</td>
</tr>
<tr>
<td><strong>EBITDA Margin</strong></td>
<td>35%</td>
<td>36%</td>
<td>(1)ppt</td>
</tr>
<tr>
<td><strong>Adjusted Operating Profit (AOP)</strong></td>
<td>256.4</td>
<td>271.7</td>
<td>(6)%</td>
</tr>
<tr>
<td><strong>AOP margin</strong></td>
<td>32%</td>
<td>33%</td>
<td>(1)ppt</td>
</tr>
<tr>
<td><strong>Adjusted diluted EPS (p)</strong></td>
<td>140.9p</td>
<td>163.5p</td>
<td>(14)%</td>
</tr>
<tr>
<td>Statutory operating profit</td>
<td>174.5</td>
<td>188.6</td>
<td>(7)%</td>
</tr>
<tr>
<td>Diluted EPS (p)</td>
<td>94.1p</td>
<td>100.9p</td>
<td>(7)%</td>
</tr>
</tbody>
</table>

### Strong financial characteristics of healthy margin and strong free cash flow

1. Gross contribution is after deducting distribution costs
2. Includes profit pool in FY 2022
3. Adjusted D&A excludes amortisation of acquired intangible assets from business combinations
Audience
## Audience:

Diversification of **highly valuable audiences** maximises growth and improves efficiency

<table>
<thead>
<tr>
<th>Content categories website users</th>
<th>Website sessions acquisition channel</th>
<th>On and off-platform online users</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>FY 2020</strong></td>
<td><strong>FY 2023</strong></td>
<td><strong>FY 2020</strong></td>
</tr>
<tr>
<td>52%</td>
<td>69%</td>
<td>28%</td>
</tr>
</tbody>
</table>

**In FY 2023, 69% of website users came from categories outside Tech compared to 52% in FY 2020**

+14ppt progression of other acquisition channels compared to search to our websites

+22ppt progression of off-platform online users to the overall online (website users + off platform) mix between FY 2020 and FY 2023
Audience Landscape

**AUDIENCE**
- **485m**

**Digital online users**
- **481m**
  - **Website users**
    - **241m**
  - **Off-platform users**
    - **240m**

**Offline users**
- **4m**
  - **Subscriptions**
    - **2m**
  - **Circulation**
    - **2m**

**Social users**
- **217m**

**Event attendees**
- **119k**

**Email newsletters**
- **15m**

**Apple News**
- **8m**

**Media revenue**
- **£514.9m**
  - **RPU**
    - **£1.07**

**Magazine revenue**
- **£274.0m**
  - **RPU**
    - **£68.5**

**Total revenue**
- **£788.9m**
  - **RPU**
    - **£1.63**
Website Users

Stabilisation of website users since May creates foundation for future growth
Leadership Positions* Maintained Or Improved

Despite challenging online users performance, we have maintained or improved our leadership positions in all our key strategic categories, including in the past half-year.

<table>
<thead>
<tr>
<th>Category</th>
<th>UK</th>
<th>US</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tech</td>
<td>#1 Unchanged since March 2022</td>
<td>#1 Unchanged since March 2022</td>
</tr>
<tr>
<td>Homes</td>
<td>#1 Unchanged since March 2022</td>
<td>#3 +5 since March 2022 +1 since March 2023</td>
</tr>
<tr>
<td>Women's (Fashion &amp; Beauty)</td>
<td>#2 +2 since March 2023</td>
<td>#6 +1 since March 2023</td>
</tr>
<tr>
<td>Wealth</td>
<td>#23** +17 since March 2022 +13 since March 2023</td>
<td>#27*** -3 since March 2022 -3 since March 2023</td>
</tr>
</tbody>
</table>

*Source: Comscore MMX Mobile & Desktop Total Audience March 2022, March 2023, September 2023 UK & US
** MoneyWeek only
*** Kiplinger only
Revenue Performance
### Diversification Drives Resilience - Revenue By Type

<table>
<thead>
<tr>
<th>Revenue by type</th>
<th>Revenue</th>
<th>% Group's revenue</th>
<th>FY 2023 £m</th>
<th>FY 2022 £m</th>
<th>Reported growth</th>
<th>Organic growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising &amp; other</td>
<td>31%</td>
<td>246.0</td>
<td>262.5</td>
<td>(6)%</td>
<td>(19)%</td>
<td></td>
</tr>
<tr>
<td>Affiliates</td>
<td>34%</td>
<td>268.9</td>
<td>272.7</td>
<td>(1)%</td>
<td>(8)%</td>
<td></td>
</tr>
<tr>
<td>Media</td>
<td>65%</td>
<td>514.9</td>
<td>535.2</td>
<td>(4)%</td>
<td>(13)%</td>
<td></td>
</tr>
<tr>
<td>Magazines</td>
<td>35%</td>
<td>274.0</td>
<td>290.2</td>
<td>(6)%</td>
<td>(5)%</td>
<td></td>
</tr>
<tr>
<td>REVENUE</td>
<td>100%</td>
<td>788.9</td>
<td>825.4</td>
<td>(4)%</td>
<td>(10)%</td>
<td></td>
</tr>
</tbody>
</table>

- **Advertising**
  - Impacted by challenging market
  - Progress on newer verticals with highest advertising yields in Women's Lifestyle and Wealth
  - Resilience in yield despite market headwinds

- **Affiliates**
  - Products impacted by challenging consumer market conditions with the basket down mid-single digit, notably in consumer technology with overall revenue **down (28)%** organically
  - Good growth in vouchers **up +5%** organically
  - Services: strong growth across main categories **up +8%** organically

- **Magazines**
  - Resilience driven by well-diversified and specialist nature of the portfolio
  - **49%** of the magazine portfolio is subscription revenue
## Diversification Drives Resilience - Revenue By Geography & Type

<table>
<thead>
<tr>
<th>Revenue by geography</th>
<th>% Group’s/geo revenue</th>
<th>FY 2023 £m</th>
<th>FY 2022 £m</th>
<th>Reported growth</th>
<th>Organic growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>UK</td>
<td>60%</td>
<td>476.6</td>
<td>499.5</td>
<td>(5)%</td>
<td>(4)%</td>
</tr>
<tr>
<td>Advertising &amp; other</td>
<td>18%</td>
<td>86.9</td>
<td>89.8</td>
<td>(3)%</td>
<td>(7)%</td>
</tr>
<tr>
<td>Affiliates</td>
<td>41%</td>
<td>193.9</td>
<td>194.4</td>
<td>flat</td>
<td>flat</td>
</tr>
<tr>
<td>Magazines</td>
<td>41%</td>
<td>195.8</td>
<td>215.3</td>
<td>(9)%</td>
<td>(7)%</td>
</tr>
<tr>
<td>US</td>
<td>40%</td>
<td>312.3</td>
<td>325.9</td>
<td>(4)%</td>
<td>(19)%</td>
</tr>
<tr>
<td>Advertising &amp; other</td>
<td>51%</td>
<td>159.1</td>
<td>172.7</td>
<td>(8)%</td>
<td>(25)%</td>
</tr>
<tr>
<td>Affiliates</td>
<td>24%</td>
<td>75.0</td>
<td>78.3</td>
<td>(4)%</td>
<td>(25)%</td>
</tr>
<tr>
<td>Magazines</td>
<td>25%</td>
<td>78.2</td>
<td>74.9</td>
<td>+4%</td>
<td>flat</td>
</tr>
<tr>
<td>GROUP REVENUE</td>
<td>100%</td>
<td>788.9</td>
<td>825.4</td>
<td>(4)%</td>
<td>(10)%</td>
</tr>
</tbody>
</table>

### UK better performance
- More established in the market with additional market leadership positions
- Better mix (more Affiliate services (price comparison) and Magazines revenue)

### US challenging performance with significant opportunities
- Closely linked to website users performance as earlier stage on execution of the strategy - fewer leadership positions
- Higher tech concentration in the portfolio
- Lower mix of direct sales
- Less diversified mix (lower Magazines and no Affiliate services revenue)
Costs & Cash
Model Flexed To Protect Profitability

Group operating model supporting profitability
- Full integration of acquisitions with removal of duplicative costs
- Energy driving higher inflationary pressures in Magazines COS - which are now abating, and salaries
- Profit pool bonus accrual not repeated
- Cost savings include:
  - Marketing efficiency
  - Overhead efficiency
  - Cost location strategy
  - Tech stack deployed across the portfolio combined with continued investment in technical capability
Cash Flow Demonstrating Strong Conversion Of Profits

<table>
<thead>
<tr>
<th>£m</th>
<th>FY 2023</th>
<th>FY 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Adjusted cash generated before changes</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>in working capital and provisions(^1)</td>
<td>270.7</td>
<td>295.2</td>
</tr>
<tr>
<td><strong>Adjusted movement in working capital and provisions</strong></td>
<td>(6.2)</td>
<td>(16.4)</td>
</tr>
<tr>
<td><strong>Adjusted operating cash inflow</strong></td>
<td>264.5</td>
<td>278.8</td>
</tr>
<tr>
<td><strong>Capex</strong></td>
<td>(11.3)</td>
<td>(11.6)</td>
</tr>
<tr>
<td><strong>Adjusted free cash flow(^2)</strong></td>
<td>253.2</td>
<td>267.2</td>
</tr>
<tr>
<td><strong>Interest</strong></td>
<td>(24.6)</td>
<td>(15.8)</td>
</tr>
<tr>
<td><strong>Tax</strong></td>
<td>(33.6)</td>
<td>(50.1)</td>
</tr>
<tr>
<td><strong>Transaction &amp; integration costs + Exceptional items</strong></td>
<td>(29.0)</td>
<td>(13.7)</td>
</tr>
<tr>
<td><strong>Share schemes</strong></td>
<td>(25.0)</td>
<td>(2.0)</td>
</tr>
<tr>
<td><strong>Acquisitions and financing</strong></td>
<td>(99.8)</td>
<td>(485.3)</td>
</tr>
<tr>
<td><strong>Dividend paid</strong></td>
<td>(4.1)</td>
<td>(3.4)</td>
</tr>
<tr>
<td><strong>Net cash flow</strong></td>
<td>37.1</td>
<td>(303.1)</td>
</tr>
<tr>
<td><strong>Exchange adjustments</strong></td>
<td>(6.0)</td>
<td>8.0</td>
</tr>
<tr>
<td><strong>Net debt</strong></td>
<td>(327.2)</td>
<td>(423.6)</td>
</tr>
</tbody>
</table>

**Adjusted free cash flow\(^2\) (£m)**

<table>
<thead>
<tr>
<th></th>
<th>FY 2023</th>
<th>FY 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Adjusted free cash flow %(^3)</strong></td>
<td>99%</td>
<td>98%</td>
</tr>
</tbody>
</table>

Adjusted free cash flow £253.2m, 99% conversion of adjusted operating profit, demonstrating the characteristic of the Group to generate high conversion

Capital light model - with capex of £11.3m - at just 1.4% of revenue

Transaction & integration costs and exceptional items mainly relate to acquisitions and actions taken to reduce cost base

Higher interest reflecting cost of debt used to fund acquisitions and enlarged facilities. Low leverage and interest hedging has mitigated this.

Reduced cash tax outflow due to overpayment in prior years

Dividend per share of 3.4p paid in February 2023. Proposed dividend for FY 2023 of 3.4p, flat year-on-year

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\(^1\) Adjusted operating cash flow represents cash generated from operations adjusted to exclude cash flows relating to transaction and integration related costs, exceptional items and payment of accrual for employer’s taxes on share-based payments relating to equity settled share awards with vesting periods longer than 12 months, and to include lease repayments following adoption of IFRS 16 Leases.

\(^2\) Adjusted free cash flow is defined as adjusted operating cash flow less capital expenditure. Capital expenditure is defined as cash flows relating to the purchase of property, plant and equipment and purchase of computer software and website development.

\(^3\) Adjusted free cash flow % represents adjusted free cash inflow as a % of adjusted operating profit.
Consistent strong cash generation provides **balance sheet strength**

- Total facilities at 30 September 2023 of £900m, with headroom of £574.1m, inc cash-on-hand
- Average interest rate in the period 6.8% (including the non-utilisation fee on the undrawn debt, 6.0% without).
- 21% of external debt in USD
- Self-imposed leverage target of 1.5x, with the flexibility to spike upon completion of an acquisition with a fast path back to 1.5x driven by the strong cash generation of the Group

**Net Debt Bridge**

- 1.48x leverage
- £166m Net Cash Generation
- 1.25x leverage

<table>
<thead>
<tr>
<th>Date</th>
<th>Adjusted operating cash inflow</th>
<th>Capex, Tax &amp; Interest, Exceptionals</th>
<th>Acquisitions</th>
<th>Dividends, share buyback and EBT purchase</th>
<th>FX &amp; other</th>
<th>30 September 2023</th>
</tr>
</thead>
</table>
Capital Allocation
Effective And Rational Capital Allocation

Consistent cash flow conversion of 95%+
(adjusted FCF/AOP)

Rigorous assessment to maximise value creation between

Organic Investment
(capex <2% of revenue)

Strategic M&A

Debt Repayment

Shareholder Returns
- Annual progressive dividend
- Additional shareholder returns reflecting M&A pipeline and levels of excess cashflow

STRONG CASH GENERATION GIVES OPTIONALITY TO ACCELERATE THE STRATEGY
Outlook: Accelerating

- **Stabilisation of trends** provide foundations for growth
- **2-year investment programme** to drive short and long-term attractive growth opportunities (of which £20m investment in FY24)
- **Revenue growth** in H2 FY24
- Continued **strong cash generation**

Long-term opportunities are clear and supported by a robust strategy and flexible business model
STRATEGY & PRIORITIES

Jon Steinberg, CEO
Context & Journey

■ Media is one of the most dynamic industries

■ **Pace of change has never been greater in media**
  ○ Concentration in search
  ○ Audience volatility (algo, macro)
  ○ AI

**Full review of Group and strategy** completed to validate and refine strategic priorities to drive growth on a successful business model
Strong Foundations To Launch Growth Acceleration Strategy (GAS)

- **Strong foundations**, part of the Future DNA
  - Platform
  - Innovation
  - Agility of the business model
  - Enhanced-capability M&A
- Operating in **attractive markets**
- **Big untapped opportunities** with the ability to transform disruptions in the media landscape into opportunities
- **Refresh of the strategy** to drive adjacent opportunities to drive revenue growth and cash generation
We Operate In Attractive Markets With Further Growth Opportunities

- **UK**
  - Digital Advertising
  - Future markets
  - **+4% CAGR**
  - 23-26
  - £2bn market today

- **US**
  - Digital Advertising
  - Future markets only
  - **+7% CAGR**
  - 23-26
  - £15bn market today

- **eCom (US+UK)**
  - Future markets
  - **+6% CAGR**
  - 23-26
  - £22bn market today assuming 4% take-rate

Our core markets are set to grow at an underlying growth rate of mid-single digits

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Digital advertising data based on OC&C forecasts, using WARC and www.PWC.com/outlook data

eCom data based on GlobalData
Our Strategy
The equation does not change, we create adjacent opportunities

Growing ENGAGED users

Increasing Revenue Per User (RPU)

Playbook applied to all brands + M&A

A proven compounding model
# Our Strategy

## Objectives

<table>
<thead>
<tr>
<th>Objective</th>
<th>Enablers</th>
<th>Outcome</th>
</tr>
</thead>
<tbody>
<tr>
<td>Reach valuable audiences (on and off-platform)</td>
<td>EXPERT &amp; SPECIALIST CONTENT</td>
<td>SUSTAINABLE REVENUE GROWTH</td>
</tr>
<tr>
<td>Diversify and grow revenue per user</td>
<td>OPERATING MODEL</td>
<td>STRONG FCF CONVERSION</td>
</tr>
<tr>
<td>Optimise the portfolio</td>
<td>PROPRIETARY TECHNOLOGY</td>
<td>EFFECTIVE AND RATIONAL CAPITAL ALLOCATION</td>
</tr>
<tr>
<td></td>
<td>ACCELERATE WITH M&amp;A</td>
<td></td>
</tr>
</tbody>
</table>

The execution of the strategy is supported by an operating model and strategic priorities.
5 STRATEGIC PRIORITIES

1. Operating model
   Including portfolio segmentation and a focus on price comparison

2. Expert content
   With a focus on reviews and videos to drive audience and through improved user experience

3. US digital advertising
   Bringing the US digital advertising at parity with the UK by leveraging our scale to drive volume and also premiumise our ads inventory

4. Social monetisation
   Through branded content and off-platform eCommerce

5. Organisational health
   To ensure talent delivers on priorities and performance is rewarded as well focus on a diverse and engaged workforce

Execution on these priorities drives mid-single digit organic revenue growth over the medium term with healthy margin (28-30%) and strong cash generation granting further optionality
## Growth Acceleration Strategy

### 5 Strategic Priorities

<table>
<thead>
<tr>
<th>Priority</th>
<th>FY24 Investment</th>
<th>FY25 Investment</th>
<th>Total Investment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Operating model</td>
<td>~£5.5m</td>
<td>~£1.5m</td>
<td>~£7.0m</td>
</tr>
<tr>
<td>Includes marketing for Go.Compare</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Expert content</td>
<td>~£8.0m</td>
<td>~£2.0m</td>
<td>~£10.0m</td>
</tr>
<tr>
<td>US digital advertising</td>
<td>~£3.5m</td>
<td>~£3.0m</td>
<td>~£6.5m</td>
</tr>
<tr>
<td>Social monetisation</td>
<td>~£1.5m</td>
<td>~£1.0m</td>
<td>~£2.5m</td>
</tr>
<tr>
<td>Organisational health</td>
<td>~£1.5m</td>
<td>~£0.5m</td>
<td>~£2.0m</td>
</tr>
<tr>
<td>System investment recorded as exceptional costs for implementation</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>~£20m</td>
<td>~£5-10m</td>
<td>£25-30m</td>
</tr>
</tbody>
</table>

Execution on these priorities drives mid-single digit organic revenue growth over the medium term with healthy margin (28-30%) and strong cash generation granting further optionality.
## Operating Model Through Portfolio Optimisation and Segmentation: HERO, HALO, CASH GENERATOR BRANDS

<table>
<thead>
<tr>
<th>Description</th>
<th>HERO BRANDS</th>
<th>HALO BRANDS</th>
<th>CASH GENERATORS</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>HERO BRANDS</strong></td>
<td>Attractive vertical (strong growth, advertising dollars, ecommerce opportunity)</td>
<td>Growing underlying markets</td>
<td>Low to decline market growth</td>
</tr>
<tr>
<td></td>
<td>Strong brand in itself</td>
<td>Add scale to the Hero brands</td>
<td>Low to no investment required</td>
</tr>
<tr>
<td></td>
<td>Strong growth opportunities</td>
<td>Stable profitability</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Healthy profitability</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Size</strong></td>
<td>~12 brands</td>
<td>~70 brands</td>
<td>~150 brands</td>
</tr>
<tr>
<td></td>
<td>~50% of revenue</td>
<td>~30% of revenue</td>
<td>~20% of revenue</td>
</tr>
<tr>
<td><strong>Actions</strong></td>
<td>Content, format and sales investment</td>
<td>Maintain market share</td>
<td>Run for cash</td>
</tr>
<tr>
<td></td>
<td>Gain/maintain market share</td>
<td>Continue to add scale to the Hero brands</td>
<td>Continued review of costs to ensure stable profitability</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Benefit from Hero brand investment indirectly</td>
<td></td>
</tr>
<tr>
<td><strong>Example</strong></td>
<td>tom's guide</td>
<td>SPACE.com SmartBrief</td>
<td>What's on TV</td>
</tr>
</tbody>
</table>

1. Attractive vertical (strong growth, advertising dollars, ecommerce opportunity)
2. Strong brand in itself
3. Strong growth opportunities
4. Healthy profitability
5. Growing underlying markets
6. Add scale to the Hero brands
7. Stable profitability
8. Low to decline market growth
9. Low to no investment required
10. Run for cash
11. Continued review of costs to ensure stable profitability
1. **Example of Hero Brand Focus: Go.Compare & Living etc.**

---

### Livingetc

- **Strong brand** with over 3m users, which grew over 100% in FY23, 1m followers on Facebook, 0.4m followers on Instagram
- A lighthouse for **US Homes** with a particular focus on branded content
- Developing **social monetisation**

Requires investment in content (including video) and sales to drive value of the inventory, focus on ecom opportunity.

---

### GO.COMMARE

<table>
<thead>
<tr>
<th>Market driven</th>
<th>PCW market growth in our verticals, notably car insurance Requires marketing investment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Growth accelerators</td>
<td>Improve <strong>conversion</strong> through login experience, renewal experiences, With simpler product forms</td>
</tr>
<tr>
<td></td>
<td><strong>Cross-selling</strong> opportunity through the use of targeted email, use of data to provide quotes on other products and loyalty scheme</td>
</tr>
<tr>
<td></td>
<td>Requires tech and data expertise</td>
</tr>
</tbody>
</table>

---
**Expert Content: On Our Websites**

### Why is it valuable?

- Quality content drives audience which can in turn be monetised
  - Expertise, Authority & Trust are key
- The more engaging the content is, the more time the audience will spend on the page driving improved monetisation
- Engagement on video is higher
- News helps to drive traffic and keeps the audience informed
- Buying guides need to meet audience’s needs. New features improve the user experience

**Expert Content:** On Our Websites

- New review format with the top grid and the “buy if” feature
- Video on site
- News surge content
Why is it valuable?

- Our off-platform content can help redirect to our websites as evidenced through our progress of the social acquisition channel.
- Content is a cost that does not need to be supplemented by marketing costs.
- Innovative through new platforms and new formats.
Accelerate US Digital Advertising Growth

Opportunities are significant

- Total US digital market is 7x bigger than UK*
- Yield & mix differential
  - UK yield is 30% higher than US yield
- Total Future-operating verticals growth rates differential +7% in the US vs +4% in the UK*

Actions to drive the opportunities

- Sign partnership with agencies and holding companies
  - 9 signed to date
- Hire sales and sales support to drive growth of premium inventory
  - +13 heads since May
- Brand knowledge to enable cross-selling

*see slide 27
Social Monetisation: Branded Content

What is branded content?
Content sponsored by a brand:
○ An authentic editorial point of view
○ Led by data
○ Created by editors

Why is it valuable?
It is not audience dependent
Sold at a premium, albeit with higher costs

Sizing the opportunity
○ Using Who What Wear as a lighthouse:
  over 50% of Who What Wear is branded content vs 28% of the Group digital advertising is branded content
○ Leveraging existing advertising relationships to cross-sell brands is also additive and drives operating leverage

CASE STUDY - WALMART holiday branded content
Leveraging our sales capability to cross sell a home and a tech brand
Organisational Health

People investment
- to drive priorities and ensure accountability
- align compensation to reward (over)performance

System investment
- to drive efficiency
- new sales system by FY 2025

ENSURING DIVERSITY OF TALENT TO CREATE AN ENGAGED WORKFORCE WHO HAS EFFECTIVE TOOLS TO DRIVE THE BUSINESS FORWARD AND ACCELERATE GROWTH
Summary
Summary

- Media is a **dynamic ecosystem**
- Future’s business model is built on **strong foundations** of innovation, agility
- Launched **Growth Acceleration Strategy** or **GAS** with an acceleration of growth as we yield the benefit of investment
- **High cash generation** will add **optionality** to accelerate value creation through M&A or shareholder return

*Mid-single digit CAGR organic revenue growth and continued strong FCF generation which will provide optionality in the medium-term*
APPENDIX
Technical Guidance

■ **Capex**  
  ~1.6% of revenue

■ **Interest**  
  £(33)m including IFRS 16 of £(2)m

■ **Tax**  
  25.5%

■ **Exceptional**
  ○ P&L  £4m
  ○ Cash  £8m

■ **Foreign exchange:**
  ○ FY 2024: USD 1.25
  ○ FY 2023: USD 1.22

■ **Macro recovery in H2**
# Revenue Breakdown

<table>
<thead>
<tr>
<th>Revenue</th>
<th>% Group's revenue</th>
<th>FY 2023 £m</th>
<th>FY 2022 £m</th>
<th>Reported growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumer B2C</td>
<td>72%</td>
<td>567.7</td>
<td>618.1</td>
<td>(8)%</td>
</tr>
<tr>
<td>Price Comparison (Go.Compare)</td>
<td>20%</td>
<td>158.0</td>
<td>146.2</td>
<td>+8%</td>
</tr>
<tr>
<td>B2B</td>
<td>8%</td>
<td>63.2</td>
<td>61.1</td>
<td>+3%</td>
</tr>
</tbody>
</table>

**REVENUE** 100% 788.9 825.4 (4)%
Margin Resilience Supported By A Flexible Business Model

Resilient margin despite headwinds, supported by a flexible operating model:

- (1)ppt mix dilution with higher decline in higher margin Media segment
- (2)ppt dilution from inflation on magazines cost of sales and salaries and wages
- +2ppt improvement from cost saving initiatives
### Online users* by Major Verticals

<table>
<thead>
<tr>
<th></th>
<th>Q1</th>
<th>Q2</th>
<th>Q3</th>
<th>Q4</th>
<th>Group</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total (241m)</strong></td>
<td>(15)%</td>
<td>(24)%</td>
<td>(28)%</td>
<td>(19)%</td>
<td>(23)%</td>
</tr>
<tr>
<td><strong>GETs (157)</strong></td>
<td>(17)%</td>
<td>(26)%</td>
<td>(30)%</td>
<td>(24)%</td>
<td>(25)%</td>
</tr>
<tr>
<td><strong>Tech (74m)</strong></td>
<td>(26)%</td>
<td>(31)%</td>
<td>(24)%</td>
<td>(26)%</td>
<td>(27)%</td>
</tr>
<tr>
<td><strong>Games &amp; Ent (47m)</strong></td>
<td>(20)%</td>
<td>(29)%</td>
<td>(49)%</td>
<td>(36)%</td>
<td>(36)%</td>
</tr>
<tr>
<td><strong>LKN (74m)</strong></td>
<td>(9)%</td>
<td>(22)%</td>
<td>(25)%</td>
<td>(10)%</td>
<td>(21)%</td>
</tr>
<tr>
<td><strong>Women’s (27m)</strong></td>
<td>+9%</td>
<td>(9)%</td>
<td>(30)%</td>
<td>(36)%</td>
<td>(27)%</td>
</tr>
<tr>
<td><strong>Homes (16m)</strong></td>
<td>+38%</td>
<td>(5)%</td>
<td>+27%</td>
<td>+47%</td>
<td>+25%</td>
</tr>
<tr>
<td><strong>Knowledge (26m)</strong></td>
<td>(30)%</td>
<td>(31)%</td>
<td>(38)%</td>
<td>(4)%</td>
<td>(27)%</td>
</tr>
<tr>
<td><strong>W&amp;S (8m)</strong></td>
<td>+3%</td>
<td>(5)%</td>
<td>(13)%</td>
<td>+10%</td>
<td>(1)%</td>
</tr>
<tr>
<td><strong>B2B and other (1m)</strong></td>
<td>(35)%</td>
<td>(18)%</td>
<td>(2)%</td>
<td>(1)%</td>
<td>(16)%</td>
</tr>
</tbody>
</table>

*Online users are taken from Google Analytics. Unless otherwise stated, online users are monthly and the monthly average across FY 2023, September 2023, excludes Gardening Know How.
Sources & Definitions

Financial notes

- Organic growth is defined as the like for like portfolio in the period, including the impact of closures and new launches but excluding FY 2023 acquisitions and those which have not been acquired for a full financial year, and at constant FX rates. Constant FX rates is defined as the average rate for FY 2023.

- Adjusted EBITDA represents operating profit before share-based payments (relating to equity-settled awards with vesting periods longer than 12 months) and related social security costs, amortisation of acquired intangible assets, transaction and integration related costs and exceptional items. Adjusted EBITDA margin is adjusted EBITDA as a percentage of revenue.

- Adjusted operating profit represents operating profit before share-based payments (relating to equity-settled awards with vesting periods longer than 12 months) and related social security costs, amortisation of acquired intangible assets, transaction and integration related costs and exceptional items. This is a key management incentive metric, used within the Group’s Deferred Annual Bonus Plan.

- Adjusted profit before tax represents profit before tax before share-based payments (relating to equity-settled awards with vesting periods longer than 12 months) and related social security costs, net finance costs, amortisation of acquired intangible assets, transaction and integration related costs, exceptional items, unwinding of discount on contingent consideration and change in fair value of contingent consideration.

- Adjusted effective tax rate is defined as the effective tax rate adjusted for the tax impact of adjusting items and any other one-off impacts, including adjustments in respect of previous years.

- Adjusted diluted earnings per share (EPS) represents adjusted profit after tax divided by the weighted average dilutive number of shares at the year end date.

- Adjusted operating cash flow represents cash generated from operations adjusted to exclude cash flows relating to transaction and integration related costs, exceptional items and payment of accrual for employer’s taxes on share-based payments relating to equity settled share awards with vesting periods longer than 12 months, and to include lease repayments following adoption of IFRS 16 Leases.

- Adjusted free cash flow is defined as adjusted operating cash flow less capital expenditure. Capital expenditure is defined as cash flows relating to the purchase of property, plant and equipment and purchase of computer software and website development.

- Leverage is defined as Net debt as defined below (excluding capitalised bank arrangement fees and lease liabilities, and including any non-cash ancillaries), as a proportion of Adjusted EBITDA and including the 12 month trailing impact of acquired businesses (in line with the Group’s bank covenants definition).

- Net debt is defined as the aggregate of the Group’s cash and cash equivalents and its external bank borrowings net of capitalised bank arrangement fees. It does not include lease liabilities recognised following the adoption of IFRS 16 Leases.

Online users

- Online users defined as monthly online users from Google Analytics and, unless otherwise stated, is the monthly average over the financial period and excludes Gardening Know How. Forums are excluded as they are non-commercial websites for which Future does not write content, and are not actively managed or monetised.

Comscore

- Comscore Media Metrix Demographic Profile, March 2022, March 2023, September 2023 - Mobile and Desktop Age 2+ and Total Mobile 18+, US and UK