

Highlights





Profit before tax² **£212m**H1 2017: £195m

Solvency ratio
196%
H1 2017: 214%

Earnings per share

61.6p

H1 2017: 57.3p

Return on equity

-2%

54%

H1 2017: 55%





Pace of growth continues

Turnover

Customers

UK Motor Insurance¹



4.26m H1 2017: 3.79m

UK Household Insurance



0.78m H1 2017: 0.55m

International Insurance





Price Comparison





Analysis of group profit

Group profit before tax¹

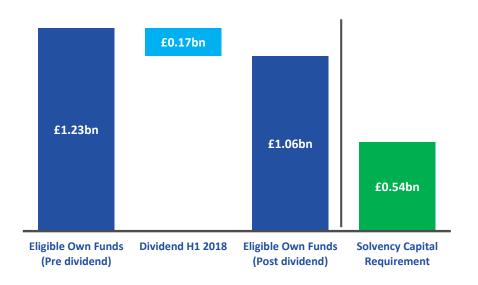
	H1 2018	H1 2017	Change
UK Insurance	£247.0m	£225.8m	+£21.2m
International Insurance	(£0.6m)	(£10.1m)	+£9.5m
Price Comparison	£3.5m	£3.1m	+£0.4m
Loans	(£6.4m)	(£1.6m)	(£4.8m)
Other Group Items	(£31.8m)	(£22.7m) <i>(£9.1r</i>	
Total	£211.7m	£194.5m	+£17.2m

- 9% increase in UK Insurance profit fuelled by UK
 Motor profit of £250m (vs £224m H1 2017)
- Household result impacted by weather, H1 18 loss of £2m (vs £2m profit H1 2017)
- International Insurance result significantly improved; further profit in Italy and improved results in all other operations
- Price Comparison result marginally increased, higher profit at Confused.com offset by losses in Compare.com and reduced profit in Europe
- Loans loss increased due to significant business growth
- Other non-repeat of £5m realised gains in H1
 2017; higher share scheme costs (£5m) this period



Elevated solvency position maintained pre model approval

Capital position¹



- Post-dividend solvency ratio 196% (H1 2017: 214%)
- Main movements in own funds in the six month period are economic profit and dividend
- Increased solvency capital requirement due to growth in premiums and reserves in UK Car insurance
- Group Solvency Capital Requirement (SCR) still based on Solvency II Standard Formula plus Capital Add-On
- Preparation for Internal model application progressing well; final submission likely to be in H1 2019
- Upper end of solvency ratio range still expected to be
 150% post model approval



Higher proposed interim dividend

Interim 2018 dividend



- Interim 2018 normal plus special dividend = 60.0p per share (£169m), 7% higher than interim 2017 of 56.0p per share
- Interim payout ratio = 97% (Interim 2017: 98%)

Dividend policy and guidance

- Admiral will pay 65% of post-tax profits as a normal dividend each half-year
- Admiral expects to continue to distribute all earnings not required to be retained for solvency and buffers
- Therefore expect normal plus special dividend to be in the order of 90-95% of earnings for foreseeable future

Dividend dates

Ex-dividend date: 6 Sept 2018

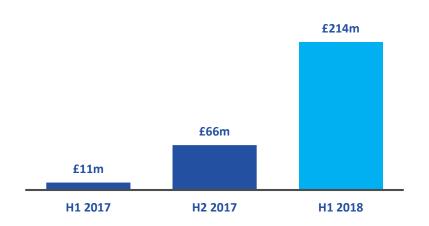
Record date: 7 Sept 2018

Payment date: 5 Oct 2018

15th August 2018

Beyond insurance – Admiral Loans

Loan stock balances¹





- Continued growth in H1 2018, focus remains on Unsecured Personal Loans and Car Finance
- Bank warehouse funding facility completed, securing funding well into 2019
- Newly licensed entity created and loan book migration completed
- H1 2018 loss of £6.4m
- Full year expected loss at £10.0m-12.5m (guidance increased due to faster growth and front-loaded costs)



Group key messages





Significant improvement in International Insurance result

Continued progress in Household and Loans operations;

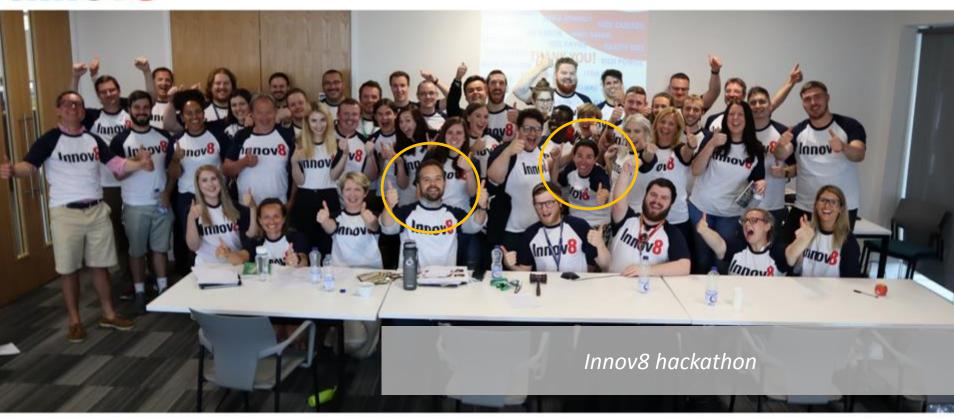
Household H1 result impacted by weather

Record interim dividend and sustained strong solvency levels

UK Insurance

Cristina Nestares – UK Insurance CEO Alistair Hargreaves – UK Head of Service

Innov8

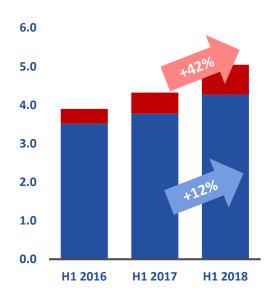


UK Insurance - Summary

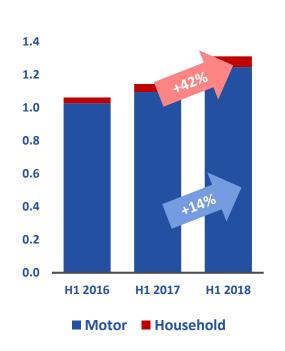




Customers (m)



Turnover (£bn)



Profit (£m)

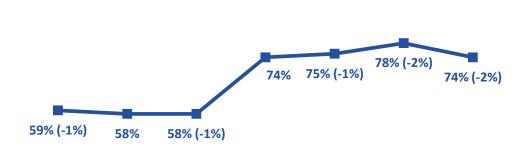




Positive development of prior years in Motor



Admiral projected ultimate loss ratio¹



() represents % movement from Dec 2017 to June 2018

2011	2012	2013	2014	2015	2016	2017

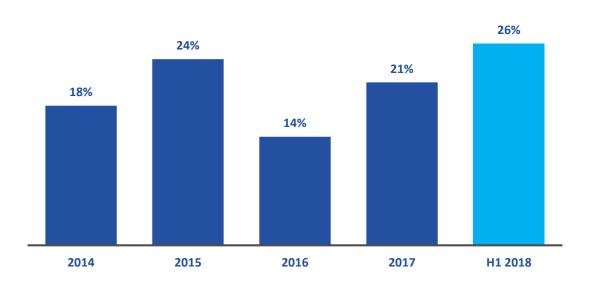
- Continued positive back year development in H1 18
- Uncertainty around Ogden rate change still remains; impacts settlements patterns
- Reserves remain on -0.75% Ogden
- Projections tend to be prudent, particularly for more recent years
- Some further disclosure included in appendix



Reserve releases remain a strong feature of our results



Releases on original Admiral net share¹



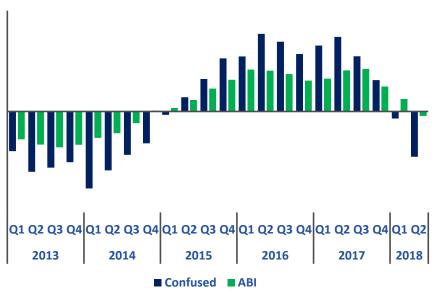
- H1 18 reserve releases above the long-term average of c.15%
- Continued positive prior year development and also modest reduction in reserve margin
- The margin remains prudent and significant
- 2016 year commutations completed in H1 18 (none in H1 17)
 - c.£30m adverse impact on income statement as a result (lower reserve releases on original reinsured share)

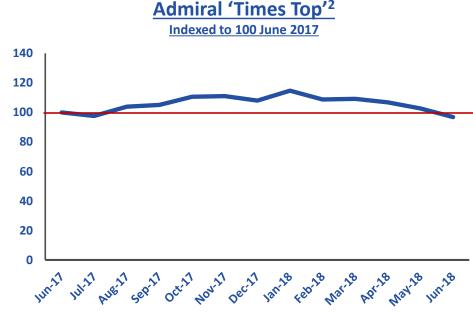


UK Motor market outlook









- Market premiums softening in H1
 - ABI premium £475 1% down on Q2 2017
 - Confused index more cyclical as focused on new business prices

- Admiral kept rates flat in H1 18
- No significant changes in risk mix

25%

20%

15% 10%

5%

-10%

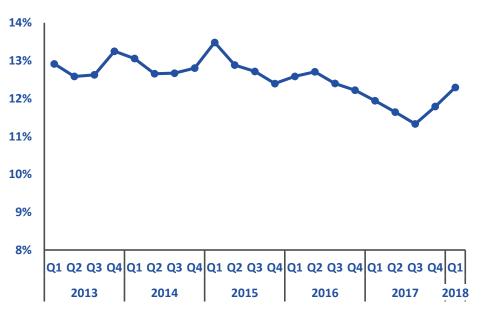
-15% -20%

-25%

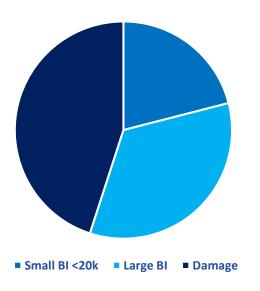
Claims frequency



UK Car market claims frequency¹



Claims cost by claim type² (Average of previous 5 accident years)



- Frequency shows a long term downward trend
- Q1 2018 frequency +3% year on year driven by weather

 This chart shows an indicative split of the three elements of claims costs

Long-term claims market trends continue







UK Car market cumulative change in damage severity²



Small BI frequency in H1 18 is 4% below H1 17

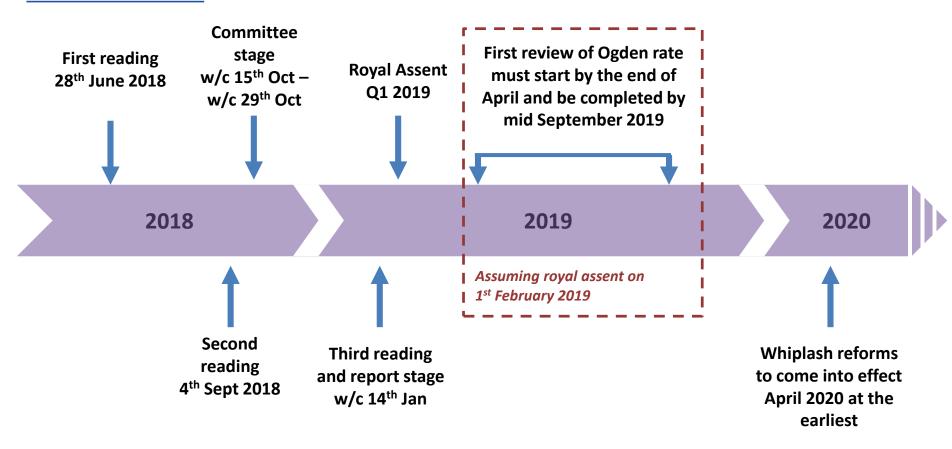
Inflation of average damage claims continues



Claims legislation changes



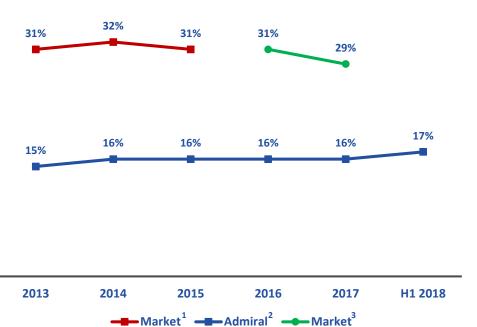
Civil Liabilities Bill



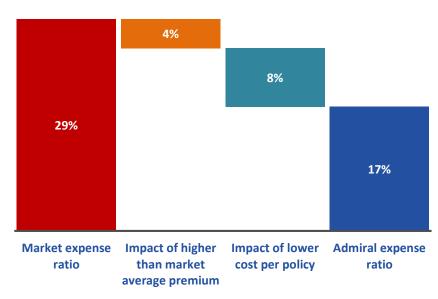
Expense Ratio - Admiral continues to outperform the market







Expense ratio advantage

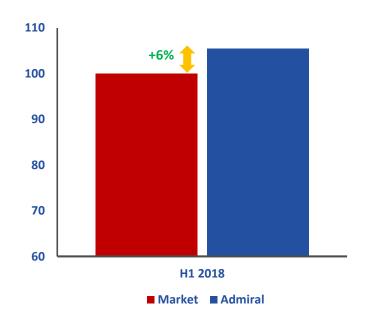


- Expense ratio increased slightly in H1 2018 due to higher growth, hence higher acquisition costs
- Admiral expense per policy remains significantly below market

Expense Ratio - An important part is that customers stay with us



Persistency: Admiral vs Market¹ (Indexed to Market)



- Admiral has higher persistency than the market despite:
 - More customers coming to us from price comparison; typically they have ~7% lower persistency than direct customers
 - More higher risk, higher premium customers

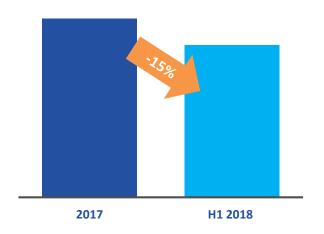
Improving the customer experience



Customer feedback

	2016	2017	H1 2018
Number of customers who would renew following a claim/total claims received >90%	✓	✓	✓
Average of SMS feedback about service provided >9.1 out of 10 ¹	✓	/	✓

Customers who call the call centre (Indexed to 100 in 2017)



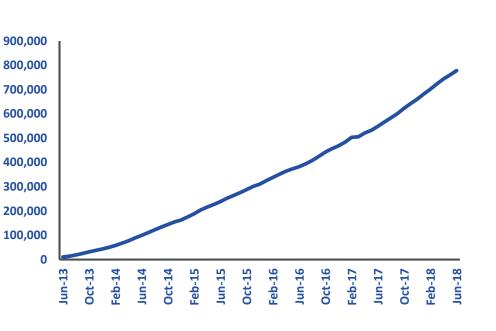
- Customers continue to be satisfied with our service
- Focus on lean processes and improved digital offering for ease of customer experience



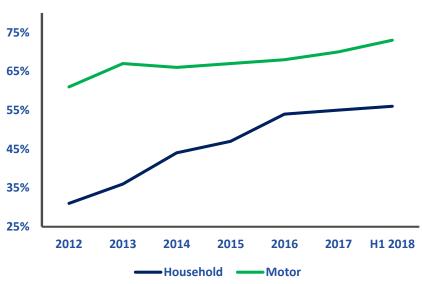
Household growth continues







Market price comparison share of new business sales

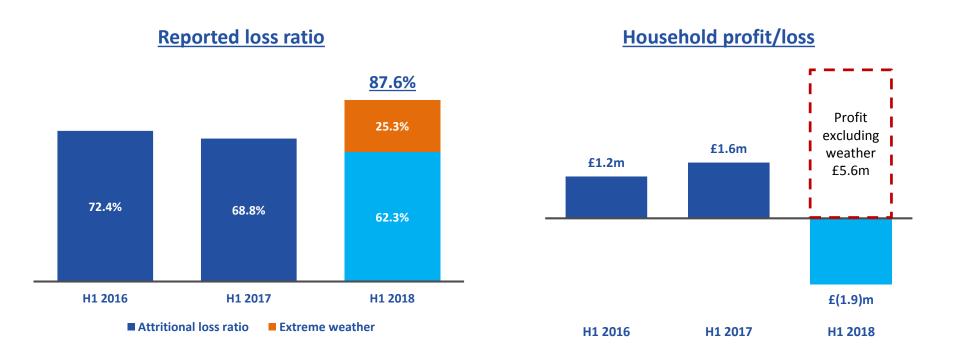


- Over 778,000 customers at H1 2018 representing an increase of 42% on H1 2017 (550,000)
- Growth driven by:
 - Gaining share on a growing price comparison channel
 - Increased direct sales
 - Increased cross-sell



Household results impacted by weather



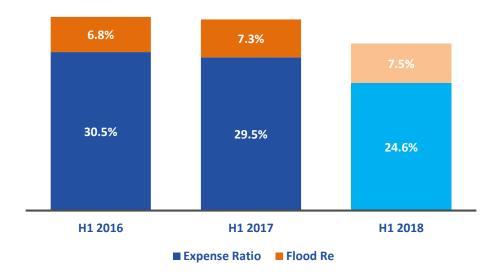


- H1 2018 loss ratio impacted by weather losses
- Attritional loss ratio continues to improve while average premium has come down

Household expense ratio advantage continues



Reported expense ratio



- Expense ratio advantage continues to improve
- Market expense ratio c45%



"People who like what they do, do it better"

- The only company to be named in Sunday Times Best Companies to Work For since inception in $2001 - 3^{rd}$ in 2018
- 3rd Best large employer for women in the UK¹
- Lowest gender pay gap among major UK Insurers (-5.1% median)²









UK Insurance summary





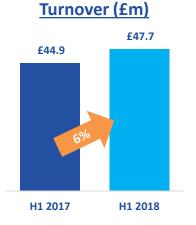
Household result impacted by weather

More stable UK Motor pricing outlook

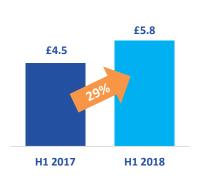


Price Comparison overview

Confused.

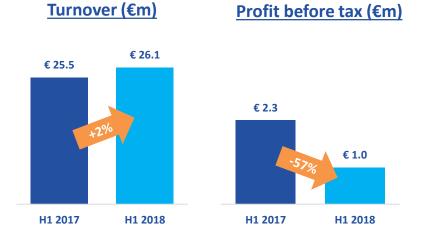


Profit before tax (£m)



- Reallocation of media spend towards more profitable options
- Small market share gains in motor and household
- Better conversion of quotes to sales
- Ongoing development of technology platform





- Price comparison markets remain competitive
- Investment in growing more diversified price comparison product ranges
- Increased marketing spend in France following TV launch of new competitor

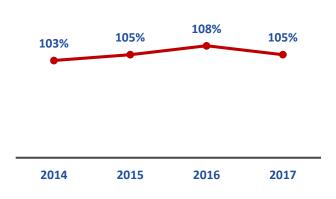


15th August 2018

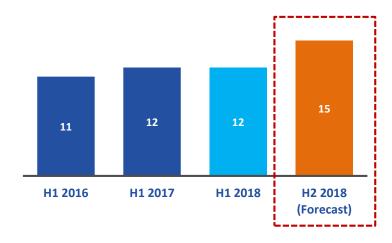
Compare.com - Cyclical turn brings increased appetite to participate



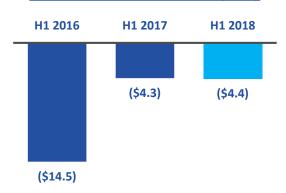
US Market combined ratio¹



<u>Top 25 – Insurers represented</u>



Admiral share of loss (\$m)



Top 4 - Insurers represented



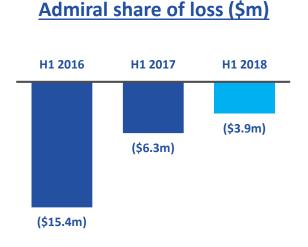


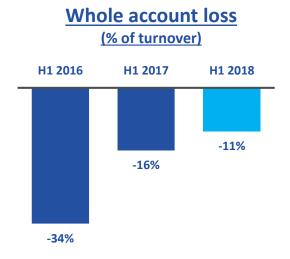


US Insurance - Continuing improvement in underlying economics



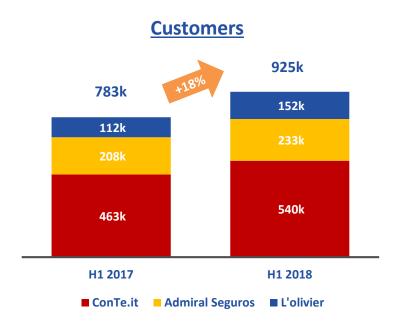




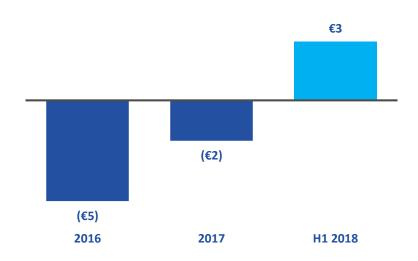


- Higher persistency now feeding into higher customer numbers
- Better than market average loss ratio in 2017 in biggest state (Texas)
- Further investment in digitalisation and technology to increase operational efficiencies
- Benefited from relatively benign Texas hail season (hail losses were 1% of premium in H1 18 vs 3% in H1 17¹)

European Insurance – Profitable overall



Profit/(loss) - Admiral share (m)



- Continued growth in customers and turnover
- European operations reporting profit overall
- More detail in our European Investor day



15th August 2018

Price Comparison and International Insurance summary





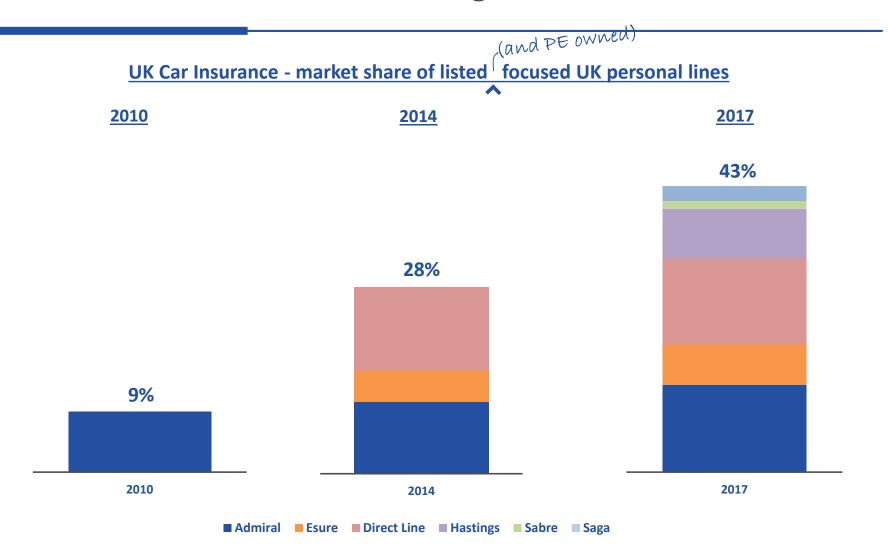
Return to growth and lower losses in Elephant

European Insurance profitable



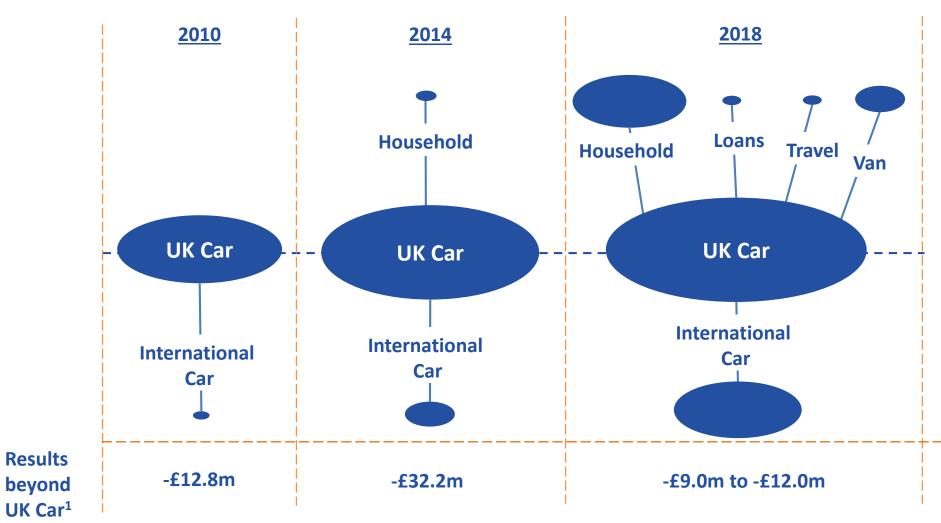


Core UK Car Insurance – Business long-term view





Diversification beyond Car



Bubble size indicates relative customer numbers







Group key performance indicators¹

KDI	2000	2000	2010	2011	2012	2012	2014	2015	2016	2017	114.46	114.47	111.10
KPI	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	H1 16	H1 17	H1 18
Group Financial													
Turnover £m	910	1,077	1,585	2,190	2,215	2,030	1,971	2,119	2,576	2,958	1,261	1,446	1,662
Customers m	1.7	2.1	2.7	3.4	3.6	3.7	4.1	4.4	5.2	5.7	4.8	5.5	6.2
Adjusted¹ Group pre-tax profit £m	202.5	215.8	265.5	299.1	344.6	370.7	356.5	376.8	284.3	405.4	193.3	194.5	211.7
Earnings per share	54.9p	59.0p	72.3p	81.9p	95.1p	104.6p	103.0p	107.3p	78.7p	117.2p	55.9p	57.3p	61.6p
Dividend	52.5p	57.5p	68.1p	75.6p	90.6p	99.5p	98.4p	114.4p	141.4p	114.0p	62.9p	56.0p	60.0p
UK Insurance													
Customers (000s)	1,587	1,862	2,459	2,966	3,019	3,065	3,316	3,612	4,116	4,616	3,900	4,342	5,075
Total premiums £m	690	805	1,238	1,729	1,749	1,562	1,482	1,590	1,863	2,098	933.6	1,022.5	1,167.1
UK insurance pre-tax profit £m	179.9	206.9	275.8	313.6	372.8	393.7	397.9	444.2	338.5	466.6	224.0	226.2	247.0
Other revenue per vehicle £		77	84	84	79	67	67	63	62	64	64	61	67
International Car Insurance													
Customers (000s)	74	121	195	306	436	515	593	673	864	1,035	758	961	1,125
Total premiums £m	26.0	43.0	71.0	112.5	148.5	168.3	185.4	213.3	331.3	401.4	142.9	197.2	234.0
Adjusted ² combined ratio	198%	204%	173%	164%	177%	140%	127%	126%	125%	121%	131%	123%	117%
Int'l car insurance result £m	(4.1)	(9.5)	(8.0)	(9.5)	(24.5)	(22.1)	(19.9)	(22.2)	(19.4)	(14.3)	(12.9)	(10.1)	(0.6)
Price Comparison													
Total revenue £m	66.1	80.6	75.7	90.4	103.5	112.7	107.5	108.1	129.2	143.6	64.0	72.5	76.6
Operating profit/(loss) £m	25.6	24.9	11.7	10.5	18.0	20.4	3.6	(7.2)	2.7	5.4	(1.1)	3.1	3.5



Statutory summary Income Statement

	1117	Insurance			national (surance	Car	Duine	Campania			Other		0 414	niral Grou	
	H1 16	H1 17	H1 18	H1 16	H1 17	H1 18	H1 16	Comparis H1 17	H1 18	H1 16	H1 17	H1 18	H1 16	H1 17	•
Turnover	1,028.5	1,144.1	1,319.1	159.2	221.9	260.1	64.0	72.5	76.6	9.0	7.2	6.2	1,260.7	1,445.7	1,662.0
Total premiums written	933.6	1,022.6	1,167.1	142.9	197.2	234.0				0.0	0.0	0.0	1,076.5	1,219.8	1,401.1
Gross premiums written	581.7	737.4	856.8	136.4	188.5	224.8				0.0	0.0	0.0	718.1	925.9	1,081.6
Net premiums written	245.3	236.0	274.4	47.3	63.4	74.5				0.0	0.0	0.0	292.6	299.4	348.9
Net earned premium	218.2	241.0	254.7	41.3	58.2	66.2				0.2	0.0	0.0	259.7	299.2	320.9
Investment income	24.5	15.8	15.8	0.2	0.2	0.6				8.2	7.1	0.7	32.9	23.1	17.1
Net insurance claims	(114.5)	(116.5)	(129.1)	(33.7)	(47.3)	(49.7)				(0.2)	0.0	0.0	(148.4)	(163.8)	(178.8)
Insurance related expenses	(32.8)	(34.6)	(39.8)	(25.5)	(28.1)	(25.3)				0.0	0.0	0.0	(58.3)	(62.7)	(65.1)
Underwriting result	95.4	105.7	101.6	(17.7)	(17.0)	(8.2)				8.2	7.1	0.7	85.9	95.8	94.1
Profit commission	42.2	30.0	29.6	0.0	0.0	0.0				0.0	0.0	0.0	42.2	30.0	29.6
Gross ancillary revenue	92.1	96.2	109.1	4.7	6.8	7.7				0.0	0.0	0.0	96.8	103.0	116.8
Ancillary costs	(21.5)	(28.2)	(30.8)	(0.8)	(1.2)	(1.4)				0.0	0.0	0.0	(22.3)	(29.4)	(32.2)
Instalment income	15.8	22.5	38.1	0.9	1.3	1.3				0.0	0.0	0.0	16.7	23.8	39.4
Gladiator contribution										0.8	0.7	(0.4)	0.8	0.7	(0.4)
Price comparison revenue							64.0	72.5	76.6				64.0	72.5	76.6
Price comparison expenses							(68.8)	(70.1)	(74.0)				(68.8)	(70.1)	(74.0)
Loans contribution										0.0	(1.6)	(6.4)	0.0	(1.6)	(6.4)
Interest income										0.5	0.2	0.4	0.5	0.2	0.4
Other (mainly share scheme)										(20.7)	(25.9)	(27.6)	(20.7)	(25.9)	(27.6)
Interest payable										(5.6)	(5.6)	(5.6)	(5.6)	(5.6)	(5.6)
Profit/(loss) before tax	224.0	226.2	247.6	(12.9)	(10.1)	(0.6)	(4.8)	2.4	2.6	(16.8)	(25.1)	(38.9)	189.5	193.4	210.7



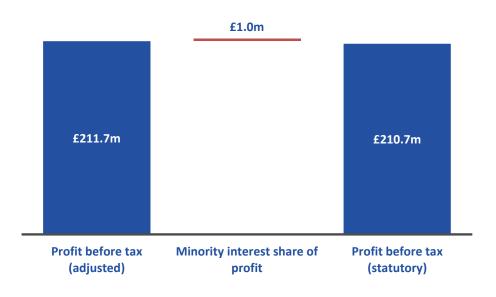
Balance Sheet

	Jun-17	Dec-17	Jun-18
	£m	£m	£m
ASSETS			
Property, plant and equipment	31.4	31.3	28.1
Intangible assets	158.3	159.4	162.8
Reinsurance contracts	1,460.9	1,637.6	1,608.5
Financial assets	2,595.2	2,697.8	2,876.3
Deferred income tax	6.3	0.3	4.4
Insurance and other receivables	953.6	939.7	1,124.8
Loans and advances to customers	11.4	66.2	214.2
Cash and cash equivalents	348.6	326.8	309.5
Total assets	5,565.7	5,859.1	6,328.6
EQUITY			
Share capital	0.3	0.3	0.3
Share premium	13.1	13.1	13.1
Retained earnings	545.7	580.3	620.0
Other reserves	61.4	52.4	37.0
Total Equity (shareholders)	620.5	646.1	670.4
Non-controlling interests	9.3	9.7	8.3
Total equity	629.8	655.8	678.7
LIABILITIES			
Insurance contracts	3,054.1	3,313.9	3,543.5
Subordinated liabilities	223.9	224.0	404.0
Trade and other payables	1,635.9	1,641.6	1,664.0
Corporation tax liabilities	22.0	23.8	38.4
Total liabilities	4,935.9	5,203.3	5,649.9
Total liabilities and equity	5,565.7	5,859.1	6,328.6



Group profit before tax reconciliation

Reconciliation from statutory to adjusted profit before tax

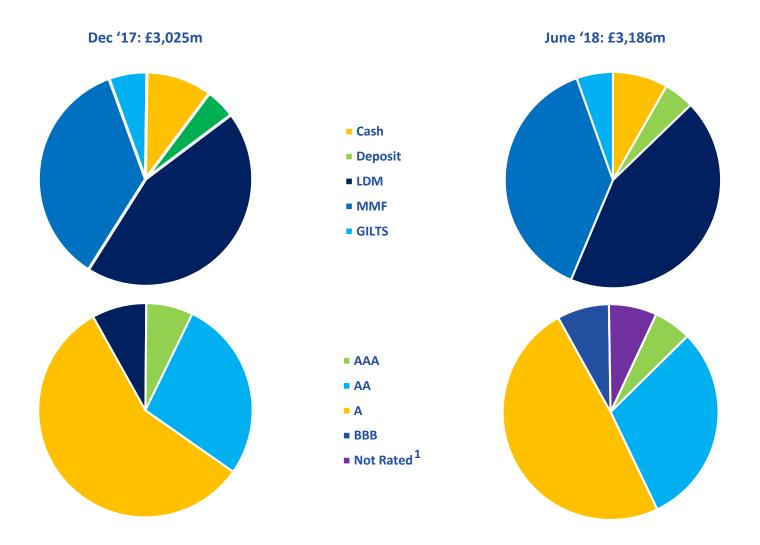


- Admiral has five operations with shared ownership: Rastreator (Admiral share of ownership 75.0%); compare.com (71.1%);
 Admiral Law and BDE Law (90.0%); Preminen (50.0%)
- Profit or losses in period accruing to minority parties reduce or increase the results respectively
- compare.com is 28.9% owned by third parties.
 Total loss was £4.5 million, therefore £1.3 million is added back to Group Profit Before Tax
- The impact of other minority interest is not significant



15th August 2018 40

Investment update





Analysis of Other Group items

	H1 2018	H1 2017
UK Commercial vehicle	(0.4)	0.7
Admiral Loans	(6.4)	(1.6)
Other interest & investment income	1.1	7.3
Share scheme charges	(21.6)	(16.9)
Business development	(2.0)	(4.3)
Other central overheads	(3.3)	(3.9)
Finance charges	(5.6)	(5.6)
Total	(38.2)	(24.3)

- UK commercial vehicle represents Gladiator broking business which is now fully migrated to being underwritten within UK Insurance.
- Admiral Loans the Group expects the business to make losses in its early phase mostly as a result of high fixed costs relative to the current scale of the business.
- Other interest and investment income includes realised gains on investments held by the Group parent company and unrealised gains/losses in respect of forward foreign exchange contracts. The decrease is mainly related to gains from the sale of investments held by the Group in H1 2017 which was not repeated in H1 2018
- Share scheme charges relate to the Group's two employee share schemes. The increase is due to a change in vesting assumptions for variable awards.
- Business development costs represents costs associated with potential new ventures. The Group does not anticipate significant increases.
- Finance charges represent interest on the £200 million subordinated notes issued in July 2014.

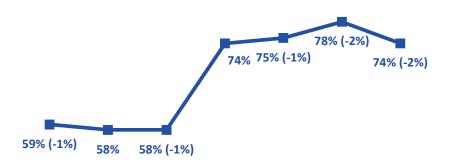


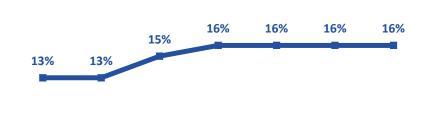
15th August 2018

UK Car Insurance: Ultimate Loss Ratio, Expense Ratio and Combined Ratio

Admiral projected ultimate loss ratio¹ (at June 2018)

Admiral expense ratio² (at June 2018)

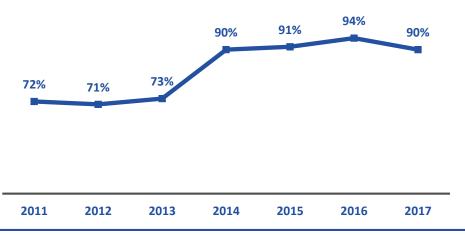




() – represents % movement from Dec 2017 to June 2018



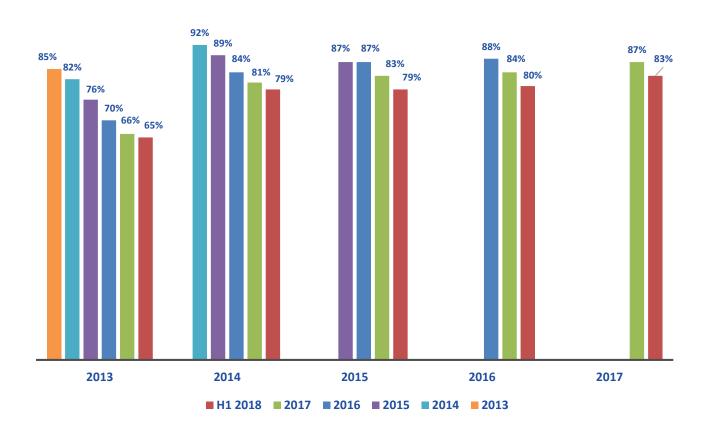
Admiral ultimate combined ratio (at June 2018)





UK Car Insurance: Booked loss ratio development by underwriting year

UK car insurance booked loss ratio (%)
Development by financial year (colour-coded)
Split by underwriting year (x axis)



Ultimate loss ratio by underwriting year					
2017	79%				
2016	76%				
2015	77%				
2014	77%				
2013	64%				



15th August 2018 44

UK Car Insurance: Booked loss ratio sensitivity

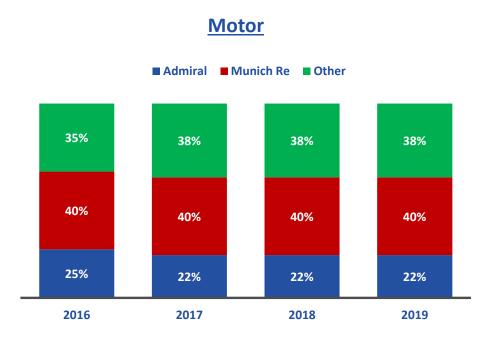
Sensitivity of booked loss ratio (£m)

Underwriting year	2014	2015	2016	2017
Booked loss ratio	79%	79%	80%	83%
PBT impact of +1% move	(8.5)m	(12.8)m	(14.8)m	(3.8)m
PBT impact of +3% move	(25.5)m	(35.4)m	(42.3)m	(11.3)m
PBT impact of +5% move	(42.5)m	(53.5)m	(63.2)m	(18.9)m
PBT impact of -1% move	9.5m	13.4m	15.6m	3.8m
PBT impact of -3% move	34.2m	40.2m	46.9m	25.6m
PBT impact of -5% move	59.7m	67.2m	78.2m	55.3m

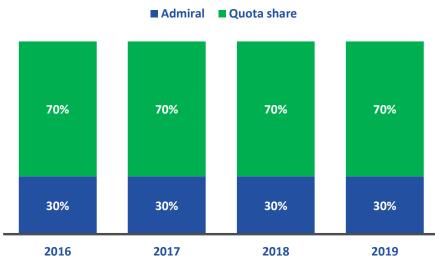
- The impact includes the change in net insurance claims along with the associated profit commission movements that result from changes in loss ratios.
- The impact is not linear due to the nature of the profit commission arrangements eg. the impact of a 5% move cannot be calculated by multiplying the 1% impact by five.



UK Reinsurance arrangements



Household



- Fully placed reinsurance arrangements until the end of 2019
- Similar contract terms and conditions
- Reduction of underwriting share from 25% to 22% with effect from 2017
- Munich Re continues to underwrite 40% of the UK business until at least the end of 2020

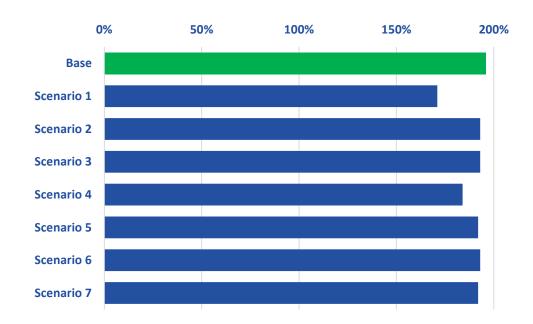
- Similar long term quota share contracts to UK motor
- Admiral retains 30%



15th August **2018** 46

Solvency Ratio Sensitivities

The sensitivities below have been selected to show a range of impacts on the reported base case solvency ratio. They cover the two main material risk types - insurance risk and market risk. Within each risk type the sensitivities performed cover the underlying drivers of the risk profile. The sensitivities have not been calibrated to individual return periods.



Scenarios

- 1. UK Motor incurred loss ratio +5%
- 2. UK Motor 1 in 200 catastrophe event
- 3. UK Household 1 in 200 catastrophe event
- 4. Interest rate yield curve down 50 bps
- 5. Credit spreads widen 100 bps
- 6. Currency 25% movement in euro and US dollar
- 7. ASHE long term inflation assumption up 0.5%



15th August 2018

Admiral UK Car Co- and Reinsurance¹

Туре	Munich Re Proportional ² co-insurance – 30%	Proportional reinsurance (quota share) – 48% (10% Munich Re, 38% other reinsurers)
Cost to Admiral	Variable, depending on combined ratio	Fixed – c2% of premium
Risk protection	Co-insurance	Starts at 100% combined ratio + Investment Income
Profit commission	Key items in profit commission calculation include premium, claims, expenses, share scheme costs, investment income Profit share % variable based on combined ratio and calculated in tranches with a maximum profit share of ca 65%	Fixed fee to reinsurer, then 100% profit rebate to Admiral thereafter Below ~98% combined ratio = 100%
Funds withheld	No	Vast majority
Investment income	Munich Re	Admiral (provided combined ratio <100%)
Instalment income	Admiral	Admiral
Commutation	Not applicable	Admiral has option to commute contracts and typically does this 2 years after the start of the underwriting year



Key definitions

Term	Definition
Accident year	The year in which an accident occurs, also referred to as the earned basis.
Co-insurance	An arrangement in which two or more insurance companies agree to underwrite insurance business on a specified portfolio in specified proportions. Each co-insurer is directly liable to the policyholder for their proportional share.
Combined ratio	The sum of the loss ratio and expense ratio.
Commutation	An agreement between a ceding insurer and the reinsurer that provides for the valuation, payment, and complete discharge of all obligations between the parties under a particular reinsurance contract.
Expense ratio	Reported expense ratios are expressed as a percentage of net operating expenses divided by net earned premiums.
Ogden discount rate	The discount rate used in calculation of personal injury claims settlements. The rate is set by the Lord Chancellor, the most recent rate of minus 0.75% being announced on 27 February 2017.
Loss ratio	Reported loss ratios are expressed as a percentage of claims incurred divided by net earned premiums.
Periodic Payment Order (PPO)	A compensation award as part of a claims settlement that involves making a series of annual payments to a claimant over their remaining life to cover the costs of the care they will require.
Total / Gross / Net Premium	Total = total premiums written including coinsurance Gross = total premiums written including reinsurance but excluding coinsurance Net = total premiums written excluding reinsurance and coinsurance
Reinsurance	Contractual arrangements whereby the Group transfers part or all of the insurance risk accepted to another insurer. This can be on a quota share basis (a percentage share of premiums, claims and expenses) or an excess of loss basis (full reinsurance for claims over an agreed value).
Ultimate loss ratio	The projected ratio for a particular accident year or underwriting year, often used in the calculation of underwriting profit and profit commission.
Underwriting year	The year in which the latest policy term was incepted.
Underwriting year basis	Also referred to as the written basis. Claims incurred are allocated to the calendar year in which the policy was underwritten. Underwriting year basis results are calculated on the whole account (including co-insurance and reinsurance shares) and include all premiums, claims, expenses incurred and other revenue (for example instalment income and commission income relating to the sale of products that are ancillary to the main insurance policy) relating to policies incepting in the relevant underwriting year.
Written/Earned basis	A policy can be written in one calendar year but earned over a subsequent calendar year.



15th August 2018

Admiral brands







































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15th August 2018

51