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**Moneysupermarket.com
Group PLC**

Interim Results Presentation

27 August 2008



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Agenda

Overview:

Gerald Corbett

Financial Review:

Paul Doughty

Business Review:

Simon Nixon

Questions and Answers:

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Overview of 2008 interim results

2008 interim results confirm the strength of the diversified business model

- Continued, strong Group revenue and profit growth despite challenging trading within the Money vertical
 - Insurance, Travel and Home Services all continue to deliver strong revenue growth > 45%
 - High single digit growth in Money despite market conditions
 - Strong growth in credit cards and savings
 - Loans and mortgage market places have been particularly difficult
 - Withdrawal from market in August of First Plus

- Significant investments in brand recognition and product development programme
 - Brand awareness continues to strengthen – online brand recognition improved to 78%
 - Continued improvement in search functionality and consumer experience

- Capital structure
 - Strong balance sheet c.£71m of cash at June 2008
 - Enhanced dividend payout ratio to 50% of adjusted net profits
 - Interim dividend proposed at 1.3 pence per share representing approximately one third of the expected annual dividend payout

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Paul Doughty

Chief Financial Officer

Financial Review

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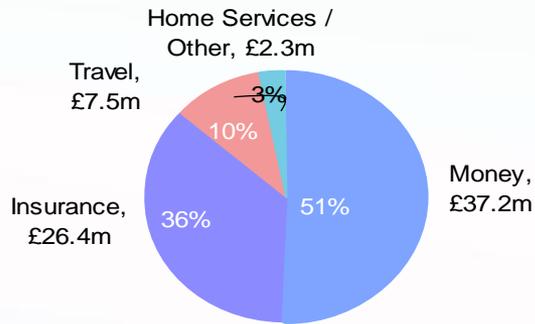
Pro Forma Profit & Loss Account

	H1 08 £m	H1 07 £m	Growth
Revenue	99.4	78.5	27%
■ Internet	95.3	73.5	30%
■ Intermediary	4.1	4.9	(17%)
Gross Profit	66.6	52.1	28%
Gross Margin	67%	66%	
Adjusted Administrative Costs	(26.2)	(16.5)	59%
Amortisation of Intangibles	(12.6)	(12.6)	0%
Distribution Costs	(11.8)	(9.9)	19%
Adjusted Operating Profit	16.1	13.2	22%
Reconciliation to adjusted EBITDA			
Adjusted Operating Profit	16.1	13.2	22%
Amortisation of Intangibles	12.6	12.6	0%
Depreciation	1.5	0.7	106%
Adjusted EBITDA	30.1	26.5	14%
Adjusted EBITDA Margin	30%	34%	

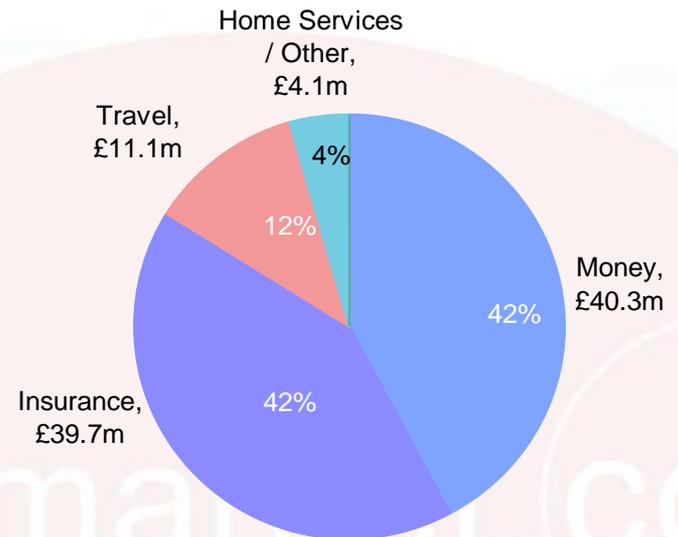
- Adjusted EBITDA calculated before certain staff expenses:
 - £3.3m (H1 2007 £2.1m) in respect of pre IPO share-based compensation charges
 - £Nil (H1 2007 £4.9m) in respect of directors' and senior managers' profit share and discretionary bonuses paid pre IPO
- See Appendix for explanation of and reconciliation between statutory and pro forma revenue and EBITDA

Diversification Continues...

H1 2007 Internet Revenues



H1 2008 Internet Revenues



Source: Company data and audited accounts
Note: Intersegment sales eliminated from Intermediary sales

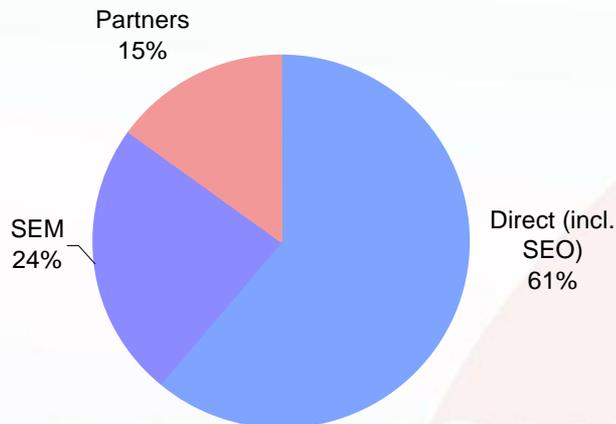
■ Diversification Continues

- Insurance now 42% of Internet revenues
- Home Services and Travel now 16% of Internet revenues
- Money represents 42% of Internet revenues, down from 51% in H1 2007

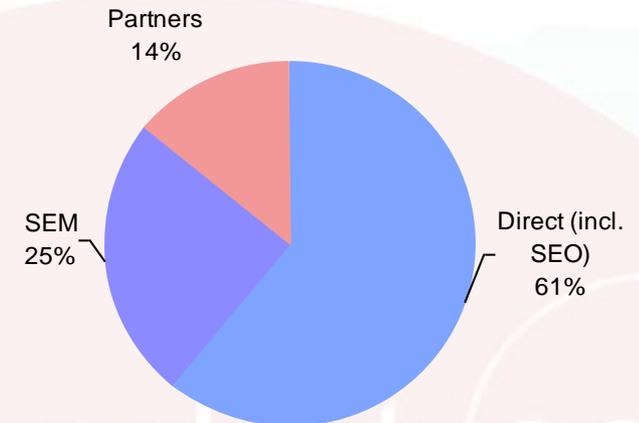
- Lower margin Intermediary revenues now account for only 4% of Group revenues, down from 7% in H1 2007

...and Direct Revenues Maintained

June 2007 Revenue Share



June 2008 Revenue Share



Source: Company data

- Direct to site revenues continue to be the largest part of the revenue mix
- Gross margins stable

Adjusted Cost Base

	H1 2008 £m	% of Revenues	% of Costs	H1 2007 £m	% of Revenues	% of Costs
Adjusted Cost Base⁽¹⁾						
Revenues	99.4			78.5		
Staff Costs	14.0	14%	38%	10.2	13%	39%
Making Money	1.6	1%	3%			
Depreciation	1.5	2%	4%	0.7	1%	3%
Irrecoverable VAT	4.6	5%	12%	3.0	4%	11%
Other Admin	4.6	5%	12%	2.5	3%	9%
Total Adjusted Admin	26.3	26%	69%	16.5	21%	63%
TV Advertising	10.4	10%	27%	8.8	11%	33%
Other Marketing/PR	1.4	1%	4%	1.1	1%	4%
Total Distribution	11.8	12%	31%	9.9	13%	37%
Total Adjusted Cost Base	38.0	38%	100%	26.4	34%	100%

⁽¹⁾ Excluding amortisation of intangibles, pre-IPO option charges, and one-off discretionary bonuses, profit share, and related NI.

Cash Position and Dividend Policy

- The group continues to generate cash, and operates a strong balance sheet
 - Cash at 30 June 2008 c.£71m

- The Group has sufficient cash to meet its anticipated medium term requirements, and therefore has decided to increase the targeted annual dividend payout from 33% to 50% of adjusted net profit
 - Interim dividend of 1.3p per share in respect of year ended 31 December 2008
 - Interim dividend represents approximately 1/3 of expected annual payout

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Statutory Balance Sheet

	June 2008 £m	June 2007 £m
Intangible assets	306.3	333.8
Other non-current assets	16.2	7.4
Net current assets / (liabilities)	60.2	(138.4)
Long term liabilities	(50.7)	(62.0)
Net Assets	332.0	140.7
Capital and Reserves	332.0	140.7

- Intangible assets include £125m of goodwill, and £181m of other intangibles associated with the acquisition of MSFG.
- Net current assets includes cash of £71.3m as at the end of June 2008, and other current liabilities of £11.1m.
- Loan facility of £150m used to buy Duncan Cameron's shares in MSFG recognised as a current liability at June 2007. The loan was repaid in July 2007, using proceeds from the IPO.
- The long term liability is the deferred tax liability relating to the tax amortisation benefit of the intangibles assets recognised upon the acquisition of MSFG.

Accounting Information

Share Option Charges

Pre-IPO

- 12.5m unapproved options which vest 2008 – 2010 with exercise price of 6p
- 1.2m SIPs/Chairman awards (0.7m after assumed attrition) which vest 2010 with an exercise price of nil
- Black Scholes Model used for valuation

Post-IPO

- 0.8m LTIP (after assumed attrition) which vest in 2010

Expected statutory charge for options in issue:

Charge (£m)	2008	2009	2010
Pre IPO options/SIPs	5.2	2.4	0.9
2007 LTIP scheme	0.2	0.2	0.2

- No charge included in Pro Forma Profit & Loss Account for pre-IPO options

Accounting Information (cont'd)

Simon Nixon Scheme from Prospectus

- SJN to make available up to 4.8% of issued share capital to senior management with scheme to be 'cash settled' by SJN
 - No P&L charge anticipated at IPO in accordance with IFRS2
- IFRIC 11 issued in 2008 changes accounting treatment to provide consistency for cash settled schemes with equity settled schemes funded by individual shareholder(s)
- No impact on Company
 - Proforma adjustment given pre IPO
 - No impact to distributable reserves
 - Exact settlement mechanism still being defined but expect grant of options over 2.1% of the company and the following impacts on results moving forward
 - Charges based on share price of 80p

Charge (£m)	2008	2009	2010
Option Charge	2.7	3.3	1.6
PAYE/NI Ers Charge	0.6	0.5	2.2
Corporation Tax Credit	(0.6)	(0.5)	(2.2)

Accounting Information (cont'd)

Tax

- Effective rate of 32.2% on H1 2008 statutory profit
 - Higher than statutory tax rate of 28% due to:
 - 3 months' profits taxed at 30%
 - Trapped losses in German business for which a deferred tax credit is not recognised
 - Unwinding of deferred tax asset in relation to share options

- Effective rate in H2 2008 expected to be slightly in excess of 28%

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Financial Highlights

- Revenues continued to grow in H1 2008, increasing 27% from £78.5m to £99.4m
 - Internet revenue up 30% on H1 2007 and represented 96% of turnover
- Continued diversification across the internet business
 - Insure and Travel verticals continue to expand rapidly
 - Insure and Money verticals now each account for c. 40% of Group revenues
- Gross margins increased to 67%, a slight improvement over 2007
 - Lower margin intermediary business continued to decline as a proportion of revenues
- Offline Marketing costs held at c. 12% of revenues, consistent with prior period
- Adjusted EBITDA increased 14% from £26.5m to £30.1m
 - Underlying UK EBITDA margin (excluding flexible resource in UK and costs of German operation) of 32% consistent with H2 2007
- H1 cash balance of c.£71m
 - Increase in dividend payout to 50% of adjusted net profit

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Simon Nixon

Chief Executive Officer

Business Review

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Half Year Highlights

Internet business highlights

- Momentum continued in H1 2008 despite challenging markets
 - 39% increase in Internet Visitors ^(a)
 - 37% increase in Internet Transactions
 - 30% increase in Internet Revenues
- Growth across all verticals
 - Strong growth in Insurance, Travel and Home Services verticals in excess of 45% over the comparable period last year
 - Insurance vertical at 42% of internet revenues equal to Money Vertical
 - Money 8% ahead of H1 2007
 - Impact of credit crunch on loans and mortgages
 - Strong growth in credit cards and savings
- Continued investment in brand, sales and marketing
 - Good progress towards 80% target (78% in June 2008)
- Continued investment in improving the consumer experience
 - Less space for banner ads across the site
 - Launch of the Customer Promise
 - Focus on Content and Editorial in H1 2008

a) *The Group recorded a substantial increase in its reported visitors from 27 April to the end of June 2008 following a release made in respect of the anti-virus software AVG. In assessing whether a webpage was safe it 'followed' every link or url displayed on an email or web page to the destination site. This meant that many web based businesses including Moneysupermarket recorded visitors from users of the AVG software who themselves did not technically visit the website. The 2008 visitor count has been adjusted for the estimated impact of this. AVG released a further update to its antivirus software in early July 2008.*

As noted in the prospectus the Group's visitor numbers during the period June 2006 to May 2007 were understated. The issue was resolved in May 2007 and has not impacted the insurance vertical after May 2007. The Group has not been able to quantify the exact extent of the understatement.

Leading Online Position



#1 Finance price comparison website

#1 Travel price comparison website

United States | **United Kingdom** | Australia | New Zealand | Hong Kong | Singapore

Search Intelligence™ Find My Hitwise Logout Feedback Help Print

Rankings » **Financial Price Comparison** » All sites » Monthly rankings for the month of June, 2008 » Ranks by 'Visits'

Rank	Website - [Show domain]	Related	Market Share	May '08	Apr '08	Mar '08
1.	Money Supermarket	▶	32.09%	1	1	1
2.	Money Saving Expert	▶	22.33%	2	2	2
3.	Confused.com	▶	11.22%	3	3	3
4.	GoCompare.com	▶	9.77%	4	4	4
5.	Fool.co.uk	▶	5.75%	5	5	6
6.	uSwitch.com	▶	4.60%	6	6	5
7.	Moneyextra.com	▶	3.77%	8	7	7
8.	Money Expert	▶	3.19%	9	8	8
9.	Beat That Quote	▶	3.04%	7	11	12
10.	comparethemarket.com	▶	2.11%	10	9	9
11.	Tesco Compare	▶	1.68%	11	12	10
12.	MoneyNet	▶	0.45%	12	10	11

United States | **United Kingdom** | Australia | New Zealand | Hong Kong | Singapore

Search Intelligence™ Find My Hitwise Logout Feedback Help Print

Rankings » **Travel 2** » All sites » Monthly rankings for the month of June, 2008 » Ranks by 'Visits'

Rank	Website - [Show domain]	Related	Market Share	May '08	Apr '08	Mar '08
1.	TravelSupermarket.com	▶	41.60%	1	1	1
2.	Cheapflights.co.uk	▶	27.26%	2	2	2
3.	SkyScanner	▶	12.83%	3	3	3
4.	Travelzoo UK	▶	10.61%	4	4	4
5.	kayak.co.uk	▶	6.70%	5	5	5
6.	SideStep	▶	1.00%	6	6	6

- Leading market position maintained
- But a highly competitive environment, particularly for Insurance
- New entrants achieving market share through significant TV advertising expenditure
- Price Comparison total market continuing to grow
 - Forrester estimate penetration of price comparison as 33% ('06), 38% ('07) and 44% ('08)

Note: The above report is a custom defined Hitwise report listing the relative market share and rankings of the companies listed above, being the companies which Moneysupermarket.com considers to be its online finance price comparison website competitors

Source: Hitwise, for monthly period

Note: The above report is a custom defined Hitwise report listing the relative market share and rankings of the companies listed above, being the companies which Moneysupermarket.com considers to be its online travel price comparison website competitors. Companies which are currently or have in the past been listed as providers on the Company's website such as Expedia and Lastminute are not included in the report

The competitive position in insurance

- Advertising expenditure in 2008:

	Q1 2008	Q2 2008	Q3 2008
Moneysupermarket.com ^(a)	£4.2m	£2.9m	£4.2 - 4.9m
GoCompare	£4.9m	£5.1m	£6.2m
Confused.com	£4m	£4m	£6.1m

(Source: Nielsen data to July, estimates for Q3)

^(a) Excludes advertising spend by the Group on Travelsupermarket.com

Half Year Highlights – Money

- Revenues grew by 8% to £40.3m, representing 42% of Internet revenues
- Strong Visitor growth 27% demonstrating continued demand for price comparison services in tougher economic climate
- Click-based revenues of £33.4m grew by 15%
 - Revenues in the loans and mortgages channels have fallen over prior period as supply of credit and underwriting criteria have tightened
 - Strong growth in credit cards and savings
 - New lead types introduced to PAALeads.com performing well
- Other revenues of £6.9m fell by 16%
 - Revenues fell in the secured loan referral business
 - Focus on improving the customer experience – resulting in less space for banner advertising
- Money developments
 - Key money channels porting to .Net in H2, improving robustness, scalability and UI
 - Improved customer experience – user reviews, video provider reviews, etc

	H1 2008	H1 2007	Growth
Money			
Visitors ('m)	17.7	14.0	27%
Transactions ('m)	7.9	6.1	30%
Click Revenue (£m)	33.4	28.9	15%
Other Revenue (£m)	6.9	8.3	(16%)
Total Revenue (£m)	40.3	37.2	8%
RPV	£2.28	£2.67	(14%)
RPT	£4.22	£4.74	(11%)

Half Year Highlights – Insurance

- Revenues grew by 50% to £39.7m, representing 42% of Internet revenues
- Click based revenue increased by 59% to £35.0m
 - Improved commercials
 - Improved search functionality and improvements to provider sites increase conversion
 - 31% improvement in RPT
- Non click based revenues increased by 5% to £4.7m
- Improved customer experience
 - More providers, now up to 78 in motor with more due to go live
 - User reviews and new detailed product comparison launched
- Insure developments
 - Increased question set and new sorting and filtering tools launching H2
 - Complete refresh on Travel Insurance also due H2

	H1 2008	H1 2007	Growth
Insurance			
Visitors ('m)	13.2	10.0	32%
Transactions ('m)	8.2	6.7	22%
Click Revenue (£m)	35.0	22.0	59%
Other Revenue (£m)	4.7	4.5	5%
Total Revenue (£m)	39.7	26.4	50%
RPV	£3.01	£2.64	14%
RPT	£4.27	£3.26	31%

Half Year Highlights – Travel

- Revenues grew by 48% to £11.1m , representing 12% of Internet revenues
- Margins widening
- Click-based revenue growth up 49%
 - Driven by visitor growth of 54%
- RPV has remained broadly consistent with prior year
- Graham Donoghue arrived as MD Travel (was e-commerce Director at TUI)
- Working closer with key brands, including expedia, lastminute.com, Thomas Cook
- Improvements to the Customer Experience
 - Locations project introduced, 150,000 hotels on the channel, search by postcode, point of interest, address, near an airport etc....17million points of interest
 - Improved flights user interface – easier real time predictive search, browse by country, city, airport, resort or airport code
- Travel developments
 - Introduction of over 2000 property videos, enhanced content on holidays

	H1 2008	H1 2007	Growth
Travel			
Visitors ('m)	27.3	17.8	54%
Transactions ('m)	22.7	15.3	48%
Click Revenue (£m)	9.8	6.5	49%
Other Revenue (£m)	1.4	1.0	42%
Total Revenue (£m)	11.1	7.5	48%
RPV	£0.41	£0.42	(2%)
RPT	£0.43	£0.43	1%

Half Year Highlights – Home Services

- Revenues increased by 78% to £4.1m, now representing 4% of internet revenues
- Revenues have grown across all channels in the vertical against H1 2007
- Utilities fastest growing channel
 - Utilities commands the largest transaction values in the vertical
 - RPV and RPT have grown as Utilities accounted for a greater proportion of revenues in H1 2008 v comparable period last year
- Home Services developments
 - Shopping channel will launch Sept 08

	H1 2008	H1 2007	Growth
Home Services^(a)			
Visitors ('m)	3.8	2.9	32%
Transactions ('m)	0.9	0.9	(2%)
Click Revenue (£m)	4.0	2.3	80%
Other Revenue (£m)	0.1	0.1	12%
Total Revenue (£m)	4.1	2.3	78%
RPV	£1.07	£0.80	34%
RPT	£4.62	£2.52	83%

(a) The KPIs have been adjusted to remove the impact of the new car channel which was discontinued in late 2006

Focus on the customer experience H1 2008

- Number of changes to improve the customer experience across the site:
 - Important for brand
 - Long term view

- Banner advertising space reduced across the site
 - Less 'cluttered', with more focus on results tables and content

- Customer promise:
 - Addresses consumer concerns over impartiality of price comparison sites

- Increased editorial content:
 - Site editor former Sunday Times journalist
 - Daily articles and weekly videos
 - Important driver of direct to site traffic

Focus on the customer experience H1 2008 (cont'd)

- Increased “Decision Support” improving conversion rates
 - Customer reviews launched in Insurance to be extended to Money

- Product Performance Goals
 - Key indicators of fitness for purpose
 - Five key measures
 - Usability
 - Searches
 - Results
 - Decision support
 - Purchase support

- Targeted and achieved >70% H1 customer satisfaction for each vertical

- 60 significant new functionality improvements delivered in H1

CRM

- Revenues increased 73% in H1 2008 over H1 2007
 - Improved targeting of campaigns
 - Average of 35 campaigns per week

- Mymoneysupermarket launched in October 2007
 - 1.9 million customer accounts to date

- Single view data warehouse technology solution live in Q3
 - Brings together 100 million customer visits and 200 million searches
 - Delivers customer segmentation and support
 - Needs-based product development
 - Retention strategy

Update From Trading Statements

First Plus

- Group announced on 9 July that the cessation of trading by First Plus in early August would reduce full year revenues by c.£7m and EBITDA by up to £5m
- Highlighted 2 mitigating actions
 - Replace capacity
 - Initial signs are positive with advanced discussions with a number of providers
 - Reduce Cost
 - Pending outcome of ability to replace capacity
 - First Plus extended trading only with MS until the end of August
- Impact of above actions difficult to quantify at this stage

Intermediary

- Group announced on 26 June that it was reviewing the Intermediary Operations
 - Revenues and profitability impacted by well documented market issues
 - Substantially scaled back Packaging operations and 20 plus employees have left the organisation in August with an annualised cost saving of c.£0.8m
 - Review progress monthly against defined plan to ensure that it remains on track

Summary

Our diversified approach is showing its strength...

And we are continuing to diversify

- Internationally: Germany, and beyond
- With new channel launches: Shopping
- In new ideas: Making Millionaires

Continued investment

- In CRM, SEM improvements (Efficient Frontier), marketing and brand building
- In improving every channel, to drive usability and customer experience, and revenue growth

Outlook

- Q3 to date mixed performance against strong comparator period particularly for Money

- Money
 - Loans and Mortgages markets remain difficult
 - Withdrawal of First Plus
 - Advanced discussions to replace some capacity
 - Other channels made positive start
 - Double digit decline relative to same period last year but absolute revenues broadly in line pro rata with Q2

- Insurance
 - Good rates of growth to date
 - Acquisition costs increasing with reduction in margins in Q3 to date as we seek to protect market share

Outlook (Cont'd)

- Travel
 - Slower rates of growth vs. Q2
 - Reduction in TV Advertising expenditure
 - Improved profitability

- Home Services
 - Very strong growth rates Q3 to date
 - Utilities primary driver

- 2nd half overall
 - Solid growth, but slower than H1
 - Absolute level of profitability will be dependent upon success of replacing First Plus and costs of protecting market share in Insurance

- Longer term
 - Price comparison sites will continue to grow...and moneysupermarket.com is the largest and best positioned to exploit this growth

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Questions and Answers

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Appendix

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Pro Forma Profit & Loss Account

- MSFG acquired by Moneysupermarket.com Group (“MSM”) on 22 June 2007
- Pro forma results prepared showing what the financial results would have been had MSM acquired MSFG on 1 January 2006 on a debt free basis
- Adjusted EBITDA adds back:
 - Elements of Directors’ and Senior Managers’ compensation which no longer apply at this level post admission including
 - Profit share
 - Discretionary bonuses
 - Related employer’s National Insurance
 - All charges related to share-based compensation for pre-IPO options and share schemes

Adjusted EBITDA

	H1 2008	H1 2007	Var.	Var.%	H1 2008	H2 2007	Var.	Var.%	FY 2007
Revenues									
Internet	95.3	73.6	21.7	29%	95.3	78.6	16.7	21%	152.2
Intermediary	4.1	4.9	(0.8)	(16)%	4.1	5.8	(1.7)	(29)%	10.7
Total	99.4	78.5	20.9	63%	99.4	84.4	15.0	18%	162.9
Gross Profit	66.6	52.1	14.5	28%	66.6	56.5	10.1	18%	108.6
Margin %	67%	66%			67%	67%			67%
Administrative costs	(42.1)	(36.0)	(6.1)	17%	(42.1)	(36.2)	(5.9)	16%	(72.2)
Distribution Costs	(11.8)	(9.9)	(1.9)	19%	(11.8)	(9.7)	(2.1)	22%	(19.6)
Operating Profit	12.7	6.2	6.5	105%	12.7	10.5	2.2	21%	16.7
Operating Profit	12.7	6.2	6.5	105%	12.7	10.5	2.2	21%	16.7
Profit share and discretionary bonuses	–	4.9	(4.9)	-100%	–	0.1	-0.1	-100%	5.0
Share based payments	3.3	2.1	1.2	57%	3.3	2.3	1.0	43%	4.4
Amortisation of intangibles	12.6	12.6	–	0%	12.6	12.6	–	0%	25.2
Depreciation	1.5	0.7	0.8	114%	1.5	0.9	0.6	67%	1.6
Adjusted EBITDA	30.1	26.5	3.6	14%	30.1	26.5	3.6	14%	53.0
Margin %	30%	34%			30%	31%			33%

KPIs – Verticals

	H1 2008	H1 2007	H2 2007	FY 2007
Money				
Visitors (m)	17.7	14.0	13.7	27.7
Transactions (m)	7.9	6.1	6.5	12.6
Revenue (£m) - Click-based	33.4	28.9	31.9	60.8
Revenue (£m) - Other	6.9	8.3	7.8	16.1
Revenue (£m) - Total	40.3	37.2	39.7	76.9
RPV	£2.28	£2.67	£2.89	£2.82
RPT	£4.22	£4.74	£4.90	£4.84
Insurance				
Visitors (m)	13.2	10.0	10.7	20.7
Transactions (m)	8.2	6.7	6.6	13.3
Revenue (£m) - Click-based	35.0	22.0	24.7	46.7
Revenue (£m) - Other	4.7	4.5	4.3	8.8
Revenue (£m) - Total	39.7	26.4	29.1	55.5
RPV	£3.01	£2.64	£2.72	£2.63
RPT	£4.27	£3.26	£3.77	£3.51
Travel				
Visitors (m)	27.3	17.8	19.2	37.0
Transactions (m)	22.7	15.3	15.3	30.6
Revenue (£m) - Click-based	9.8	6.5	6.6	13.1
Revenue (£m) - Other	1.4	1.0	0.9	1.9
Revenue (£m) - Total	11.1	7.5	7.5	15.0
RPV	£0.41	£0.42	£0.39	£0.41
RPT	£0.43	£0.43	£0.43	£0.43
Home Services				
Visitors (m)	3.8	2.9	2.8	5.7
Transactions (m)	0.9	0.9	0.8	1.7
Revenue (£m) - Click-based	4.0	2.3	2.1	4.3
Revenue (£m) - Other	0.1	0.1	0.1	0.2
Revenue (£m) - Total	4.1	2.3	2.2	4.5
RPV	£1.07	£0.80	£0.78	£0.79
RPT	£4.62	£2.52	£2.54	£2.56

KPIs - Internet

Group	H1 2008	H1 2007	Growth
Visitors ('m)	62	45	39%
Transactions ('m)	40	29	37%
Click Revenue (£m)	82	60	38%
Other Revenue (£m)	13	14	(5%)
Total Revenue (£m)	95	74	30%
RPV	£1.54	£1.65	(7%)
RPT	£2.07	£2.06	1%