

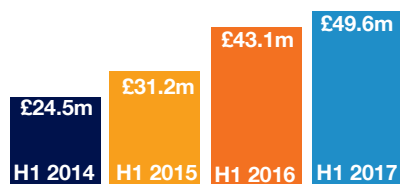
## Key Performance Indicators

### How we performed

We measure the development, performance and position of our business against a number of key indicators.

#### Revenue (£m)

£49.6m



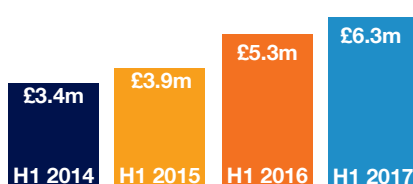
Total income from all revenue streams

Strategy/objective

Shareholder value and financial performance

#### Adjusted profit before tax

£6.3m



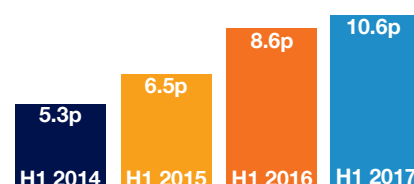
Profit before tax, adjusted in 2014 to add back exceptional or non-recurring items

Strategy/objective

Shareholder value and financial performance

#### Adjusted earnings per share

10.6p



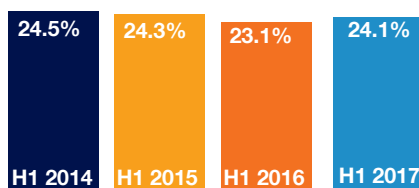
Total comprehensive income, attributable to equity holders of the Company, adjusted to add back non-recurring costs, divided by the number of ordinary shares (based on 50.5m shares in 2014 to allow comparison)

Strategy/objective

Shareholder value and financial performance

#### Gross profit margin

24.1%



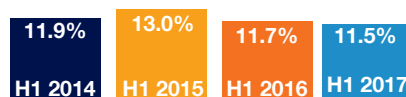
Gross profit generated as a proportion of revenue

Strategy/objective

Managing gross margins

#### Overheads % of revenue

11.5%



Group's administrative expenses as a proportion of revenue

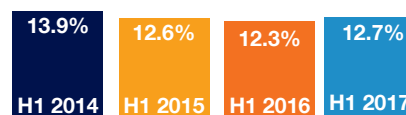
H1 2017 reflects underlying overheads before additional FSCS levy costs of £0.2m

Strategy/objective

Operating efficiency

#### Adjusted profit before tax margin

12.7%



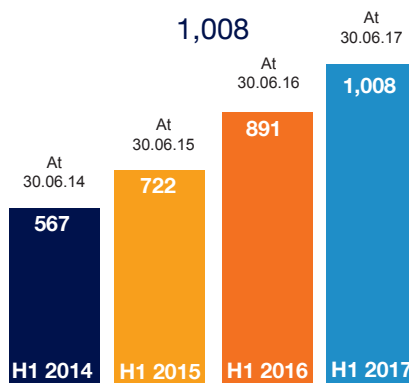
Profit before tax as a proportion of revenue (H1 2014 PBT has been adjusted for a provision against a loan of £0.35m)

Strategy/objective

Shareholder value and financial performance

#### Adviser numbers

1,008



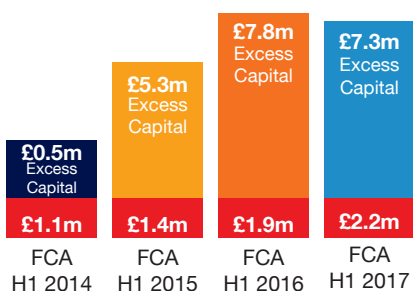
The average number of advisers over the last six months at 30.06.17 was 974 (30.06.16: 851)

Strategy/objective

Increasing the scale of operations

#### Capital adequacy (£m)

£9.5m



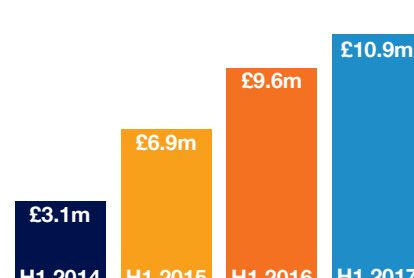
Excess capital requirements over amounts required by the Financial Conduct Authority (FCA)

Strategy/objective

Financial stability

#### Unrestricted cash balances

£10.9m



Bank balances available for use in operations

Strategy/objective

Financial stability