

2010 Full Year Results Presentation



March 2011



INTRODUCTION & AGENDA

Eric Woolley, Group CEO

- **2010 Highlights**

- Revenue History
- Financial Highlights
- Strategic Highlights

Eric Woolley

- **Financial & Regional Performance**

- Financial Results
- Regional Performance

Shaun Parker

- **Strategy & Opportunities**

- Our Vision and Strategy
- Product Development
- Channel Development
- International Development
- Outlook

Eric Woolley

- **Questions**

Successful start to life as a public company since IPO in March 2010

Revenue Growth

12%
to £325.8m

Underlying Operating Profit

up **17%**
to £48.7m

Underlying Profit after Tax

£32.2m
up **31%**

Net debt reduced

to **£(2.2)m**
from £(48.8)m

Underlying EPS

up **20%**
to 19.34p

Dividend

of **7.54**
pence per share

Delivering Sustained Growth

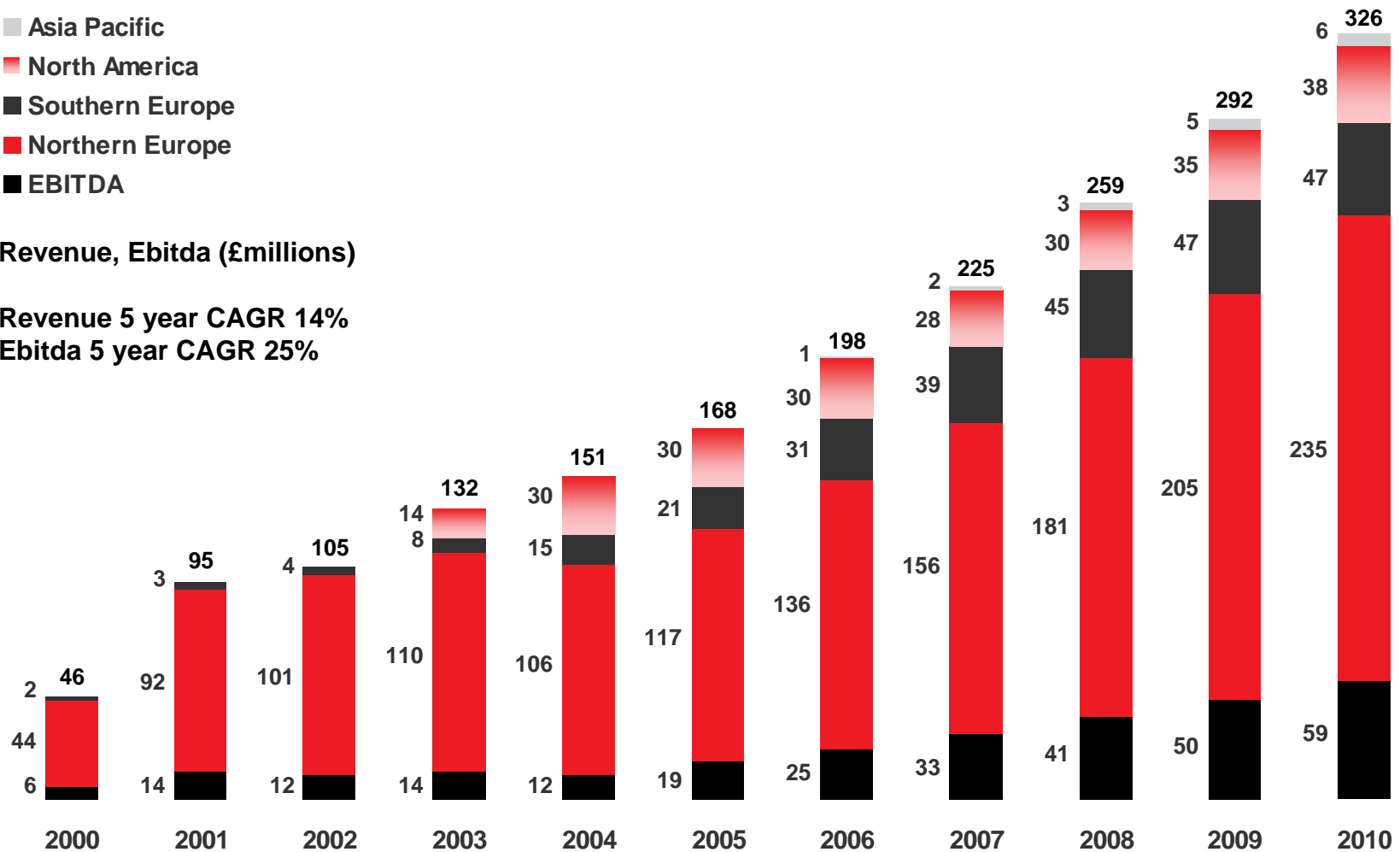


- Asia Pacific
- North America
- Southern Europe
- Northern Europe
- EBITDA

Revenue, Ebitda (£millions)

Revenue 5 year CAGR 14%

Ebitda 5 year CAGR 25%



Product developments

- Roll-out of higher priced product variants for Card Protection and Identity Protection
- Expansion of Packaged Accounts in the UK
- Integration and expansion of Airport Angel with new contracts

International expansion

- Turkey has performed well and achieved full year profits
- Mexico and India developing as expected with volume growth and new partner contracts, and renewal income building
- Commenced commercial operations in China

11.2m live policies
Group revenue £325.8m

Channels & Sectors

- Continued penetration in Financial Services with increased sales from existing and new business partners via multiple sales channels
- New partners wins in new sectors providing additional distribution and access to consumers in Retail, Affinity and Travel

New Business Partners



11.2m live policies
Group revenue £325.8m

FINANCIAL & REGIONAL PERFORMANCE

Shaun Parker, Group CFO

Group financial highlights



£ millions	2010	2009	%
Revenue	325.8	292.1	12%
Underlying operating profit ¹	48.7	41.5	17%
Profit before tax			
Reported	39.8	24.8	60%
Underlying ²	46.7	35.2	33%
Profit after tax			
Reported	27.2	17.0	60%
Underlying ²	32.2	24.5	31%
Basic earnings per share (pence)			
Reported	16.33	11.21	46%
Underlying ²	19.34	16.15	20%
Dividend per share ³ (pence)	7.54	-	-

1 Excluding legacy scheme share based payments

2 Excluding legacy scheme share based payments and exceptional amortisation of capitalised loan issue costs

3 Interim dividend 2.42p and final dividend 5.12p

Organic constant currency growth: Revenue 10%, Underlying operating profit 18%

Analysis of reported results



£ millions	2010	2009	%
Underlying operating profit ¹	48.7	41.5	17%
Legacy scheme shared based payments	(3.8)	(10.4)	(63)%
Reported operating profit²	44.9	31.1	44%
Exceptional amortisation of capitalised loan issue costs	(3.1)	-	-
Other interest costs	(2.0)	(6.3)	(68)%
Profit before tax	39.8	24.8	60%
Tax	(12.6)	(7.8)	
- <i>Effective tax rate</i>	31.7%	31.6%	0.1%
Profit attributable to equity holders	27.2	17.0	60%
Basic earnings per share (pence)	16.33	11.21	46%

1 Excluding legacy scheme share based payments

2 After charging legacy scheme share based payments

Strong cash generation



£ millions	2010	2009
Underlying operating profit ¹	48.7	41.5
Share of loss of joint venture	0.8	0.7
Depreciation, amortisation and other non cash items	10.6	8.5
Working capital movements excluding share schemes/loan notes	(7.1)	4.4
Cash generated by operations	53.0	55.1
Legacy scheme share option exercise	(3.7)	(3.0)
Tax	(9.1)	(6.6)
Operating cash flow	40.2	45.5
Capital expenditure (including intangibles)	(16.0)	(10.8)
Investment in subsidiary/joint venture	(0.6)	(4.0)
Net finance costs	(1.4)	(8.9)
Dividends	(4.1)	-
IPO	31.3	
Net movement in cash/borrowing	49.4	21.8
Net debt	(2.2)	(48.8)

IPO Impact

Net proceeds	25.6
Debt issue costs	(1.1)
Share options	8.6
Loan note redemption	(1.8)
Net Impact	31.3

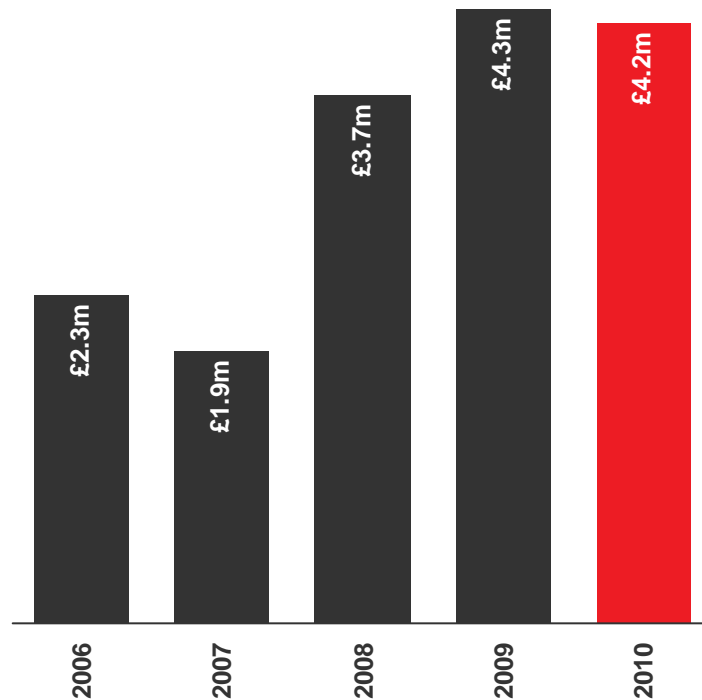
¹ Excluding legacy scheme share based payments

Increased capital investment



£ millions	2010	2009
Property, plant and equipment	5.0	2.2
Fixed assets	5.0	2.2
Software	5.2	3.9
Acquisition of business partner intangibles – ongoing	5.6	4.7
Acquisition of business partner intangibles – one off	2.5	-
Intangible assets	13.3	8.6
Total capital expenditure	18.2	10.8
% of revenue	5.6%	3.7%

Investment in property, plant and equipment and software totalled £10.2m (2009: £6.1m)



- Investment in developing markets relate to start-up losses
- These losses are taken straight to the Income statement

Note: 2010 includes: Hong Kong, Singapore, India, Home3 (Joint Venture), Mexico, China

Group KPIs are on track



Annual renewal rate

75.9%

Cost income ratio

51%

Live policies

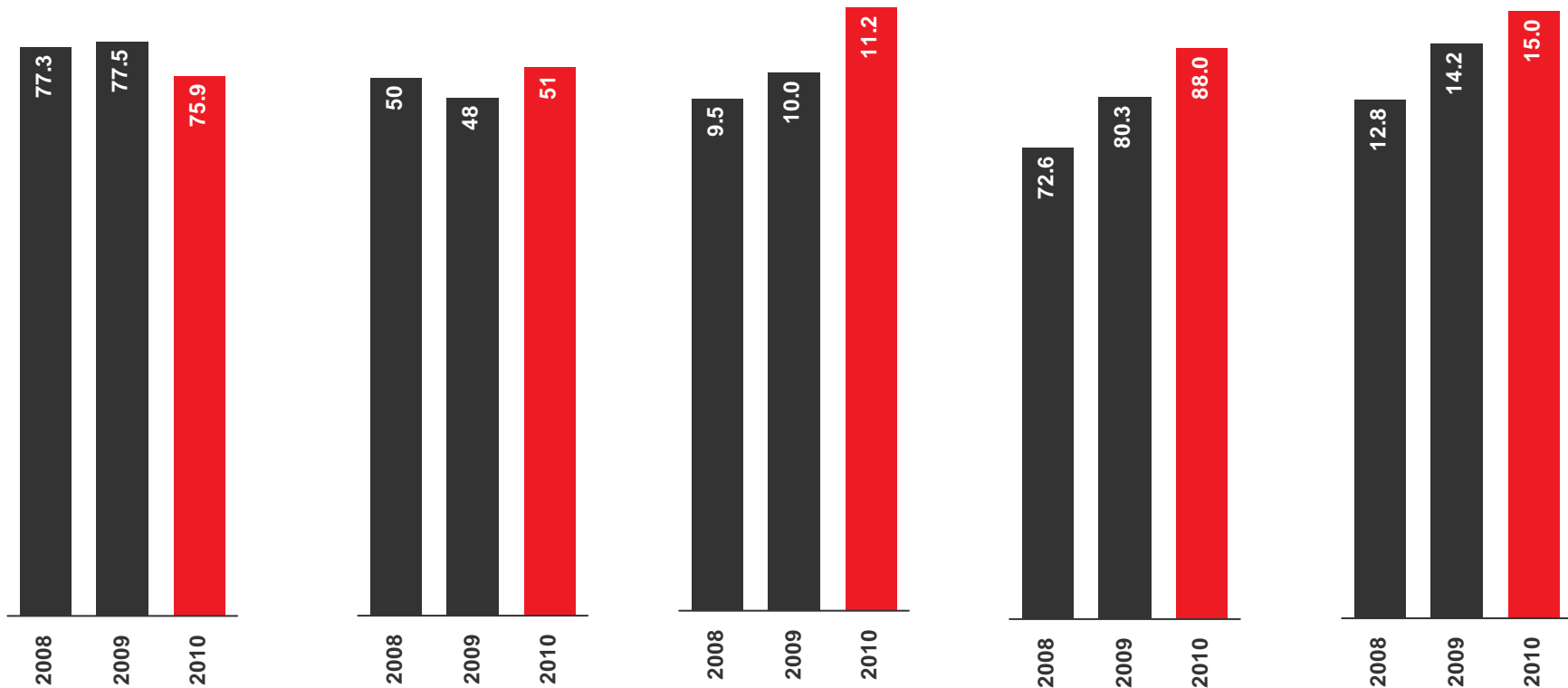
12%
growth

New assistance income

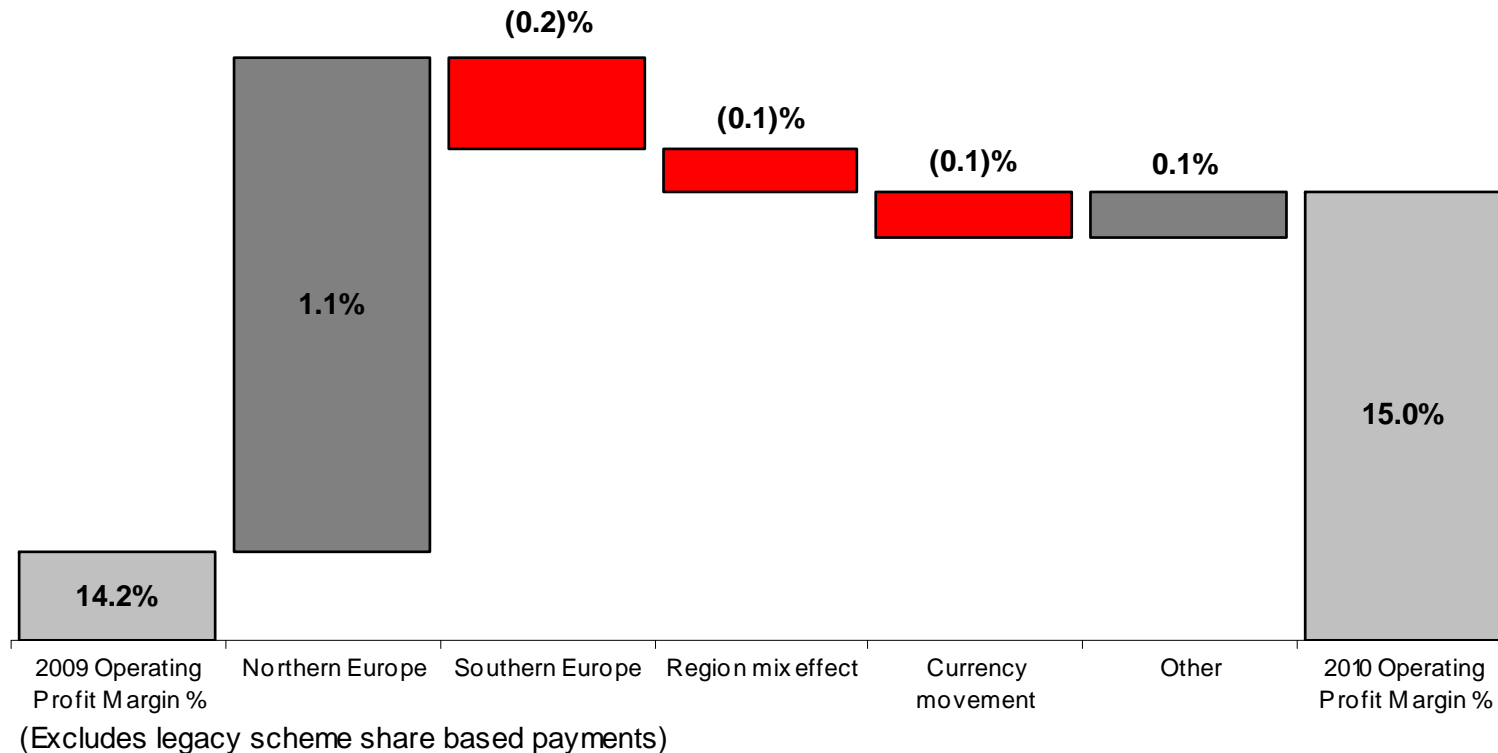
10%
growth

Operating profit margin

15%



Operating Profit margin has increased to 15.0%



- Margins in Northern Europe have grown due to cost efficiency in the UK and Turkey moving strongly into profitability

Regional Performance



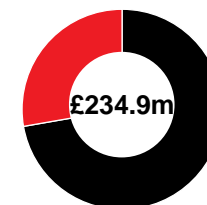
	Countries of operation	2010 regional revenue	% change, organic, constant currency
Northern Europe	United Kingdom Ireland Germany Turkey	<p>£234.9m</p>	12%
Southern Europe	Spain Italy France Portugal Mexico	<p>£46.7m</p>	1%
North America	USA	<p>£38.5m</p>	9%
Asia Pacific	China Malaysia Singapore Hong Kong India	<p>£5.7m</p>	6%

	2010 £m	2009 £m	%	% Organic Constant Currency
Revenue	234.9	204.9	15%	12%
Underlying operating profit ¹	35.6	27.8	28%	27%
Regional Margin	15.1%	13.6%		

¹ Excluding legacy scheme share based payments

UK & Ireland

- Expanded card activation channel and Identity Protection
- Growth in packaged accounts
- Mobile phone insurance growth with smart-phone insurance and RBS Packaged Accounts
- Re-signed contract with T-Mobile and new mobile contract in Ireland
- New business partner contracts in new sectors including AA
- Stable renewal rates

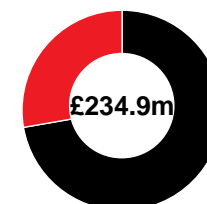


	2010 £m	2009 £m	%	% Organic Constant Currency
Revenue	234.9	204.9	15%	12%
Underlying operating profit ¹	35.6	27.8	28%	27%
Regional Margin	15.1%	13.6%		

¹ Excluding legacy scheme share based payments

Turkey and Germany

- Turkey achieved full-year profit
- Strong sales volume performance in Turkey
- Card Protection growth in Turkey with new and existing business partners
- Development of Card Activation in Germany

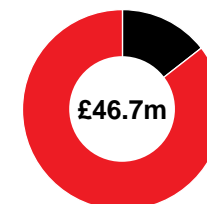


	2010 £m	2009 £m	%	% Organic Constant Currency
Revenue	46.7	47.5	(2)%	1%
Underlying operating profit ¹	10.5	11.2	(7)%	(3)%
Regional Margin	22.4%	23.7%		

¹ Excluding legacy scheme share based payments

Southern Europe

- Revenue stable in challenging economic conditions
- Temporary high acquisition costs in card activation channel following introduction of EMV / Chip & PIN cards
- Introduction of Identity Protection in Spain and pilot in France
- Good progress in Mexico with Card Protection

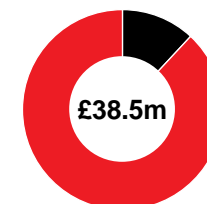


	2010 £m	2009 £m	%	% Organic Constant Currency
Revenue	38.5	34.8	11%	9%
Underlying operating profit ¹	5.9	5.2	13%	12%
Regional Margin	15.2%	14.9%		

¹ Excluding legacy scheme share based payments

USA

- New business partner contract wins, including Sovereign, part of the Santander Group
- Expanded relationship with Wells Fargo Wachovia
- Developed in-house Card Activation campaigns

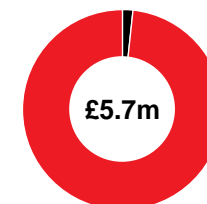


	2010 £m	2009 £m	%	% Organic Constant Currency
Revenue	5.7	4.9	15%	6%
Underlying operating Losses ¹	(2.3)	(2.0)	(17)%	(13)%
Regional Margin	(40.8) %	(40.2) %		

¹ Excluding legacy scheme share based payments

Asia Pacific

- Launched operations in China with retail and wholesale contracts
- Regulatory challenges affecting telemarketing in Hong Kong
- New credit card tax in Malaysia impacting the card market
- New business partner wins in India driving volume



- Revenue up 12%
- Underlying operating profit up 17%
- Strong cash flow reducing net debt to £2.2m
- Underlying EPS up 20% to 19.34 pence

STRATEGY & OPPORTUNITIES

Eric Woolley, Group CEO

Our vision is to become a leader in the Life Assistance market, offering customers a broad range of products and services.

We are here to help our customers cope with the complexities and anxieties associated with the challenges and opportunities of everyday life.

To optimise relationships with existing Business Partners and customers.

To achieve growth through new products, channels, sectors and countries with new and existing Business Partner relationships.

1. Product development and innovation

Roll out new and existing products & services in current markets

2. Drive growth in existing channels and develop new sales channels

Develop partner relationships through existing & new channels and sectors

3. International expansion

Expand internationally in new developing market economies

4. Pursue selected acquisitions

Selective acquisitions to drive incremental growth

Card Protection

- Card Protection growth in recently launched markets
- Product variants deployed to fit market needs
- Development of OneCall with additional features



Identity Protection

- Introduction of Identity Protection in Spain
- On-going product management with introduction of protection against spyware and malware attacks



Mobile Insurance

- Continued growth in mobile phone insurance in UK and Ireland
- Development in mobile assistance with data security and content management



Packages & Others

- Packaged Accounts growth in UK
- Elite Extras in USA with Retail partners
- New contracts for Airport Angel
- Home3 making good progress
- UK pilot Your Law



Card Activation

- Expansion and growth in Card Activation
- Scale in Southern Europe via EMV Chip & PIN roll-out
- In-house capability in USA



Partner Channels

- Working with business partners to develop product knowledge and drive sales performance in their telephone and branch / retail channels



Service Cross-sell

- Continued development of cross-sell in established markets including UK, USA and Spain



Digital & Others

- Development of on-line sales and service channels
- SMS engagement for customer service
- CPPs first social media and blog campaigns



Turkey

- Launched 2007
- New and existing business partners driving scale
- Renewal income building
- Full-year profits achieved 2010

2010:

GDP Growth	7.8%
Bankable Pop.	52.7m
Households	18.2m
Credit Cards	45.2m
Debit Cards	63m
Mobile Subscriptions	70.3m

Source: Euromonitor

India

- Launched 2008
- 9 partners
- Multiple sales channels
- Good cancellation performance
- Renewal income
- Product development

2010:

GDP Growth	9.7%
Bankable Pop.	803m
Households	222m
Credit Cards	24.3m
Debit Cards	130m
Mobile Subscriptions	450.8m

Source: Euromonitor

Mexico

- Launched 2009
- Focus on Card Protection campaigns
- Targeting new business partners
- Renewal income in 2010

2010:

GDP Growth	5.2%
Bankable Pop.	77m
Households	27.6m
Credit Cards	25.7m
Debit Cards	11.6m
Mobile Subscriptions	83.3m

Source: Euromonitor

China

- Launched 2010
- Retail & wholesale contracts for Card Protection
- New business partners and volume growth in 2011

2010:

GDP Growth	10.3%
Bankable Pop.	1,104m
Households	389m
Credit Cards	199.5m
Debit Cards	1,783m
Mobile Subscriptions	706m

Source: Euromonitor

Currently investigating Brazil as next country launch

CPP Northern Europe

- Retail and Packaged growth in UK
- Build Identity Protection volume and continue roll-out of Airport Angel
- Introduce new mobile protection products

CPP Southern Europe

- Scale Identity Protection
- Profitable expansion of Card Activation
- Consolidate on Legal Protection and introduce Airport Angel
- Progress in Mexico
- Investigation of Brazil

CPP North America

- Growth in new policy volume, capitalising on trend towards improved customer experience
- Targeted growth in Financial Services and Retail sectors
- Develop in-house telemarketing capability

CPP Asia Pacific

- New volume in China and India with Card Protection
- Build renewal book in India
- Development of Identity Protection

Summary

- Excellent growth and organic performance
- Stable renewal rates in UK
- Fast growing international business
- Proven growth track record

Outlook

- On-going product development
- Strong business pipeline
- Further international expansion
- Good earnings visibility



QUESTIONS

Eric Woolley, Group CEO

Shaun Parker, Group CFO

APPENDIX

Consolidated income statement



£ millions

	2010	2009
Continuing operations		
Revenue	325.8	292.1
Cost of sales	(189.1)	(167.9)
Gross profit	136.7	124.2
Administrative expenses		
Legacy share based payments	(3.8)	(10.4)
Other administrative expenses	(87.2)	(82.0)
Total administrative expenses	(91.0)	(92.4)
Share of loss of joint venture	(0.8)	(0.7)
Operating profit		
Operating profit before legacy scheme share based payments	48.7	41.5
Operating profit after legacy scheme share based payments	44.9	31.1
Investment revenues	0.3	0.7
Finance costs – derivative instruments	-	(1.6)
Finance costs – non-derivative instruments	(5.5)	(5.3)
Profit before taxation	39.8	24.8
Taxation	(12.6)	(7.9)
Profit for the year from continuing operations attributable to equity holders of the company	27.2	17.0

Consolidated balance sheet



£ millions

	2010	2009
Non-current assets		
Goodwill	16.5	16.1
Other intangible assets	22.1	15.7
Property, plant and equipment	15.4	13.9
Other non-current assets	4.0	3.5
Total non-current assets	58.0	49.1
Total current assets	77.2	90.5
Total assets	135.2	139.6
Total current liabilities	(86.9)	(91.9)
Net current liabilities	(9.7)	(1.4)
Total non-current liabilities	(28.5)	(90.7)
Total liabilities	(115.4)	(182.6)
Net assets/(liabilities)	19.8	(43.0)
Equity		
Share capital/share premium	49.3	15.2
Merger reserve	(100.4)	(100.4)
Other reserves	18.1	12.7
Retained earnings	52.7	29.6
Total equity attributable to equity holders of the company	19.8	(43.0)

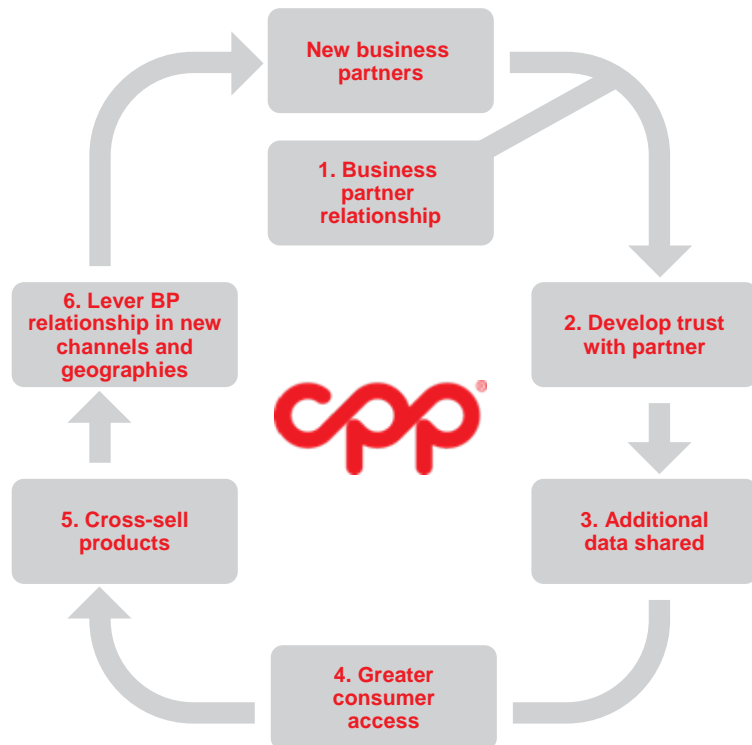
Consolidated cash flow statement



£ millions

	2010	2009
Net cash from operating activities	38.4	45.5
Investing activities		
Interest received	0.3	0.7
Purchases of property, plant and equipment	(3.7)	(2.2)
Purchases of intangible assets	(12.2)	(8.6)
Acquisition of subsidiary, net of cash acquired	0.3	(3.1)
Investment in joint venture	(1.0)	(0.8)
Net cash used in investing activities	(16.3)	(14.1)
Financing activities		
Dividends paid	(4.1)	-
Repayment of bank loans	(143.4)	(11.6)
Proceeds from new bank loans	66.7	-
Interest paid	(1.7)	(3.9)
Cash outflows on derivative financial instruments	-	(5.7)
Costs of refinancing	(1.1)	-
Issue of ordinary share capital	34.2	-
Net cash used in financing activities	(49.4)	(21.1)
Net (decrease)/increase in cash and cash equivalents	(27.3)	10.2
Effect of foreign exchange rates	-	(1.1)
Cash and cash equivalents at start of period	52.4	43.2
Cash and cash equivalents at end of period	25.0	52.4

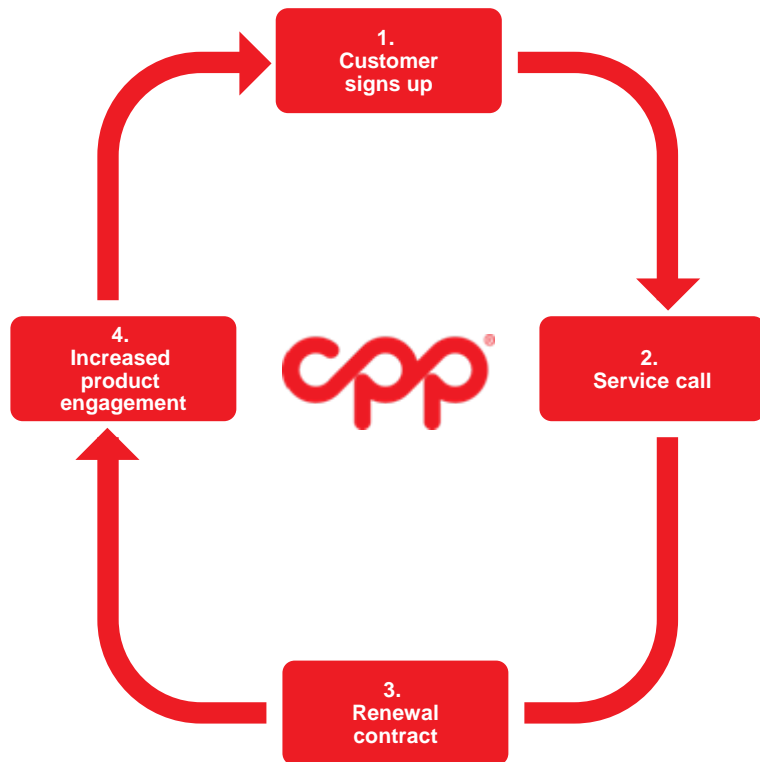
Our business model: a virtuous cycle Business Partners



1. CPP is invited to tender for formal contracts as well as proactively target prospective Business Partners across multiple market sectors, leading to multi-year contracts, typically based on the provision of one product or service and a key sales channel
2. During the initial phases of the relationship, CPP and the Business Partner work closely together to develop systems and processes necessary to fulfil the Business Partner's requirements
3. As the relationship progresses, customer data (subject to marketing permissions and data protection notices), performance data and market insight are shared
4. Additional sales channels, such as Card Activation and service cross-sell, are typically introduced over time to broaden the distribution of the lead product
5. Once the relationship is established, additional relevant products are introduced to the contract
6. Over time, further developments will be pursued such as packaged account management, development of product variants and expansion into new geographical markets

Our business model: a virtuous cycle

Customers



1. A prospect is presented with a CPP product through their relationship with the Business Partner. If they purchase the product they receive a fulfilment pack, with an appropriate cooling-off period
2. During the year, the customer will interact with CPP for policy administration, such as updating cards, change of address notifications, reporting lost or stolen cards, requesting Identity Protection support
3. Customer holds the product for a year and is presented with a renewal notification on the anniversary of purchase, reminding them of the product features and benefits. Products are regularly upgraded to include enhanced cover and superior protection, at a higher price point
4. In-life customer communications, on-going service interactions and cross-sales encourage engagement with the product's features and usage, which helps encourage retention and renewal