

2016 Annual General Meeting

**Chairman**

**Mr Chris Knoblanche AM**

18 NOVEMBER 2016

**iSelect**

always get it right

2016 Annual General Meeting

# CEO Presentation

Scott Wilson, Chief Executive Officer

Australia's  
Life Admin Store

18 NOVEMBER 2016

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1. FY16 Recap

2. FY17 Outlook

3. Formal Business

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Helping Australians “always get it right” on the boring but important stuff...

# Key FY16 financials

UNIQUE VISITORS

↑ 1m  
— TO —  
9m

SALES UNITS

↑ 10%  
— TO —  
397k

CUSTOMER LEADS

↑ 7%  
— TO —  
4m

EBIT

↑ 23%  
to A\$15m

CONVERSION

rates stable at  
9.9%

REVENUE/SALE

increased by 2%  
A\$466

REVENUE

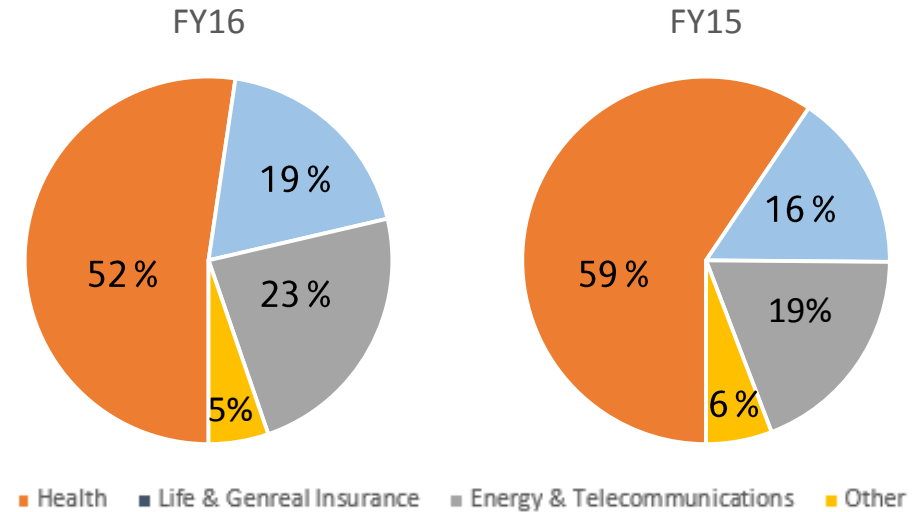
↑ 9%  
to A\$172m

Cash Balance as at 30 June 2016: \$87.6 m

# Growth in diversified product offering

## SEGMENT REVENUE - REPORTED (A\$m)

Segment	FY16	FY15	Change
Health	90.0	93.5	(4%)
Life & General Insurance	32.7	24.7	33%
Energy & Telecommunications	40.2	30.0	34%
Other	9.0	9.0	(1%)
<b>TOTAL</b>	<b>171.9</b>	<b>157.2</b>	<b>9%</b>



## SEGMENT RESULTS – HEALTH

Reported (A\$m)	FY16	FY15	Change
Revenue	90.0	93.5	(4%)
EBITDA	15.0	22.5	(34%)
Sales Units (000s)	117	137	(14%)
RPS \$	894	759	18%

## SEGMENT RESULTS – LIFE & GI

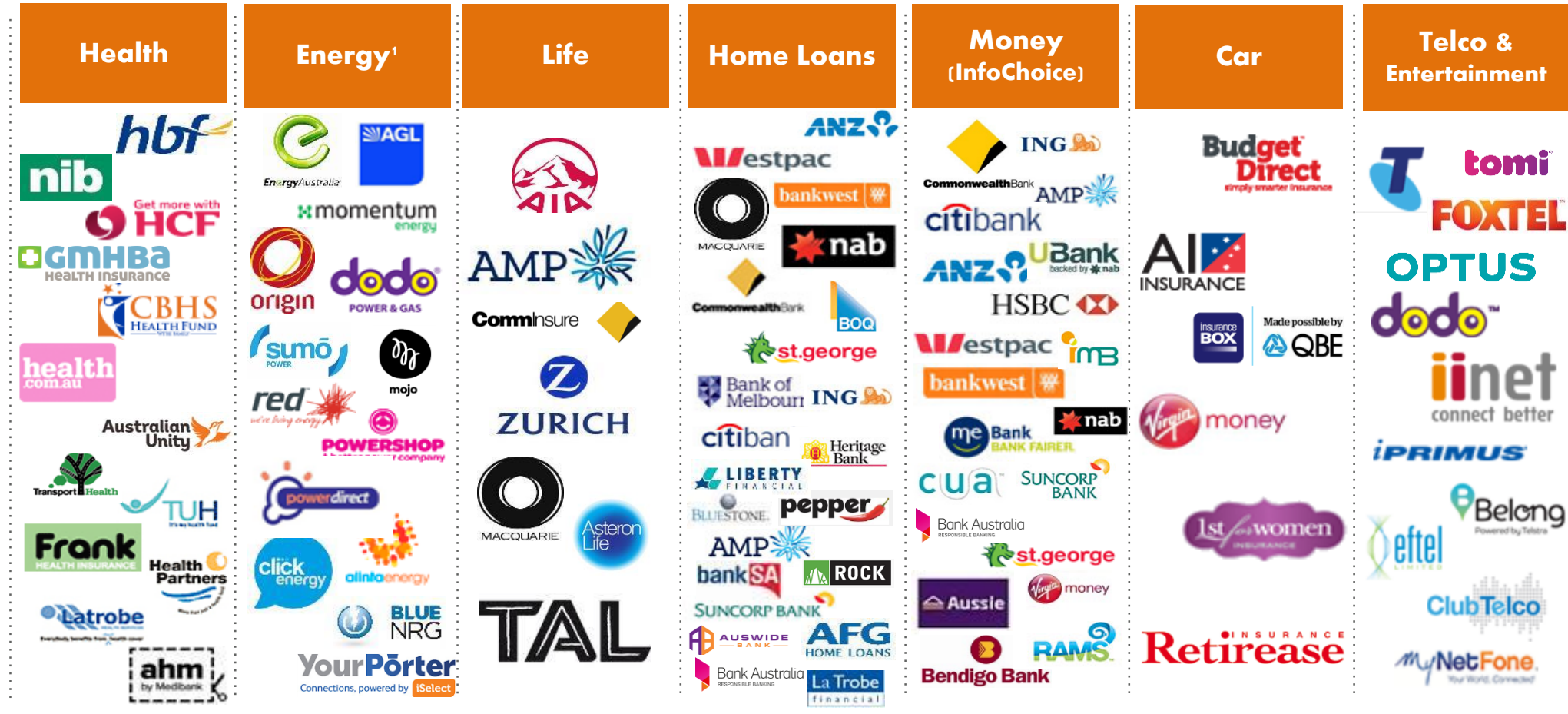
Reported (A\$m)	FY16	FY15	Change
Revenue	32.7	24.7	33%
EBITDA	11.9	7.8	53%
Sales Units (000s)	48	35	39%
RPS \$	578	645	(10%)

## SEGMENT RESULTS – ENERGY & TELCO

Reported (A\$m)	FY16	FY15	Change
Revenue	40.2	30.0	34%
EBITDA	1.74	1.7	2%
Sales Units (000s)	230	189	22%
RPS \$	204	184	11%

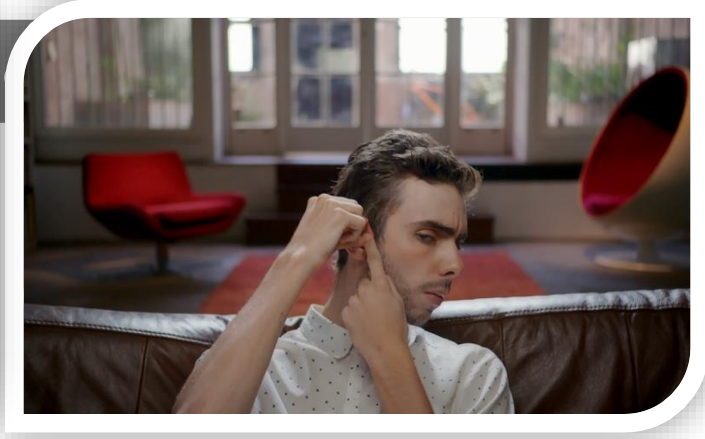
# The iSelect Marketplace

Competitive advantage: iSelect has 150 partner brands from over 100 partners acting as an industry barrier to entry.

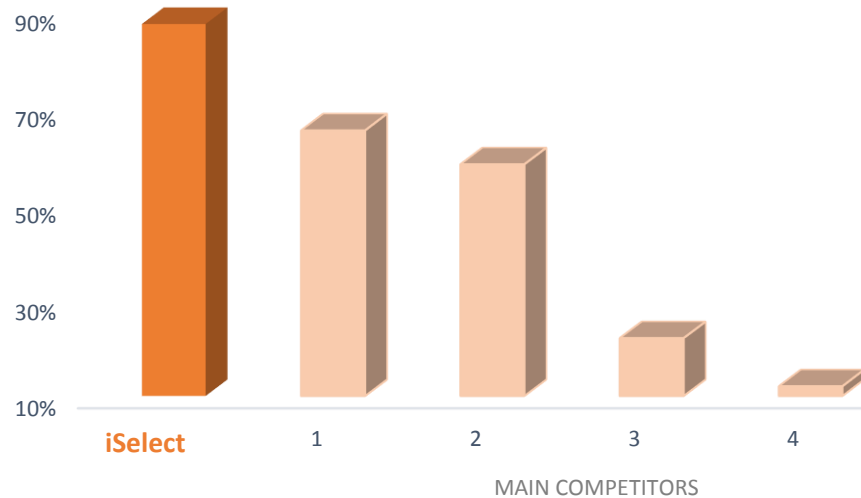


# iSelect marketing success

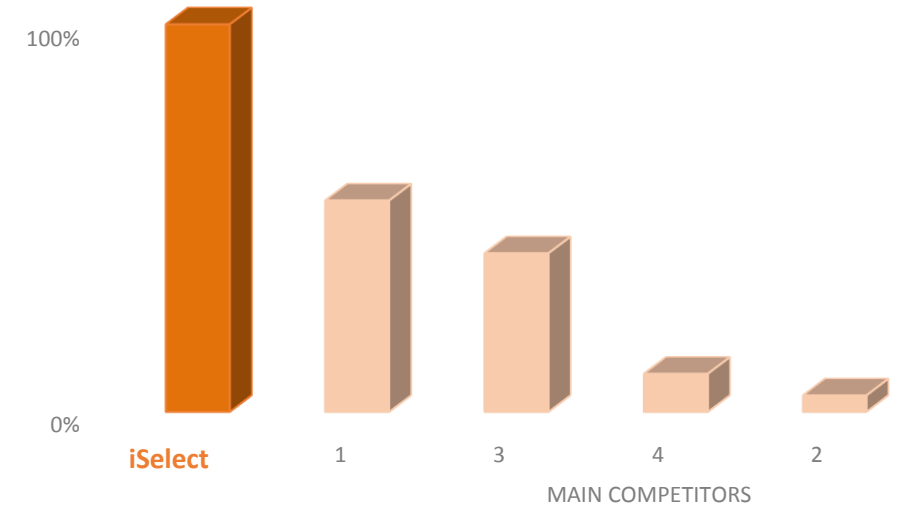
Brand  
Repositioned



Brand  
Awareness



Website Visits  
(relative to ISU)



1. FY16 Recap
2. FY17 Outlook
3. Formal Business

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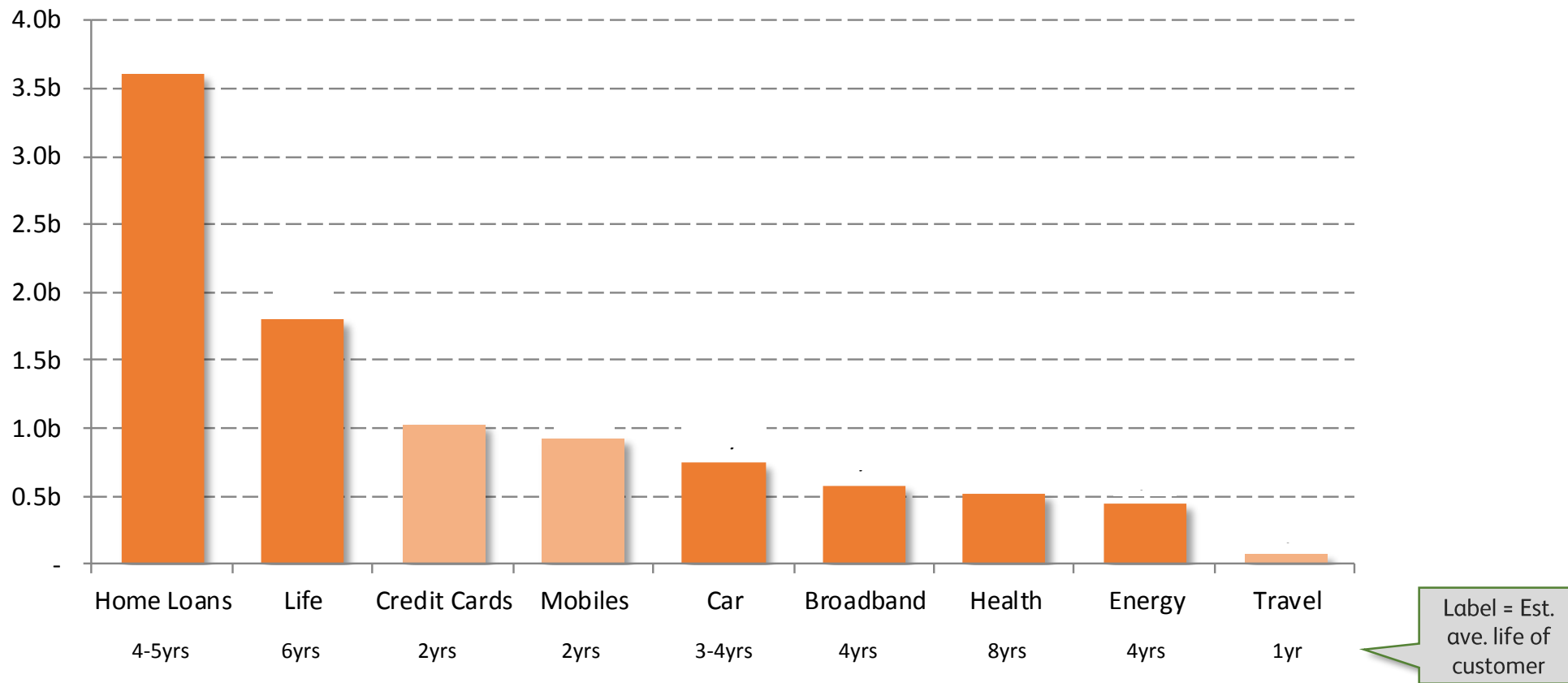
always get it right



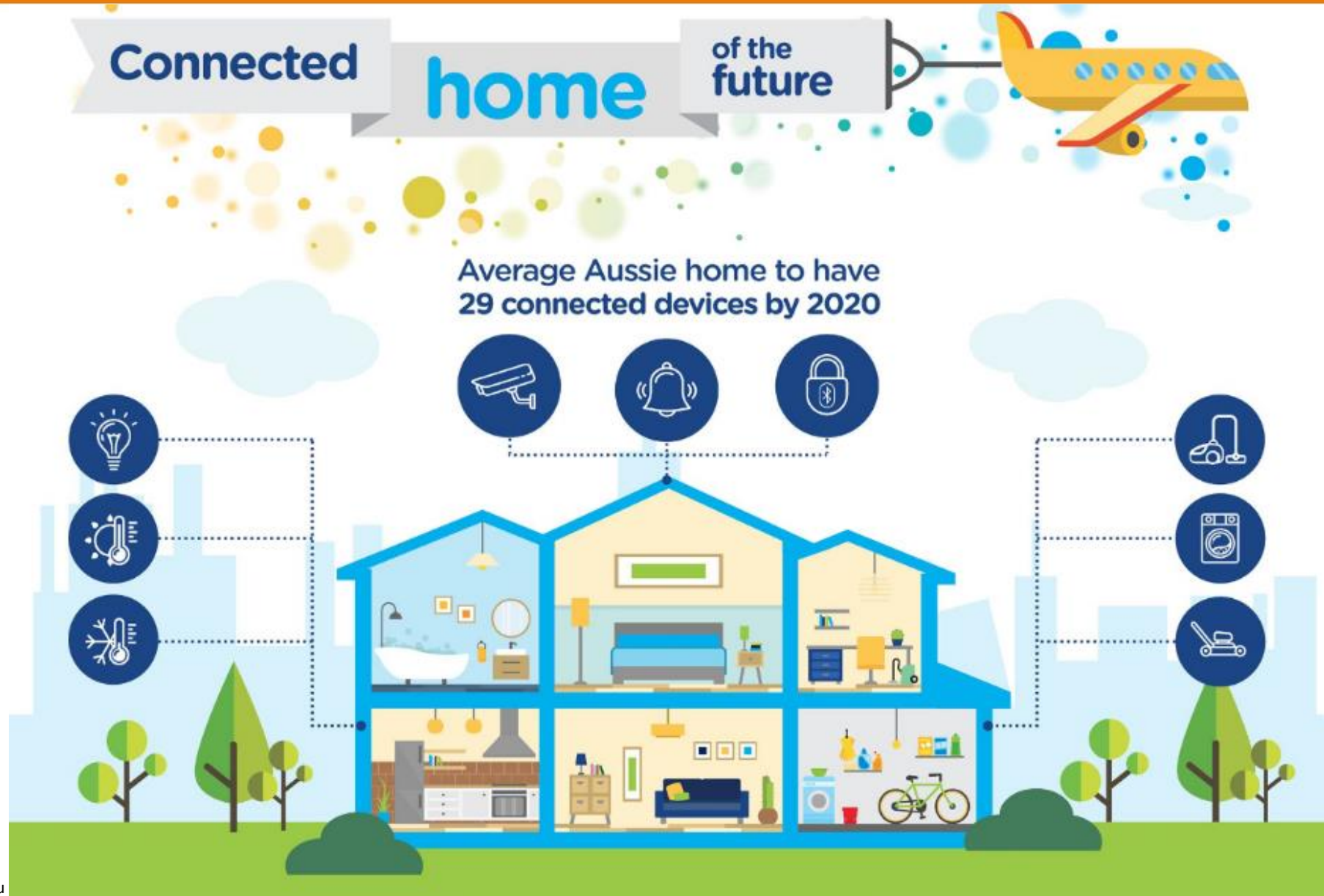
# Size of the Prize – Total addressable market >A\$9.5bn

Markets that iSelect operate in have material commissions pools for iSelect to tap

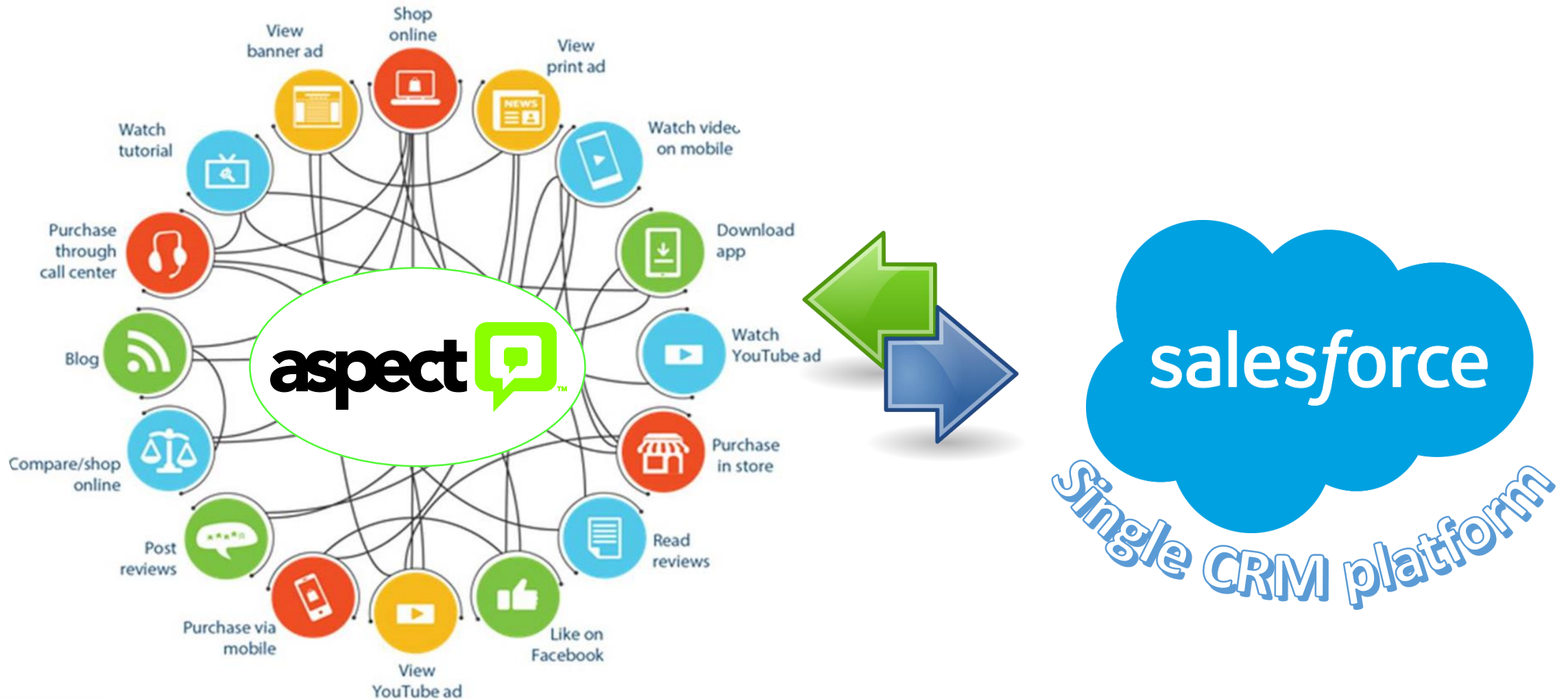
## Size of the commission pool by vertical (A\$'b)



# The Internet of Things



# Aspect & Salesforce to deliver the effortless customer experience



# Corporate Strategy

Vision

Australia's Life Admin Store

Corporate  
Strategy

Diversify

Efficient  
Market  
Place

Customer  
First

Employer  
of Choice

Platforms  
and Tech

Initiatives

- Increase New Verticals
- Develop Leadership and Capability
- Diversify Customer Lead Sources
- Reduce Cost to Serve
- Expand Lifetime Value of Customer
- Investment in Best-in-class Platforms and Technologies

Levers &  
Tactics

Cost  
Efficiency

Strategic  
Partnerships

Organic  
Growth

Inorganic  
Growth

Increasing  
Shareholder  
Value

# Transforming iSelect into Australia's Life Admin Store

## Current State

Online comparison service

Aggregator

Broker

Intermediary



## Future State

*Australia's*

**LIFE**

**ADMIN**

**STORE**

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THANK YOU

1. FY16 Recap

2. FY17 Outlook

3. Formal Business

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**Formal Business**

# Today's Procedure – Registration & Cards

- All those in attendance should have registered at the Computershare desk at the back of the room
- Shareholders, proxies and corporate representatives who are registered to vote today should have received a **GREEN** admission card
- Shareholders, proxies and corporate representatives who are registered to vote today should have received a **BLUE** admission card
- Visitors have been given a **WHITE** admission card and are not allowed to vote or speak at the meeting

# Today's Procedure – Discussion & Questions

- Questions should be limited to those related to the subject matter of the business and resolution outlined in the NOM
- We recommend that each area of discussion is limited to five minutes, unless otherwise required at the Chairman's discretion
- When asking a question, please show your **GREEN** or **BLUE** card, state your name and state whether you:
  - a) are a shareholder; or
  - b) are attending as a proxy

## Tabling of the iSelect 2016 Financial Report

# Resolution 1 – Adoption of the Remuneration Report

## Resolution 1 Adoption of the Remuneration Report

### Resolution 1 – Adoption of the Remuneration Report

#### Proxies Received

FOR	116,842,724
AGAINST	130,875
OPEN	160,512
ABSTAIN	28,885,253

## Resolution 2

### Re-election of Melanie Wilson as a director

### Resolution 2 – Re-election of Melanie Wilson

#### Proxies Received

FOR	143,327,878
AGAINST	2,879,702
OPEN	160,512
ABSTAIN	0,000

## Resolution 3

### Re-election of Bridget Fair as a director

### Resolution 3 – Re-election of Bridget Fair

#### Proxies Received

FOR	145,223,397
AGAINST	984,183
OPEN	160,512
ABSTAIN	0,000

# Resolution 4

## Approve Proportional Takeover Provisions in Constitution

### Resolution 4 – Approve Proportional Takeover Provisions

#### Proxies Received

FOR	146,164,380
AGAINST	14,500
OPEN	160,512
ABSTAIN	28,700

# Strength of Partner Relationships

“AIA Australia has had a longstanding partnership with iSelect. At the core of this partnership is a shared belief in both evolving the life insurance process and playing a part in closing the underinsurance gap in Australia. AIA Australia looks forward to continuing a sustainable relationship in a growing advice channel with iSelect.”

*Pina Sciarrone - Chief Retail Insurance Officer, AIA Australia.*

# Strength of Partner Relationships

“iSelect is a dynamic and forward thinking business that offers a choice of quality products and services across a range of industries for customers. We’ve enjoyed a strong relationship with the group for a number of years and value their approachability, professionalism and partnership.”

***Mark Vilo - Head of Wealth and Life Intermediaries, Asteron Life***

# Strength of Partner Relationships

“At TAL our business is based on partnerships and we’re proud to be one of iSelect’s first life risk insurance partners. We value our strategic collaboration as we mutually grow from strength to strength and look forward to an exciting future.”

*Niall McConville, GM Retail Distribution, TAL*

# Strength of Partner Relationships

“For over a decade nib has achieved above industry policyholder growth. Our partnership with iSelect has been a key part of our distribution strategy during that time. We share their passion for delivering a great customer experience”

*James Barr, Head of Marketing & Products, nib health funds limited*

# Strength of Partner Relationships

“As a key strategic business partner of ING DIRECT, iSelect has been an integral partner in advancing the home loan process for customers by truly embracing a digital approach. Innovations such as incorporating the ZipID customer identification process and acceptance of verbal signatures for loan application declarations are examples of where iSelect have simplified and streamlined the application process for customers.”

*Kristen Borger, Strategic Accounts Manager, ING DIRECT*

# Strength of Partner Relationships

“iSelect has added a useful complement to our direct marketing strategy, and we like how iSelect aligns shoppers with new value propositions they may have not known about - like Progressive’s lower cost car insurance.”

*Simon Lindsay, Country Manager, Progressive Car Insurance*

# Strength of Partner Relationships

“AGL and iSelect’s relationship has been a true partnership, focused on shared objectives and goals. Most importantly, the customer experience and needs of the customer have been at the forefront of what we have collectively delivered.”

*Michael Briggs, Head of Consumer Sales & Loyalty - AGL*

# Strength of Partner Relationships

“Given the importance of compliance in the retail electricity industry, it is reassuring to see iSelect take a leadership stance on this topic.”

*Ed McManus, CEO - Powershop*

# Strength of Partner Relationships

“iSelect customers have a lower propensity to churn which is driven by ensuring the customer is offered the best retailer based on their needs and wants. The customer knows they have been offered the best rate and has trust in the iSelect brand which is also maintained as soon as the customer switches to Sumo Power.”

*Sumo Power*

# Strength of Partner Relationships

“Belong Broadband’s partnership with iSelect has been important in growing our customer base since we partnered together in May last year. We look forward to continuing to work together on our mutual growth objectives with the purpose of creating a brilliant customer experience for all Belong customers who come via iSelect.”

*Belong Broadband*

# Strength of Partner Relationships

“AFG is proud to have been iSelect’s aggregation partner since the inception of the Home Loans vertical in 2011. We are delighted with the work and initiatives that we have carried out to date. iSelect is to be congratulated for their courage, investment and perseverance in trying to break convention. We look forward to creating the ‘what’s next’ and continuing to innovate with iSelect in what is a very strong partnership.”

*Them Lam, Business Development Manager, AFG*

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This document is a presentation of general background information about iSelect’s activities current at the date of the presentation, 18 November, 2016. It is information in a summary form and does not purport to be comprehensive.

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Any and all monetary amounts quoted in this presentation are in Australian dollars (AUD).

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