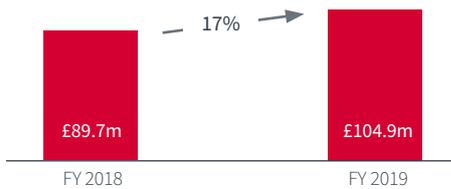


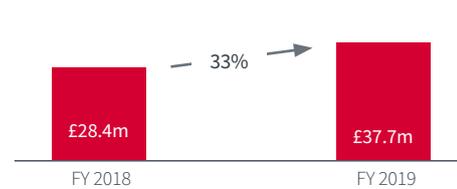
Annual results highlights and business overview

Highlights for the year ended 30 September 2019 (FY 2019)

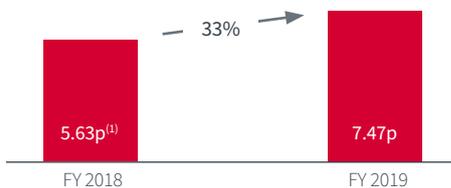
Revenue



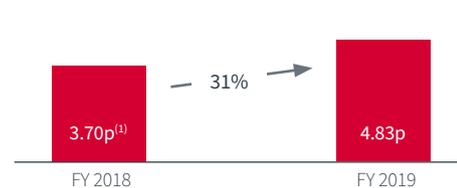
Profit before tax



Diluted earnings per share

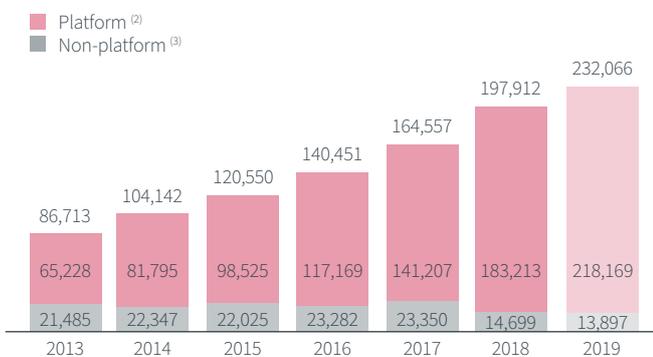


Total ordinary dividend per share



The key drivers of growth for our business

Retail customers



Assets under administration (AUA)



Andy Bell, Chief Executive, comments:

“These results are a strong endorsement of the business model and growth strategy that we outlined in the run up to our IPO a year ago. Our focus on the needs of our customers and helping them to invest has enabled us to continue to add new customers to the platform and retain existing ones. This has resulted in assets under administration increasing to £52.3 billion and helped us to deliver another strong financial performance with revenue up 17% and profit before tax up 33%. Our balance sheet remains strong and the Board has proposed a final dividend of 3.33p⁽⁴⁾ which takes the total ordinary dividend for the year to 4.83p, an increase of 31%. The structural growth drivers for investment platforms in the UK remain strong and if we continue to meet the needs of customers we are well placed to benefit from these over the coming years.”



Note: AJ Bell year end is 30 September.

1. Prior year comparative restated to reflect share reorganisation on 15 November 2018.
2. “Platform” includes AJ Bell Investcentre and AJ Bell Youinvest.
3. “Non-platform” includes AJ Bell Platinum, AJ Bell Media, AJ Bell Securities and third party products.
4. Final dividend subject to shareholder approval at the AGM in January 2020.

Business overview

- Co-founded by Andy Bell in 1995, AJ Bell is one of the largest investment platforms in the UK
- At the heart of our business is a clear and simple purpose: “We help people to invest”
- We do this by making our platform easy to use and great value, with a highly competitive pricing structure
- Unlike most other platforms, we operate at scale in both the advised and direct-to-consumer (D2C) segments of the platform market, through our flagship platform propositions: AJ Bell Investcentre and AJ Bell Youinvest
- Our platform gives customers access to a wide range of AJ Bell and third-party investment options via Self-Invested Personal Pensions (SIPPs), Individual Savings Accounts (ISAs) and Dealing Accounts
- AJ Bell listed on the London Stock Exchange’s Main Market in December 2018 (LSE: AJB). AJ Bell subsequently entered the FTSE 250 Index in March 2019

Key investment highlights

- **Our market** An attractive retail market within the UK savings and investment industry
- **Our proposition** An award-winning platform operating in both advised and D2C market segments
- **Our customers** A growing base of loyal, high quality customers with a customer retention rate in excess of 95%
- **Our business model** A profitable and cash generative business model supports a progressive dividend policy

Our market

We operate in a growing retail market within the UK savings and investment industry

Structural factors supporting growth

- ✓ **Demographics** – an ageing population both living and working for longer
- ✓ **Government and regulatory** – drive for greater personal responsibility and self-provision of long-term savings, supported by pension freedoms and auto-enrolment
- ✓ **Technology** – digital age driving tech-savvy customers and asset flows from non-platform to platform
- ✓ **Financial** – growing awareness of the UK savings gap and a shift from defined benefit to defined contribution pension schemes

High barriers to entry

- ✓ **Scale** – required to achieve profitability
- ✓ **Technology** – significant investment required to create scalable and robust systems with high levels of straight-through processing
- ✓ **Brand** – recognition and trust required both in advised and D2C market segments
- ✓ **Regulatory capital and compliance requirements** – increasing as platforms become mainstream



Our proposition

We operate an award-winning platform in both the advised and D2C market segments



- One of the UK's fastest growing adviser platforms
- Used by UK FCA-authorized advisers with either advisory or full discretionary permissions
- Account types: SIPPs, Stocks and Shares ISAs, Lifetime ISAs, General Investment Accounts (GIAs), Junior SIPPs, Junior ISAs, Offshore Bond accounts and a full range of income drawdown options
- Wide investment range: equities, funds, investment trusts, ETFs and bonds. Full SIPP capability including individual property
- Investment solutions: low-cost Managed Portfolio Service and passive fund range
- Highly competitive pricing

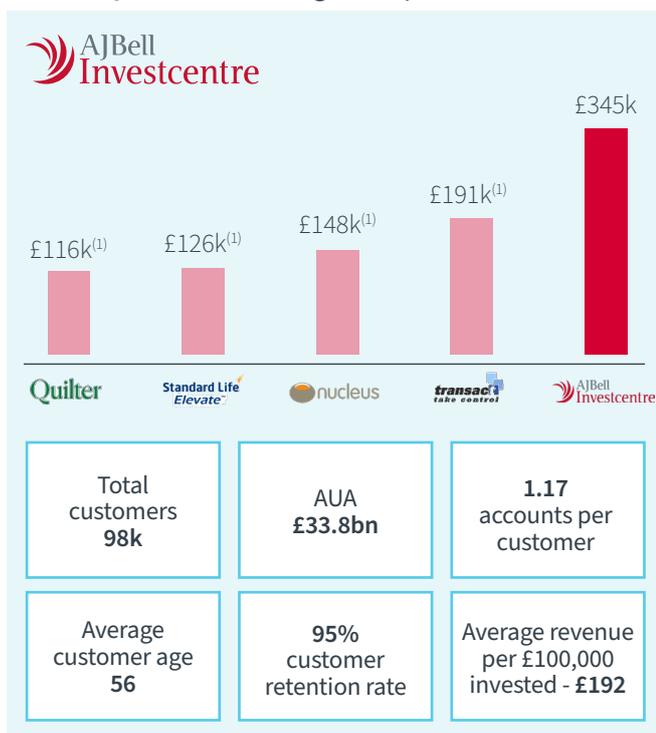


- One of the UK's fastest growing D2C investment platforms
- Execution-only – 'investment guidance' provided but no 'personal recommendations' (i.e. no regulated investment advice)
- Account types: SIPPs, Stocks and Shares ISAs, Lifetime ISAs, Dealing accounts, Junior SIPPs and Junior ISAs.
- Mainstream retail investments: equities, funds, investment trusts, ETFs and bonds
- Investment solutions: AJ Bell Passive funds, Favourite funds list and Ready-made portfolios
- Investment help: Shares magazine articles, videos, daily market updates, weekly insight emails, podcasts and rich investment data
- Highly competitive pricing

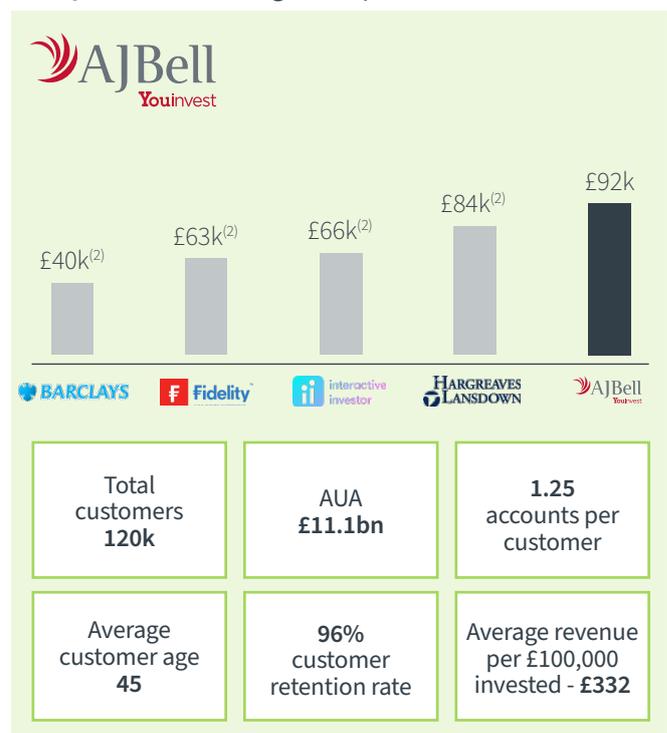
Our customers

Our loyal, high quality customer base leads to greater average customer portfolio values in the both advised and D2C market segments

Advised platform - average AUA per customer



D2C platform - average AUA per customer

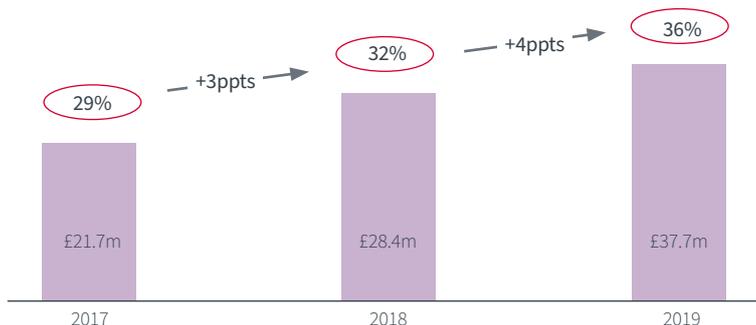


1. Source: Platform UK Adviser Platform Guide, March 2019.
 2. Source: Platform UK D2C: Market Size and Structure report, February 2019.

Our business model

A profitable and scalable platform with embedded growth and margin expansion opportunities

Operational gearing driving increase in profit margins

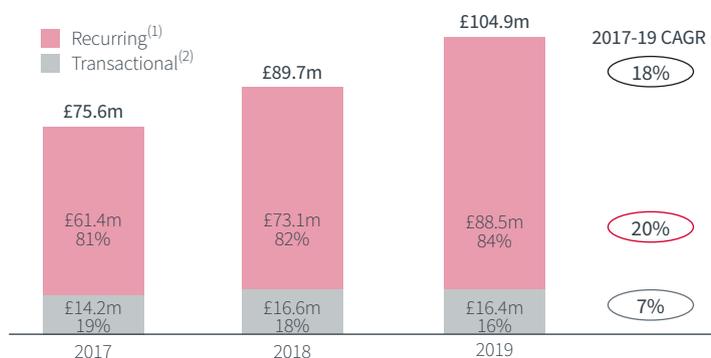


- Low operational impact of additional monies invested by existing customers
- Decreasing marginal cost of adding new customers and their assets to the platform

○ PBT margin
■ Profit before tax (PBT)

High quality, largely recurring revenue from a diversified mix of revenue types

Revenue split



- Diversified revenue model – mix of fixed fees and recurring charges provides a balance of inflation protection and resilience in the face of economic and capital market fluctuations
- Increasing recurring revenues – yields predictable and sustainable revenue streams

Our highly cash generative and capital light model supports a progressive dividend policy

Quick conversion of profits to cash

- A high proportion of our profit is converted into cash in the year it is earned

Capital light and materially debt free business

- Growth has been funded from retained earnings; it has not required primary fundraising or debt finance

Strong regulatory capital position

- Our strong regulatory capital position is supported by a high Pillar I coverage

Progressive dividend policy

- The Board has adopted a dividend policy based on a 65% payout ratio
- Surplus capital accrued (over and above regulatory requirements or other specific needs) will be returned to shareholders at an appropriate time

For further information contact IR@ajbell.co.uk

Note: AJ Bell year end is 30 September.

1. Recurring revenue: Ad valorem (custody charge; interest income; annual management charge) and fixed fees (annual admin fees; drawdown, property and off-panel fees; content and data subscriptions).

2. Transactional revenue: Transactional / activity based income.

This factsheet should not be relied upon when making any investment decision, including whether to dispose of or acquire or continue to hold any securities, nor does it constitute any form of financial opinion, recommendation or investment or tax advice with respect to any securities or financial instruments. If you need any financial, investment or tax advice, you should consult a suitably qualified professional adviser. No statement in this factsheet is intended as a profit forecast or profit estimate. Past performance is not a guide to future performance and you should not place reliance on any forward-looking statements. Information contained in this factsheet was current when it was first published on 5 December 2019 but may no longer be so when you review it.