



## **Full Year Results**

for the year ended 31 December 2009

26 February 2010



# Disclaimer

This presentation may contain forward-looking statements, including 'forward-looking statements' within the meaning of the United States Private Securities Litigation Reform Act of 1995. These forward-looking statements are based upon current expectations and assumptions regarding anticipated developments and other factors affecting the Group. They are not historical facts, nor are they guarantees of future performance. Because these forward-looking statements involve risks and uncertainties, there are important factors that could cause actual results to differ materially from those expressed or implied by these forward-looking statements. Further details of potential risks and uncertainties affecting the Group are described in the Group's filings with the London Stock Exchange including the Prospectus. These forward-looking statements speak only as of the date of this presentation.

This presentation and a press release will be posted on the investor section of the Rightmove website.

## 2009 Financial Results

Nick McKittrick

Finance Director and Chief Operating Officer

# Highlights

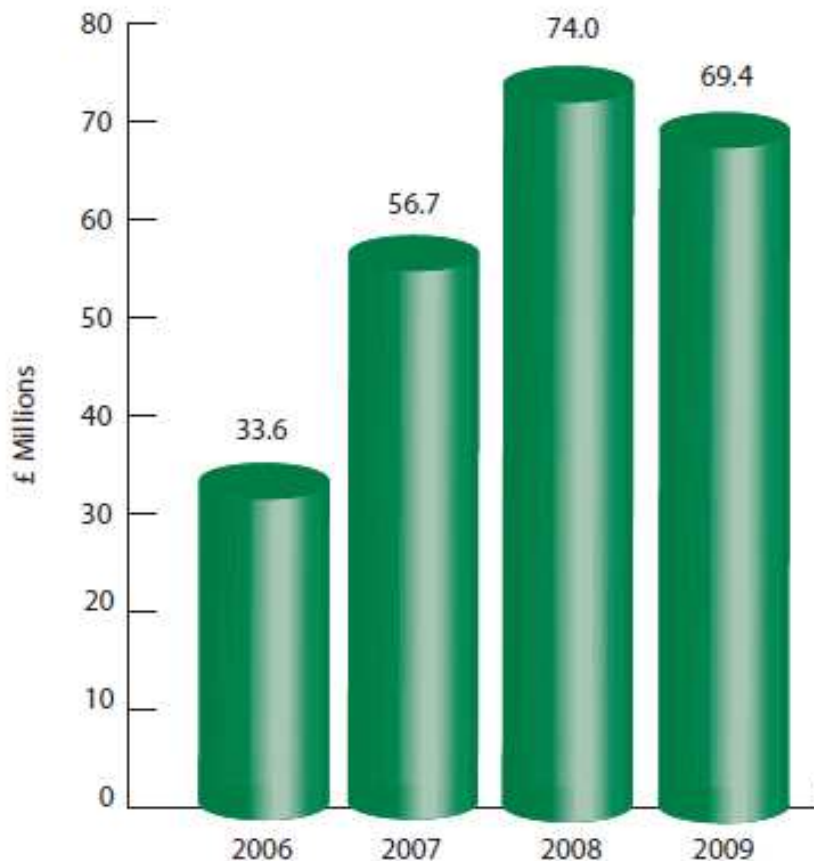
- Revenue down 6% to £69.4m (2008: £74.0m)
- Underlying operating costs reduced by 17% to £27.5m (2008: £33.0m)
- Underlying operating profit\* up 2% at £41.9m (2008: £41.0m)
- Underlying EPS\* up 28% to 30.5p (2008: 23.8p)
- Net cash of £3.4m (2008: net debt of £16.9m)
- Final dividend of 7p (2008: 7p) for a full year dividend of 10p (2008: 10p), unchanged

\* From continuing operations before share-based payments, NI on share-based incentives and capital reconstruction credit/costs

Source: Rightmove

# Revenue

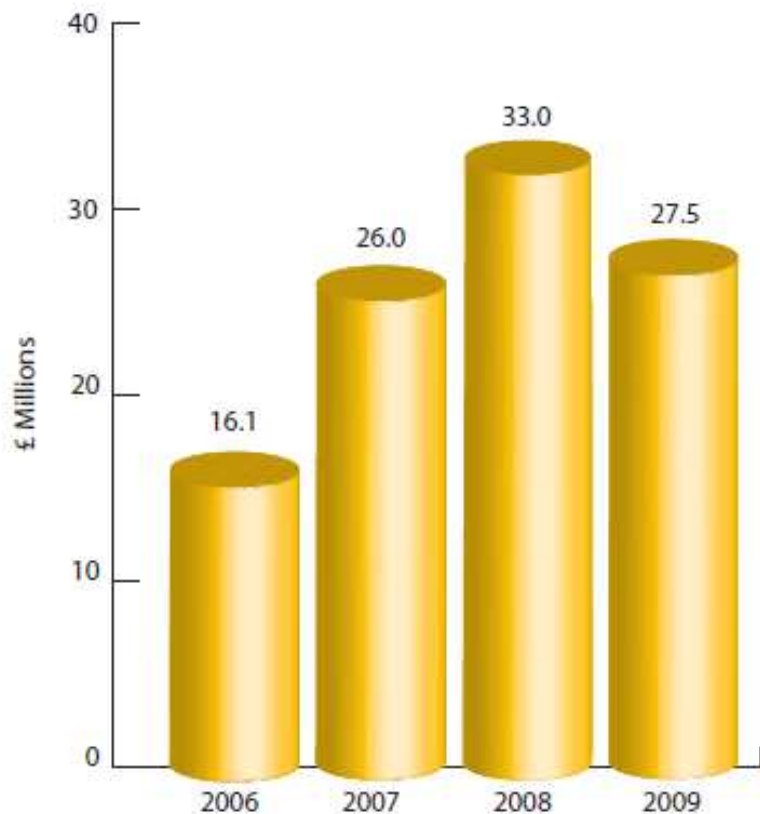
## Revenue



- Revenue for the year was down 6% as a result of the fall in the number of agents in the second half of 2008 and the fall in new homes developments in the second half of 2008 and first half of 2009
- Second half 2009 revenue of £35.8m up from £33.6m for the first half
- January 2010 was our highest revenue month ever at £6.66m with further impact of higher prices still to come over next few months

# Costs

## Operating costs\*



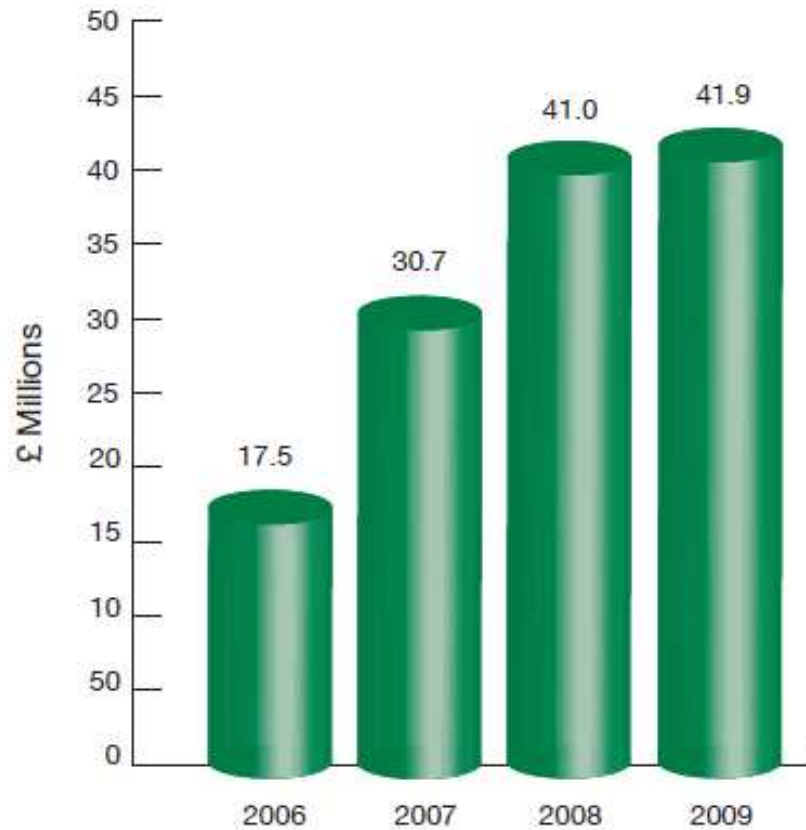
- Overall costs down £5.5m as a result of staff restructuring in 2008 and low levels of bad debt
- Within the overall cost reductions, marketing spend increased by £0.3m to £5.0m and Holiday lettings costs increased by £0.6m to £3.6m
- Excluding the seasonal impact of TV advertising, the costs are still running close to the 2009 low point but we are growing sales and product development capacity

\* From continuing operations before share-based payments, NI on share-based incentives and capital reconstruction credit/costs

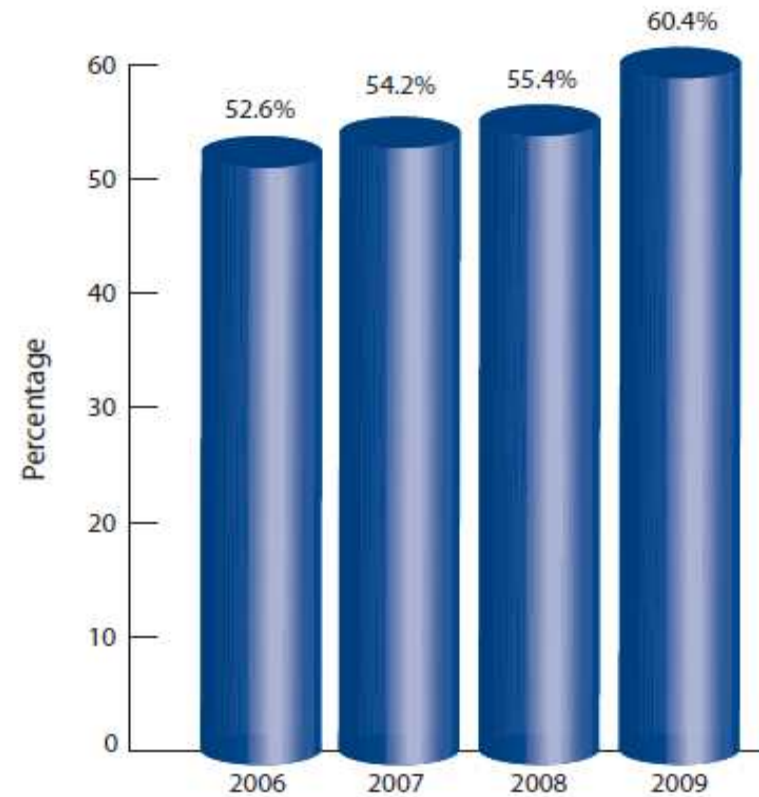
Source: Rightmove

# Profit and margin

## Underlying operating profits\*



## Margin\*



\* From continuing operations before share-based payments, NI on share-based incentives and capital reconstruction credit/costs

Source: Rightmove

# Income statement

	2009 £m	2008 £m
<b>Revenue</b>	<b>69.4</b>	74.0
Sales	(6.1)	(8.8)
Technology and Product Development	(4.5)	(5.2)
Marketing	(5.0)	(4.7)
G&A	(8.1)	(9.9)
Holiday Lettings Limited	(3.6)	(3.0)
Bad Debt	(0.2)	(1.4)
<b>Total Costs</b>	<b>(27.5)</b>	(33.0)
<b>Underlying Operating Profit*</b>	<b>41.9</b>	41.0
Net financial expenses	(0.9)	(1.3)
<b>Profit before tax*</b>	<b>41.0</b>	39.7

\* From continuing operations before share-based payments, NI on share-based incentives and capital reconstruction credit/costs

Source: Rightmove



# Balance sheet

	2009 £m	2008 £m
Property, plant and equipment	1.4	1.9
Intangible assets	14.3*	11.1
Deferred tax assets	2.7	0.2
<b>Total non-current assets</b>	<b>18.4</b>	<b>13.2</b>
Trade and other receivables	9.4	12.6
Cash and cash equivalents	25.9	23.1
<b>Total current assets</b>	<b>35.3</b>	<b>35.7</b>
Loans and borrowings	(5.0)	(40.0)
Trade and other payables	(13.8)	(12.4)
Income tax payable	(5.2)	(5.8)
Deferred consideration	(8.9)*	(6.1)
<b>Total current liabilities</b>	<b>(32.9)</b>	<b>(64.3)</b>
Loans and borrowings	(17.5)	
Deferred tax liabilities	(0.1)	(0.1)
<b>Total non-current liabilities</b>	<b>(17.6)</b>	<b>(0.1)</b>
<b>Net assets/(liabilities)</b>	<b>3.2</b>	<b>(15.5)</b>
Share capital	1.2	1.2
Retained earnings/Other reserves	2.0	(16.7)
<b>Total equity</b>	<b>3.2</b>	<b>(15.5)</b>

\* Increase in the deferred purchase consideration for Holiday Lettings Limited of £2.8m and corresponding increase in intangibles

# Cash flow

	2009 £m	2008 £m
Operating cash flow	41.8	42.6
Changes in working capital	4.4	(3.9)
<b>Cash generated from operations</b>	<b>46.2</b>	<b>38.7</b>
Interest paid	(0.7)	(1.5)
Income taxes paid	(10.8)	(10.0)
<b>Net cash from operating activities</b>	<b>34.7</b>	<b>27.2</b>
Interest received	0.2	0.7
Capex, incl. intangibles	(0.3)	(1.0)
Dividends paid to shareholders	(10.9)	(10.4)
Dividends paid to minority shareholders	(0.9)	
Purchase of own shares (inc dealing costs)	(5.5)	(45.0)
Proceeds on exercise of share options	5.4	
Purchase of shares by the EBT	(2.4)	
Proceeds from borrowing (net of costs)		39.8
Repayment of borrowings	(17.2)	
Debt issue costs	(0.1)	(0.2)
<b>Net cash used in investing and financing activities</b>	<b>(31.7)</b>	<b>(16.1)</b>
Net increase in cash	3.0	11.1
Cash at 1 January	22.9	11.8
<b>Cash at 31 December</b>	<b>25.9</b>	<b>22.9</b>

# EPS, dividend and debt

- Underlying EPS of 30.5p (2008: 23.8p) being a combination of:
  - Increased underlying operating profit +0.8p
  - Decrease in net finance charge: +0.4p
  - Lower effective tax rate: +4.3p
  - Impact of share buy backs: +1.2p
- Final dividend of 7p (unchanged) bringing the full year dividend to 10p (unchanged)
- Net cash of £3.4m(2008: net debt of £16.9m)
- Outstanding debt of £22.5m retired early in February 2010 with no penalties
- 1.1m shares bought back during 2009 at an average price of 484p and a further 0.7m bought by the EBT to satisfy share-based awards

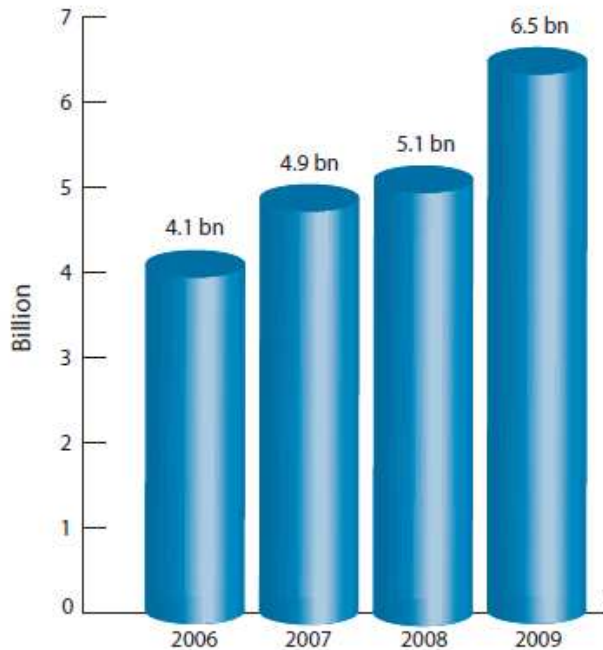
# Key Performance Indicators

Ed Williams

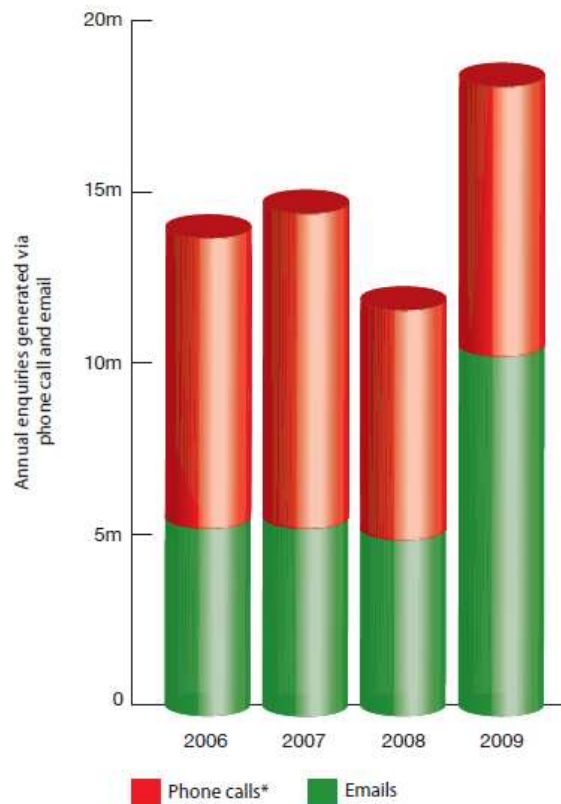
Managing Director

# Leadership with home hunters

## Page impressions



## Enquiries



## Market share

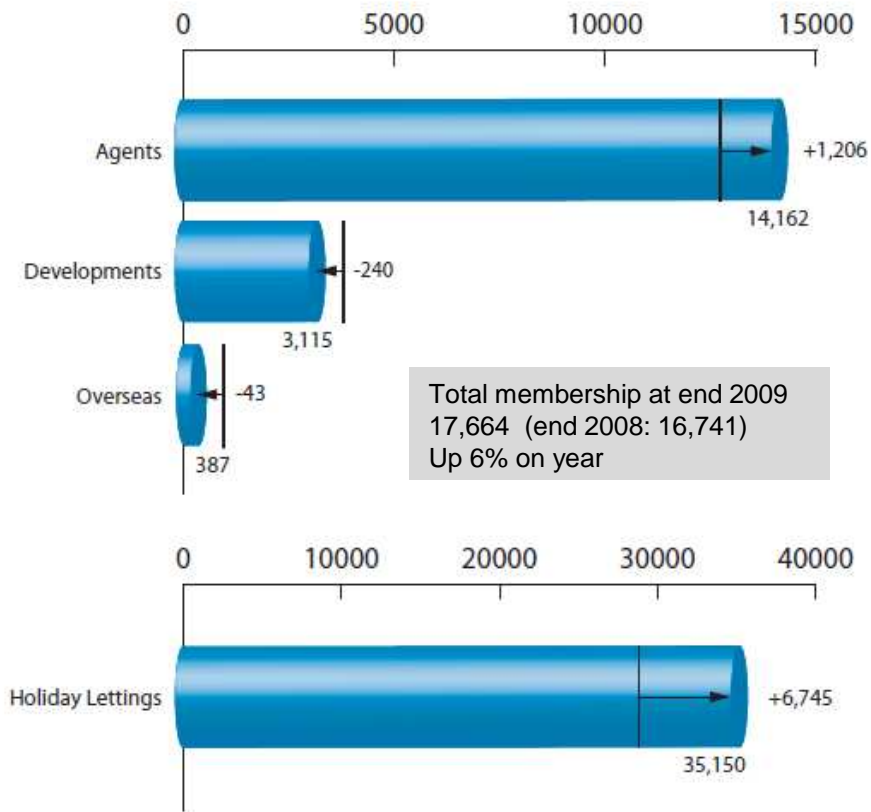
(of the top 4 UK property websites by pages viewed)



# Leadership with advertisers

## Membership\*

Change during 2009

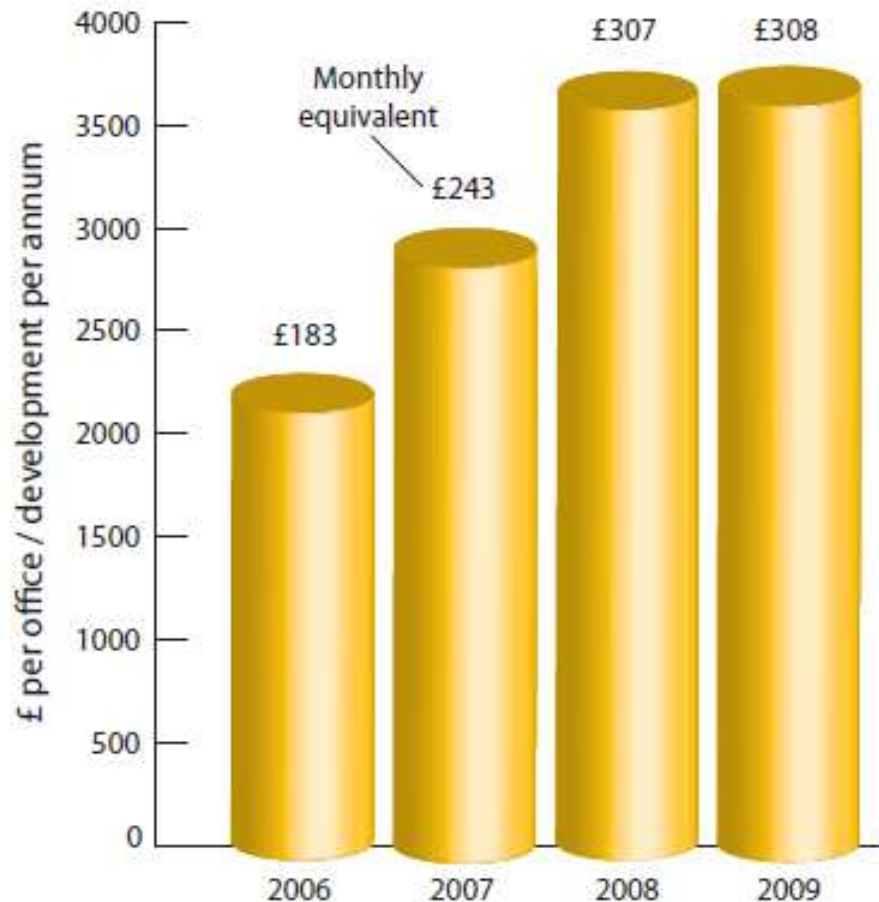


\* Number of estate agency, lettings only and overseas offices and number of new homes developments

- Agency membership continued to grow healthily through the second half of 2009 with an average net gain of 95 a month
- Housing Association development numbers continue to fall, wiping out small gains in the number of developments. However, a couple of significant customer wins resulted in an increase in development numbers in the second half
- Overseas membership is flat but within that there is a decline in the number of agents and developers and an increase in people advertising a single property, resulting in a decline in ARPA
- Holiday lettings advertisements continue to grow strongly, with January being the most important month of the year

# Leadership in advertising spend

## Average Revenue Per Advertiser

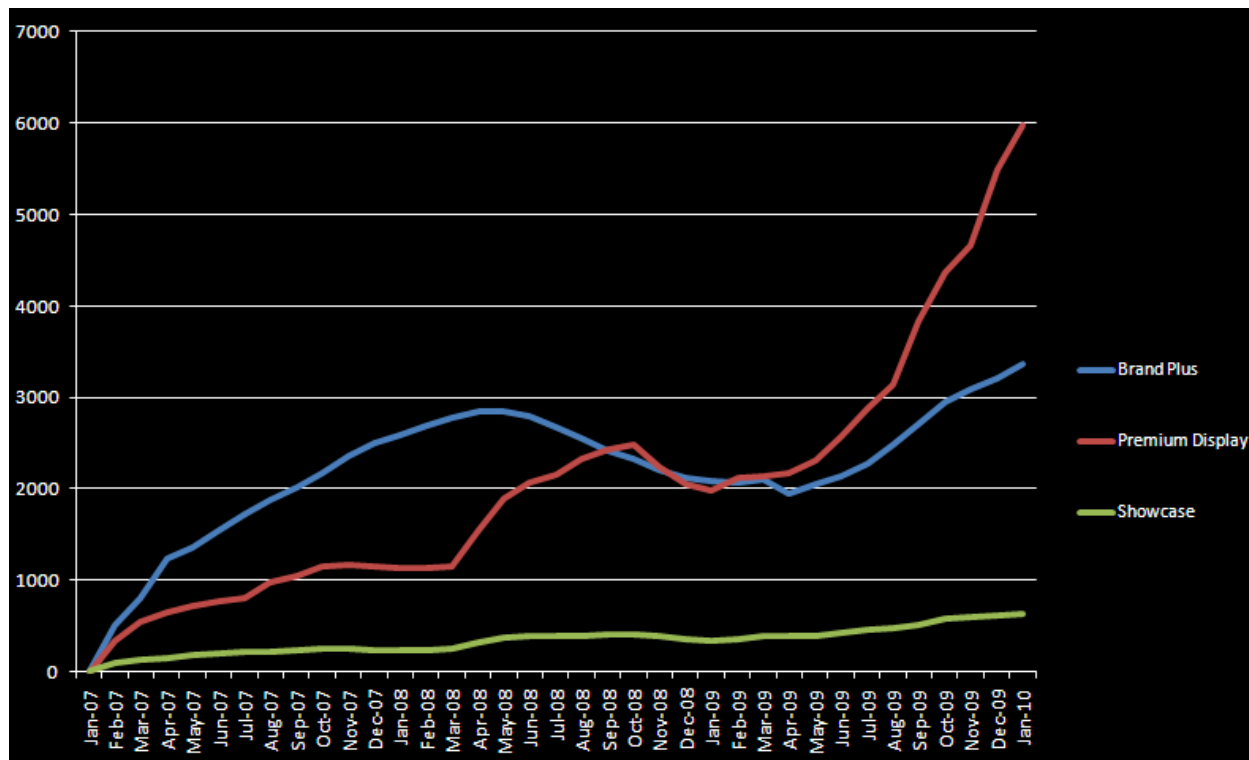


- Little overall change in ARPA compared to 2008 but up £3 per month compared to the first half of the year
- Underlying ARPA grew most strongly in lettings only and holiday lettings. The only decline was in overseas homes with the growth of individual property advertisers
- Having adjusted for impact of change in customer mix (more lettings agents and fewer developments), underlying ARPA rose by 5% despite no increase in the membership fee
- ARPA growth in January was strong and both agency and new homes ARPA should grow strongly through the remainder of the first quarter. In January ARPA was already up 12% on 2009

# Leadership in advertising spend

## Choice product adoption rate

(among independent estate agents of original three products)



- From the moment agents stopped leaving the industry in large numbers (February 2009) there has been a strong rise in the adoption levels of Choice products
- As an alternative to the 2010 price rise customers are offered the opportunity to lock in their 2009 price for another year if they elect to take a bundle of Choice products

# Strategy and Outlook

Nick McKittrick

Finance Director and Chief Operating Officer

# Innovation

## Increased spend from our advertisers

The screenshot shows the Rightmove search interface for properties for sale in SE1. The search criteria are: Location: SE1; Search radius: This postcode only; Property type: Any; Number of bedrooms: No min to No max; Price range (£): No min to No max. Additional filters include Retirement properties: No preference; Shared ownership: No preference; Added to site: Anytime; and an option to include Under Offer, Sold STC... A green 'Find properties' button is visible. Below the search form is a banner for 'Local homepage for SE1' with the text 'Selling And Letting On The South Side' and the website 'www.acorn.ltd.uk'. The banner features a background image of the Tower Bridge and modern buildings along the river. The text 'The Acorn Group' is repeated four times at the bottom of the banner.

- Our focus is on display advertising products to allow our advertisers to promote their brand and proposition
- Initial sales of display advertising in November and December were worth close to £250,000 in January (though £50,000 was a single one-month-only order)

# Outlook

## Prospect of strong growth in 2010 based on:

- Ahead of expectations in terms of starting point for 2010
- Price rises (to be completed earlier than planned)
- Strong sales of existing Choice products
- Positive initial uptake of the new display products and good renewal rate from January to February
- Modest membership growth
- Continued low cost base

# Strategy

- UK property advertising market
- Organic revenue growth from increased spend by our advertisers
- Continuing to return all excess cash generated to shareholders, through dividends and share buy backs