

We're on a mission...

A growing, disruptive portfolio

We continue to innovate the price comparison industry, whilst building our auto-switching capabilities through AutoSave.

In 2019, we delivered our strategy through diversified revenue streams. Our opportunities and services are delivered through our award-winning brands.

A year ago, we had recently acquired MyVoucherCodes and weflip had just launched. Now we have four household brands that have gained traction and are revolutionising their industries.

Comparison

GoCompare, a leading UK financial services, utilities and home services comparison website.

GoCompare has a central mission – to be the people's insurance champion – we are focusing on car insurance and utilising our extensive experience to ensure the customer is at the heart of everything we do.

In August 2019, we launched our innovative proposition, offering up to £250 free excess protection for car insurance customers; strengthening our position as the comparison service that looks after its customers at every stage of the insurance buying process. The early results are promising, with growth in traffic, conversion, brand preference and offer awareness since the television adverts first aired in early H2.

AutoSave

weflip and Look After My Bills: innovative switching services using technology to automatically switch people onto better energy tariffs.

As 2019 got underway, weflip had a phenomenally successful launch and gained momentum with strategic television advertising. Whilst our mid year acquisition of Look After My Bills has been an incredibly valuable asset to the business, surpassing AutoSave customer number expectations in the second half of the year.

Building our capabilities in energy, the acquisition of one of the fastest-growing energy savings services, Look After My Bills, means the GoCo Group now has a combined customer base across Look After My Bills and weflip in excess of 300,000 live customers.

Rewards

MyVoucherCodes, connecting consumers with money-saving offers from the world's leading brands.

Each week, MyVoucherCodes sends a variety of emails with the best selection of deals, vouchers and offers across fashion, restaurants, electronics, travel, beauty and more to its 8m email subscribers. With over 9,000 brands, MyVoucherCodes is the UK's #1 online destination for free vouchers, discounts and deals. MyVoucherCodes continues to build on its inherent brand equity, and is growing in a crowded landscape.

Platform services

GoCo Group continues to find new ways to free customers from the boredom of sorting household bills. We are leveraging our SaveStack™ platform, to provide our four brands with great distribution potential through other brands. The competitive landscape has evolved, and we are tackling a significant opportunity by integrating our technology into leading banking apps.

GoCompare

300k

live AutoSave customers

LOOK
AFTER MY
BILLS

+4%

Q4 car insurance revenue
growth on GoCompare

woflip

£115m+

sales delivered to our partners
via Rewards businesses



MyVoucherCodes
MORE MONEY IN YOUR WALLET

ENERGYLINX

