



FIND PORTAL LTD

## PRESS RELEASE

26<sup>TH</sup> SEPTEMBER 2006 – FOR IMMEDIATE RELEASE

# Find acquires Defaqto

Find Portal today acquired market research company Defaqto to create a new force in consumer finance.

[London, UK, 26/09/2006] Find Portal Limited ("Find"), which owns and operates [www.find.co.uk](http://www.find.co.uk) - one of the UK's leading consumer finance portals - announces the acquisition of The Independent Research Group Limited ("TIRGL"), owners of Defaqto, a leading independent product research business, that originates, evaluates and distributes a vast array of data to the UK financial services industry.

Defaqto's products are used by all leading financial institutions including major UK banks, building societies, investment houses and insurance companies and by thousands of Independent Financial Advisers and insurance brokers. Defaqto's products and services are also used by UK government and regulatory bodies, including the FSA, GISC and IIB, and its data appears widely in the press.

Kenn Herskind, CEO of Find, said: "With this move, we are consolidating our position as the digital partner of choice for the UK's most reputable financial institutions. We not only get access to new consulting services, but also exceptional products such as the Aequos\* database, widely regarded as the leading financial product research tool."

Find will continue to invest in, develop and support Defaqto's valued client base through both online and offline channels.

Find is also keen to exploit the world of Web 2.0, combining Defaqto's data with its existing editorial content to offer consumers new ways to interact with financial information and make choices based on more than just price. Such methods range from putting Defaqto's calculators and ratings online, to creating online "mashups" - combining different disparate datasets to produce a result greater than the sum of the constituent parts - in the interests of the best customer experience.

The shareholders of TIRGL were advised by Smith & Williamson Corporate Finance Limited. James Cox of 3i, the largest shareholder, commented: "Since our initial investment in 1998, TIRGL has developed significantly; expanding both its research and analysis across a variety of retail financial products and developing its online capability. This transaction offers a good opportunity for us to realise our investment and provides the company with the ability to continue to grow and benefit from being part of Find. We wish the company every success for the future."

\* The Aequos database offers full information on over 30,000 products from over 1,000 providers covering Mortgages, Savings, Loans and Credit Cards, Life, Pensions, Healthcare, Investments

(including ISAs), Offshore and General Insurance products. Products can be compared on any number of criteria. Users can create customised tables of data based on their own search criteria to enable like for like comparison and competitor analysis to be carried out.

The Aequos database service is used by over 200 financial services companies including insurance companies, investment companies, banks, building societies, and by thousands of intermediaries, including over 3,500 independent financial advisers and insurance agents. Products covered include all distribution channels (e.g. direct, tied and IFA products). Defaqto recently launched Aequos Engage, an online adviser-dedicated product search engine, covering life, pensions and investments. Defaqto's other products include FundTracker and RateTracker.

#### About Find

Find Portal Limited, and its wholly owned subsidiary Omnium Communications Limited (Omnium), specialise in strategic online marketing and brand development for the financial services sector. Find is backed by FF&P Private Equity Limited, the private equity division of Fleming Family & Partners, and Electra Quoted Management, part of the Electra Partners Group.

Find owns and operates [www.find.co.uk](http://www.find.co.uk) - Your Friend in Finance - one of the UK's leading consumer finance portals, which features the widest choice of market-leading financial products.

Find.co.uk features quick, impartial and easy-to-use comparisons, analysis and reviews on products from the majority of the UK's financial companies. It features seven key product centres: Banking, Credit Cards, Investments, Loans, Mortgages, Pensions, Insurance, and dedicated sections for Expatriates, Businesses, and IFAs.

Omnium is authorised and regulated by the Financial Services Authority (FSA Reference No. 435537) to conduct the regulated activity of introducing and arranging Investments, Mortgages and Insurance.

<http://www.find.co.uk>

#### About Defaqto

Defaqto Limited, the principal UK operating subsidiary of The Independent Research Group Limited ("TIRL"), is an independent financial data collection and research company established in November 1993 to provide comprehensive and up-to-date product information to the financial services industry. Defaqto Limited reported a turnover of £4.1m in 2005, up 8% on the previous year.

Its team of approximately 75 includes over 40 skilled researchers, who constantly monitor the market, and obtain most information direct from the product providers. The main data sources comprise new product notifications, brochures, data sheets, policy documents, key features documents, websites and sales literature.

In 2001 Defaqto was appointed by the Financial Services Authority as its official data collection agent for the Comparative Tables Service.

<http://www.defaqto.com>

#### About FF&P Private Equity

FF&P Private Equity provides its clients with the opportunity to invest in the equity of high growth, unquoted companies whose objective is to generate attractive returns through the subsequent listing, or trade sale, of these companies. FF&P Private Equity has over £250m of discretionary funds under management and invests typically £5 million to £25 million of equity per transaction, although it will also commit larger amounts in conjunction with a number of its blue chip co-investors. It places particular emphasis on backing commercial managers with a track record in successful execution of business plans and enhancing shareholder value.

<http://www.ffandp.com/private-equity>

#### About Electra Quoted Management

Electra Quoted Management, part of the Electra Partners Group, is a growing specialist asset manager, focusing on niche investment products. Established in 1981, the company has evolved into a highly respected multi-product entity, concentrating on both the quoted and unquoted UK smaller companies arena. With over 20 years of investment experience to offer, Electra Quoted Management's focus is on meeting the needs of the investor, both individual and institutional. It counts amongst its clients financial institutions and individual investors and at 31 October 2005 had assets under management of over £95m.

<http://www.electraquoted.com>

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