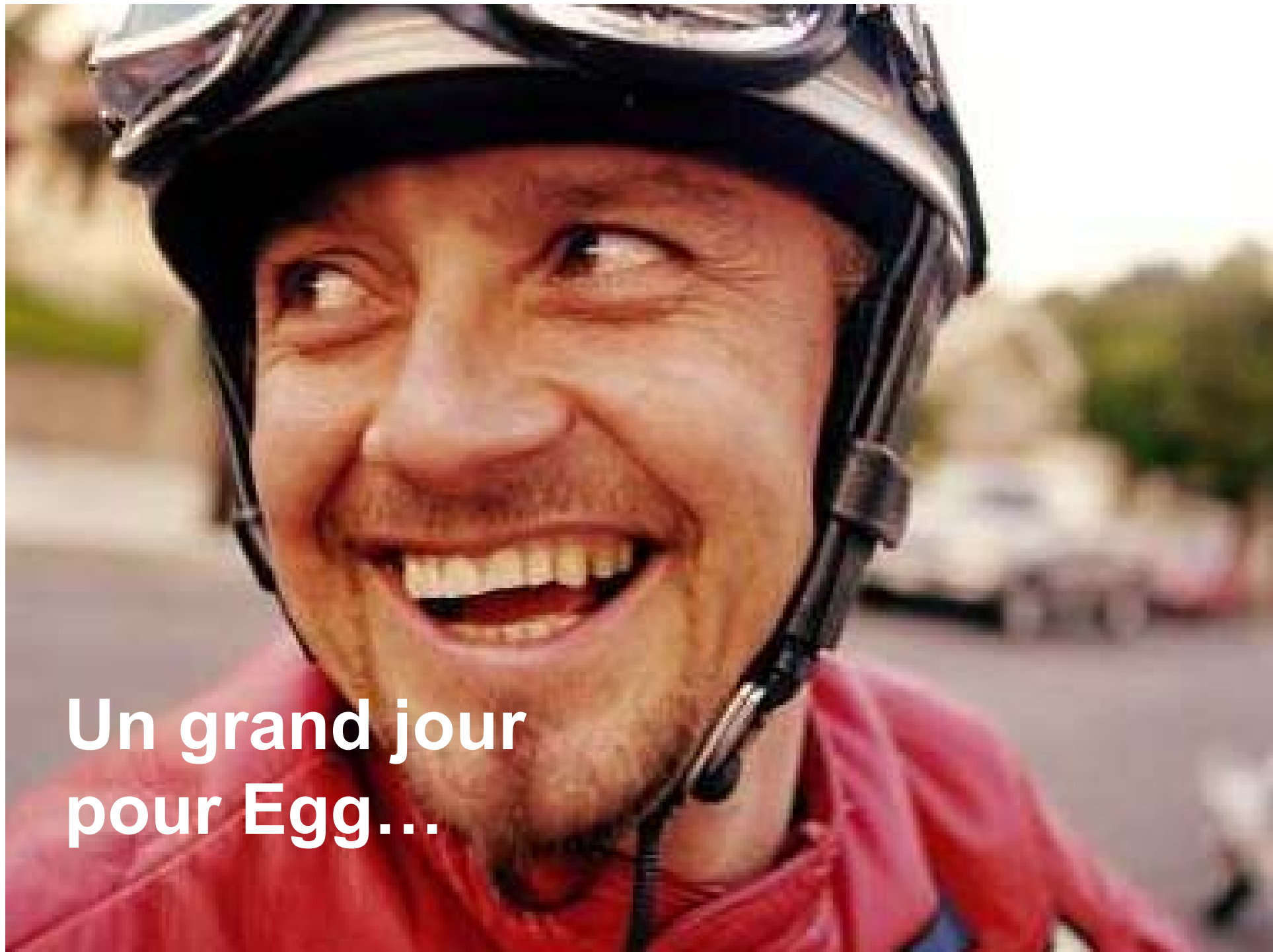


Egg plc

Egg France

30 October 2002

eggTM



Un grand jour
pour Egg...

Agenda

Egg France

Paul Gratton,
Group CEO

The First Egg Product

Olivier de Montety
President du Directoire,
Egg France

Marketing & Launch Strategy

Richard Duvall, Chief
International Officer

Financials

Stacey Cartwright
Group CFO

Summary

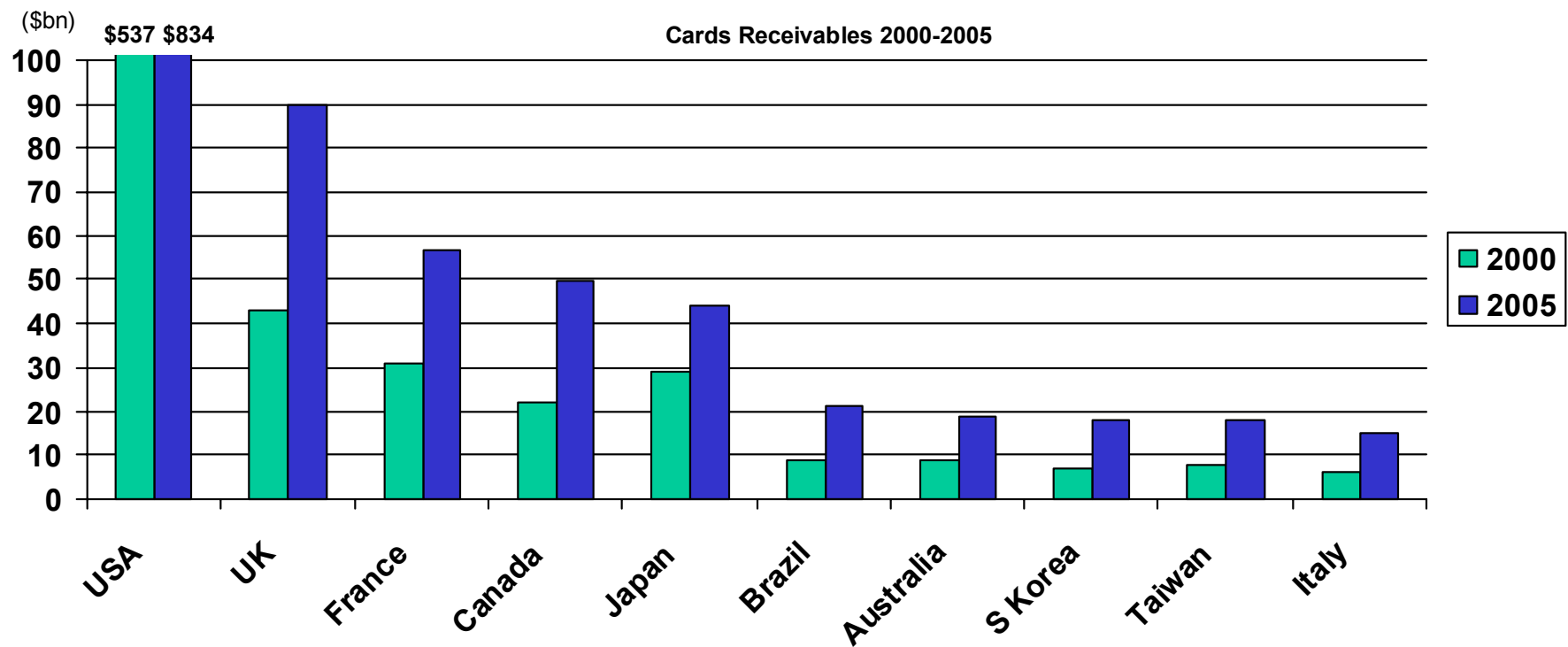
Paul Gratton



Why France?

market opportunity

- Europe's third largest financial services market and one of the top five in the world.
- a huge card opportunity - after UK and US, the world's largest revolving balance (card) market, driven by store cards and private label networks.



Why France?

internet looks set for explosive growth



- 25% increase in Internet penetration in last 12 months
- 26% of French use Internet
- 24% of French Internet users are now banking online
- over 7 million expected to bank online within next 2 years

Why France?

research findings indicate Egg can meet consumer needs



- 10,000 have taken part in research groups
- Egg brand has cut through in France
- Egg's launch proposition is unique and consumers have an appetite for it
- 3 key findings that indicate why Egg can succeed:
 - people want a different relationship with their lender
 - people want to understand their money better - "feel in control"
 - people want to manage their money in a way that fits their lifestyle (convenience)

Egg in France

the management team

- we have built a French management team that combines the best of Egg's existing know-how with local and international market expertise
- the two senior people in charge of the French business are:

Richard Duvall

(Chief International Officer)

- one of the founders of Egg in the UK
- Chief Marketing Officer at launch of Egg
- responsible for Egg's international development

Olivier de Montety

(President du Directoire, Egg France)

- 11 years with Fimat
- created Fimatex the online broker
- founder and CEO of Zebank since launch

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Launch proposition

from 2 November 2002



You buy and...

Launch proposition

from 2 November 2002



...Egg will give
you back 1%
of the amount
you spend...

...in cash !

Cash back = 1 %

Launch proposition

from 2 November 2002



La Carte Egg

Launch proposition

la Carte Egg – payment facilities



At the end of the month,
pay in full...

Or

- Pay in instalments...
- Up to €15,000 credit available
- Competitive interest rate:
APR 12.99%

Launch proposition

introductory offer



Cash back = 5 %

For purchases up until

31 December 2002

No annual fee

For cards accepted before

31 December 2002

Launch proposition

key features summary

- La Carte Egg
 - international Visa card
 - 12.7% interest (APR 12.99%)
 - 1% cash back on all purchases
 - +
 - incentive offer of 5% cash back until 31/12/02
 - no annual fee for cards approved before 31/12/02 (€35 p.a. thereafter)
 - associated insurances
- Banque Complementary status
 - no link to current account required
 - no direct competition with the main French banks



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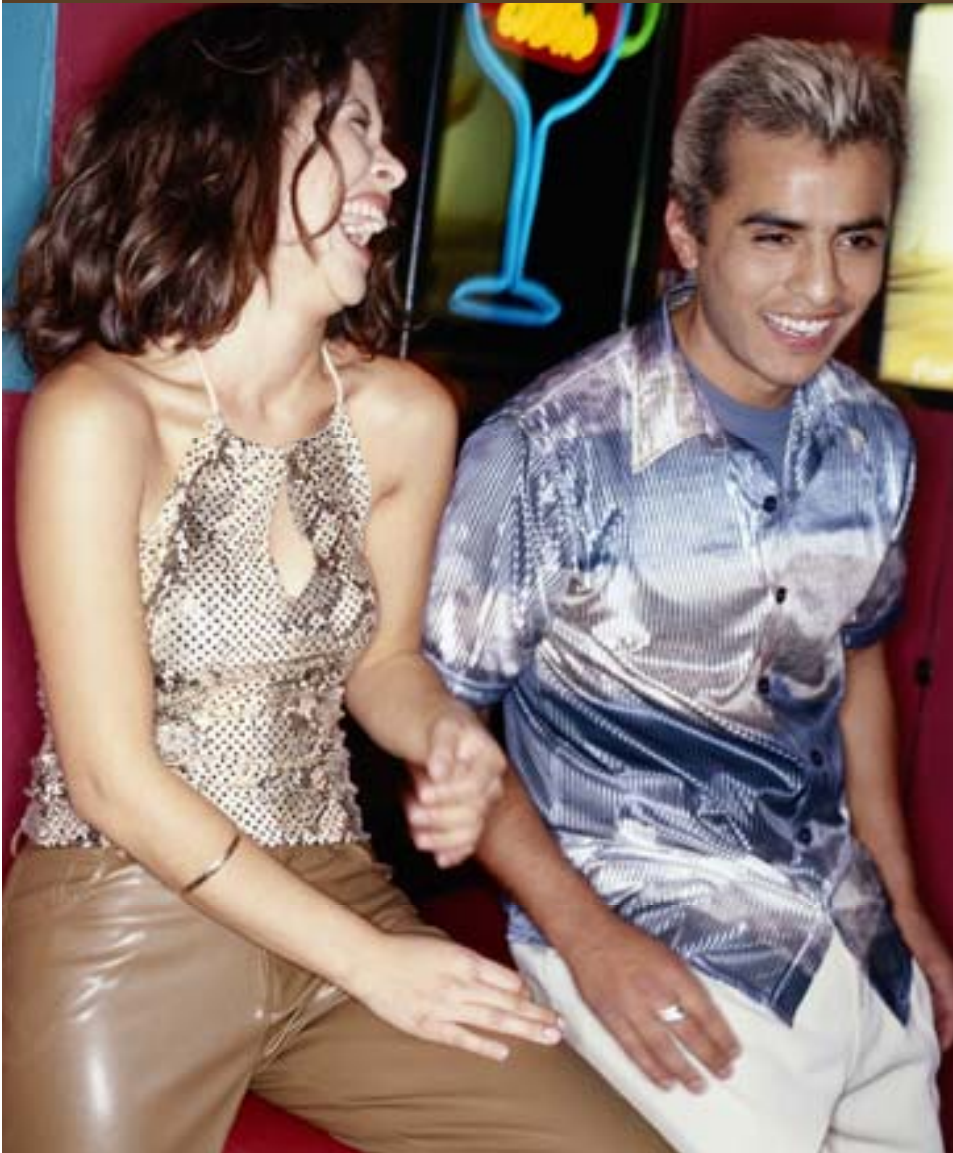
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Launch in France

who are we targeting?



- about 11 million consumers
- urban
- 25-49 years old with above average income
- cosmopolitan lifestyle
- Internet access

Launch in France

what the French say they want from their banks



- new, original ideas
- services adapted to their lifestyle
- convenience
- “a better deal”

Launch in France

what the French say about Egg



- designed for consumers by consumers
- accessible
- 21st century brand with people-centric values
- honest, transparent, offer value

Launch in France

TV ads



une autre idée de l'argent
eggTM
www.egg.fr

Launch in France

direct distribution

The screenshot shows the Egg website homepage. At the top, a purple banner features the slogan "j'en veux davantage" and the Egg logo with the tagline "une autre idée de l'argent". Below the banner is a navigation menu with links for "Carte Egg", "Banque", "Bourse", "Epargne", "Crédit", "Actualités", "votre Carte Egg", and "vos autres comptes". The main content area is titled "Une nouvelle approche" and includes a sub-header "Ça y est, Egg arrive en France." followed by a paragraph: "Notre valeur ajoutée ? Apporter des réponses simples, ingénieuses et financièrement intéressantes à vos questions d'argent." Below this text is a photo of a smiling woman and a "en savoir plus" button. To the left of the main content are three vertical navigation menus: "Accueil" (with links for "Les avantages", "Qui sommes-nous", "Egg dans la presse", "Egg recrute"), "Autres sites" (with link for "Egg UK"), and "Egg et vous" (with links for "Contacter Egg", "Devenir client", "Être informé", "Sécurité"). To the right of the main content are two more vertical menus: "S'informer" (with "L'édito" and "en savoir plus") and "Outils" (with sub-sections "Apprendre", "Simuler", and "Quizz").



www.egg.fr

Launch in France

retailer distribution - Avenir Telecom



- 59 Internity shops across France
- trained and incentivised staff
- strong in-store Egg brand presence
- marketing rights to customers held by Egg

Launch in France

the campaign



- 2,300 TV spots
- 7.5m print ads and inserts
- reaches 20 million consumers

Launch in France

awareness is building in the press



LE FIGARO
ENTREPRISES

"L'avenir d'Egg a long terme semble ... assuré" -
21/10/02

Egg's long term future seems bright



Les Echos
Le Quotidien de l'Economie

"Egg (...) prépare le lancement de son offre en France (...) et rien ne semble laissé au hasard" -
18/10/02

Egg is preparing for its French launch and is leaving nothing to chance



Stratégies
Stratégies
L'ECONOMIE DE LA COMMUNICATION ET DES MEDIAS N° 1244 3/7/2002 - 3,30€

"Egg faite partie des rares réussites parmi les sociétés du web" - 20/09/02

Egg is a rare Internet success story



LA VIE DES
agences
BANQUES ET NEGOCES - HOMMES ET CARRIERES - TECHNIQUES ET PROJETS

"Egg, c'est une véritable révolution invitant les clients à prendre le pouvoir ..." 27/09/02

Egg is a genuine revolution where the clients take control (of their money)

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Financials

our targets



- profit and loss investment 2002-2004 : €160m
- 1 million customers by end 2004
- breakthrough into profit by end 2004

Financials

status at Q3 2002

€'m

Profit & loss account

Cumulative to end

Q3 2002

2004

Loss before tax

(30)

(160)

Brand & marketing spend

(4)

(80)

Development spend

(8)

(24)

Employees

400

1,000

Financials

first product - visa card

key targets / assumptions

	France End 2002	France End 2003	UK 2002
Main APR	12.99%	12.99%	13.9%
% revolving	60%	65%	80%
Spend per month (€)	600	300	300
Interchange	0.45%	0.45%	1%
Cash back	5%	1%	0.5%
Average balance (€)	800	1,300	2,500
Annual fee (€)	0	35	0

Financials

credit plans



- targeting upmarket 'ABC1' customer base (as in UK)
- controls
 - scorecard (Fair Isaac with French consumer default data)
 - verification of data
 - Banque de France 'black' data
- management of book
 - direct debit
 - robust collections policies
- sophisticated fraud systems
- prudently allowing for higher level of bad debt than in UK
- MI tracking in place from launch

Financials

brand and marketing spend

IDEE RECUE N° 9 :
Les blacks ont un grand sexe.

IDEE RECUE N° 1 :
Ce n'est pas en dépensant de l'argent qu'on en gagne.



eggs
www.egg.fr

CARTE EGG : LA 1^{re} CARTE BLEUE VISA INTERNATIONALE QUI VOUS REVERSE 1% DU MONTANT DE VOS DECHETS.

La Carte Egg, c'est simple : chaque année, vous reversez sur votre compte bancaire courant 1% de tous les achats que vous avez réglés avec elle (1% de cash back*). Vous n'avez pas besoin de changer de banque, vos achats sont prisés sur votre compte courant habituel, et elle vous est offerte le premier août*. De plus, elle vous donne accès à une réserve d'argent** disponible en permanence. Vous pouvez consulter vos transactions et historiques simplement via Internet, SMS/24 et 7J/7.

Et comme les Blacks sont pratiques, Egg vous reverse exceptionnellement 5% de montant de tous vos achats effectués avant le 31 décembre 2002. Pour recevoir votre carte, il suffit de vous connecter sur www.egg.fr.

IDEE RECUE N° 21 :
Les blondes n'ont rien dans la tête.

IDEE RECUE N° 1 :
Ce n'est pas en dépensant de l'argent qu'on en gagne.



eggs
www.egg.fr

CARTE EGG : LA 1^{re} CARTE BLEUE VISA INTERNATIONALE QUI VOUS REVERSE 1% DU MONTANT DE VOS DECHETS.

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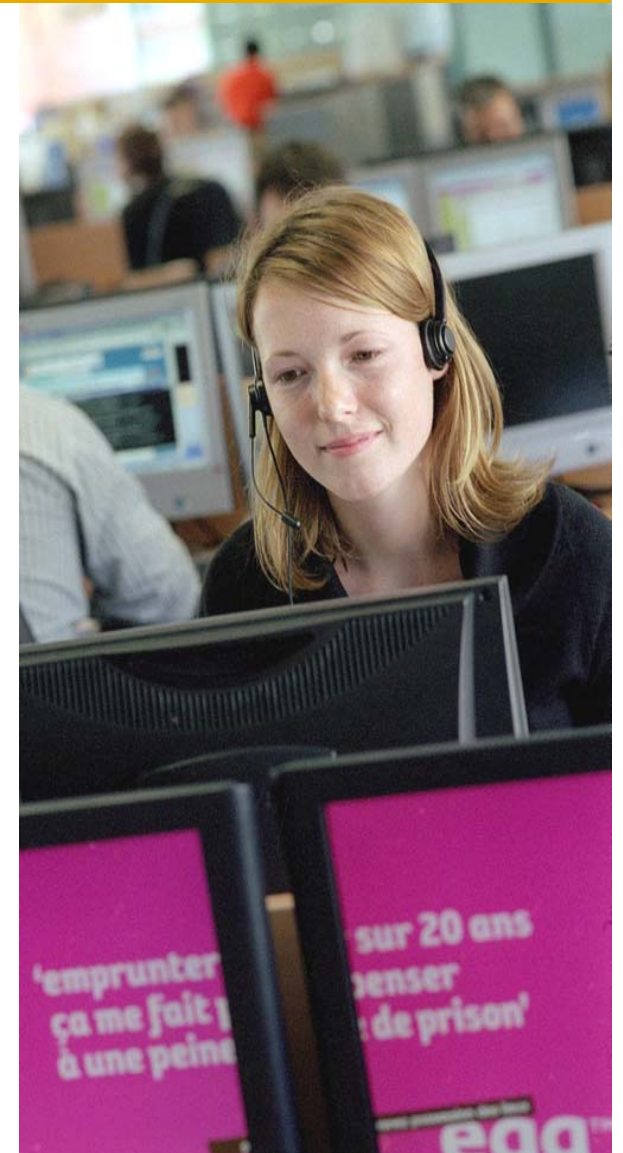
- €80m over 2002-2004
- diversified distribution channels ⇒ industry leading marketing acquisition costs per customer as in UK
- Q4 2002 launch brand campaign of €12m

Financials

operational and admin costs

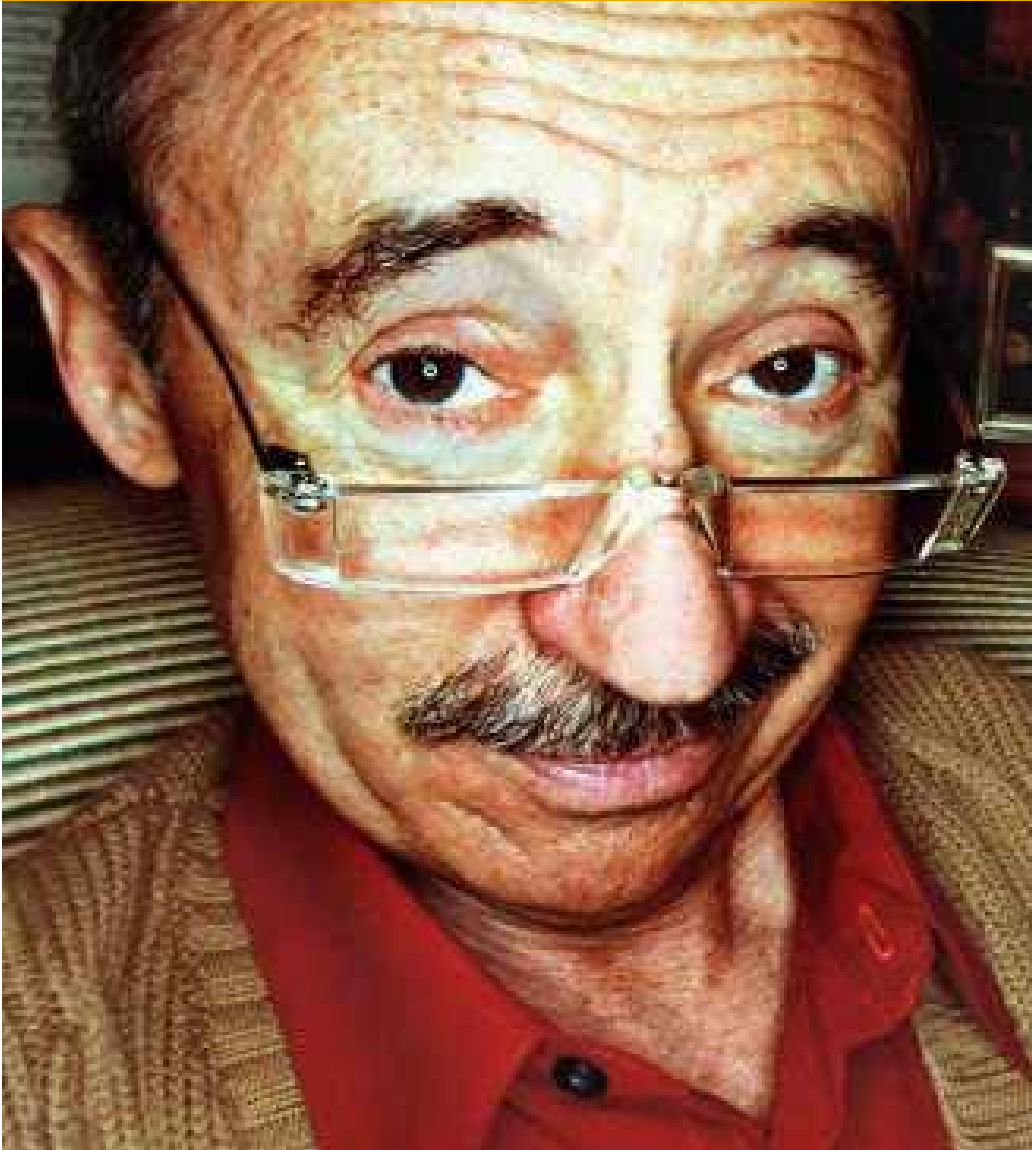


- re-useable assets
- design of UK business means group-wide economies of scale available for France (e.g. IT contracts, FDE outsourcing)
- call centre infrastructure already in place in Tours



Financials

summary



- revenue per customer building: by 2004 at UK 2002 levels
- further products will follow to drive revenue growth
- targeted customer acquisition to maximise efficiency of marketing spend
- credit tightly managed
- re-use of UK IT and operational capability drives unit cost efficiency

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Egg in France

summary



- We believe our proposition in France is unique
 - first “category killer” product
 - strategic, innovative distribution deals
 - explosive uptake in technology
 - brand appeal
 - scaleable call centre in Tours
 - experienced international and French team

une autre idée de l'argent

egg™