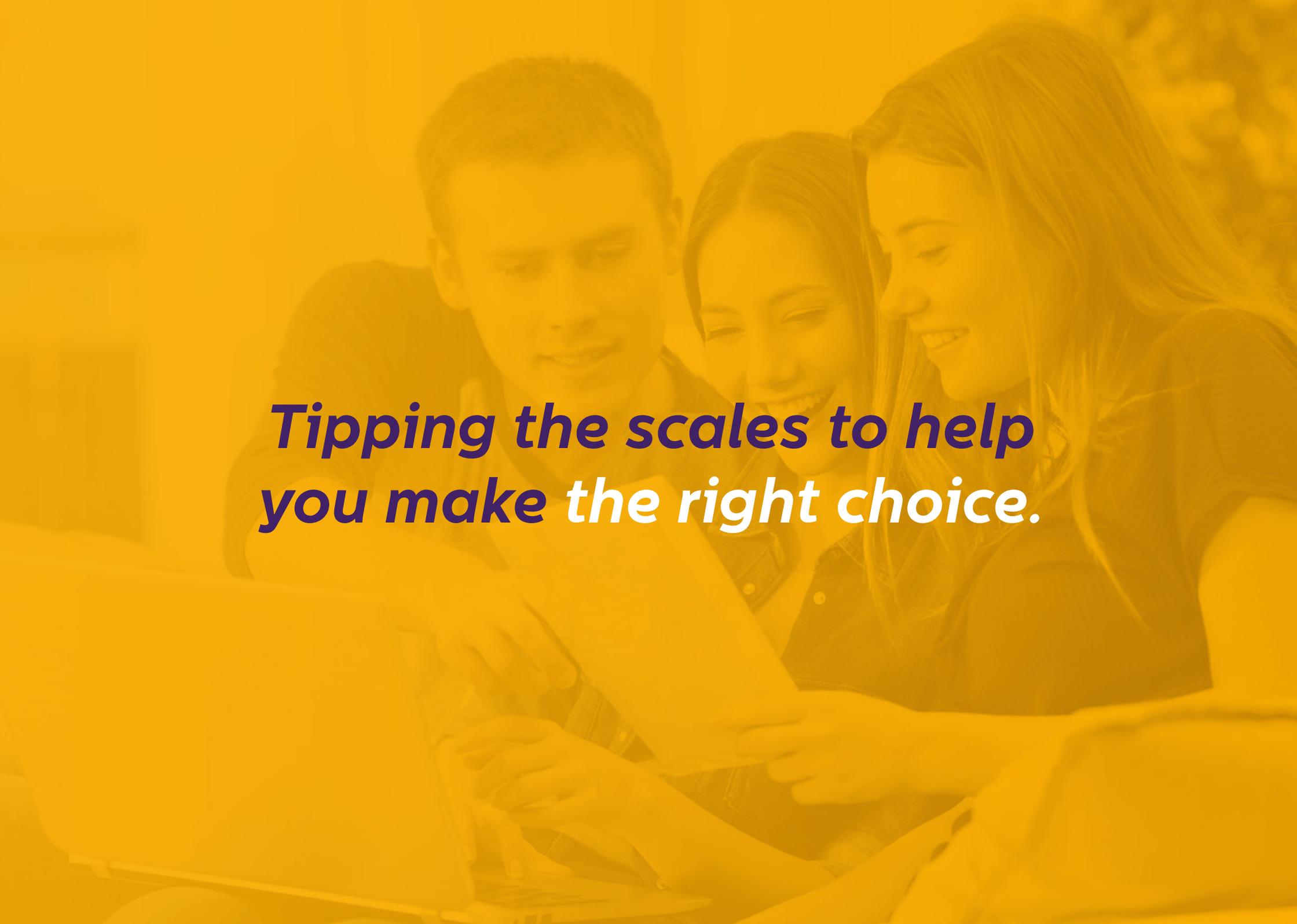




Comparison.com
the right choice.

An **Investment** Opportunity

May 2019



***Tipping the scales to help
you make the right choice.***



01:

Introduction

Welcome

Comparison.com's fundamental objective is to provide a unique, leading aggregated platform for comparing financial products including loans, credit cards, bank savings and mortgages in the UK.

Our key goals include:



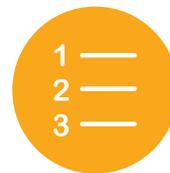
Access to a vast customer base.



To surpass the industry average profit margin within three years.



Utilise cutting-edge Metasearch Engine technology to drive traffic.



Provide the best deals on financial products and an affordable diverse suite of online products to garner long term loyalty.



100% customer satisfaction, measured through repeat customers, referrals and surveys.



To secure investment and support from a key industry specialist.

Our Mission

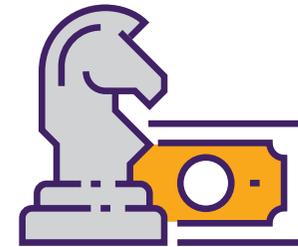
Comparison.com's mission is "to give consumers the tools and knowledge to make smart and informed decisions that lead to a better financial future". We aim to tip the scales in favour of the consumer, users can access Comparison.com through localised responsive website and app targeting the UK market.



The Company will provide the best online search solution for the financial service providers 'sellers' and consumers 'buyers' it serves.



Our customers will always receive a valuable service that utilises the latest in technological advances, making comparisons easy, transparent and simple.



Investors will benefit from a high yield return, and will have the opportunity to consolidate future growth and prosperity with the company.

The Comparison Team

James Lawton

Director

James Lawton is the Founder, Owner and MD at digital marketing heavyweight Online Influx, the established Teesside based digital marketing company. This means James has a team of digital marketing experts, graphic designers and SEO specialists at his fingertips. Working alongside Comparison's in-house talent which will develop the Comparison brand, James' team can bring the Comparison brand to life in the digital space.

A background in digital marketing means James knows exactly what the Comparison team needs in terms of talent, and also the expected level of output they should be functioning at. This is vital knowledge and experience to ensure Comparison is developing at the optimal rate.

James is also currently running a PCW in the gambling industry (The Betting Edge) which uses a similar marketing model to Comparison. This website has a similar target demographic and marketing strategy. With a fraction of the marketing budget Comparison will be working with, The Betting Edge has developed a customer base of 100 repeat customers in 4 months.

Chris Taylor

Founder

Chris Taylor is a successful entrepreneur with a multi-million pound turnover facilities management company that has sites and supplies services across the UK. Chris spotted an opportunity and negotiated the purchase of Comparison.co.uk in 2015 over a number of months knowing that similar multi-million pound companies have been founded and built on key digital assets and branding.

Chris founded the company in 2010 and has steered and lead the company successfully to where it is today and has a track record from the age of 18 in entrepreneurship and enterprise. Chris has a First Class BA (Hons) in Business Management and an MA in Marketing from Durham University.

Andy McGlade

Director

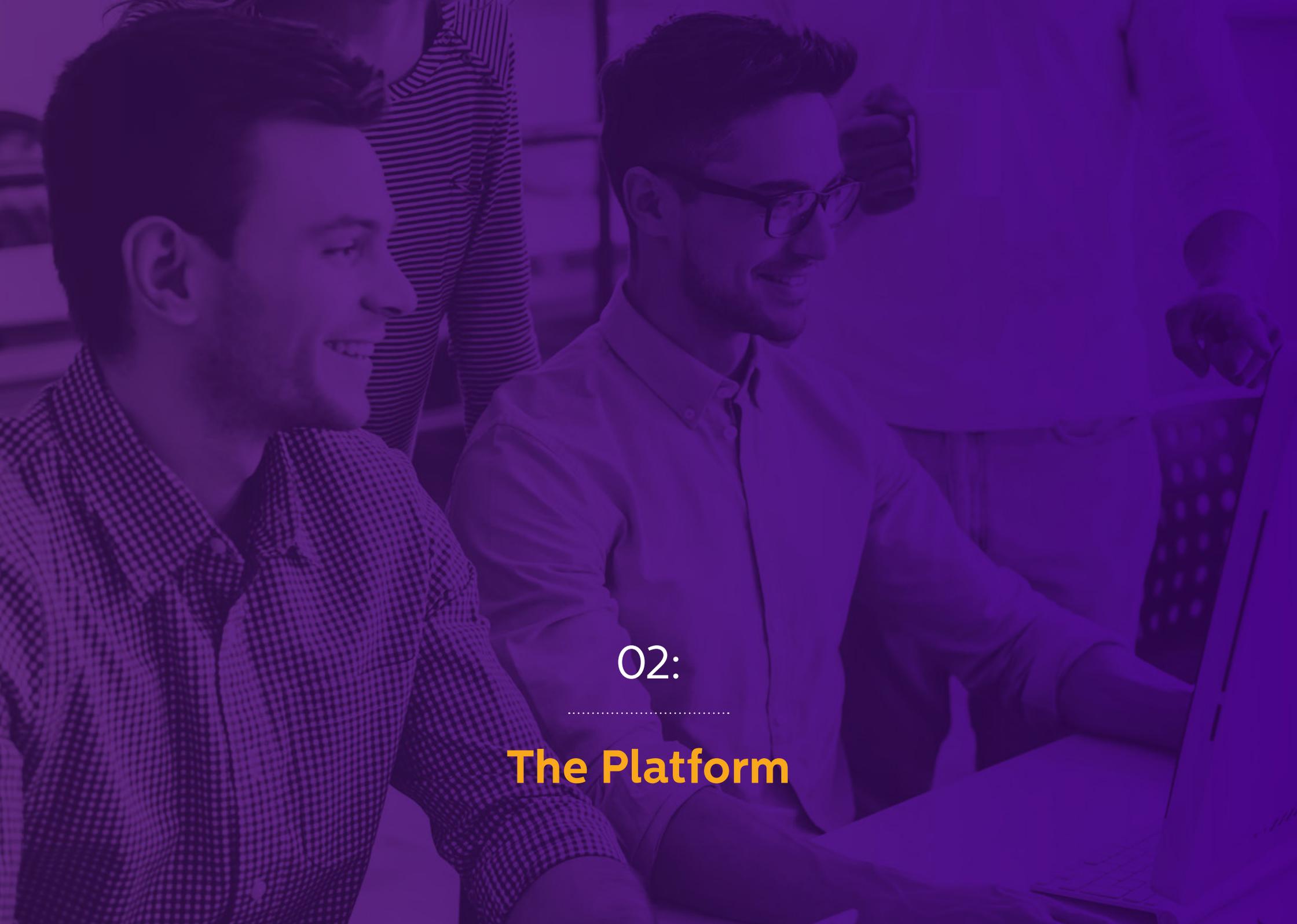
Andy has been involved in successful businesses both in the UK and Asia. With 20 years of experience within the energy sector, 15 of which within project management, coupled with a degree in business management gained Teesside University, Andy brings a wealth of skills and experience to the team.

After being involved in many Oil & Gas projects and witnessing the downturn in the market, Andy saw an opportunity to develop a software based project delivery system (FNVi) that not only increases efficiency within medium to large scale projects but also enables real time reporting and subsequent cost and time saving decision making. FNVi is now successfully being used across several projects on an international scale.

Andrew's experience in various industries means he understands how to manage a team to extract the maximum output and develop a business from nothing to being highly profitable while managing expenses and cashflow.

About Comparison.com

Company Name:	Comparison Corporation Ltd.
Company Type:	Private Limited Company
Registered Address:	Plenary House Queens Square Middlesbrough TS2 1PA
Website:	www.Comparison.com
Accountants:	Anderson Barrowcliff LLP James Dale Corporate Finance Partner
Legal Requirements:	<ul style="list-style-type: none">• Does not need to be FCA Regulated• Data Protection Register with ICO



02:

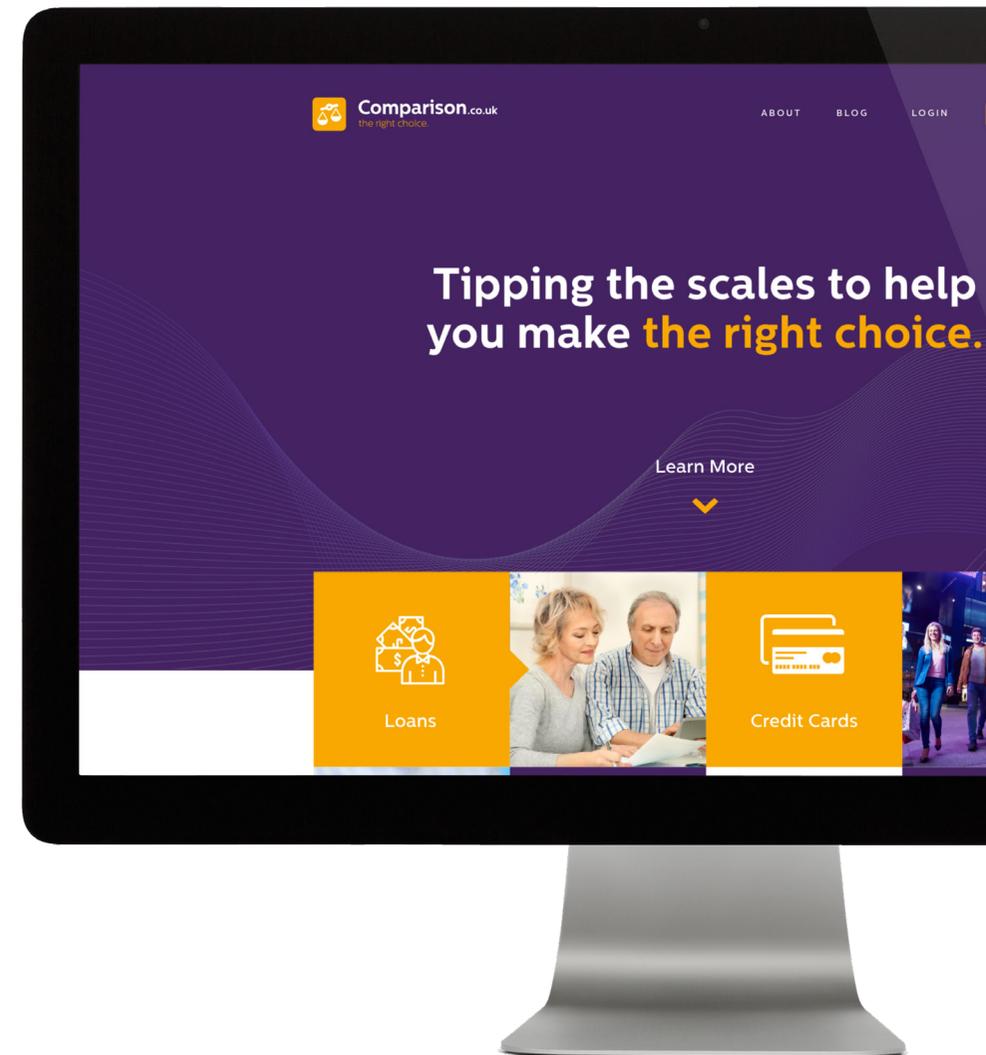
The Platform

What is Comparison?

Comparison.com is a UK aggregate comparison search platform specifically aimed at comparing the best deals from a complex myriad of financial products. The business model will bring financial service providers 'sellers' and consumers 'buyers' together to simplify financial trading transactions online.

Comparison.com has a clear focus by placing emphasis on transparency, no frills or gimmicks, offering the best deals on credit cards, savings accounts, ISAs, mortgages and not just insurance products unlike many of its competitors. Customers will be provided with the best tools, services and products to help make their comparison and save money.

The business model is based on unique in house metasearch engine technology which affords clear benefits; with only one user interface, users can simultaneously, instantly extract and compile listings in response to their keyword inquiries from Comparison.com. Searches can be indexed to create a digital database of responses from user inquiries - a rich data resource asset.



Key Features



Straight-forward & Easy to Use

Comparison.com is a price comparison site and search platform for consumers looking to acquire the best deals, good value and suitable financial products across the UK. This includes, credit cards, savings, ISAs, mortgages, loans, pensions and insurance.



Trustworthy & Respected

The UK financial services sector industry has been subject to many reviews, several of which have raised concerns regarding competition particularly in retail banking. Comparison.com we aim to be transparent and put the right choice for consumers over profit.



Metasearch Technology

Our Metasearch Engine technology responds to specific attributes such as keywords, phrases, and description. By tapping into relevant data, it can quickly pinpoint financial products and services and steer users toward relevant inquiry responses according to a hierarchy of relevant listings based on their keywords.

Competitive Advantage / USP

Although there are approximately 45 PCW's offering financial products and services all with various USP's, none have put together this combination, which will enable us to stand out from the rest:

- Comparison.com competitive advantage stems from a combination of meta-search technology and market focus. Providing UK consumers with the information they need to make an informed decision to compare, switch and buy financial products. This technology is market disruptive and there is nothing else like this being used by any other PCW offering financial products and services. This technology will allow the user to search multiple comparison sites bringing the results back to one place. This allowing the user to choose the most competitive offering for their search from Comparison.com
- Comparison.com will address the already present need for a more sophisticated and increasingly bundled comparison service. In contrast with current competition, Comparison.com focuses on quality of service first, simplicity and transparency with no gimmicks. Greater emphasis on quality sets the business apart from its competition.
- Our Marketing Strategy will effectively and efficiently use its budget to maximise return and closing the gap on existing competitors whose marketing budget is not used as effectively. The target demographic is similar to that of another PCW the Comparison management team have recently brought to market. This strategy has yielded positive results initially and is picking up traction with each passing month.
- Our free app gives users easy and quick access to the Comparison.com product. App users should be more likely to become repeat users and have higher frequency using the Comparison.com tool than website users, creating an advantage over website-only competitors.
- 24hr Technical Support Line helping convert the maximum amount of website traffic to sales/ enquiries.
- We will offer a soft credit check to enable users to find if they will be accepted for credit. This will be a feature we will push to drive traffic.
- Having comparison.com and comparison.co.uk means the team have been able to develop a strong brand identity.

A hand is pointing at a document with various charts and graphs. The document is covered in a purple overlay. The hand is holding a pen and pointing at a bar chart. In the background, another person's hands are visible, also working on a document.

03:

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The Investment

Investment



Investment Required

Round 1 Investment: £480,000

SEIS eligible in return
for 25% equity



For: proof of concept and purchase
of vital assets to aid success.

Time: 12 months trade

Round 2 Investment: £120,000

SEIS/EIS eligible in return
for 5% equity



For: Comparison to continue trading
for a further 12 months developing
market share and customer base.

Time: 12 months



Investment Opportunity

We are raising £480k in
Round 1 in return for a
25% share.

Incentive 1

Qualifies for SEIS/EIS

Incentive 2

Round 1 Investor will have
option to buy further 10% (not
5%) at the second offering
stage for £120,000.

Incentive 3

First Option of shares on
all other offerings



SEIS and EIS

Comparison Corporation Ltd
has advance assurance
from HMRC that it is eligible
for the Seed Enterprise
Investment Scheme (SEIS)
and Enterprise Investment
Scheme (EIS), which offer
considerable tax relief for
eligible investors. SEIS will
be allocated on a first come
first serve basis.



The Investor

Although not essential we
would like somebody with
industry links and that can
advise and mentor our team
to help Comparison.com grow
into a financial comparison
giant.

We're looking for smart
investors who can add
value to our company with
an interest in consumer
technology or digital
marketing.

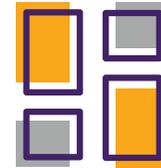
Use of Funds

With your investment into Comparison.com we aim to use funds to achieve the following goals.



Develop Unique MetaSearch Technology

We need to develop our MetaSearch software to bring the full platform to market.



Improve Current Website

Our current website is revenue generating, but we are looking to make subtle design tweaks to make the usability for our end users better.



Promotion

Promotion will be carried out through social media, industry influencer's, targeted advertising and publicity.



Revenue Growth

Using our experience in SEO, PPC and digital marketing we will generate revenue growth for the business.



Key Hires & Consultancy

We would look to hire a digital marketing expert, consultancy and project manager to help take Comparison to the next stage.



Establish a physical office

We would look to establish a small office initially in Middlesbrough keeping jobs, investment and the company local.

Return on Investment

With your investment into Comparison.com you will see exceptional returns on your initial investment, a bank beating interest rate in addition to other incentives.

Share Value Growth



Investment Round 1
£480k - 25%
(Q2 2019)



Investment Round 2
£120k - 5%
(Q2 2020)



Investment Round 3
If required.

Dividend & Yield

We will expect to pay first dividend after year 3.

Incentives

Incentive 1

Qualifies for SEIS/EIS

Incentive 2

Round 1 Investor will have option to buy further 10% (not 5%) at the second offering stage for £120,000.

Incentive 3

First Option of shares on all other offerings

Strategy

Aggressive Social Media Optimisation Strategy to gain Market entry initially. Using a combination of communication platforms the development and gain of market share will be successful, for example:



Social Media Optimisation



Pay Per Click Marketing



Social Influencers



Television Adverts



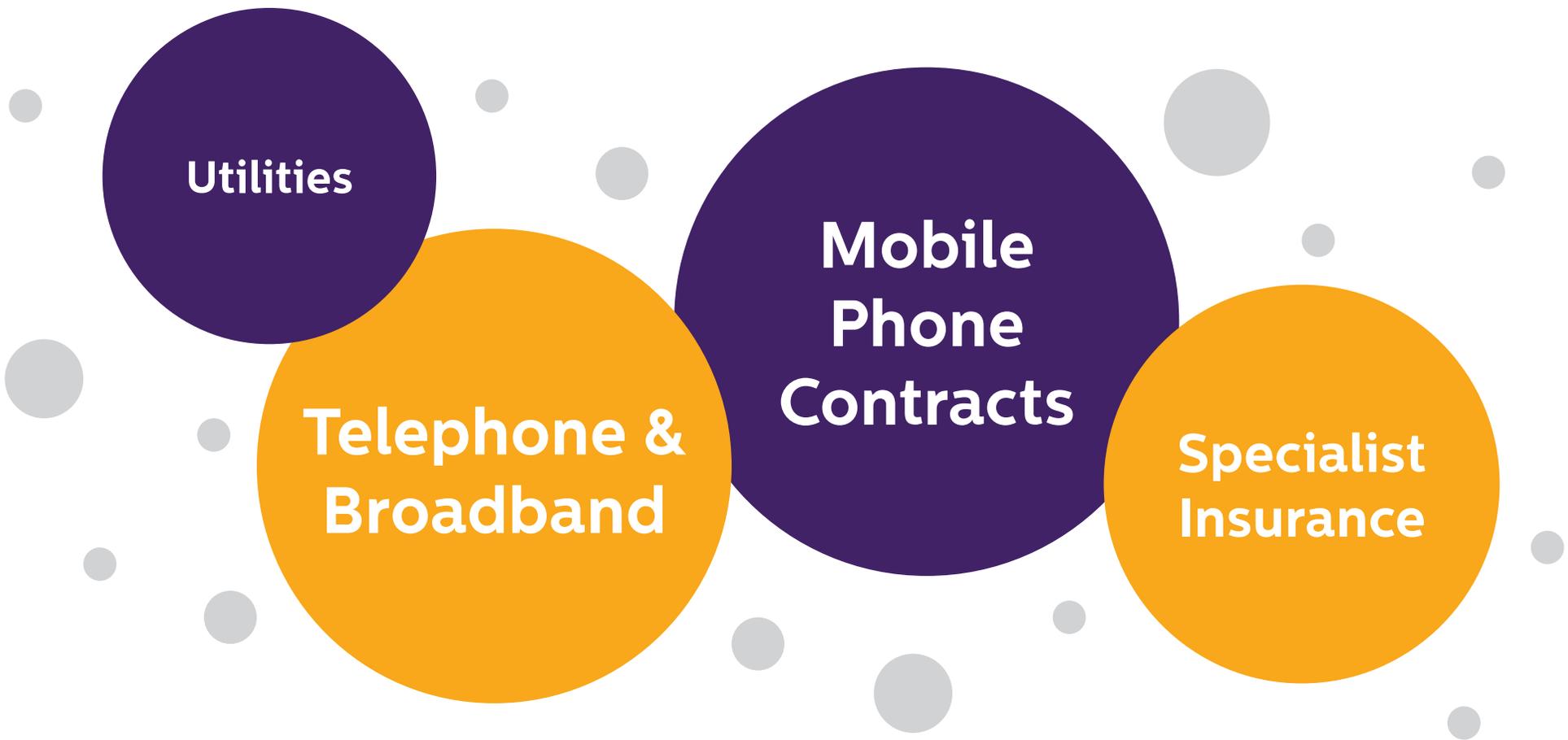
Industry Blogs



Display Advertising

Growth

Once established we will look to diversify into new markets and sectors to continuing building out our brand.



Utilities

Telephone &
Broadband

Mobile
Phone
Contracts

Specialist
Insurance

Exit Strategy

We anticipate an exit within 3-5 years, via sale to a major financial comparison company or financial company. An IPO is a popular option in this space which we'd consider too.

Market Valuations



Money.co.uk

Founded in 2008, Money.co.uk lets people compare financial products like credit cards, mortgages, loans, and savings accounts. The website had revenues of £24.7 million last year and gets 2 million customers a month. The initial £80 million valuation represents 10 times Money.co.uk' of £8million last year.

In September 2017 Dot Zinc Ltd the company behind Money.co.uk was sold to ZPG Plc for £140m



Comparethemarket.com

Founded in 2006, and made £94 million profit on revenues of £507 million in 2016.

In Q4 2017 the company behind Compare the Market has secured an investment from Canada's largest pension fund valuing it at £2.25bn,



Go Compare

Founded by Hayley Parsons, single mum sitting at her kitchen table. Turned over £110million with profits over £25million.

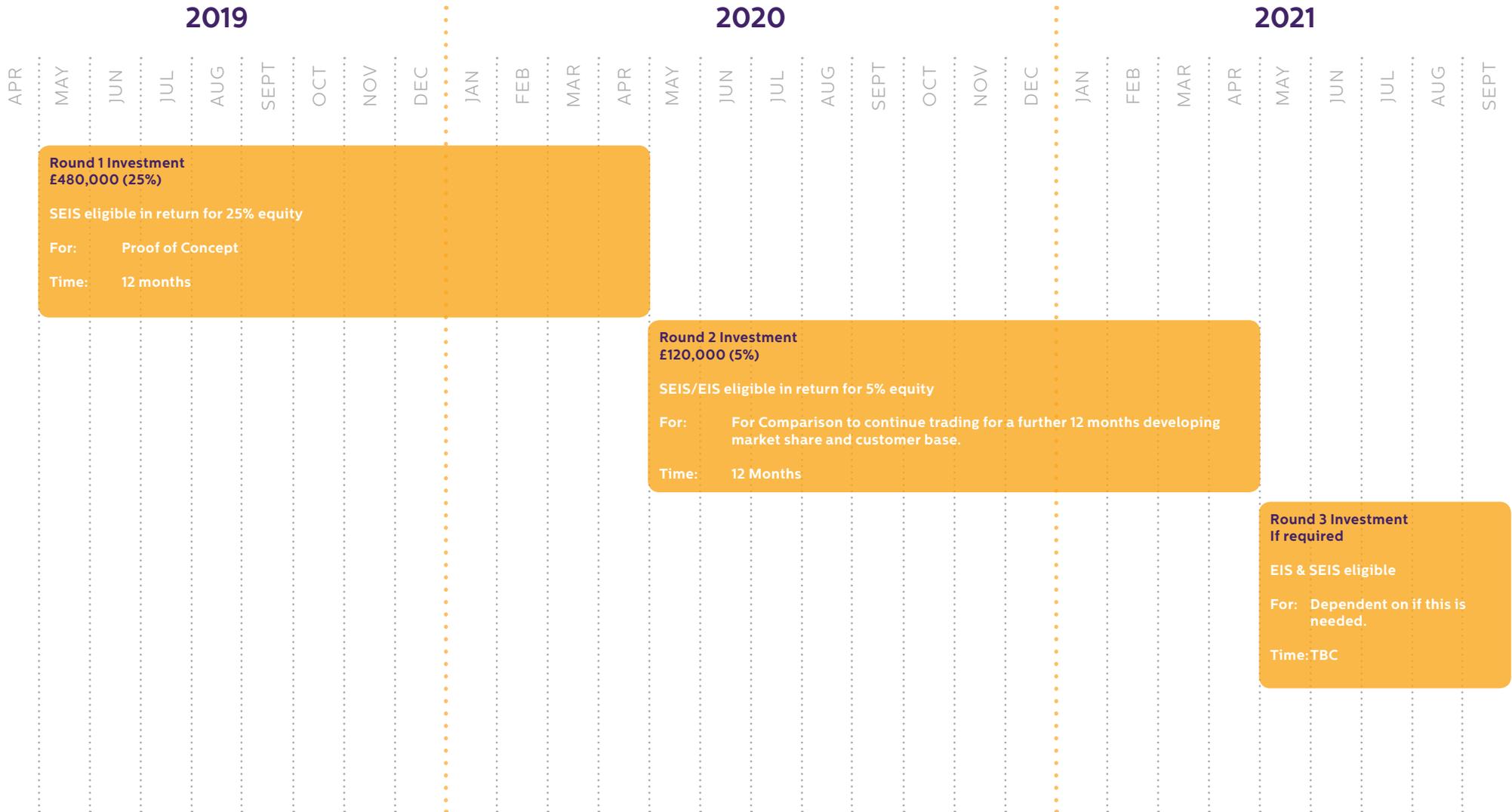
Insurance giant esure bought the remaining half of the business in a £95 million deal.



04:

Development Timeline

Development Timeline





05:

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How to Invest?

How to Invest?

If you are looking to invest, or would like further information and a copy of our business plan and financials, please contact us on:



Phone Us – (0330) 112 625



Email Us – mail@Comparison.com



Tweet Us – [@comparisonmoney](https://twitter.com/comparisonmoney)



06:

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Scenarios

Scenarios - Your Investment

The following scenarios are based on reaching Round 3 funding which is a 525% percentage increase on Round 1 £80,000 investment.

**Initial
Investment**
£80,000

**Income
Tax Rate**
45%

**Capital
Gains Offset**
£80,000

**Capital Gains
Tax Rate**
28%

**Anticipated
Return**
6x

0x is complete failure,
1x is return of original
investment, more
than 1x is a multiple
of original investment.

Scenarios - Net Cost of Investment

	SEIS	EIS
 Income Tax Relief	£40,000	£24,000
 Capital gains tax re-investment relief	£2,800	–
therefore, net cost of investment	£37,200	£56,000
% of original gross investment	47%	70%
 plus, Capital gains tax deferred	–	£5,600

Scenarios - Anticipated Return

If the business performs as expected.

	SEIS	EIS
Anticipated return less original investment, net of tax relief's	£442,800	£424,000
 Anticipated return on investment	554%	530%
 Capital gains avoided on exit of investment	£96,000	£96,000

Scenarios - Maximum Loss

Maximum loss if the company ceases to trade within 1 year

	SEIS	EIS
 Loss Relief	£16,740	£25,200
Maximum loss on original investment net of tax relief's	£20,460	£30,800
Maximum loss as % of original gross investment	26%	39%

If the company ceases to trade after 3 years at 7% interest you will be in a positive +£60 position



Thank You

We'd be happy to meet in person, via video chat or have a phone conversation to answer any questions you may have.



Comparison.co.uk
the right choice.