

## Key Performance Indicators (KPIs)

We continually review our KPIs to ensure they best reflect our progress. This year we have updated some measures and added new metrics to provide a more holistic representation of the performance of the business. Our new metrics of employee engagement and gender diversity reflect our strategy to empower all of our stakeholders, and our commitment to equality within the business.

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### Financial KPIs

Our financial metrics cover revenue, profitability, diversification and cash flow. Profit before tax margin is presented on an adjusted basis, and net own funds generated from operations is a management metric for cash flow.

Within our financial metrics, we now present net operating income as a metric for revenue growth, in place of total revenue.

#### Net operating income

# £1,023.4m

FY23	£1,023.4m
FY22	£979.2m
FY21	£843.7m

Net operating income is our revenue metric and represents revenue from products and services and interest on client money, other operating income less cost of hedging, and betting duty.

It has been updated from total revenue, to better align with our statutory income statement. The growth reflects the success of our strategy.

#### Net trading revenue from non-OTC products

# 17%

FY23	17%
FY22	16%
FY21	6%

Our diversification metric shows the changing revenue mix by product. OTC products remains our primary revenue source. As we continue to diversify, we expect the proportion of revenue from non-OTC products to increase.

#### Adjusted profit before tax margin

# 48.0%

FY23	48.0%
FY22	51.1%
FY21	56.0%

Our profitability measure indicates the extent to which we're able to convert our revenue into profit, as we maximise value for shareholders while investing in growth and resilience. It is presented on an adjusted basis.

Our recent margin reduction reflects a reversion to a more sustainable profit margin.

#### Net own funds generated from operations

# £350.9m

FY23	£350.9m
FY22	£437.3m
FY21	£422.8m

Our balance sheet strength metric measures the cash we generate. It indicates our ability to keep meeting our financial obligations as they fall due, including broker margin requirements and dividend payments.

### Non-financial KPIs

Our non-financial KPIs have been updated to reflect our strategic goals in relation to a wider range of stakeholders. The below KPIs reflect our targets in relation to our clients, people and communities. Together with our financial KPIs, we can present a more holistic view of our strategic direction.

#### Total number of active clients

# 358,300

FY23	358,300
FY22	381,500
FY21	291,200

This is a measure of overall client activity. As the Group diversifies, total active clients is the most relevant metric for reaching our target audience of ambitious individuals. This metric has been updated from OTC clients.

Active clients decreased due to challenging market conditions in the year.

#### Employee engagement score

# 87%

FY23	87%
FY22	86%
FY21	74%

On an annual basis we run people surveys with all of our colleagues around the world. Our engagement score is the average score of several key questions.

#### Gender diversity

# 35%

FY23	35%
FY22	34%
FY21	33%

Our gender diversity metric represents the percentage of females employed across the Group.

Our goal is to increase this number over time, and we have a strategy in place to achieve this goal.