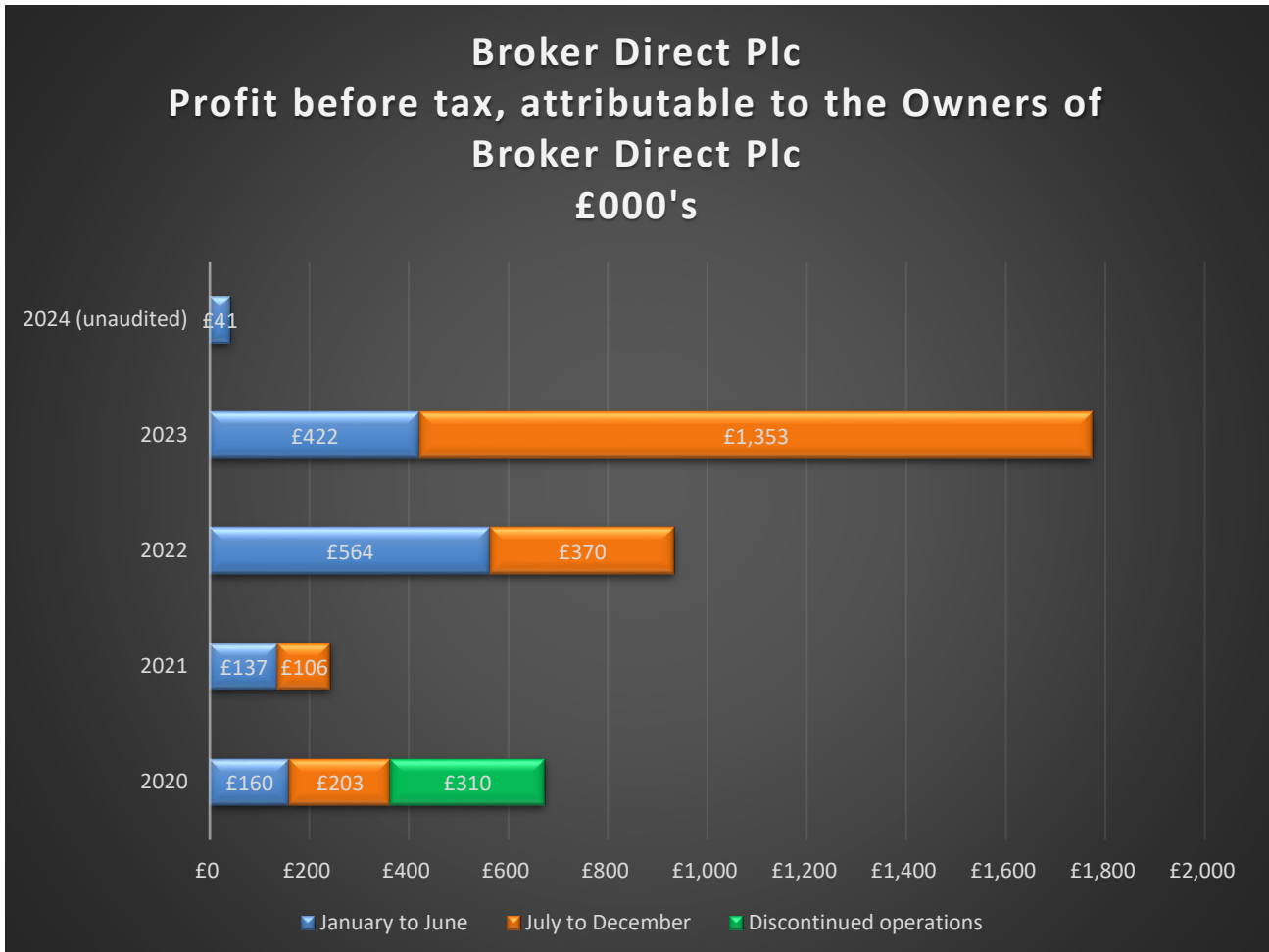


Broker Direct Plc
Interim, Unaudited Results as at 30th June 2024



Discontinued Operations

1. Insurance Compliance Services Ltd ('ICS'): The £673,00 profit in 2020 included a £98,000 profit contribution from ICS plus £212,000 profit on disposal of ICS when sold on 30th October 2020.
2. In July 2023, a significant and long-term partner, Zurich Insurance UK, announced that they would be exiting a number of their home and motor portfolios. As a result, the services that Broker Direct provide, started to reduce in the latter part of the year and will run off completely in 2024.
3. In 2024, we had expected to continue to work closely with our partner CPD Underwriting Solutions, to profitably build their product portfolio. However, in January 2024 a pause was imposed on CPD by their insurer backer, to suspend distributing their motor products whilst the insurer arranged their reinsurance program. In July 2024, we have been informed that their motor program will not be completed and, Household policies will no longer be accepted. As a result, the services that Broker Direct provide are reducing and will run off in 2025.

As a result of the above, the Group is forecasting a loss in 2024.

Asset Match

Broker Direct Plc shares are traded via a dealing facility operated by Asset Match Ltd, a firm authorised and regulated by the Financial Conduct Authority, to operate an electronic off-market dealing facility.

The Asset Match trading facility operates under its own code of practice which governs the behaviour of participants and the running of the periodic auctions. Asset Match operates an open auction system where volumes of bids and offers at different prices are displayed on its website together with the closing date of the auction. At the end of each auction period Asset Match pass this information through a non-discretionary algorithm that determines a "market-derived" share price based on supply and demand and allocates transactions accordingly. Bids and offers may be made and withdrawn at any time before the closing date of each auction.

Historic trade prices and volumes can be viewed at www.assetmatch.com Note: Only relatively modest volumes of shares are traded each month compared to the 4,025,934 issued share capital of the company i.e. there is a relatively illiquid market in Broker Direct Plc shares and therefore deal prices may or may not give a possible proxy for valuation.

Those wishing to trade shares on Asset Match must do so through a UK stockbroker. Asset Match's preferred broker is shareDeal active (www.sharedealactive.co.uk). However, you can also contact Asset Match to confirm whether you can continue with your existing broker.

Shareholders are encouraged to register at www.assetmatch.com and direct any enquiries to dealing@assetmatch.com or call 020 7248 2788.

ENDS

Iain Gray
Director
Broker Direct Plc
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The Directors of Broker Direct Plc accept full responsibility for this statement.