- Part 2: For the preceeding part double click [ID:nRSZ5805Ha]

transactions		3,645	4,325
Effects of foreign exchange differences		(116)	-
#Income tax charge		1,267	8,094
#Change in trade and other receivables		1,920	2,890
#Change in trade and other payables		(1,954)	(4,971)
#Income tax paid		(10,467)	(11,894)
Net cash flow from operating activities		24,970	34,655
Investing activities			
Acquisition of minority interest in icero GmbH		(2)	-
Interest received		922	3,581
Acquisition of property, plant and equipment		(2,982)	(4,618)
Net cash flow from investing activities		(2,062)	(1,037)
Financing activities			
Proceeds from share issue		161	484
Dividends paid	2	(42,730)	(14,637)
Net cash flow from financing activities		(42,569)	(14,153)
Net (decrease)/increase in cash and cash equivalents		(19,661)	19,465
Cash and cash equivalents at start of year		73,465	54,015
Effect of exchange rate fluctuations on cash held		1	(15)
Cash and cash equivalents at end of year		53,805	73,465

2

(42,730)

(14,637)

Net cash flow from financing activities

(42,569)

(14,153)

Net (decrease)/increase in cash and cash equivalents

(19,661)

19,465

Cash and cash equivalents at start of year

73,465

54,015

Effect of exchange rate fluctuations on cash held

1

(15)

Cash and cash equivalents at end of year

53,805

73,465

1#Earnings per share

Basic earnings per share

Basic earnings per share amounts are calculated by dividing the profit or loss for the year attributable to ordinary equity holders of the Company, by the weighted average number of ordinary shares outstanding during the year.

Diluted earnings per share

Diluted earnings per share amounts are calculated by dividing the profit or loss for the year attributable to ordinary equity holders of the Company, by the weighted average number of ordinary shares outstanding during the year plus the weighted average number of ordinary shares that would be issued on the conversion of all dilutive potential ordinary shares into ordinary shares.

Earnings per share

Basic and diluted earnings/(loss) per share has been calculated on the following basis:

	2009	2008
	£000	£000
Profit/(loss) after taxation attributable to ordinary equity holders	2,068	(58,987)
Basic weighted average ordinary shares in issue (millions)	506.2	498.9
Dilutive effect of share based instruments (millions)	9.5	-
Diluted weighted average ordinary shares in issue (millions)	515.7	498.9
Basic earnings/(loss) per ordinary share (pence)	0.4	(11.8)
Diluted earnings/(loss) per ordinary share (pence)	0.4	(11.8)

2#Dividends

	2009	2008
	£000	£000
Declared and paid during the year:		
Equity dividends on ordinary shares:		
Final dividend for 2007: 1.63p per share	-	8,098
Interim dividend for 2008: 1.3p per share	-	6,539
Final dividend for 2008: 2.2p per share	11,110	-
Interim dividend for 2009: 1.3p per share	6,598	-
Special dividend for 2009: 4.93p per share	25,022	-
Proposed for approval (not recognised as a liability at 31 December):		
Equity dividends on ordinary shares:		
Final dividend for 2009: 2.2p per share	11,199	-
Special dividend for 2009: 4.91p per share	25,006	-

25,022

-

Proposed for approval (not recognised as a liability at 31 December):

Equity dividends on ordinary shares:

Final dividend for 2009: 2.2p per share

11,199

-

Special dividend for 2009: 4.91p per share

25,006

-

3 Intangible assets

On an annual basis, or where an indication exists, the Group is required to assess its goodwill and intangible assets for impairment.

During 2007 the Group employed the services of an appropriately qualified and experienced independent third party to value the intangible assets acquired from Moneysupermarket.com Financial Group Limited. This valuation was used as the initial carrying value for these assets. Following the impairment provision in 2008, the market capitalisation of the Group approximated to the total carrying value of the goodwill, intangible and other non-current assets of the Group. At 31 December 2009 the market capitalisation exceeded the carrying value of the goodwill, intangible and other non-current assets by 78%.

IFRS 8 has been adopted in the year with comparative disclosures made, and as a result revised operating segments are disclosed. On adoption of IFRS 8 the Group was required to allocate goodwill between its cash generating units (CGU) that represent the lowest level within the Group at which goodwill is monitored for internal management purposes, but are not larger than an operating segment as defined by IFRS 8. These CGUs are the four operating segments Insurance, Money, Travel and Home Services, and the Group has therefore performed impairment testing at this level.The goodwill has been allocated on 1 January 2009 based on estimates of the relative values of the operating segments at that date with £30.7m allocated to Insurance, £15.5m to Money, £6.6m to Travel and £2.2m to Home Services.

For the current year, the recoverable amount of the assets was taken to be their value in use and was calculated by reference to the forecast cash flows.

The present value of the future cash flows has been calculated with the following key assumptions:

· Cash flows for year 1 represent management's best estimate of future cash flows as at 31 December 2009, and are based upon the Group's approved budget for 2010. The main assumptions underlying the 2010 budget relate to visitor numbers and revenue per transaction/visitor. The forecast assumes some improvement during the course of 2010 driven by the new branding campaign and investments made in the core technology for the Group's key channels, as well as the more settled outlook in the wider economy. The Insurance and Money segments have been assumed to have similar rates of growth, and the Travel and Home Services segments have been assumed to return to close to the revenue levels achieved in 2008.

· Cash flows for subsequent years for all segments are consistent with those in year 1 and assume no growth. No reliable third party estimates of long term growth rates exist for the price comparison industry given it is a relatively new business model.

· Cash flows into perpetuity have been incorporated into the calculations.

· A pre-tax discount rate of 15% has been used in the forecast for all segments. A lower discount rate has been used compared with the rate used to test the Internet segment last year (16%) to reflect the reduction in the uncertainty in the economic climate since the start of the year.

When there are clear indications that the economy has begun to recover a different set of assumptions may be more appropriate.

The analysis performed calculates that the recoverable amount of the assets allocated to the Insurance, Money and Travel segments exceeds their carrying value by in excess of 100% and the recoverable amount of the assets allocated to the Home Services segment exceeds their carrying value by 20%, and as such, are not impaired. No reasonably possible change to a key assumption would result in an impairment.

Whilst the Group is able to allocate revenues between the four operating segments, its cost base is reviewed by the Group's Chief Operating Decision Maker at a Group rather than segmental level, and a number of the significant costs which the Group incurs cannot be allocated either directly or on a reasonable and consistent basis to the CGUs that are each operating segment. Therefore the cash flows estimated above include all of the Group's forecast revenues, but only approximately 55% of the Group's cost base.

The Group has therefore also performed a further impairment test for the Group as a whole, in a manner consistent with that in 2008. In these calculations the Group is treated as one group of CGUs, and the test compared the carrying amount, including goodwill and other corporate assets, to the recoverable amount.

The recoverable amount has been estimated based on the present value of its future cash flows which has been calculated with a set of assumptions consistent with those set out above in relation to the individual operating segment calculations.

The analysis performed calculates that the recoverable amount of the Group's assets exceeds their carrying value by £44m, and as such, no impairment was identified.

With regard to the Group level impairment testing, an increase of 3% in the discount rate, with all other assumptions held constant, would give a value in use for the Group's assets equal to their carrying value. Similarly, a decrease in the annual cash flows of £6.0m, with all other assumptions held constant, would also give a value in use for the Group's assets equal to their carrying value.

At an individual level, management believe that the assumptions relating to each intangible asset remain applicable, and that no adjustment is required to their valuation, nor their useful economic lives.

4#Related party transactions

The Group has the following investments in subsidiaries:

Company	Country of incorporation	Ownership interest	Principal activity
Moneysupermarket.com Financial Group Limited	UK	100	Holding company
Moneysupermarket.com Limited	UK	100	Internet price comparison
Travelsupermarket.com Limited	UK	100	Dormant
Insuresupermarket.com Limited	UK	100	Dormant
Mortgage 2000 Limited	UK	100	Financial intermediary services
Making Millionaires Limited	UK	100	Holding company
Moneysupermarket Limited	UK	100	Dormant
icero GmbH	Germany	100	Internet price comparison
Betcompare.com Limited (formerly Inhoco 3429 Limited)	UK	100	Dormant

The Company is the ultimate parent entity of the Group. Intercompany transactions with wholly owned subsidiaries have been excluded from this note, as per the exemption offered in IAS 24.

Transactions with key management personnel

There were no outstanding amounts loaned to Directors by the Company at 31 December 2009.

In addition to their salaries, the Group also provides non-cash benefits to Directors and executive officers. Directors and executive officers also participate in the Group's unapproved share option and Long Term Incentive Plan schemes.

Gerald Corbett, Michael Wemms, Simon Nixon and Paul Doughty received dividends from the Group totalling £7,897,281 in 2008 and £22,760,906 in 2009.

Key management personnel compensation

Key management, defined as the executive management team, received the following compensation during the year:

	31 December 2009 £000	31 December 2008 £000
Short-term employee benefits	1,787	2,274
Share-based payments	1,984	2,820
Post employment benefits	102	9
	3,873	5,103

	31 December 2009 £000	31 December 2008 £000
Short-term employee benefits	1,787	2,274
Share-based payments	1,984	2,820
Post employment benefits	102	9
	3,873	5,103

Other related party transactions

A number of Directors and key management personnel hold positions in other entities that result in them having control or significant influence over the financial or operating policies of these entities.

A number of these entities transacted with the Group in the reporting period.

The aggregate value of transactions and outstanding balances relating to key management personnel and entities over which they have control or significant influence were as follows:

Director	Company	Transaction value Year ended 31 December 2009 £000	Transaction value Year ended 31 December 2008 £000	Balance outstanding as at 31 December 2009 £000	Balance outstanding as at 31 December 2008 £000
S J Nixon	Abacus Permanent Limited	(221)	53	-	(221)
S J Nixon	Virtual Processing Limited	216	238	-	216

The Group provided office space and services to Abacus Permanent Limited and Virtual Processing Limited during the year, companies in which Simon Nixon controls over 90% of the voting shares. The Group recharged these two companies rent and associated services at the same levels as it recharged wholly owned subsidiary companies. These rates were based on notional open market rents for similar offices in the locality. In addition the Group provided payroll services for these related companies, fully recovering salaries paid. In the normal course of trade with these related companies the Group both charged and was charged for mortgage procurement fees. The level of these fees were at arm's length and mirrored the going rates in the open market.

On 2 July 2009, Rob Budden, a director of Foom.com Limited, acquired 160 ordinary shares of £1 each in the capital of Foom.com Limited from Making Millionaires Limited, representing all of the shares in Foom.com Limited owned by the Group in consideration for the future payment by Rob Budden of 5% of aggregate revenues of Foom.com Limited for each of the first five financial years that such aggregate revenues of Foom.com Limited are equal to or greater than £10,000.

On 18 September 2009, Moneysupermarket.com Financial Group Limited acquired from Tim Heidfeld, formerly a director of icero GmbH, all of the shares in icero GmbH owned by him in consideration for the payment by Moneysupermarket.com Financial Group Limited to Tim Heidfeld of E2,500.

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Statutory Information

The financial information set out above does not constitute the Company's statutory accounts for the years ended 31 December 2009 or 2008 but is derived from those accounts. Statutory accounts for 2008 have been delivered to the registrar of companies, and those for 2009 will be delivered in due course. The auditors have reported on those accounts; their reports were (i) unqualified, (ii) did not include a reference to any matters to which the auditors drew attention by way of emphasis without qualifying their report and (iii) did not contain a statement under section 237 (2) or (3) of the Companies Act 1985 in respect of the accounts for 2008 nor a statement under section 498 (2) or (3) of the Companies Act 2006 in respect of the accounts for 2009.The annual report and accounts for the year ended 31 December 2009 will be posted to shareholders in March 2010. The results for the year ended 31 December 2009 were approved by the Board of Directors on 23 February 2010 and are audited. The Annual General Meeting will take place on 31 March 2010. The final dividend will be payable on 1 April 2010 to shareholders on the register at the close of business on 5 March 2010.

Cautionary note regarding forward looking statements

This announcement includes statements that are forward looking in nature. Forward looking statements involve known and unknown risks, assumptions, uncertainties and other factors which may cause the actual results, performance or achievements of the Company to be materially different from any future results, performance or achievements expressed or implied by such forward looking statements. Except as required by the Listing Rules, Disclosure and Transparency Rules and applicable law, the Company undertakes no obligation to update, revise or adjust any forward looking statements to reflect events or developments occurring after the date such statements are published.