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Issue Date: 30 July 2010

Helpshire Group plc Pre-close Trading Update

Helpshire has today issued its pre-close trading update for the year ended 30 June 2010.

Since the interim management statement on 05 May 2010, the Group has successfully continued to execute its previously outlined recovery plan. Helpshire expects its results for the year ended 30 June 2010 to show a strong recovery in performance as a result of the plan and to be in line with expectations.

Key Financial Indicators (unaudited):

- Adjusted revenues of £304.2m (2009: £374.1m) and adjusted operating profits of £21.4m (2009: £4.7m), after a provision for management incentive payments, representing continued delivery of the turnaround plan of a smaller but more profitable business
- Pre-tax exceptional costs of c£13.8m (2009: £143.8m) including £13.2m for restructuring related charges for redundancy, property impairment and reorganisation expenses
- Adjusted pre-tax profit of £13.9m (2009: £5.2m loss) and statutory profit before tax of £0.1m (2009: £149.0m loss)
- £42.3m annualised reduction in overheads in the six months to 30 June 2010 versus the six month period to 31 December 2008, being the period immediately prior to the commencement of the restructuring
- £17.4m direct operating cash inflow (after exceptional items and prior to interest, tax, term debt amortisation and equity/dividends) versus £6.4m outflow in the prior year
- Delivery of £123.3m of Operational Working Capital reduction versus the Project Century target of £100.0m since February 2009 (£60.8m achieved since 30 June 2009)
- Total net debt of £165.3m, a reduction of £77.5m since 30 June 2009
- Unutilised revolving working capital and fleet committed bank facilities of £40.1m at 30 June 2010 after cancellation of £40.0m of related facilities and repayment of £7.7m of term debt since 30 June 2009

Other Key Performance Indicators:

- 81,700 open cases at June 2010, down 27,300 versus 109,000 at June 2009
- 32,700 cases (40%) in legal process at June 2010 with 17,000 (52%) issued into court versus 27,600 (25%) and 8,000 (29%) at June 2009 respectively
- Debtor days of 220 at 30 June 2010 (2009: 226)
- Revenue generating fleet utilisation in the year to 30 June 2010 of 87.1% versus 71.1% in the prior year
- 10,300 fleet units at June 2010, including 1,500 corporate hires due for return and disposal, versus 16,500 and 4,800 respectively at 30 June 2009

Continued



The significant restructuring work under the Focus phase of our Focus, Drive and Broaden strategy is almost complete and we are well placed to be competitive and effective in our market space as we enter the Drive phase of the strategy. Supporting this, we have exchanged letters of intent with a significant and recognised financial services brand to begin delivering non-fault services in the latter part of this calendar year.

We are cautious about current trading as high petrol prices and economic uncertainty may be a contributory factor to fewer road miles being driven. This backdrop, coupled with the recent period of dry weather, has lowered the number of accidents currently being referred. However, this is a seasonal low point for the business' activities. In addition, the market for second hand cars, which was very strong at the start of 2010, has been showing signs of weakness in the last few weeks.

Further details on the period ending 30 June 2010 will be provided in our preliminary announcement of results planned for release on 1 October 2010.

Richard Rose, Chairman, commented:

"This has been a significant turnaround situation and I am delighted with the progress demonstrated by these performance indicators."

- Ends -

For further information, contact:

Helphire Group plc

Richard Rose, Chairman
Martin Ward, Group Managing Director
Ian Wardle, Chief Financial Officer
Gayatri Barua-Howe, Group Communications Manager

01225 321134
01225 321134
01225 321134
01225 321175

College Hill

Roddy Watt
Tony Friend

020 7457 2020

Notes to Editors

About Helphire Group plc

Helphire Group plc is a market leader in the provision of accident management assistance to drivers involved in road accidents that were not their fault. Working with the UK's top insurance companies, its services include provision of like for like replacement vehicles, financing of vehicle repairs, legal expenses and the management of personal accident claims.