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**esure Group plc**  
**3 November 2016**

**esure completes demerger of Gocompare.com**

esure Group plc ("esure" or the "Group") has today completed the demerger of Gocompare.com Group plc ("Gocompare.com") from the Group.

The shares in Gocompare.com (ticker "GOCO") were admitted today to the premium segment of the Official List and to trading on the main market of the London Stock Exchange.

**Sir Peter Wood, Chairman of esure Group plc, commented:**

"The process of demerging Gocompare.com from esure Group has now been completed. Both businesses will benefit from being able to focus on their distinct strategies, with Gocompare.com operating as a leading UK price and product comparison website and esure Group as a leading UK provider of motor and home insurance."

**Stuart Vann, Chief Executive Officer of esure Group plc, commented:**

"As outlined at our 1H 2016 results, we continue to make excellent progress across our strategic initiatives. In the first half of 2016 we grew gross written premiums by over 16% and we remain very well positioned for further growth in our market."

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The shares of Gocompare.com have not been, and will not be, registered under the US Securities Act of 1933, as amended (the "US Securities Act"), and may not be offered or sold in the United States, except pursuant to an exemption from, or in a transaction not subject to, the registration requirements of the US Securities Act.

No offer of shares of Gocompare.com will be made as part of the demerger and the prospectus published by Gocompare.com has been issued solely in connection with Admission.

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