# frontdoor

#### welcome home happiness



#### **Forward Looking Statements**

#### Information Regarding Forward-Looking Statements

This presentation contains forward-looking statements and cautionary statements, including 2018 revenue growth, Adjusted EBITDA margins and capital expenditures, as well as statements with respect to the potential separation of frontdoor, inc. ("Frontdoor" or the "Company") from ServiceMaster Global Holdings, Inc. ("ServiceMaster") and the distribution of Frontdoor shares to ServiceMaster shareholders, Forward-looking statements can be identified by the use of forward-looking terms such as "believes," "expects," "may," "will," "shall," "shall,""shall," "shall," "sh "intends," "plans," "estimates," "anticipates" or other comparable terms. Forward-looking statements are subject to known and unknown risks and uncertainties, many of which may be beyond our control, including, without limitation, the risks and uncertainties discussed in the "Risk Factors", "Cautionary Statement Concerning Forward-Looking Statements" and "Information Regarding Forward-Looking Statements" sections in the Company's and ServiceMaster's reports filed with the U.S. Securities and Exchange Commission. Such risks, uncertainties and changes in circumstances include, but are not limited to: uncertainties as to the timing of the spin-off or whether it will be completed at all, the results and impact of the announcement of the proposed spin-off, the failure to satisfy any conditions to complete the spin-off, the expected tax treatment of the spin-off, the increased demands on management to prepare for and accomplish the spin-off, the incurrence of significant transaction costs, the impact of the spin-off on the business of Frontdoor, and the failure to achieve anticipated benefits of the spin-off. We caution you that forward-looking statements are not guarantees of future performance or outcomes and that actual performance and outcomes, including, without limitation, our actual results of operations, financial condition and liquidity, and the development of the market segments in which we operate, may differ materially from those made in or suggested by the forward-looking statements contained in this presentation. Additional factors that could cause actual results and outcomes to differ from those reflected in forward-looking statements include, without limitation, lawsuits, enforcement actions and other claims by third parties or governmental authorities; the effects of our substantial indebtedness; changes in interest rates, because a significant portion of our indebtedness bears interest at variable rates; weakening general economic conditions; weather conditions and seasonality; the success of our business strategies, and costs associated with restructuring initiatives. The Company assumes no obligation to update the information contained herein, which speaks only as of the date hereof. For a discussion of some of the important factors that could cause the Company's results to differ materially from those expressed in, or implied by, the forward-looking statements included in this presentation, investors should refer to the disclosure contained under the heading "Risk Factors" in our registration statement on Form 10.

#### **Non-GAAP Financial Measures**

This presentation contains certain non-GAAP financial measures. Non-GAAP measures should not be considered as an alternative to GAAP financial measures. Non-GAAP measures may not be calculated or comparable to similarly titled measures of other companies. See non-GAAP reconciliations in the Appendix to this presentation for a reconciliation of these measures to the most directly comparable GAAP financial measures. Adjusted EBITDA and free cash flow are not measurements of the Company's financial performance under GAAP and should not be considered as an alternative to net income, net cash provided by operating activities from continuing operations or any other performance measures derived in accordance with GAAP. Management uses these non-GAAP financial measures to facilitate operating performance comparisons from period to period. We believe these non-GAAP financial measures are useful for investors, analysts and other interested parties as they facilitate company to company operating performance and cash flow comparisons, as applicable, by excluding potential differences caused by variations in capital structures, taxation, the age and book depreciation of facilities and equipment, restructuring initiatives and equity-based, long-term incentive plans.

#### **Today's presenters**



Rex Tibbens Chief Executive Officer



Brian Turcotte Chief Financial Officer



Raj Midha Chief Marketing Officer



Chelsea Sumrow VP, Direct Marketing and Telesales



Charlie Ngo Sr. Director, Strategy



Rob Eshleman Director, Product Development













amazon

Office DEPOT

BAIN & COMPANY





#### Agenda

1 Introduction

Our business, vision and strategy

- 2 Business Overview
- **3** Key Investment Highlights
- 4 Growth Opportunities
- 5 Financial Overview

How we intend to grow our business

How we create value for shareholders

6 Our Future

Our vision for the future

How our business works

What makes us special

# Introduction

# Rex Tibbens

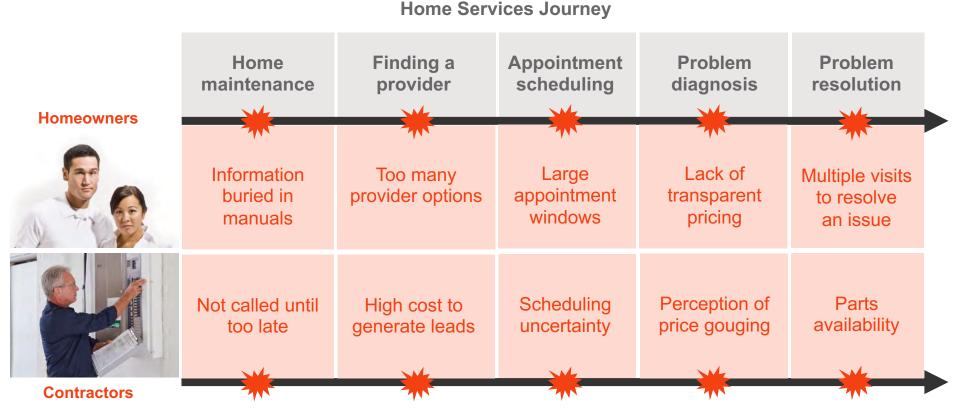
Chief Executive Officer

# fontdoor

We are obsessed with taking the hassle out of owning a home, with services powered by people and enabled by technology



#### Home services are a hassle



frontdoor

### A powerful company with a history of service



#### Building on a great foundation for an even greater tomorrow

## **frontdoor**

Industry Leadership

#### Expertise

Customer Value **Drivers** 

#### Service Delivery

- Leader in home service plan category
- Reactive repair
- Home service plan

Budget protection

- Repair or replace
- Semi automated
- Personal and high-touch
- Reactive

More than just a home service plan

П

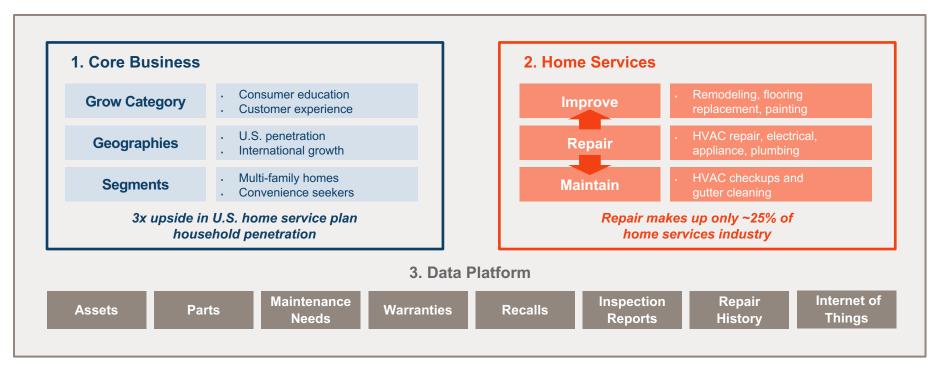
Deep expertise in all value-added services in and around your home

**Convenient** on-demand services High customer engagement

Fully automated tech service Predictive

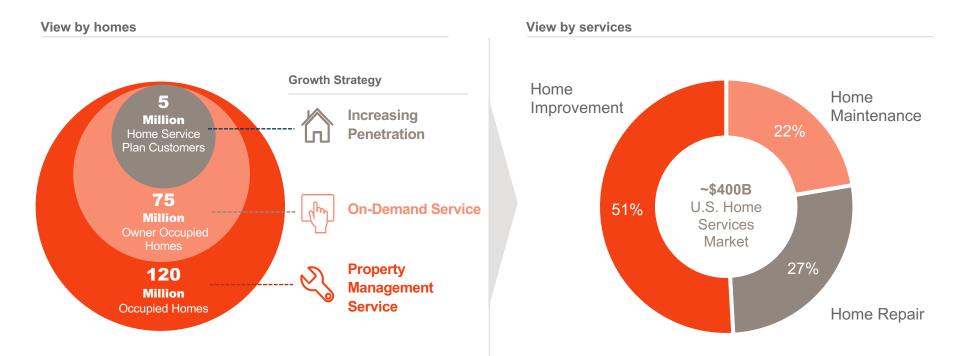
frontdoor

#### A strong core business...



#### ...with the platform to penetrate into the broader home services category

#### We have a large total addressable market



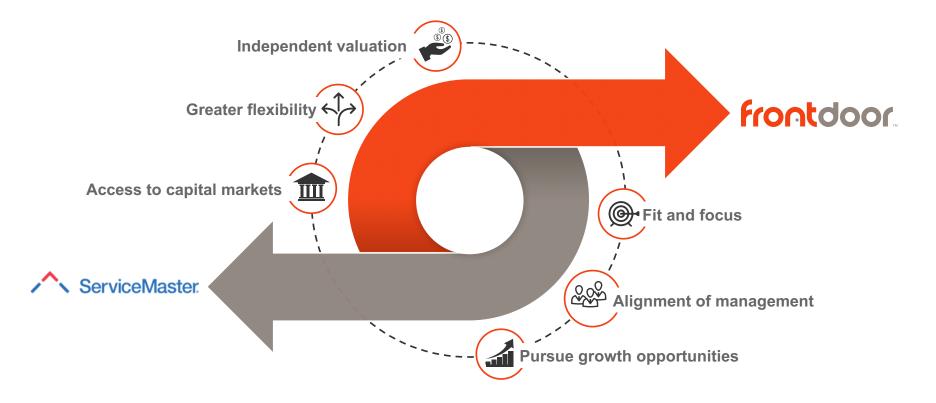
#### Megatrends are in our favor



#### Frontdoor creates value for both customers and contractors



#### Enhanced opportunities as an independent company



# Why Frontdoor?

 Great core business a growing subscription business with high margins

 Opportunities within core business alone represent significant upside

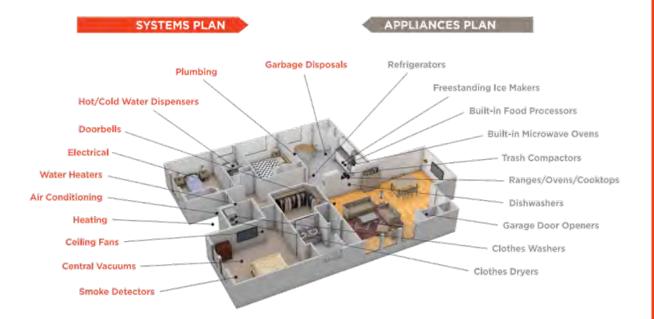
 Unique and powerful marketplace model in home services

 Well-positioned to be a leader in the \$400B U.S. home services market

# **Business Overview**

**Raj Midha** Chief Marketing Officer

#### What is a home service plan?

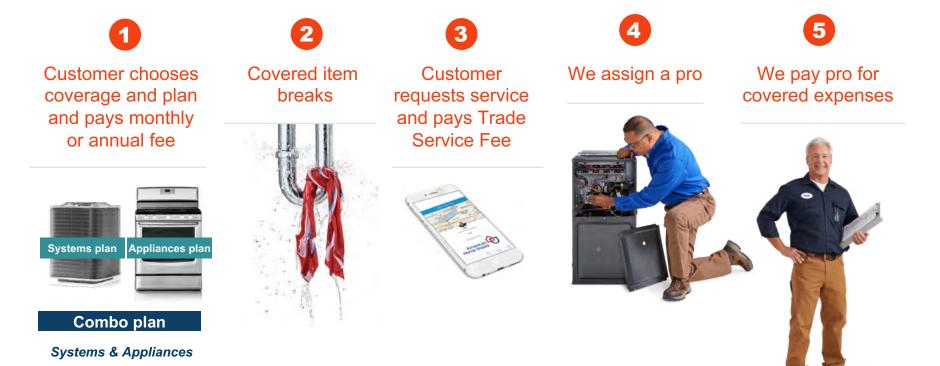


 Agreement that protects homeowner from unexpected expenses and inconvenience of breakdowns to major systems and appliances

 Repair or replacement of covered items that will inevitably breakdown due to normal wear and tear

#### frontdoor.

#### How does a home service plan work?





# Home system & appliance breakdown customer mindset

- Urgent
- Essential
- DIY not an option
- Non-standard pricing
- Technical and high risk

# Our value proposition to homeowners

#### **Budget Protection**

Protection against high cost of home repairs and replacements

#### **Peace of Mind**

Having a plan for inevitable but unexpected home service needs

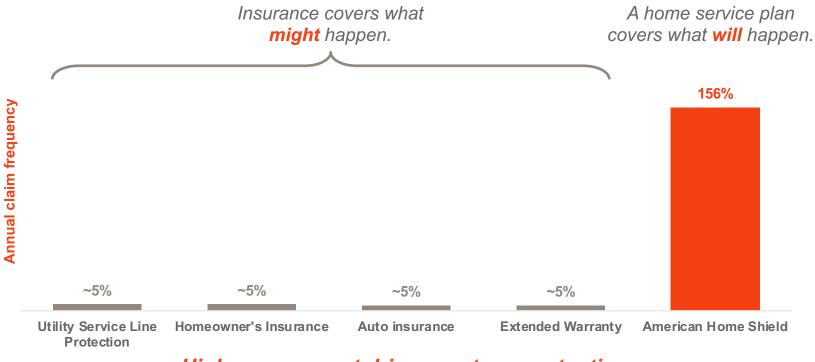
#### Convenience

One company to contact with a pre-qualified network for any need

#### Guarantee

The job will get completed, and we stand behind our work

#### A home service plan is a high engagement product



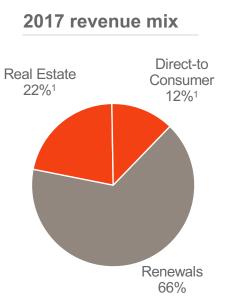
High engagement drives customer retention

#### **Go-to-market strategy**

#### **Real Estate channel**



Home service plans purchased by home sellers, real estate agents and home buyers in conjunction with a real estate transaction



#### **Direct-to-Consumer (DTC) channel**



Home service plans purchased directly by homeowners outside of a real estate transaction



#### Go-to-market strategy: Real Estate channel

- We built the home service plan industry through the real estate channel over 45 years ago
- Value proposition is peace of mind for home buyers, which facilitates home sales
- Marketed through 150+ field sales professionals who build relationships with real estate professionals
- Profitable in first year; renews at 28% after year one



### Go-to-market strategy: Direct-to-Consumer channel

- We pioneered the DTC channel within the last decade
- Value proposition for existing homeowners is budget protection from unexpected home system and appliance breakdowns
- Marketed directly to consumers through digital, direct mail, TV and other channels
- Profitable in second year; renews at 75% after year one

#### Large and pre-qualified contractor network

✓ **15,000** independent contractor firms





Licensed, insured and background checked



Proactively managed on 15 metrics, including quality and cost



80% of jobs handled by preferred network (highest quality and lowest cost)

#### We offer a strong value proposition for contractors



- Paid jobs, not just leads
- Steady volume of work throughout the year
- Access to infrastructure for replacement systems/appliances and parts
- Ability to provide a great customer experience, which leads to opportunities to up-sell valueadded additional services

#### 95% of contractors in our network want to expand relationships with us over next two years

#### Significant customer service infrastructure



- Dedicated team of 2,000+ customer service associates
- 5 geographically diverse call center locations:
  - Memphis, TN
  - LaGrange, GA
  - Carroll, IA
  - Phoenix, AZ
  - Salt Lake City, UT
- Lower cost outsourcing partners to handle seasonal peak volume

# Key Investment Highlights

## **Rex Tibbens** *Chief Executive Officer*

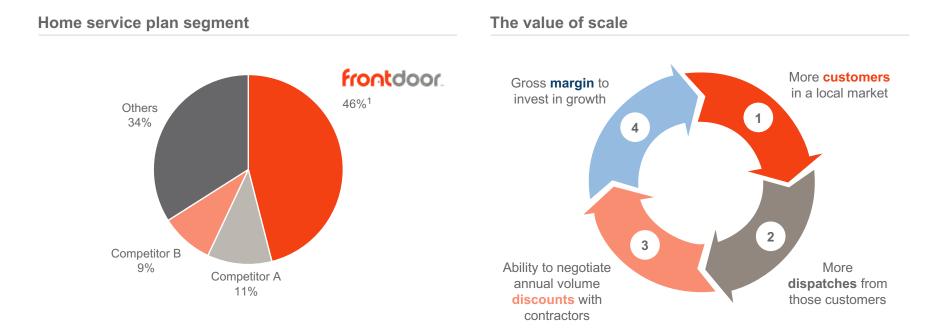
#### **Key Investment Highlights**

1 Leading position in large, underpenetrated, growing markets

- 2 Diverse revenue streams
- **3** High-value service offering that appeals to a broad range of demographics
- 4 Nationwide, pre-qualified contractor network provides competitive advantage
- **5** Technology-enabled platform drives efficiency, quality of service, and customer retention
- **6** Unique and valuable customer acquisition channels

#### Building on a great core business with significant upside opportunity

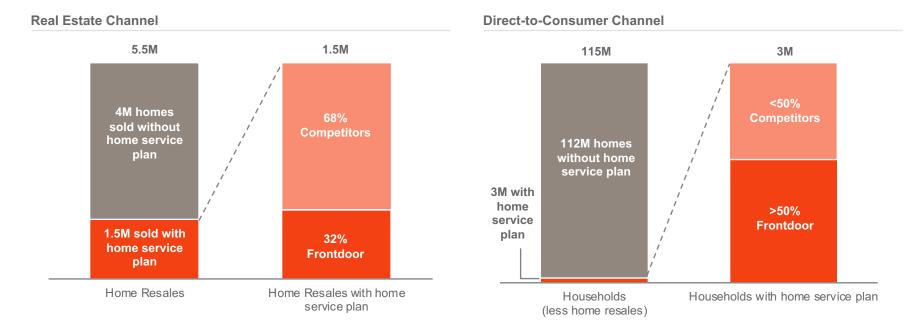
## **1** Industry leader in home service plans



#### Frontdoor's scale is a key competitive advantage

Frontdoor. Source: Company filings; Management numbers <sup>1</sup> Derived from 12/31/16 results, adjusted to include annualized impact of Landmark and OneGuard acquisitions

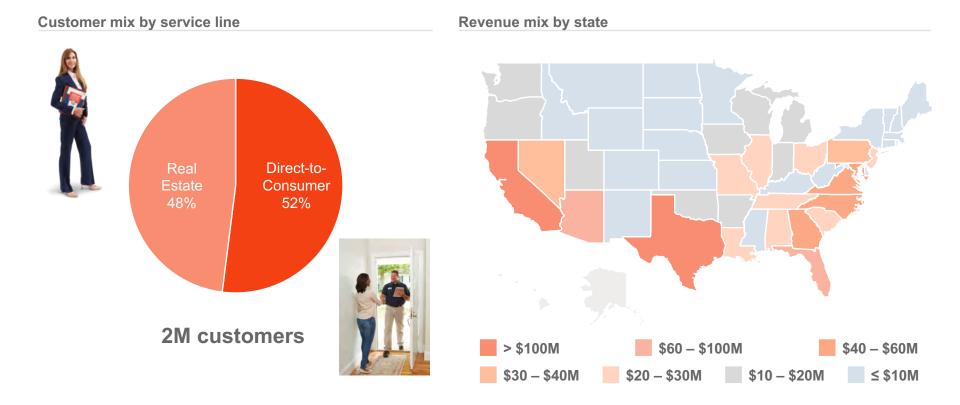
## **1** The U.S. home service plan industry is underpenetrated



#### Fewer than 4% of U.S. households have a home service plan

frontdoor Source: Census, National Association of Realtors, Company materials; represents 2017 data

## **2** Diverse revenue streams



## **3** We have a high-value service offering...

Our customers use their plans an average of twice a year, helping protect their budget from covered repair or replacement costs like these:



without a home service plan

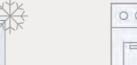
\$1,035 average replacement cost<sup>1</sup>



without a home service plan

\$3,565 average

replacement cost<sup>1</sup>





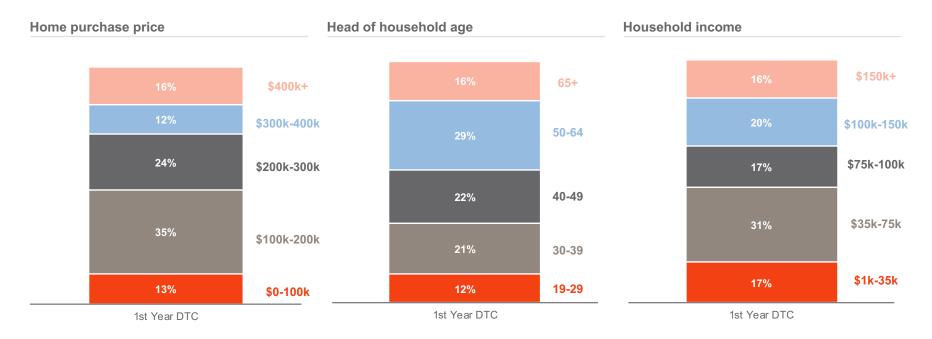


without a home service plan

\$755 average replacement cost<sup>1</sup>

#### 69% of Americans have less than \$1,000 saved, and 34% have no savings at all<sup>2</sup>

## **3** ...that appeals to a broad range of demographics



#### 36% of DTC customers have household income of \$100K+

## **4** Frontdoor has one of the largest contractor networks in the U.S.

**15,000** independent, pre-screened local home service contractor firms

45,000 technicians

50 states served



**4 million** service requests each year

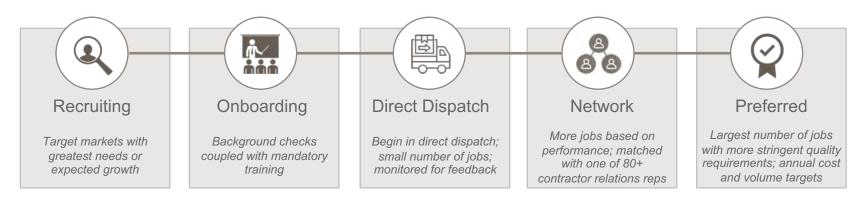
#### 2 million customers

80% of the service work that is

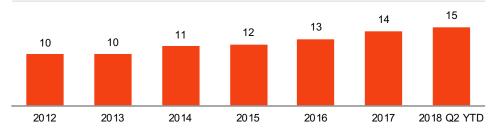
driven through the network is handled by our Preferred Network

#### Our pre-screened, independent and scaled contractor network is a core differentiator

## Output to the second second



#### Number of contractors (000's)<sup>1</sup>



#### **Contractor Average Rating (out of 5)**



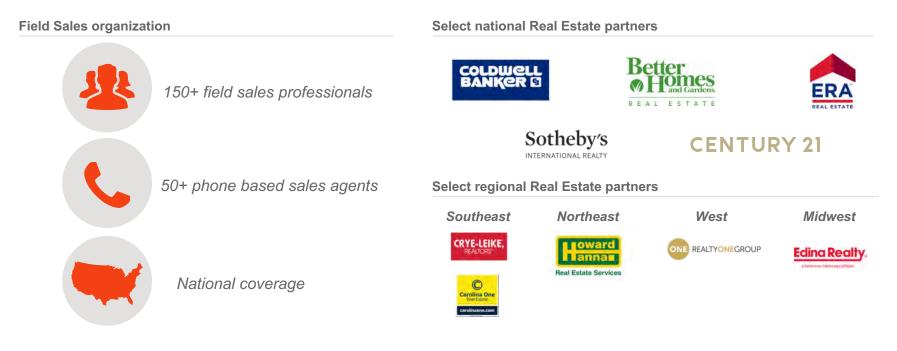
Our contractor management expertise is rooted in our robust quality control and cost management structure Our technology-enabled platform drives efficiency, quality of service, and customer retention



## **6** Unique and valuable customer acquisition channels

state	*	Unique access to customers who are moving, including many before a home is even sold
Real		Deep and long-standing relationships with real estate agents and brokers
S		Diverse marketing channels, which both capture existing demand (e.g., paid search) and grow the category (e.g., broadcast)
DTC		Data-driven marketing approach within the DTC channel

## 6 Frontdoor's Real Estate channel with its long-standing strategic relationships is a key differentiator



## Tenured team of real estate sales professionals

## Long-standing strategic relationships with 7 of the top 10 real estate brokers



## **Growth Opportunities**

**Chelsea Sumrow** 

VP, Direct Marketing and Telesales

**Charlie Ngo** 

Sr. Director, Strategy

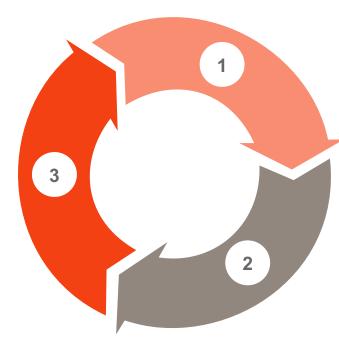
**Rob Eshleman** 

Director, Product Development

## **Opportunities to grow existing platform**

## Engage and retain

- Customer engagement
- Additional services



## Acquire effectively

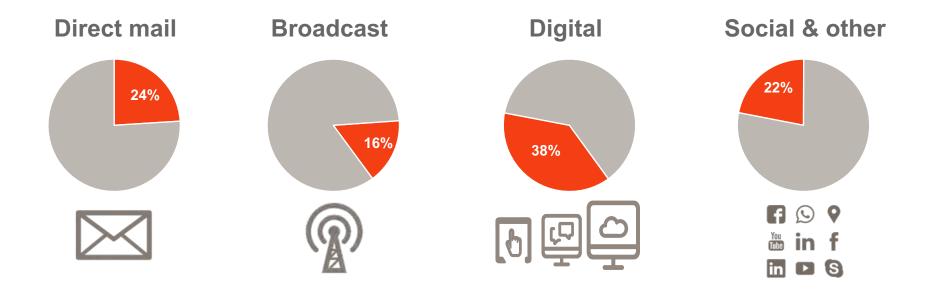
- Advertising optimization
- Geographic expansion

## Serve profitably

- Dynamic pricing
- Self-service enhancement

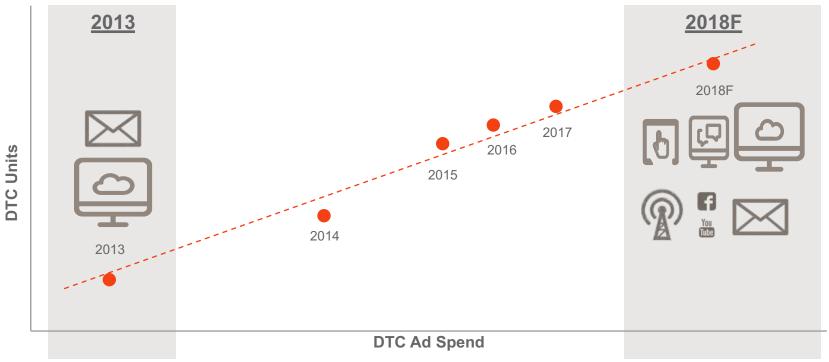
## Strategic, data-driven marketing mix to drive demand





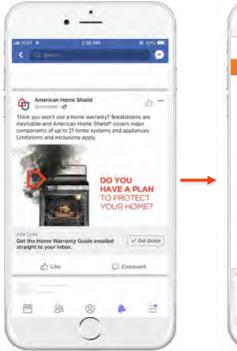
## Proven ability to scale marketing investment





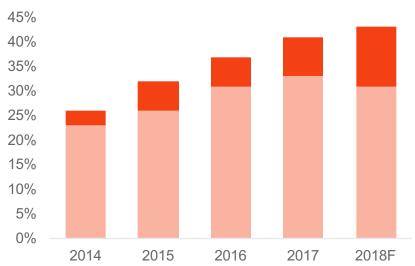
## We continuously improve the digital and mobile experience







#### eCommerce sales as % of total DTC sales



Desktop

### **Optimizing campaign measurement**



Goal: measure the incremental lifetime value of each dollar spent



Tie each customer contact back to the advertising investment that drove it



Target customers with highest lifetime value



Randomized A/B testing to get a true read on incremental lift



Granular measurement of campaign performance

## TV advertising campaign optimization







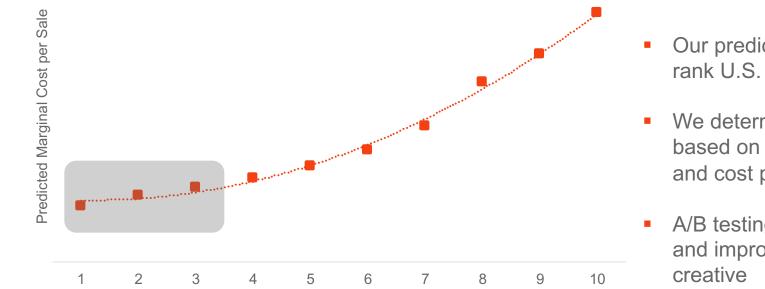
+18% Cost Per Call improvement

+27 imp

+27% Cost Per Sale improvement

## Predictive models allow us to target the highest value customers





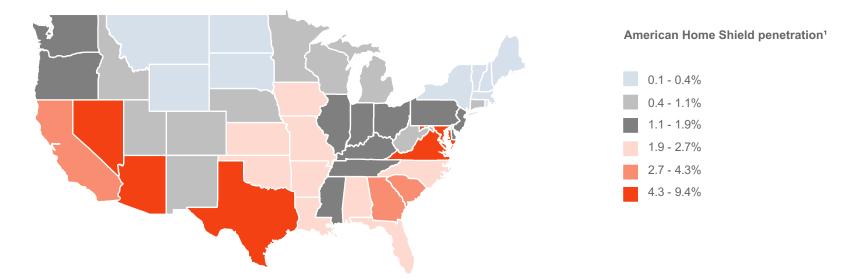
Model Score Decile

- Our predictive models rank U.S. households
- We determine spending based on model curves and cost per sale targets
- A/B testing to validate and improve models and creative

## Significant room for increased penetration

1 Acquire effectively

American Home Shield penetration by state



While underpenetrated regions like the Northeast have substantial room for growth, there is still significant upside in our strongest markets

Source: Company filings; Management numbers
Note: Numbers reflect American Home Shield brand
<sup>1</sup> August 2017 contracts in force divided by Single Family Dwelling Units from Experian

## We align pricing and sales strategy to generate profitable growth



Pricing Example: State-level DTC monthly prices for homes <5k square feet

Trade Service Call Fee	Systems ∭ ີີ ₿ ื ఊ	Appliances	Combo F 🗃 🗑 🛱 🗰 🗍 8' x'
<b>\$75</b> per service call	\$39.99	\$39.99	\$49.99
<b>\$100</b> per service call	\$29.99	\$29.99	\$39.99 Most Popular
<b>\$125</b> per service call	\$24.99	\$24.99	\$34.99

## Dynamic pricing opportunity: Acquire and retain customers at the right price



#### Illustrative example



#### **Dynamic pricing objectives**



Utilize our **data capabilities** to **measure** price elasticity and costs to **set price** 



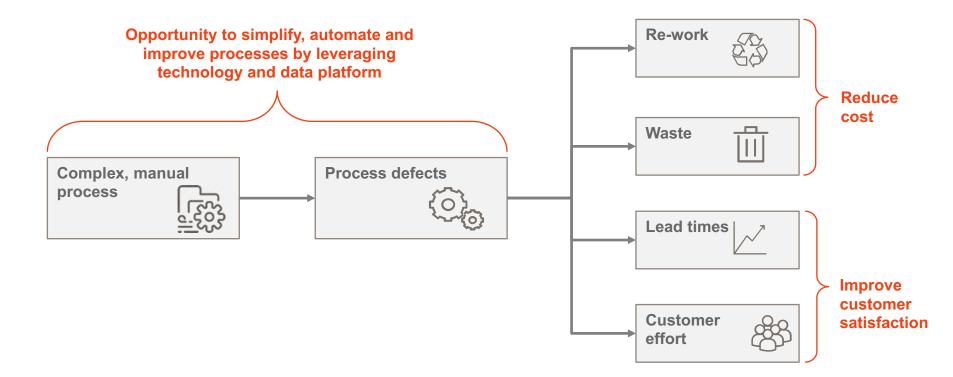
## Achieve consistent gross margin across geographies



Target lower risk customers

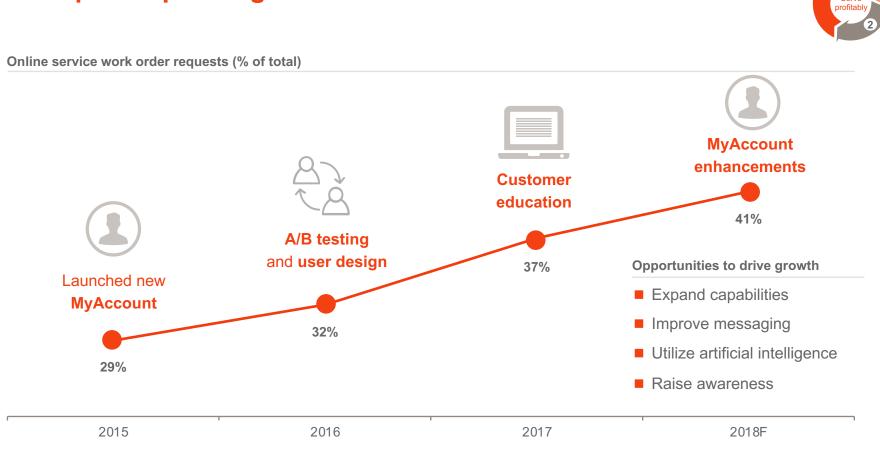
Home size     2,066 sq. ft.     2,050 sq. ft.       Home age     1997     2007       Home value     \$800K - \$1.5M     \$200K - \$400K       Appliance grade     High-end     Mid-range       Labor rates     High     Low	Location	State: CA Zip code: XXXXX-XXXX	State: CA Zip code: YYYYY-YYYY		
Home age19972007Home value\$800K - \$1.5M\$200K - \$400KAppliance gradeHigh-endMid-rangeLabor ratesHighLow	AHS contractor coverage	Good	Good		
Home value\$800K - \$1.5M\$200K - \$400KAppliance gradeHigh-endMid-rangeLabor ratesHighLow	Home size	2,066 sq. ft.	2,050 sq. ft.		
Appliance gradeHigh-endMid-rangeLabor ratesHighLow	Home age	1997	2007		
Labor rates High Low	Home value	\$800K - \$1.5M	\$200K - \$400K		
	Appliance grade	High-end	Mid-range		
Current price (Combo-\$100)     \$39.99 / month     \$39.99 / month	Labor rates	High	Low		
	Current price (Combo-\$100)	\$39.99 / month	\$39.99 / month		

## We can reduce cost as we improve customer experience



#### frontdoor.





## **Example: Expanding online self-service**

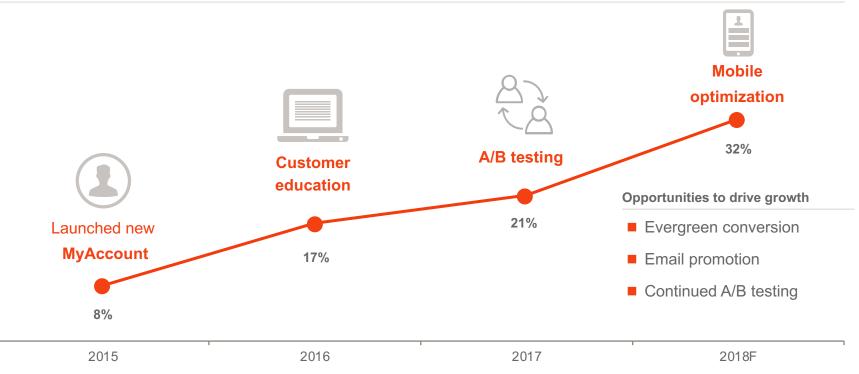
frontdoor.

Serve

## **Example: Expanding online renewal self-service**



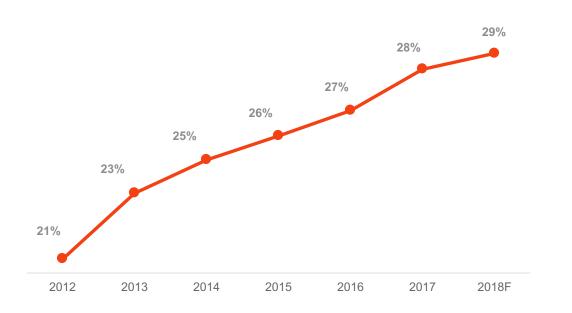
Contracts renewed online<sup>1</sup> (% of total)



## Improving customer engagement to increase renewal rates

3 Engage & Retain

1st term Real Estate renewal rate



- 1st term Real Estate renewal rate is 28%<sup>1</sup> compared to 75%<sup>1</sup> for DTC
- Continuous improvements to 1st term customer communication and engagement have helped drive increased renewal rates
- Next step will be to promote increased engagement through product enhancements

## Product enhancement example: Re-keying of homes





Developed and deployed **Re-key service** to meet the needs of Real Estate customers while driving low-cost engagement



## Within 12 months, we built a nationwide network of locksmith companies that are currently averaging 4.7 / 5 stars in customer survey scores

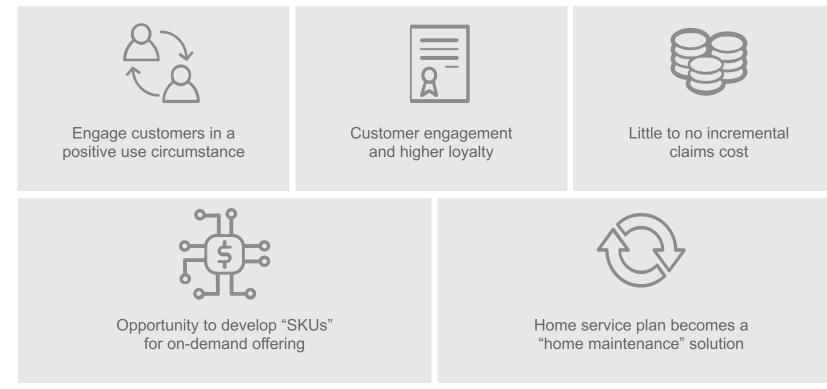
## Many opportunities to increase the breadth of the home service plan



Current Services	New or Currently in Pilot	Future Services
RefrigeratorsAir conditioningDishwashersHeatingRangesElectricalOvensIndoor plumbingClothes washersWater heatersClothes dryersMicrowaves	Locksmith HVAC tune-up TV mounting Carpet cleaning Handyman service	Painting Smart Home installation Landscaping Home inspection Moving

## Benefits of adding services to the home service plan





#### frontdoor

## **Financial Overview**

## **Brian Turcotte**

Chief Financial Officer

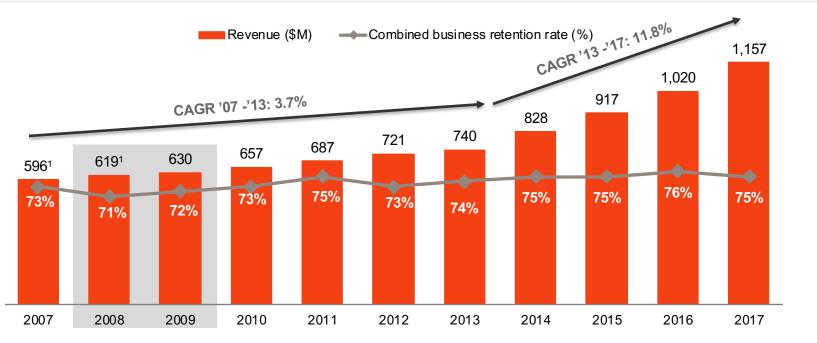
#### **Investment thesis**

Impressive	Robust	Strong free	Capital-light
growth	margins <sup>1</sup>	cash flow <sup>1</sup>	model
<b>~12%</b> Historical revenue CAGR since 2013	<b>22%+</b> Average EBITDA margins since 2013	<b>65%+</b> Average FCF conversion since 2013	<b>&lt;2%</b> Capex as a % of revenue

## Attractive core business with significant upside – making a good business great!

## Strong revenue growth and consistent customer retention

**Revenue and Retention Rates over time** 

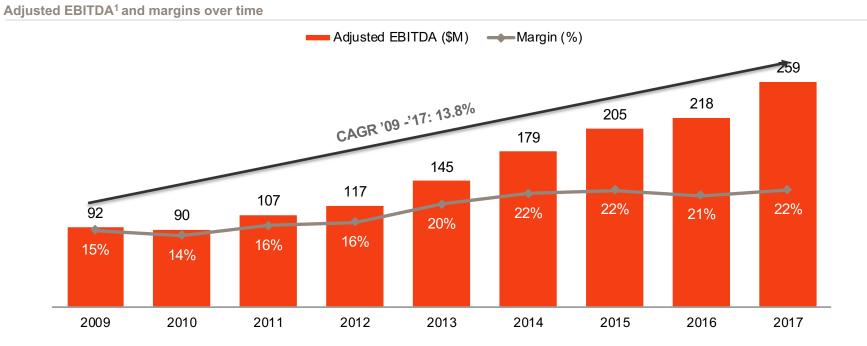


Organic revenue growth, even through tough economic cycles

Source: Company filings; Management numbers

frontdoor 1 Normalized to exclude purchase accounting adjustments related to CD&R acquisition; Adjustments of \$55.3M and \$30.8M in Revenue in 2007 and 2008 respectively

### Track record of consistent Adjusted EBITDA growth



#### Averaged 22% Adjusted EBITDA margins since 2013

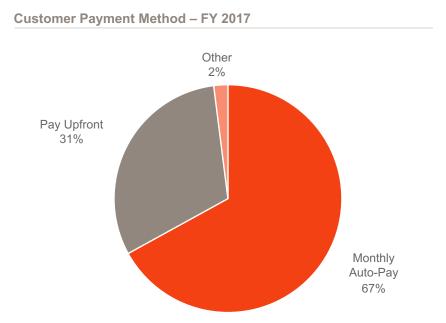
frontdoor. <sup>1</sup> See Appendix for Non-GAAP reconciliations and Non-GAAP reconciliation definitions; Adjusted EBITDA for 2012 and prior years is derived from ServiceMaster's consolidated financial statements. Stand-alone combined financial statements for the Frontdoor business have not been prepared for these periods

### Strong free cash flow to fund growth

Free Cash Flow<sup>1</sup> Free Cash Flow (\$M) -----Free Cash Flow Conversion (%) CAGR '13 -'17: 29.0% 179 144 131 127 65 73% 69% 66% 62% 44% 2013 2014 2015 2016 2017

Generated over \$600M of cumulative free cash flow in last 5 years

## Subscription-based model provides consistency and predictability in our business performance



- 67% of our customers (nearly 1.4 million accounts) are on a monthly auto-pay program
- Monthly auto-pay customers are more likely to renew
- 31% of customers pay upfront, primarily in the real estate channel



## Disciplined approach to capital allocation

- Invest in core business and grow organically
  - Capex capital-light business
  - Opex aimed at driving efficiencies
- M&A
  - Funded primarily through free cash flow
- Repay debt
- Return cash to shareholders

## **Strong EBITDA conversion ratio**

Cost structure (% of revenue)

Costs	FY 2017
Claims	50%
Selling	8%
Marketing	6%
Service (Call Center)	8%
G&A	6%
Other	1%
Total	78%
Depre. / Amort. / Interest	1%
EBITDA	22%

#### Overview of margin expansion opportunities

- Dynamic pricing to align labor rates to contract prices
- Better technology to measure end-to-end cost profile per contract
- Greater data and performance marketing to drive further cost efficiencies
- Deeper investment in customer self-service to drive lower cost and higher customer satisfaction

### **YTD Financial Update**

#### YTD'18 update

- 9% organic revenue growth YTD YoY, driven by unit growth and price realization
- YTD'18 Adj. EBITDA impacted by a \$22M increase in contract claims costs, primarily due to a higher mix of appliance replacements vs. repairs and a higher number of work orders driven by significantly warmer summer temperatures in 2018
- Also had an increase in sales and marketing costs and additional investment in customer care center costs

#### YTD<sup>1</sup> financial summary

(\$M)	YTD'18	YTD'17	% change
Revenue	\$602	\$553	8.9%
Gross profit	272	268	1.5%
Adj. EBITDA <sup>2</sup>	105	113	(7.1%)
% margin <sup>2</sup>	17.4%	20.4%	(3.0%)

#### Initiatives

People: Strong leadership in place

**Pricing:** Increasing pricing to properly reflect the rise in replacements of appliances and implementing dynamic pricing processes

**Process and visibility:** Improve operations and analytics to identify changing trends

**Cost containment:** Renegotiating appliance contractor agreements and sourcing additional appliance parts supply

### Long-term targets for home service plan business

Metrics	2018F L	ong-term annual targets
Revenue growth	8-10%	High single digit organic
Gross margin	46-47%	~50%
Adjusted EBITDA margin	~20%	Low 20's
Сарех	\$20-30M	~\$20M
	/ Irs	

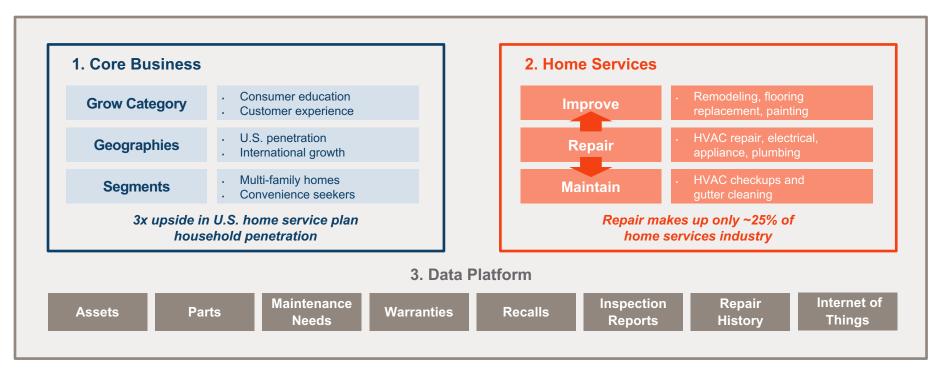
## **Our Future**

## **Rex Tibbens**

Chief Executive Officer

## **Our vision for the future.**

### A strong core business...



#### ...with the platform to penetrate into the broader home services category



## Key elements of home services strategy



On-demand service



 Service experience transparency



Transparent pricing



Preventative maintenance

## A robust data platform will unlock value throughout the home services category and beyond

Data Platform

Parts

ΙοΤ

#### Sources of Data

- Service visits with our customers
- Our contractors
- Data aggregators
- Manufacturers / Retailers
- Home inspections



Automated Repair Processes **History** 

Assets





Recalls

Inspections



Maintenance

**Warranties** 

### Users of Platform

- Homeowners
- Home service plan business
- Our contractors
- User friendly Data aggregators interface
  - Manufacturers / Retailers
  - Home buyers

#### Platform users will consume and contribute data

# Why Frontdoor?

 Great core business a growing subscription business with high margins

 Opportunities within core business alone represent significant upside

 Unique and powerful marketplace model in home services

 Well-positioned to be a leader in the \$400B U.S. home services market

# Appendix

### **Non-GAAP reconciliation definitions**

**Adjusted EBITDA** is defined as net income before: depreciation and amortization expense; interest expense; interest income from affiliate; provision for income taxes; non-cash stock-based compensation expense; restructuring charges; spin-off charges; non-cash impairment of software and other related costs; affiliate royalty expense; (gain) loss on insured home service plan claims; and other non-operating expenses

Adjusted EBITDA margin is defined as Adjusted EBITDA divided by Revenue

**Free Cash Flow** is defined as net cash provided from operating activities from continuing operations less property additions

Free Cash Flow Conversion is defined as Free Cash Flow divided by Adjusted EBITDA

### **Net Income to Adjusted EBITDA Reconciliations**

	Six months en	ded June 30,		Year E	nded Decemb	oer 31,	
(In millions)	2018	2017	2017	2016	2015	2014	2013
Net Income	\$58	63	\$160	\$124	\$120	\$74	\$84
Depreciation and amortization expense	9	9	17	13	9	9	8
Interest expense	0	0	1	_	_	_	_
Interest income from affiliate	(1)	(1)	(3)	(2)	_	_	_
Provision for income taxes	20	37	60	71	69	46	50
Non-cash stock-based compensation expense	2	3	4	4	4	3	1
Restructuring charges	3	1	20	3	_	1	1
Spin-Off charges	15	-	_	_	_	_	_
Non-cash impairment of software and other related costs	-	-	_	_	_	47	_
Affiliate royalty expense	1	1	2	2	1	1	1
(Gain) loss on insured home service plan claims	(1)	0	(1)	1	_	(3)	_
Other	-	1	_	1	1	_	_
Adjusted EBITDA	\$105	\$113	\$259	\$218	\$205	\$179	\$145
			1				
Revenue	\$602	\$553	\$1,157	\$1,020	\$917	\$828	\$740
Net Income as a % of Revenue	10%	11%	14%	12%	13%	9%	11%
Adjusted EBITDA Margin	18%	20%	22%	21%	22%	22%	20%

## Net Cash Provided from Operating Activities to Free Cash Flow Reconciliations

		Year Ended December 31,			
(In millions)	2017	2016	2015	2014	2013
Net Cash Provided from Operating Activities	\$194	\$155	\$135	\$142	\$78
Property additions	(15)	(11)	(7)	(11)	(13)
Free Cash Flow	\$179	\$144	\$127	\$131	\$65
Adjusted EBITDA	\$259	\$218	\$205	\$179	\$ 145
Free Cash Flow Conversion	69%	66%	62%	73%	44%

## **Pro forma capitalization**

	PF Spin	
	Amount (\$M)	x Adj. EBITDA
Cash and marketable securities	\$275	
New \$250M Revolver	-	
New 7-Year Term Loan B	650	
Total Secured Debt	\$650	2.58x
Net Secured Debt <sup>1</sup>	\$600	2.38x
New Senior Unsecured Notes due 2026	350	
Total Debt	\$1,000	3.97x
Net Debt <sup>1</sup>	\$950	3.77x
SpinCo LTM 6/30/18 Adj. EBITDA		\$252

<sup>1</sup> \$225M of SpinCo restricted cash and marketable securities are not used for cash netting