

# Direct Line Insurance Group PLC (DLG:LN)



**London**  
Stock Exchange

Financials/Property and Casualty Insurance

Price: 188.70

Report Date: May 7, 2024

## Business Description and Key Statistics

Direct Line Insurance Group plc is a United Kingdom-based insurance company. The principal activity of the Company is managing its investments in subsidiaries, providing loans to those subsidiaries, raising funds for the Group and the receipt and payment of dividends. The Company's segments include Motor, Home, Rescue and other personal lines, and Commercial. The Motor segment consists of personal motor insurance together with the associated legal protection cover. The Home segment consists of home insurance together with associated legal protection cover. The Rescue and other personal lines segment consist of rescue products, which are sold direct through the Group's own brand, Green Flag, and other personal lines insurance. The Commercial segment consists of commercial insurance for small and medium-sized enterprises sold through the Group's brands Direct Line, Churchill and Privilege. Churchill also sells products through price comparison websites (PCWs).

**Website:** <https://www.directlinegroup.co.uk/>

**ICB Industry:** Financials

**ICB Subsector:** Property and Casualty Insurance

**Address:** Churchill Court, Westmoreland Road  
BROMLEY BR1 1DP  
GBR

**Employees:** 10,131

	Current	YTY % Chg
<b>Revenue LFY (M)</b>	3,699	17.4
<b>EPS Diluted LFY</b>	0.16	
<b>Market Value (M)</b>	2,449	
<b>Shares Outstanding LFY (000)</b>	1,297,700	
<b>Book Value Per Share</b>	1.85	
<b>EBITDA Margin %</b>	-3.50	
<b>Net Margin %</b>	5.6	
<b>Long-Term Debt / Capital %</b>	13.2	
<b>Dividends and Yield TTM</b>	0.04 - 0.00%	
<b>Payout Ratio TTM %</b>	0.0	
<b>60-Day Average Volume (000)</b>	6,945	
<b>52-Week High &amp; Low</b>	225.80 - 133.90	
<b>Price / 52-Week High &amp; Low</b>	0.84 - 1.41	

## Price, Moving Averages & Volume



Direct Line Insurance Group PLC is currently trading at 188.70 which is 4.0% below its 50 day moving average price of 196.55 and 7.0% above its 200 day moving average price of 176.34.

DLG:LN is currently 16.4% below its 52-week high price of 225.80 and is 40.9% above its 52-week low price of 133.90. Over the past 52-weeks, DLG:LN is up 20.3% while on a calendar year-to-date basis it is up 3.7%.

The Relative Strength Index (RSI) indicator for DLG:LN is currently 47.87. An RSI value of 70 and above is considered overbought and 30 and below oversold.

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## Price Performance, Technical Indicators & Risk Metrics

Price Performance	% Change	Difference vs FTSE 350	Technical Indicators	
1-Day %	1.18	-0.04	50-Day Average Price	196.55
1-Week %	0.64	-1.35	Price / 50-Day Average	0.96
4-Week %	0.37	-4.03	200-Day Average Price	176.34
52-Week %	20.34	13.42	Price / 200-Day Average	1.07
Quarter-to-Date %	-3.26	-7.54	RSI - Relative Strength Index	47.87
Year-to-Date %	3.71	-3.25	<b>Risk Metrics</b>	
Last Month %	-4.74	-6.87	Price Volatility	3.43
Last Quarter %	7.20	4.63	Sharpe Ratio	-0.06
Last Calendar Year %	-17.78	-21.66	Sortino Ratio	-0.10

## 5-Year Price Performance vs. FTSE 350

**Direct Line Insurance Group PLC**  
**FTSE 350 Index**

Current: 0.60 CAGR: -9.6%  
Current: 1.14 CAGR: 2.7%



Over the past five years, Direct Line Insurance Group PLC's stock price is down 39.7% which is 53.8% below the FTSE 350 Index performance of 14.1% over the same period. Direct Line Insurance Group PLC's cumulative annualized growth rate (CAGR) over the five year period has been -9.6% while that of the FTSE 350 Index has been 2.7%.

Over the past year, Direct Line Insurance Group PLC's stock price performance of 20.3% has outperformed that of the FTSE 350 Index by 13.4%. On a year-to-date basis, Direct Line Insurance Group PLC's stock price performance of 3.7% has outperformed the FTSE 350 Index by 3.3%.

Over the past week, Direct Line Insurance Group PLC's stock price performance of 0.6% has underperformed that of the FTSE 350 Index by 1.4%.

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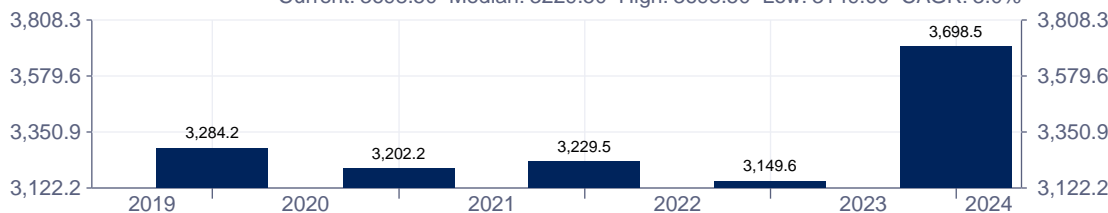
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## Growth and Profitability Metrics

Historical Growth	3-Year	5-Year	10-Year	Profitability	Current	5-Year Average	10-Year Average
Revenues %	4.9	1.5	-0.6	Gross Margin %			
Revenues Per Share %	6.7	2.6	-0.1	EBITDA Margin %	-3.5	10.7	13.1
EBITDA %	-100.0	-100.0	-100.0	Pre-Tax Margin %	7.5	9.7	12.0
EPS Diluted %	-15.0	-14.4	-3.6	Net Margin %	5.6	7.4	9.5
Free Cash Flow %	-13.4	-2.7	999.9	Return on Equity %	9.6	9.0	11.6
Cash from Operations %	-11.5	-3.0	12.4	Return on Capital %	8.0	6.9	9.5
Book Value %	-2.5	-0.3	-0.9	Return on Assets %	2.6	2.6	3.2

### Revenue (M)

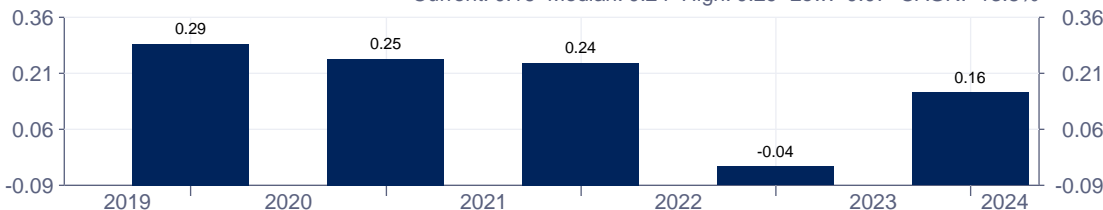
Current: 3698.50 Median: 3229.50 High: 3698.50 Low: 3149.60 CAGR: 3.0%



Direct Line Insurance Group PLC's cumulative annualized revenue growth rate over the charted period is 3.0%. This compares to cumulative annualized growth of 4.9% over the past 3 years.

### EPS Diluted

Current: 0.16 Median: 0.24 High: 0.29 Low: -0.07 CAGR: -13.8%



Direct Line Insurance Group PLC's cumulative annualized EPS growth rate over the charted period is -13.8%. This compares to cumulative annualized growth of -15.0% over the past 3 years.

### Net Profit Margin %

Current: 5.62 Median: 10.93 High: 13.36 Low: -8.24 CAGR: -17.5%



Direct Line Insurance Group PLC's net profit margin of 5.6% is 1.8% below the period's mean net margin of 7.4%. During the charted period, the observed net profit margin high and low were 13.4% and -8.2% respectively.

### Return on Equity %

Current: 9.60 Median: 12.90 High: 17.20 Low: -11.80 CAGR: -12.1%



Direct Line Insurance Group PLC's return on equity of 9.6% is 0.6% above the period's mean return on equity of 9.0%. During the charted period, the observed ROE high and low were 17.2% and -11.8% respectively.

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## Valuation Metrics

	Current	5-Year Median	10-Year Median		Current	5-Year Median	10-Year Median
Price / EPS TTM	11.9	11.3	11.8	Earnings Yield %	8.42	8.85	8.45
Price / Sales	0.7	1.2	1.3	Free Cash Flow Yield %	5.31	5.24	4.69
Price / Operating Cash Flow	10.3	10.5	11.2	Dividend Yield %	0.00	7.10	4.41
Price / Book Value	1.0	1.4	1.6	Enterprise Value / EBITDA	50.0	7.7	8.0

### Price / EPS TTM



Direct Line Insurance Group PLC is trading at 11.87 times its EPS generated during the latest fiscal year. This multiple is above the historically observed median of 11.31, while high and low observations have been 99.90 and 8.56.

### Price / Sales



Direct Line Insurance Group PLC is trading at a Price to Sales ratio of 0.67 based on sales generated during the latest fiscal year. This ratio is below the historically observed median ratio of 1.16, while high and low observations have been 1.46 and 0.57.

### Price / Book Value



Direct Line Insurance Group PLC is trading at a Price to Book ratio of 1.02 based on book value at the latest fiscal year end. This ratio is below the historically observed median of 1.39, while high and low observations have been 1.85 and 0.84.

### Free Cash Flow Yield %



Direct Line Insurance Group PLC has a Free Cash Flow Yield of 5.31% based on free cash flow generated during the latest fiscal year. This value is above the historically observed median yield of 5.23%, while high and low observations have been 27.61 and 1.10.

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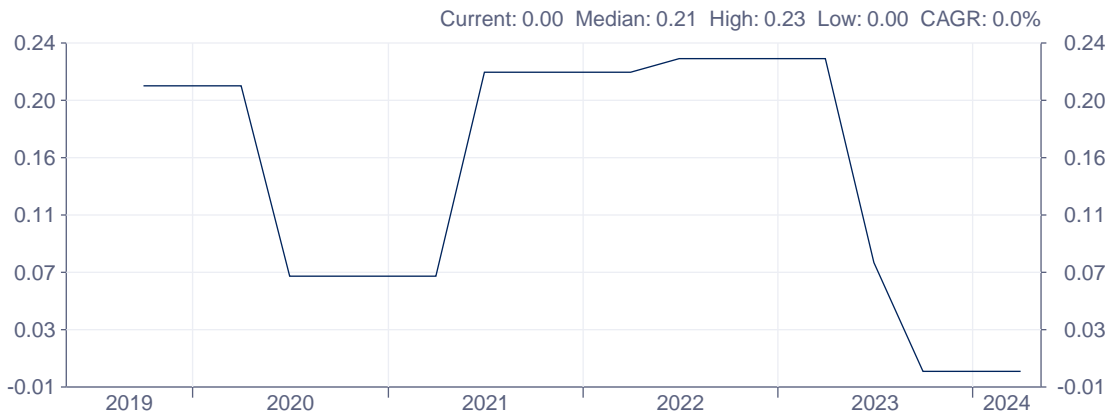
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## Dividends Data

Dividends Per Share TTM		0.04	Payout Ratio TTM %		0.00%	Dividend Yield TTM %		0.00%
Rate	Ex Date	Record Date	Payment Date	Currency	Note			
0.040	04-04-2024	05-04-2024	17-05-2024	GBP				
0.076	11-08-2022	12-08-2022	09-09-2022	GBP				
0.151	07-04-2022	08-04-2022	17-05-2022	GBP				
0.076	12-08-2021	13-08-2021	03-09-2021	GBP				
0.147	08-04-2021	09-04-2021	20-05-2021	GBP				
0.074	13-08-2020	14-08-2020	04-09-2020	GBP				
0.072	08-08-2019	09-08-2019	06-09-2019	GBP				
0.140	04-04-2019	05-04-2019	16-05-2019	GBP				
0.070	09-08-2018	10-08-2018	07-09-2018	GBP				

## Dividend Growth and Yield

### Dividends Per Share TTM



Direct Line Insurance Group PLC's trailing 12-month dividend per share is 0.00 and its dividend has grown at a cumulative annualized rate of 0.0% over the charted period. This compares to dividend growth of -47.40% over the past year and cumulative annualized growth of -43.40% over the past 3 years.

### Dividend Yield TTM %



Direct Line Insurance Group PLC's current dividend yield is 0.00% based on trailing 12 month dividends. The current yield is below the historically observed median of 7.10% and, over the charted time period, the observed high yield has been 16.70% and the observed low yield has been 0.00%.

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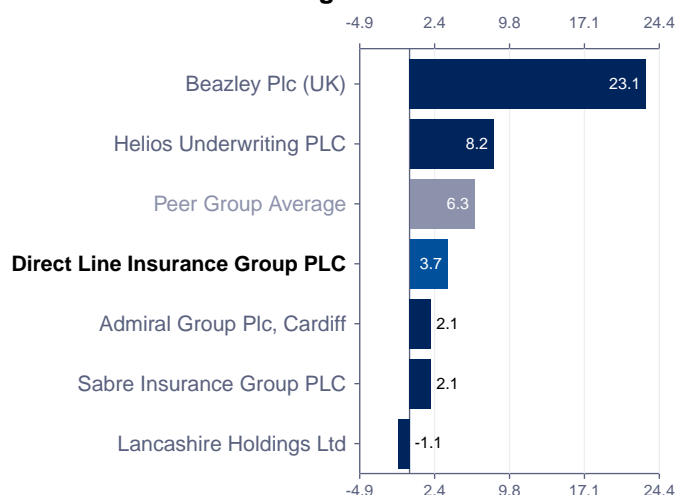
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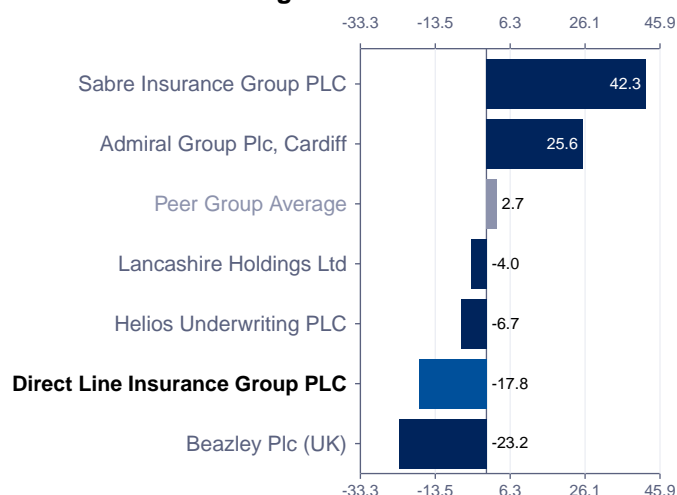
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## ICB Subsector Peer Comparisons

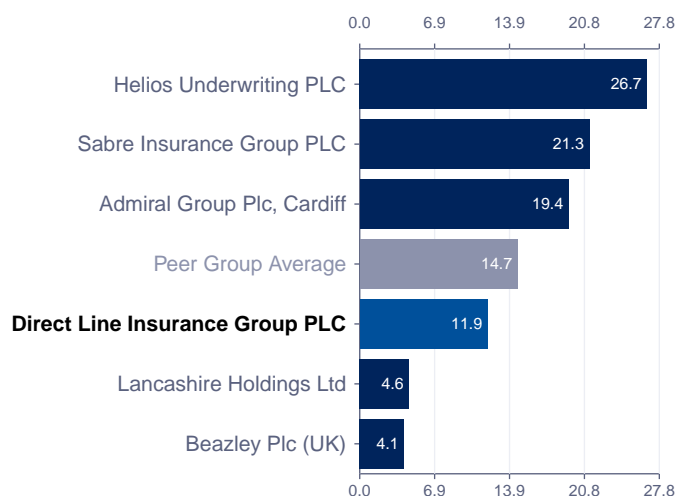
### Price Change Year to Date %



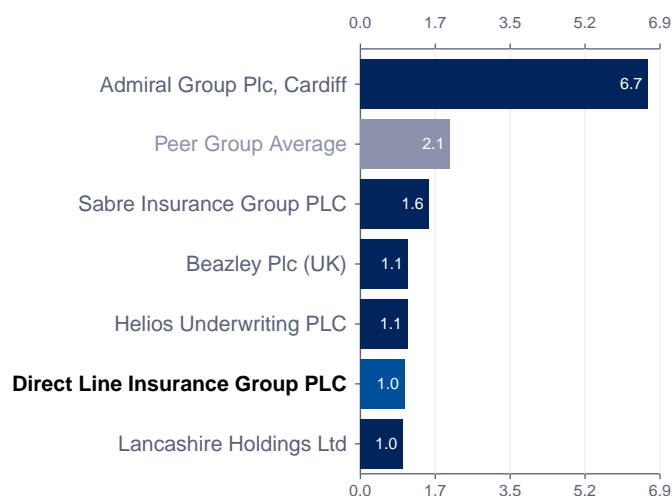
### Price Change Last Calendar Year %



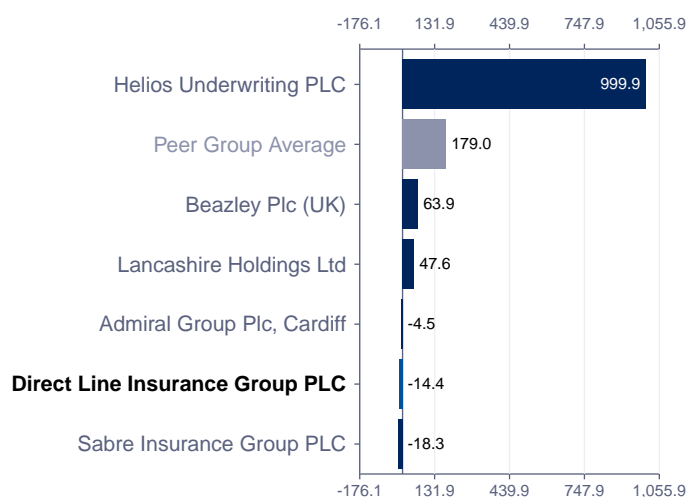
### Price / EPS TTM



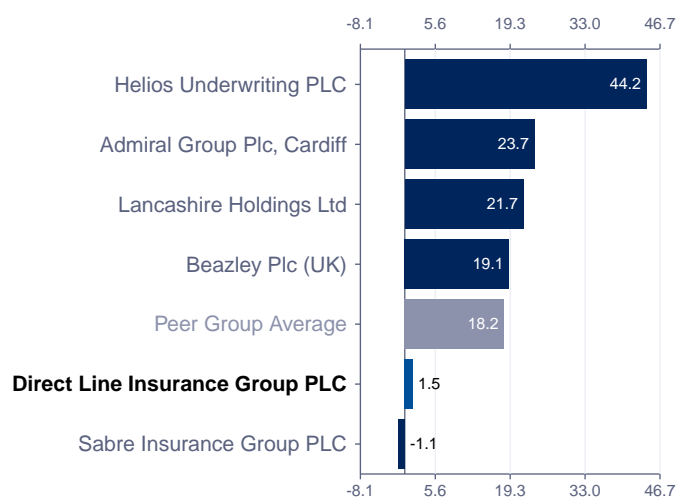
### Price / Book Value



### EPS 5-Year Growth Rate %



### Revenue 5-Year Growth Rate %



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## Abbreviations:

<b>CAGR</b>	- Cumulative annual growth rate.
<b>EBIT</b>	- Earnings before interest and taxes.
<b>EBITDA</b>	- Earnings before interest, taxes, depreciation & amortization.
<b>LFY</b>	- Last fiscal year
<b>M</b>	- Million
<b>LON</b>	- London Stock Exchange

## Definitions:

**Market Value** - Weekly Price times latest Shares Outstanding times any applicable ADR factor.

**Revenue** - Sum of the last four quarters of Revenues.

**Revenue Per Share** - Sum of the last four quarters of Total Revenue divided by Weighted Average Shares Outstanding.

**Operating EPS LFY** - EPS excluding non-recurring, non-operating items, fiscal year aligned TTM value.

**60-Day Average Volume (000)** - The average of the last 60 daily volume values in thousands of shares.

**Price 52-Week High** - The high closing price from the last 52 weeks of daily closing prices.

**Price 52-Week Low** - The low closing price from the last 52 weeks of daily closing prices.

**Price / 52-Week High** - Latest price divided by the high price from the past 52 weeks of daily closing prices.

**Price / 52-Week Low** - Latest price divided by the low price from the past 52 weeks of daily closing prices.

**50-Day Average Price** - Mean of last 50 daily closing prices.

**200-Day Average Price** - Mean of last 200 daily closing prices.

**Price / 50-Day Average Price** - Latest closing price divided by mean of last 50 daily closing prices, as a percentage.

**Price / 200-Day Average Price** - Latest closing price divided by mean of last 200 daily closing prices, as a percentage.

**Relative Strength Index** - Relative Strength Index or RSI measures the magnitude of gains over a given time period against the magnitude of losses over that period. The equation is  $RSI = 100 - 100 / (1 + RS)$  where  $RS = (total\ gains / n) / (total\ losses / n)$  and  $n =$  number of RSI periods. In this item, 14 days is used and one year of daily prices are considered. A value of 30 or below may imply oversold and 70 or above may imply overbought.

**Price Volatility** - The standard deviation of the last 20 days of daily closing prices.

**Sharpe Ratio** - The 5 year average of the excess monthly return over the risk - free rate(1 - month T - bill) over the 5 year standard deviation of the same series.

**Sortino Ratio** - The same calculation as the Sharpe Ratio but with positive excess returns set to zero for the standard deviation denominator, so only negative volatility weighs in.

**Dividends Per Share TTM** - Sum of the last four quarters of Dividends Per Share.

**Payout Ratio** - Dividends Per Share TTM divided by Operating EPS TTM.

**Dividend Yield TTM %** - Sum of the last four quarter of Dividends Per Share divided by Weekly Price.

**EBITDA** - Sum of the last four quarters of EBITDA (Operating Income + Depreciation & Amortization).

**Free Cash Flow** - Sum of the last four quarters Net Cash from Operations minus Capital Expenditures (Purchase of Property, Plant & Equipment), from the Cash Flow Statement.

**Book Value Per Share** - Total Common Equity last quarter divided by Shares Outstanding last quarter.

**Gross Margin %** - Sum of the last four quarters Gross Profit divided by the sum of the last four quarters Revenues.

**EBITDA Margin %** - Sum of the last four quarters EBITDA divided by the sum of the last four quarters Revenues.

**Pre-Tax Margin %** - Sum of the last four quarters of Earnings Before Taxes divided by sum of the last four quarters Revenues.

**Net Profit Margin %** - Sum of the last four quarters of Operating EPS divided by sum of the last four quarters Revenues Per Share.

**Return on Equity %** - Sum of the last four quarters of Operating EPS divided by the average of the last four quarters Book Value.

**Return on Capital %** - Sum of the last four quarters of Operating EPS divided by the average of the last four quarters Total Capital Per Share.

**Return on Assets %** - Sum of the last four quarters of Operating EPS divided by the average of the last four quarters Total Assets Per Share.

**Price / EPS TTM** - Weekly Price divided by the sum of the last four quarters of Operating EPS (capped at 99.9).

**Price / Sales** - Weekly Price divided by Revenues Per Share TTM.

**Price / Book Value** - Weekly Price divided by Book Value Per Share last quarter. Book Value Per Share is Total Common Equity last quarter divided by Shares Outstanding last quarter (capped at 49.9).

**Free Cash Flow Yield %** - Free Cash Flow Per Share TTM divided by Weekly Price.

**Enterprise Value** - Market Value plus Total Debt last year plus Preferred Equity last year minus Cash & Cash Equivalents last year.

**Enterprise Value / Sales** - Enterprise Value divided by the sum of the last four quarters of Revenue.

**Enterprise Value / EBITDA** - Enterprise Value divided by EBITDA TTM.

**Enterprise Value / EBIT** - Enterprise Value divided by trailing four quarters of Operating Income.

**Enterprise Value / Free Cash Flow** - Enterprise Value divided by the sum of the last four quarters of Free Cash Flow.

**Russell 1000 Index** - The largest 1,000 stocks by market cap, the index comprehensively covers the US large cap universe.

EPS 5-Year Growth Rate % is capped at 999.9%.

Revenue 5-Year Growth Rate % is capped at 999.9%.



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