



# Preliminary Results to 31 July 2018

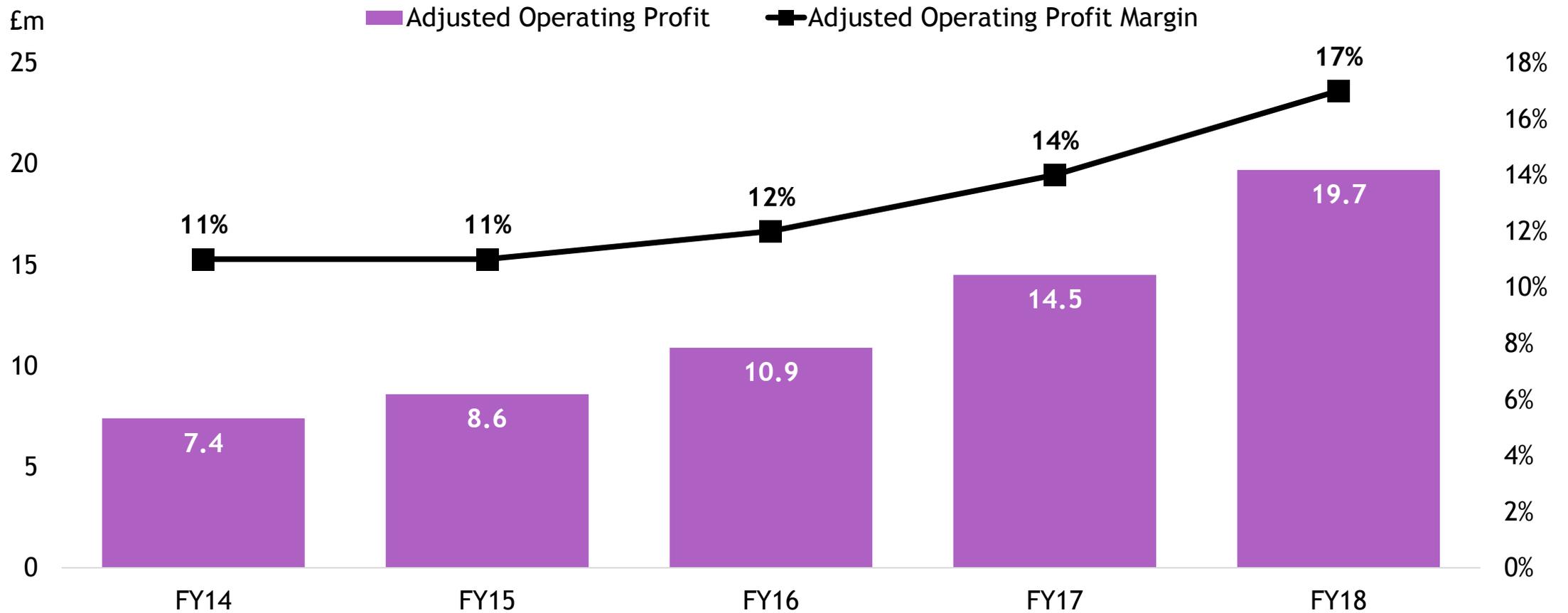
Tracking well towards our five-year growth plans



# FY18 Summary

- Strong revenue growth of 9% (12% at constant currency) to £116.6m, significantly ahead of the global market average of 3.3%
- Adjusted operating profit up by 35% to £19.7m
- All divisions are now driving growth - Data Products & Services, and Cube-aligned Custom Research
- Excellent cash conversion of 119%; cash balances of £31m
- Recommended dividend increased by 50% to 3.0p per share
- Global footprint expanded to include India, Italy, Spain; acquisitions in Australia and UK
- EU GDPR and low trust in digital advertising presents an opportunity for research and activation; blockchain permissioning solution in development
- Current trading in line with the Board's expectations; tracking well towards our five-year growth plans

# Tracking well towards our five-year growth plans



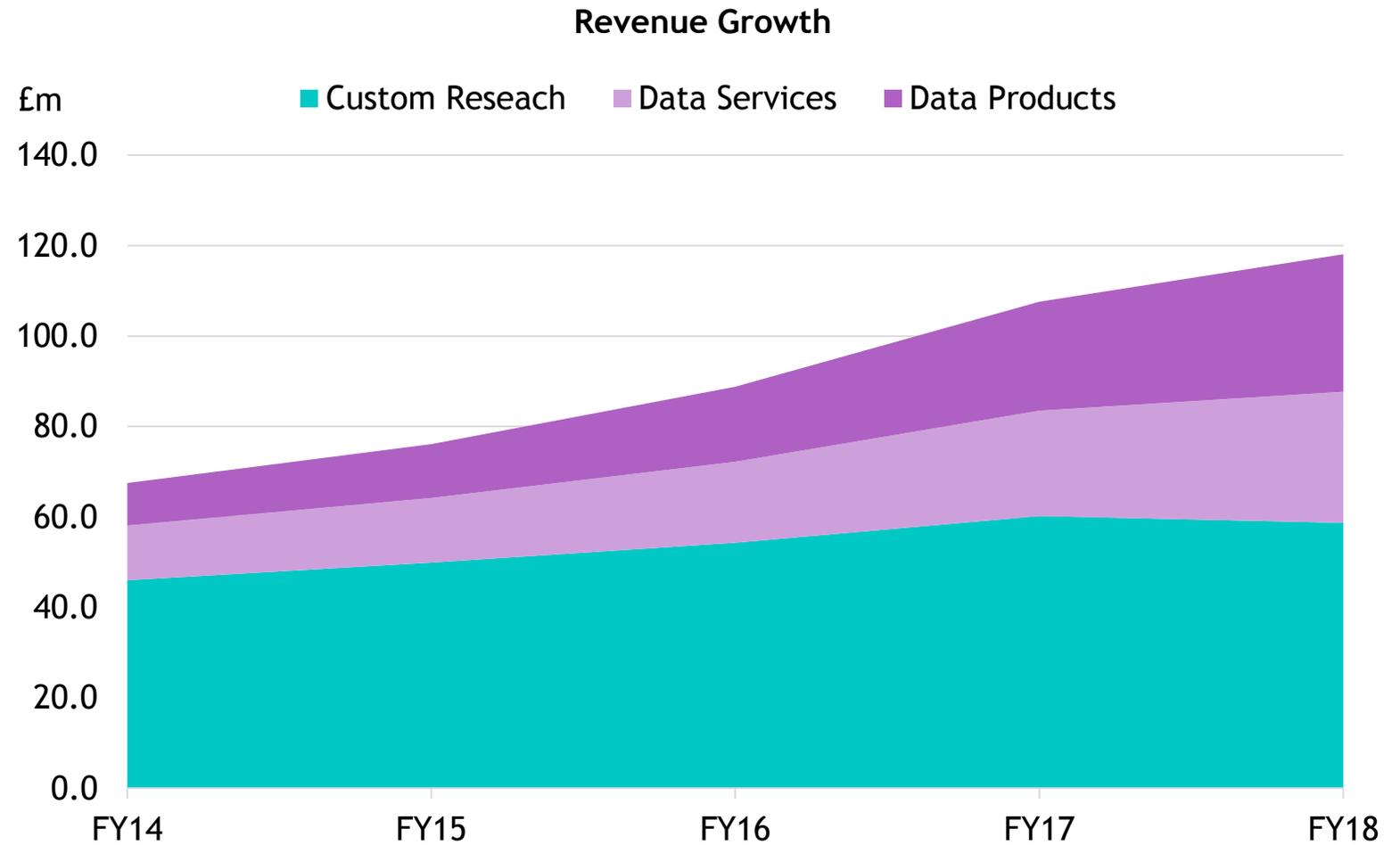
# Proportion of revenue from Data Products & Services has grown as planned

## Early achievement of a key five-year plan objective

In 2014 we stated that a key objective for the five years to 2019 was to increase the proportion of revenue from Data Products & Services, bringing it to parity with Custom Research.

This was achieved in 2018, with Data Products & Data Services now accounting for 50% of the total group revenue.

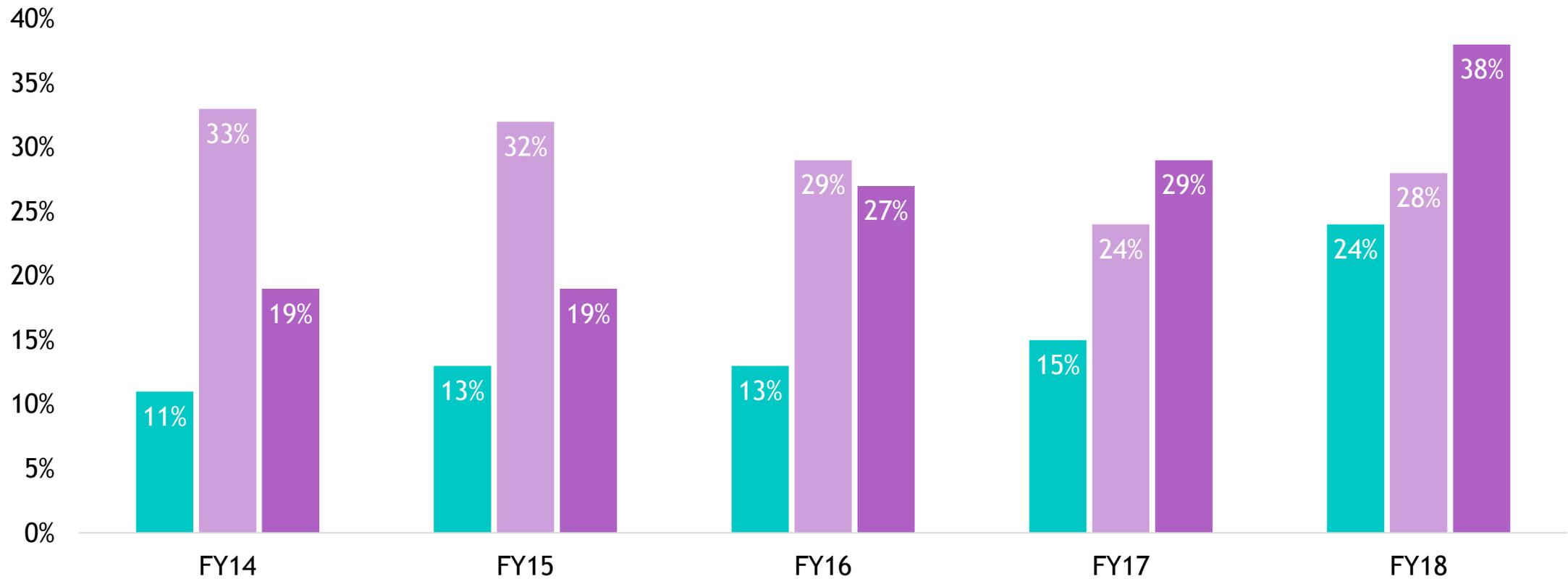
We now are driving all divisions with a focus on high-margin opportunities.



# Strong growth and improvement in margins across all divisions

Adjusted Operating Profit Margin by Divisions

■ Custom Research ■ Data Services ■ Data Products





# Financial Update



# Financial Highlights

- Group Revenue increased by 9% to £116.6m (12% on constant currency basis)
- Gross Profit Margin increased by 2% points to 82%
- Adjusted Operating Profit up by 35% to £19.7m (41% on constant currency basis)
- Adjusted Operating Margin increased from 14% to 17%
- Adjusted EPS increased by 52% to 16.6p

	Year to 31 July 2018 £m	Year to 31 July 2017 £m	% Change
Group Revenue	116.6	107.0	9%
Cost of Sales	(21.5)	(21.3)	1%
Gross Profit	95.1	85.7	11%
Gross Margin %	82%	80%	2% pts
Operating Expenses	(75.4)	(71.2)	6%
Adjusted Operating Profit	19.7	14.5	35%
Operating Margin %	17%	14%	3% pts
Adjusted Profit before Tax	23.3	16.4	42%
Adjusted EPS (p)	16.6	10.9	52%

# Balance Sheet

- Receivable days down to 56 days from 58 days
- Creditor days decreased to 21 days from 24 day
- Contingent consideration of £6.5m is in respect of Galaxy (£0.8m) and SMG (£5.7m) acquisitions
- Trade payables includes £12.5m of deferred subscription income

	Year to 31 July 2018 £m	Year to 31 July 2017 £m
<b>Assets</b>		
Goodwill	52.1	43.7
Other intangible assets	13.3	11.2
Other non-current assets	12.6	9.8
<b>Total</b>	<b>78.0</b>	<b>64.7</b>
<b>Current Assets</b>		
Trade and other receivables	36.1	31.4
Cash	30.6	23.5
<b>Total</b>	<b>66.7</b>	<b>54.9</b>
<b>Liabilities</b>		
Trade and other payables	36.2	30.5
Contingent consideration	1.4	-
Provisions	3.8	3.7
<b>Total</b>	<b>41.4</b>	<b>34.2</b>
<b>Net Current Assets</b>	<b>25.3</b>	<b>20.7</b>
<b>Non-Current Liabilities</b>		
Contingent consideration	5.1	-
Provisions	4.0	3.2
Deferred taxation	2.1	1.7
<b>Total Non-Current Liabilities</b>	<b>11.2</b>	<b>4.9</b>
<b>Net Assets</b>	<b>92.1</b>	<b>80.5</b>

# Cash Flow

- Cash flow generated from operations of £23.6m: 119% of adjusted operating profit
- Increase in deferred subscriptions contributed £1.8m to working capital inflow
- Investing activities of £8.8m includes £2.8m on panel; £4.3m on technology development, continued focus for FY19
- Dividend paid: £2.1m
- Net cash inflow of £7.2m
- Cash balance of £30.6m at 31 July 2018

	Year to 31 July 2018 £m	Year to 31 July 2017 £m
Cash flows from operating activities		
Statutory operating profit	11.8	7.6
Non cash movements	11.2	9.1
Net working capital movement	0.6	2.2
Cash generated from operations	23.6	18.9
Interest and tax	(5.5)	(2.5)
Net cash generated from operating activities	18.1	16.4
Net cash used in investing activities		
Shares Issued	-	0.2
Dividend Paid	(2.1)	(1.5)
Net cash used in financing activities	(2.1)	(1.3)
Net increase/(decrease) in cash	7.2	7.4
Cash balance at beginning of year	23.2	15.6
Exchange (loss)/gain on cash and cash equivalent	0.2	0.2
<b>Cash balance at end of year</b>	<b>30.6</b>	<b>23.2</b>

# Performance by Product & Service: Revenue

Sustained growth in Data Products & Services

	Year to 31 July 2018 £m	Year to 31 July 2017 £m	Change %	Change at Constant Currency %
Data Products	30.4	24.1	26%	30%
Data Services	29.0	23.3	24%	26%
<b>Total Data Products &amp; Services</b>	<b>59.4</b>	<b>47.4</b>	<b>25%</b>	<b>28%</b>
Custom Research	58.7	60.2	(3%)	0%
Intra-group revenues	(1.5)	(0.6)	-	-
<b>Group</b>	<b>116.6</b>	<b>107.0</b>	<b>9%</b>	<b>12%</b>

# Performance Product & Service: Operating Profit

Broad-based improvement in margins

	Year to	Year to	% Change	Operating Margin %	
	31 July 2018 £m	31 July 2017 £m		2018	2017
Data Products	11.7	7.0	66%	38%	29%
Data Services	8.0	5.7	40%	28%	24%
<b>Total Data Products &amp; Services</b>	<b>19.7</b>	<b>12.7</b>	<b>54%</b>	<b>33%</b>	<b>27%</b>
Custom Research	14.1	8.9	59%	24%	15%
Central Costs	(14.1)	(7.1)	(98%)	-	-
<b>Group</b>	<b>19.7</b>	<b>14.5</b>	<b>35%</b>	<b>17%</b>	<b>14%</b>

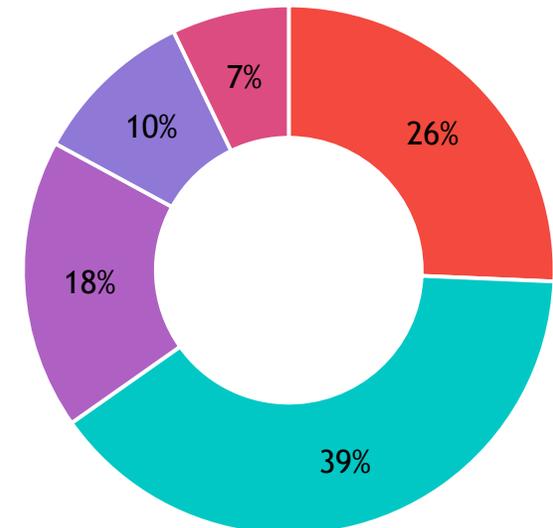
# Performance by Geography: Revenue

Growing presence in Asia Pacific

	Year to 31 July 2018 £m	Year to 31 July 2017 £m	Change %	Change at Constant Currency %
UK	31.3	27.1	15%	15%
USA	48.2	40.7	18%	24%
Mainland Europe	21.6	21.2	2%	2%
Middle East	12.1	16.3	(26%)	(22%)
Asia Pacific	8.7	5.5	59%	62%
Intra-group revenues	(5.3)	(3.8)	-	-
<b>Group</b>	<b>116.6</b>	<b>107.0</b>	<b>9%</b>	<b>12%</b>

Year to 31 July 2018 Revenue

- UK
- USA
- Mainland Europe
- Middle East
- Asia Pacific



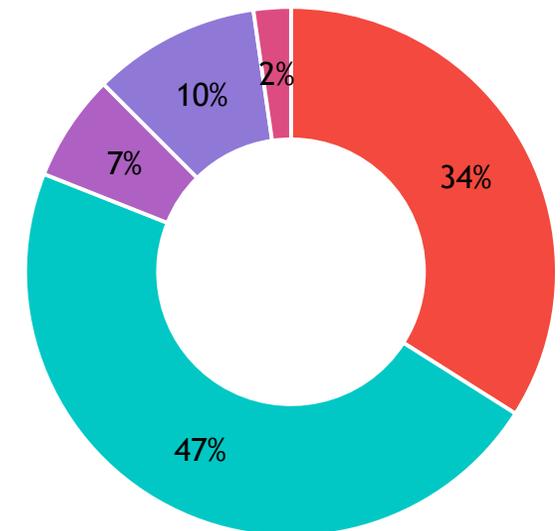
# Performance by Geography: Operating Profit

USA profitability improves significantly with management focus on region

	Year to 31 July 2018 Operating Profit £m	Year to 31 July 2017 Operating Profit £m	Operating Profit Growth %	Operating Margin	
				2018	2017
UK	12.0	8.6	40%	38%	31%
USA	16.6	9.3	78%	34%	23%
Mainland Europe	2.3	2.3	(2%)	11%	10%
Middle East	3.6	2.4	45%	29%	15%
Asia Pacific	0.8	(0.9)	-	10%	(16%)
Central Costs	(15.6)	(7.2)	117%	-	-
<b>Group</b>	<b>19.7</b>	<b>14.5</b>	<b>35%</b>	<b>17%</b>	<b>14%</b>

Year to 31 July 2018 Operating Profit

- UK
- USA
- Mainland Europe
- Middle East
- Asia Pacific



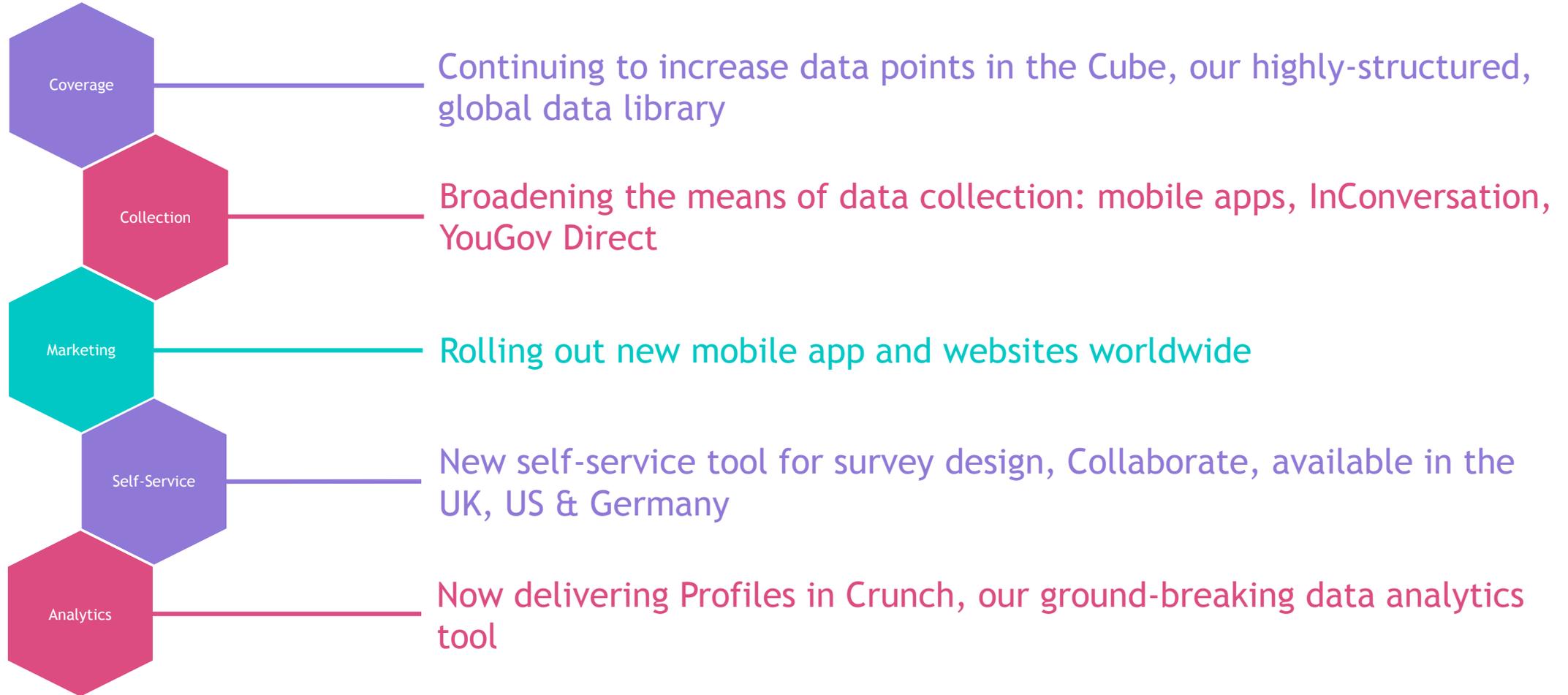


# Operational Update



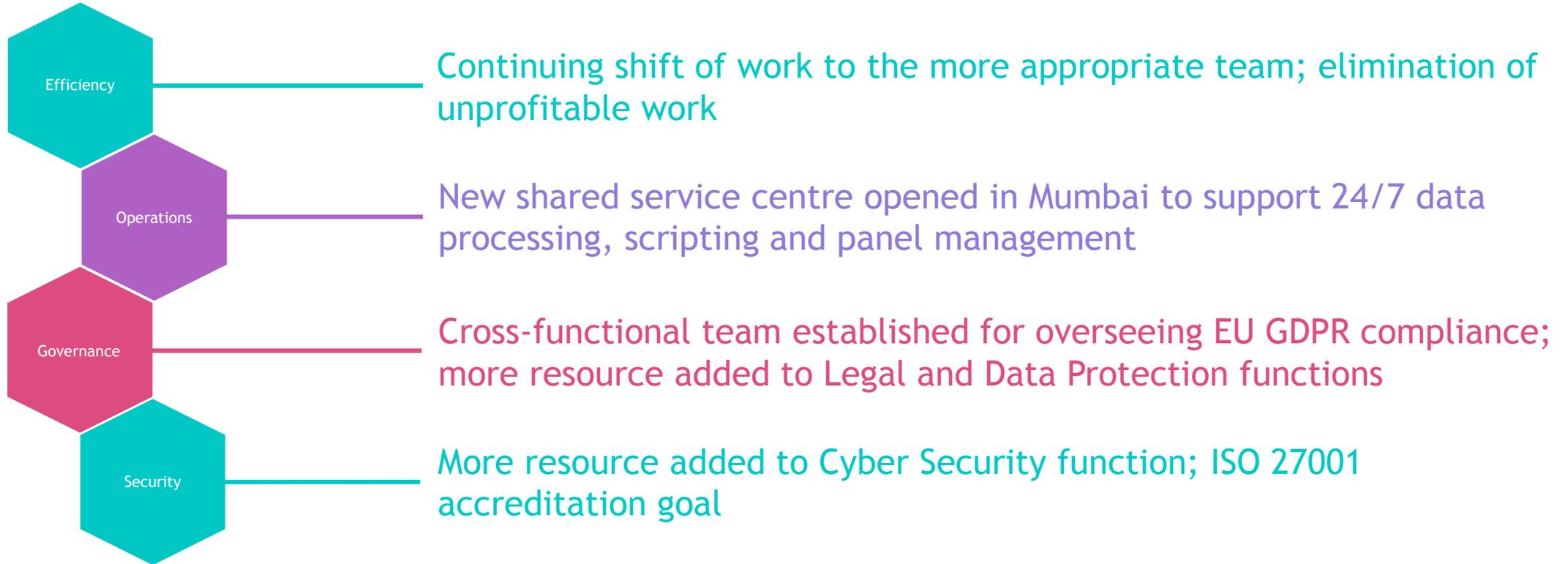
# Aligning and developing our infrastructure

We continue to align and develop our infrastructure to support scaling and create efficiencies



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# Expanding into new markets and sectors

## Three new organic operations



India



Italy



Spain

## Three strategic acquisitions



A sports sponsorship research agency with a global footprint



A bolt-on acquisition to our existing operation in Australia



UK-based an audience conversation platform for engaging with hard-to-reach audiences

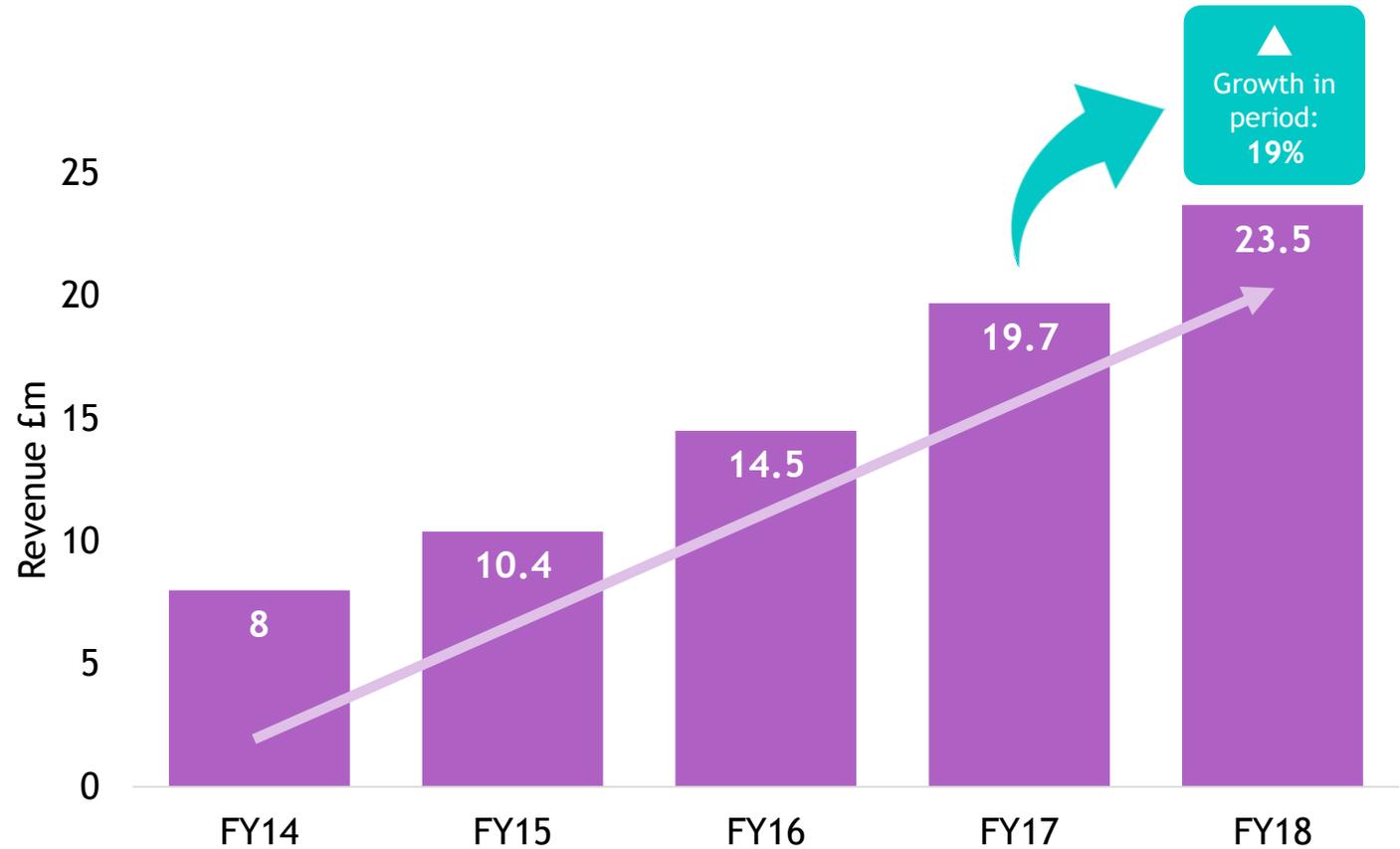


# Product & Service Update



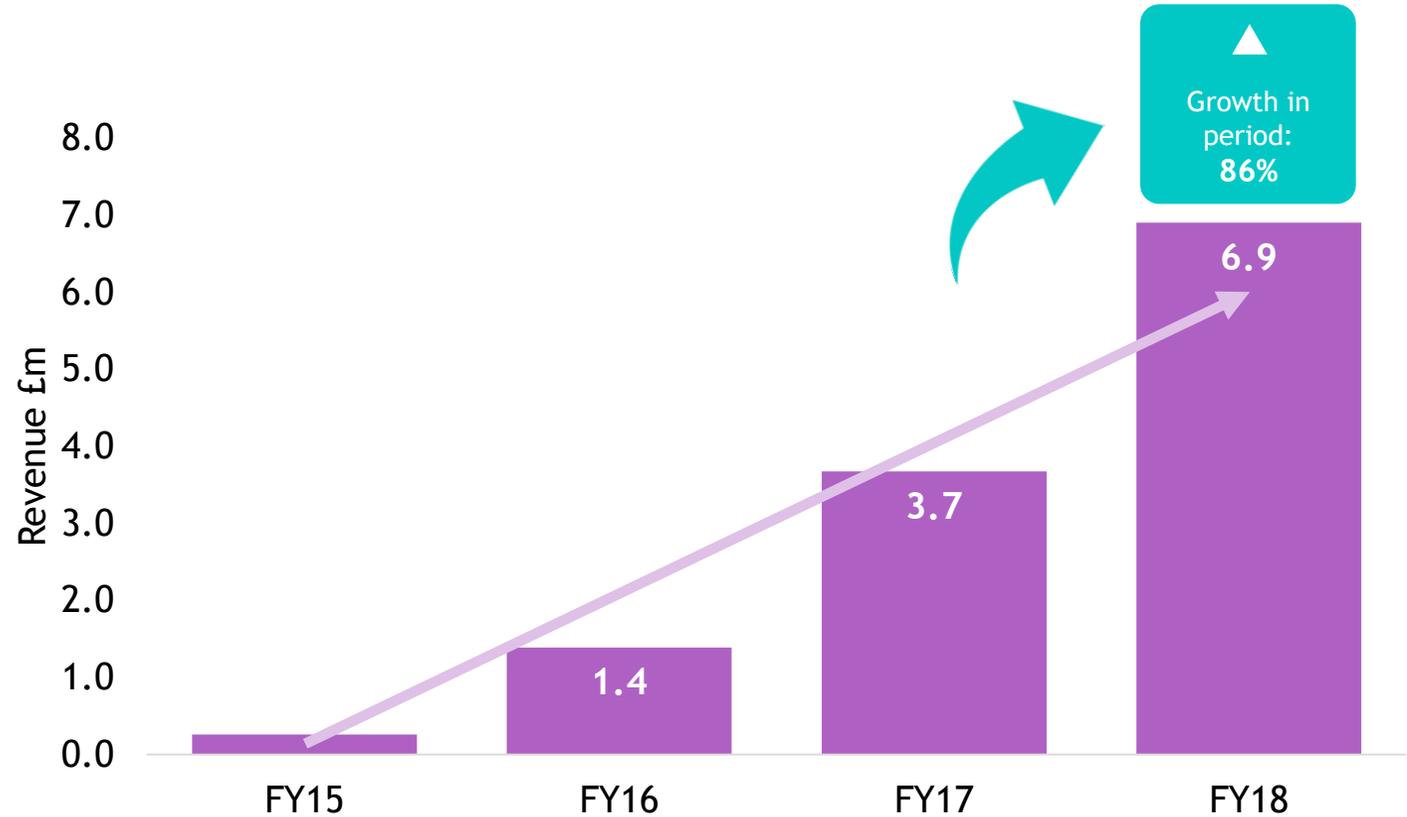
# YouGov BrandIndex

- Our flagship brand intelligence service
- Global expansion and integration with Profiles driving growth
- Covers 37 markets worldwide; Argentina, Belgium, Colombia, Chile and Peru recently added
- US remains largest market
- Increasingly being sold as a bundle with Profiles under the 'Plan & Track' banner



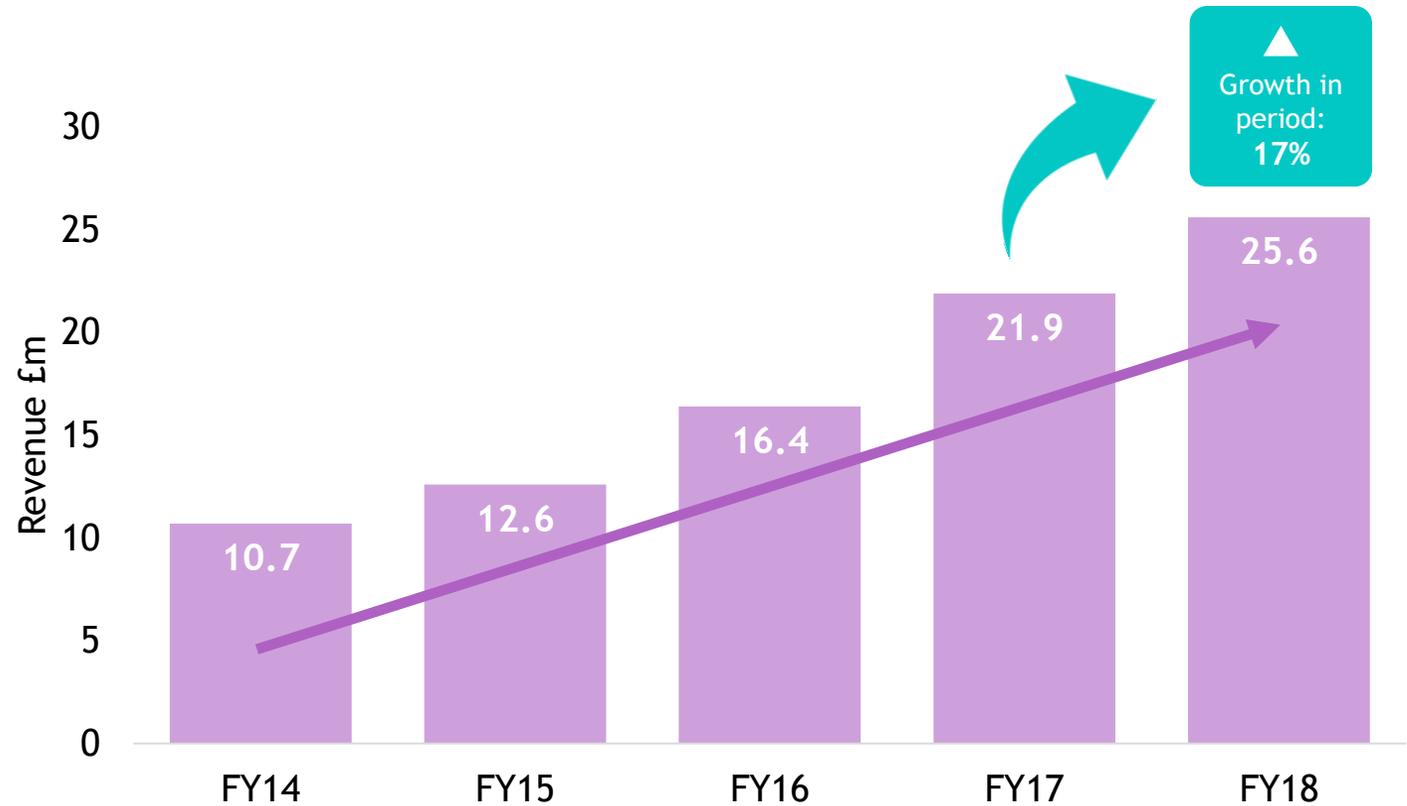
# YouGov Profiles

- Our ground-breaking audience planning and segmentation tool
- Now available in 13 markets across the UK, USA, Europe and Asia Pacific
- Sales driven by increased interoperability between Profiles and BrandIndex
- Profiles segments are integrated with digital advertising partners for activation of audiences



# YouGov Omnibus

- Online fast-turnaround service
- Attracting more multi-national clients, leading to more multi-country projects
- 1,000+ clients worldwide
- Market leader in UK and growing strongly globally

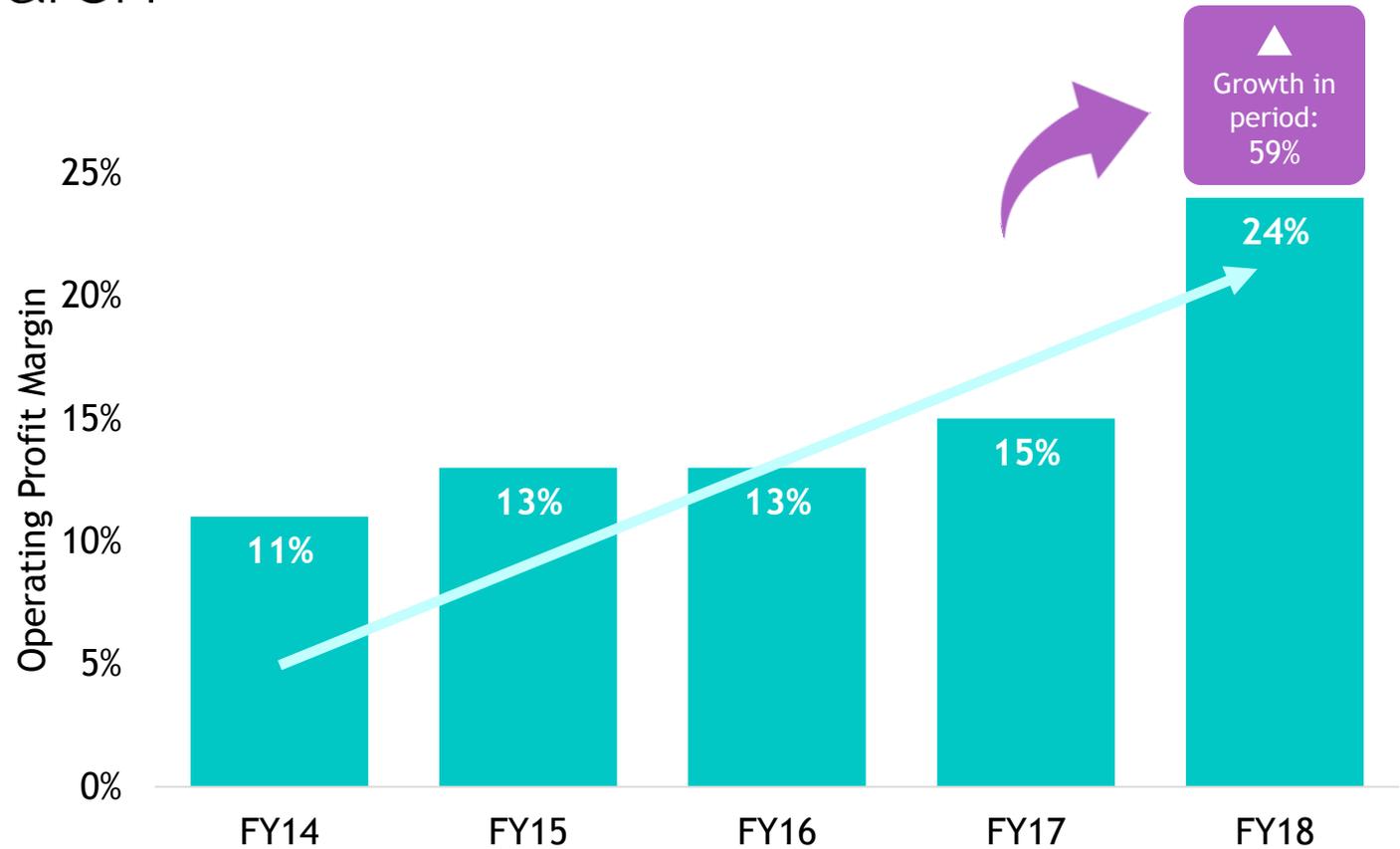


BERTELSMANN



# YouGov Custom Research

- Quantitative and qualitative research directed by our sector specialists
- Scope, scale and complexity of projects varies:
  - One-off studies
  - Tracking studies for individual clients
  - Syndicated studies sold to multiple clients
  - Offering enhanced and differentiated by the connected data we hold in the YouGov Cube
- In line with stated strategy to focus on core panel-based services, we continue to scale-down non-core elements of the Custom division
- Strategy has delivered increased operating profit - up 59% in the period



BAUSCH+LOMB



HYATT®



REVLON



Tim Hortons





# Strategy Update



# Our Strategy

- Create a complete connected system of research and activation
- Based on our three key innovations: Cube, Crunch, Direct
- Engineer our operations, sales and marketing around this systematic offer

# A connected data system

Single-source connected permissioned data is the key to successful activation

## Single-source

All the variety of data come from the same panel

## Continuous

Follow individuals through the campaign funnel

## Permissioned

GDPR compliant; panellists manage privacy settings at granular level

## Activation

The data used to create targets and media plans drives the campaign from start to finish



# — Providing integrated, fast, practical solutions



Creating an accurate, detailed ‘map’ of target groups and audiences



Connecting attitudes and behaviours and showing real-time change



Optimizing planning, activation, and in-campaign effectiveness measurement



All within a single fully connected system

# Engineering our operations

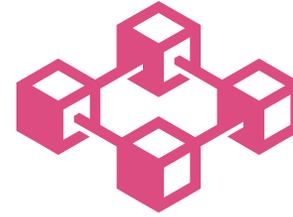


Large engaged longitudinal panels  
in all key global markets



**Single-source  
data collection**

Every response can be tied  
back to a known (and  
willing) individual through  
various channels



GDPR-compliant granular  
permissioning through  
blockchain-enabled panelist  
dashboards

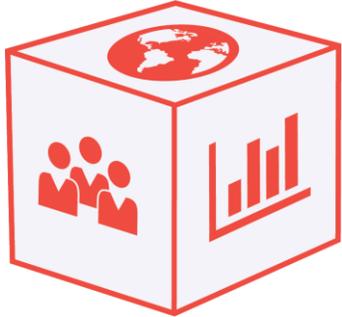


Easy to use client dashboard for  
customisable syndicated data plus  
self-service research, activation  
and cloud-based analytics - a GUI  
with R and Python APIs



A repository for all your data,  
regardless of source, growing the  
value of this asset

# Our three key innovations



## The Cube

Our connected longitudinal syndicated data library with over 200,000 variables



## Crunch

The most advanced and easy to use cloud-based analytics platform



## YouGov Direct

A Blockchain-enabled platform for panellist permissioning, access and payments

# YouGov Direct

Dashboard for users to upload and share data



Dashboard for clients to see what data (and who) is available



Channel for delivering interactive messages



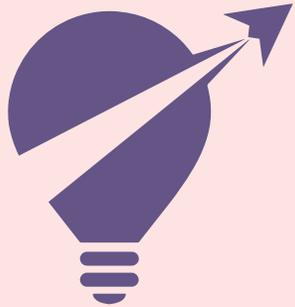
Permissions and payments recorded through the blockchain



# YouGov<sup>®</sup> Direct

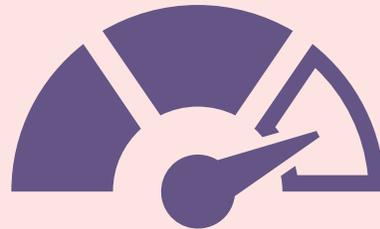
## Enables

transformation of  
the digital  
marketing world



## Improves

understanding of  
audiences and  
targeting of adverts



## Empowers

individuals to control  
their data and get  
value from it



**YouGov**<sup>®</sup> Direct



# Group Outlook



# Group Outlook

- Strong backlog of multi-year syndicated Data Products subscriptions
- New Data Product, YouGov Ratings, connects all our data to thousands of smaller brands - launching in UK in 2018
- Continued revenue opportunities for our differentiated Custom Research offering
- Continuing to invest in technology and geographic expansion
- Significant opportunities for YouGov Direct in the digital advertising eco-system
- Current trading in line with expectations; the Board remains confident of expectations for the full year
- Tracking well towards five-year growth plans to 31 July 2019
- The next five-year plan in development

# YouGov<sup>®</sup>

What the world thinks





# About YouGov



# YouGov<sup>®</sup>

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YouGov is a global  
research data and  
analytics group

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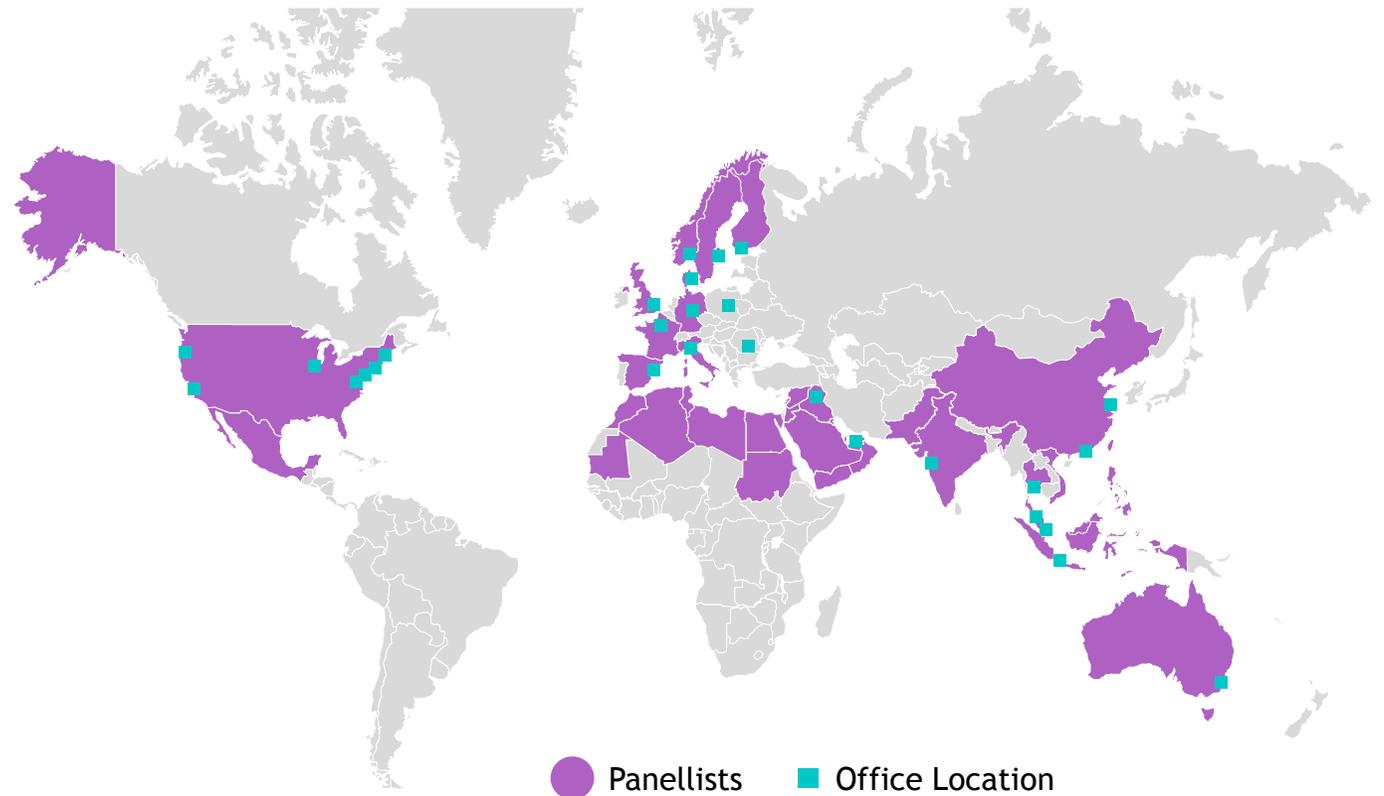
YouGov's core offering of opinion data is derived from our highly participative online panel of over 6 million people worldwide



YouGov has one of the world's largest international research data networks

6m panellists across 42 countries

870 employees across 22 countries



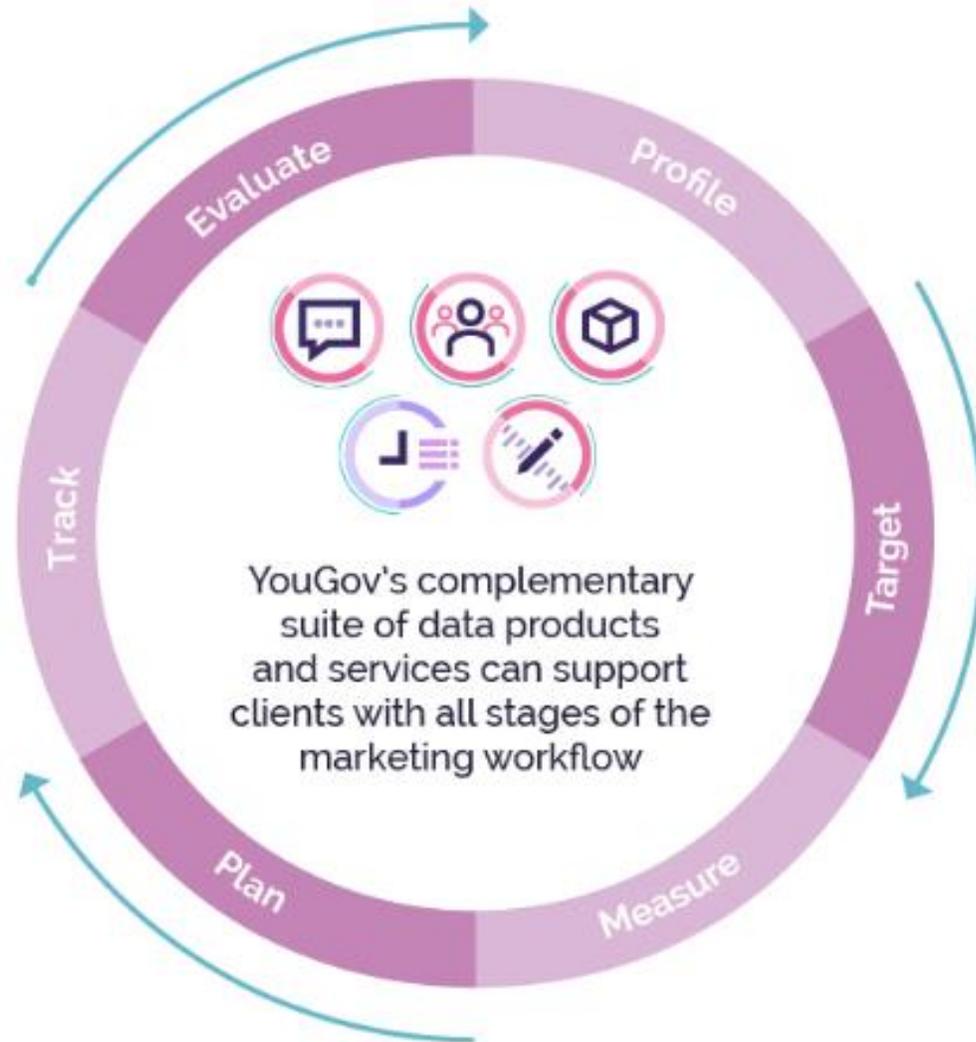
EMPLOYEE HEADCOUNT BY REGION				
UK	USA	Mainland Europe	Middle East & India	Asia Pacific
290	190	220	90	80

# Our Products & Services

Divisions:	Data Products	Data Services	Custom Research
Products & Services:	BrandIndex* Profiles* Data Applications SportIndex	Omnibus Re-Contacts Field & Tab Sample Only	Quantitative Qualitative Trackers Political / MRP

\*BrandIndex and Profiles are increasingly sold as the combined “Plan and Track” proposition.

YouGov's complementary suite of data products and services can support all stages of the marketer's workflow



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What the world thinks

