



Preliminary Results to 31 July 2016

Meeting client needs in a digital world

FY16 Summary

- Strong revenue growth well ahead of the market at 16%
- Adjusted operating profit up by 27%
- Global Data Products and Services driving growth; now 38% of Group revenue
- New YouGov Profiles product sales in line with plan; £3m in its first full sales year
- Excellent cash conversion - 130% of adjusted operating profit
- Recommended dividend increased by 40% to 1.4p per share, to be paid in December 2016
- Current trading in line with the Board's expectations

Strategy paying off: Data Products & Services driving strong profit growth

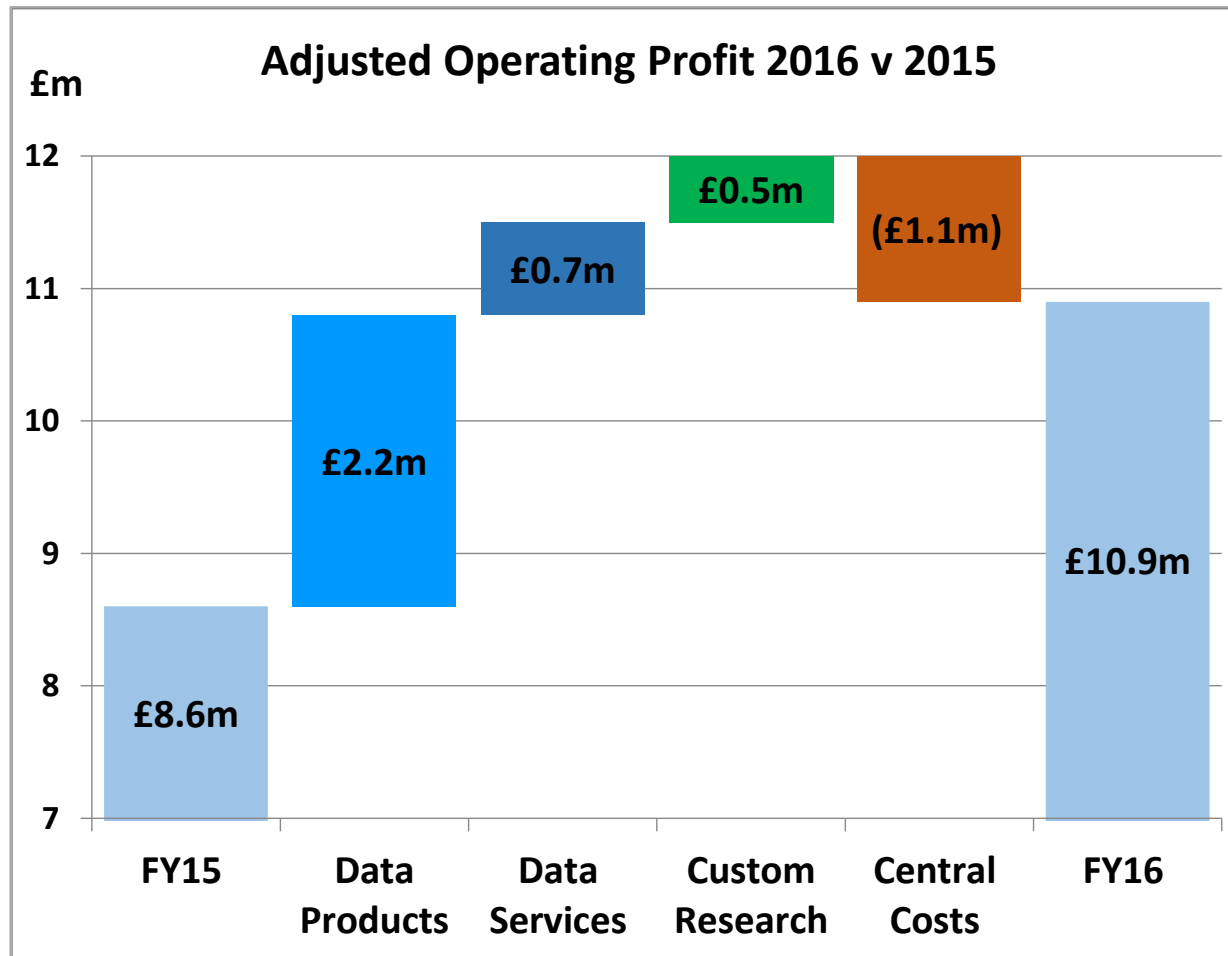


Chart shows the change in Adjusted Operating Profit in each of the main segments of the Group

Financial Update



Financial Highlights

	Year to 31 July 2016 £m	Year to 31 July 2015 £m	% Change
Revenue	88.2	76.1	16%
Adjusted Operating Profit*	10.9	8.6	27%
<i>Adjusted Operating Profit Margin (%)</i>	12.4%	11.3%	-
Adjusted Profit before Tax	13.3	9.1	46%
Adjusted Earnings per Share	8.8p	7.0p	26%

* Adjusted operating profit is defined as Group operating profit before amortisation of intangibles and exceptional items. In the year to 31 July 2016, amortisation of intangibles was £5.5m (2015: £4.6m) and exceptional costs were £1.1m (2015: £1.1m). Adjusted profit before tax and earnings per share are calculated based on adjusted operating profit.

Group Income Statement

- Group revenue increased by 16% to £88.2m (12% on a constant currency basis)
- Group operating profit increased by 27% to £10.9m
- Operating Margin increased to 12.4%
- Gross Profit Margin increased by 0.9% to 77.9%
- Adjusted EPS increased by 26%

	2016 £m	2015 £m
Group Revenue	88.2	76.1
Cost of Sales	(19.5)	(17.5)
Gross Profit	68.7	58.6
Gross Margin %	77.9%	77.0%
Operating Expenses	(57.8)	(50.0)
Group Operating Profit	10.9	8.6
Operating Margin %	12.4%	11.3%
Adjusted EPS (p)	8.8	7.0

Balance Sheet

- Receivable days up to 59 days from 56 days
- Creditor days decreased to 28 days from 38 days
- Non-current provisions increased by £3.5m partly due to re-classification of panel incentive liability
- Trade payables includes £7.2m of deferred subscription income

	Year to 31 July 2016 £m	Year to 31 July 2015 £m
Assets		
Goodwill	42.4	35.8
Other intangible assets	10.7	10.4
Other non-current assets	9.3	7.5
	62.4	53.7
Current Assets		
Trade and other receivables	29.7	23.3
Cash	15.6	10.0
	45.3	33.3
Liabilities		
Trade and other payables	26.2	19.3
Provisions	1.6	3.7
	27.8	23.0
Net Current Assets	17.5	10.3
Non-Current Liabilities		
Provisions and payables	4.2	0.7
Deferred taxation	1.6	1.7
Total Non-Current Liabilities	5.8	2.4
Net Assets	74.1	61.6

Cash Flow

- Cash flow generated from operations of £14.1m: 130% of adjusted operating profit
- Increase in deferred subscriptions contributed £1.8m to working capital inflow
- Investing activities of £6.2m includes £5.1m on technology development and panel
- Dividend paid: £1.0m
- Net cash inflow of £4.5m
- Cash balance of £15.6m at 31 July

	Year to 31 July 2016 £m	Year to 31 July 2015 £m
Reported operating profit	4.3	2.9
Non cash movements	7.5	6.2
Net working capital movement	2.3	1.2
Cash generated from operations	14.1	10.3
Interest and tax	(2.3)	(0.7)
Net cash generated from operating activities	11.8	9.6
Net cash used in investing activities	(6.2)	(6.2)
Net cash used in financing activities	(1.1)	(0.8)
Net increase/(decrease) in cash	4.5	2.6
Cash balance at beginning of year	10.0	7.2
Exchange (loss)/gain on cash and cash equivalent	1.1	0.2
Cash balance at end of year	15.6	10.0

Segmental Analysis by Product & Service - Revenue

	Year to 31 July 2016 £m	Year to 31 July 2015 £m	% Change
Data Products	16.6	11.9	40%
Data Services	17.9	14.3	25%
Total Data Products & Services	34.5	26.2	32%
Custom Research	54.3	49.9	9%
Inter-business eliminations	(0.6)	-	-
Group	88.2	76.1	16%

Data Products includes BrandIndex, Profiles and Reports

Data Services includes Omnibus, Field & Tab and Sample Only

YouGov

Segmental Analysis by Product & Service – Operating Profit

	Year to 31 July 2016 £m	Year to 31 July 2015 £m	% Change	Operating Margin %	
				2016	2015
Data Products	4.5	2.3	99%	27%	19%
Data Services	5.2	4.5	15%	29%	32%
Total Data Products & Services	9.7	6.8	43%	28%	26%
Custom Research	6.9	6.4	7%	13%	13%
Central Costs	(5.7)	(4.6)	(22%)	-	-
Group	10.9	8.6	27%	12%	11%

Data Products includes BrandIndex, Profiles and Reports

Data Services includes Omnibus, Field & Tab and Sample Only

YouGov

Segmental Analysis by Geography - Revenue

	Year to 31 July 2016 Revenue £m	Year to 31 July 2015 Revenue £m	Change %
UK	24.9	22.9	9%
USA	31.0	25.9	20%
Middle East	13.9	10.7	30%
Germany	9.1	8.9	2%
Nordic	7.6	7.5	1%
France	1.7	1.2	46%
Asia Pacific	2.8	1.4	100%
Corporate & Consol. Adjs.	(2.8)	(2.4)	-
Group	88.2	76.1	16%

Segmental Analysis by Geography – Operating Profit

	Year to 31 July 2016 Operating Profit £m	Year to 31 July 2016 Margin %	Year to 31 July 2015 Operating Profit £m	Year to 31 July 2015 Margin %
UK	7.2	29%	5.6	24%
USA	6.0	19%	4.6	18%
Middle East	2.4	17%	1.5	14%
Germany	0.7	8%	0.9	10%
Nordic	0.9	12%	1.0	13%
France	0.1	8%	0.1	13%
Asia Pacific	(0.6)	-	(0.4)	-
Corporate & Consol. Adjs.	(5.8)	-	(4.7)	-
Group	10.9	12%	8.6	11%

Operational & Strategic Update



Meeting client needs in a digital world

YouGov is a global data and analytics group

Our core offering of opinion data is derived from our highly participative panel of 5 million people worldwide on a variety of data collection platforms

Last year, our panellists completed over 24 million surveys

We have 31 offices worldwide including:

New York - San Francisco - London - Paris - Berlin - Dubai - Shanghai - Hong Kong - Singapore - Sydney

We have over 2,000 clients including:

Omnicom

facebook

Google

Walmart

twitter

HSBC

MEDIACOM

BARCLAYS

Microsoft

VISA

vodafone

itv

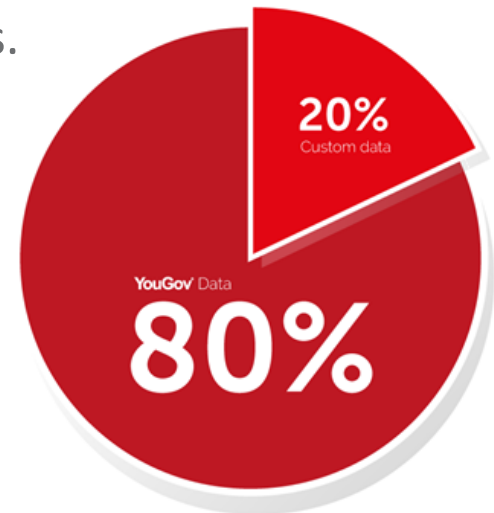
VIACOM

Leveraging our existing data to meet client needs

We know more about your customer than you do.

Because we have some 200,000 variables on every type of customer.
Social. Digital. Demographic. Cultural. Behavioural. Brand. Media. Attitudes.
All connected, all single-source.

It fact, right now, we already have 80% of the data you need.*
It all connects into a complete system to empower your strategic
thinking and your marketing operations.



**The other 20% we can get within 3 days
because we interview and update every day.*

Fulfilling clients' changing data needs with the Cube

The YouGov Cube, our proprietary multi-dimensional database, allows us to store and analyse thousands of data points relating to our panellists including rich “respondent-level data”



Interests

General...

Business and Finance
International News
Travel and Holidays
Personal Finance
Politics



Airlines

Customer of...

British Airways
easyJet
Aer Lingus
Singapore Airlines
Air New Zealand



Hotels & Guides

Customer of...

TripAdvisor
Booking.com
trailfinders.com
Rough Guides
lastminute.com



Issues

Top importance...

Republicanism
The EU
Nuclear energy
Scottish independence
Railway nationalisation



TV Shows

Watched...

Star Trek: Enterprise
Breakfast
Modern Family
Football Gold
Frasier



Languages

Spoken...

German
Spanish
Italian
French
Portuguese



World Places

Liked...

New York City
Venice
Germany
Portugal
Japan



Mental Strengths

Personality...

Experience
Processing speed
Emotional intelligence
Verbal
Mathematical



Radio Stations

Listened last 30 days...

BBC Radio 2
BBC Radio 5 Live
LBC 97.3
BBC Radio 4
BBC Radio 3



Lee

34 from Wandsworth
C1 Male
Married with 1 Child



Exchange Services

Last 12 months...

Post Office
Saga
Sainsbury's Finance
The Co-operative Bank Plc
American Express



Airline Loyalty

Member of...

British Airways
Lufthansa
American Airlines
Air France
Delta Airlines



Magazines

Read...

The Economist
InStyle
Esquire
Ideal Home
Men's Fitness



Life Events

Next 12 months...

Travel abroad
Buy a house
Get married
Get engaged
Buy a car



Airport Activities

Regularly partake...

Use airline lounges
Shop at pharmacies
Go to the pub
Use the airport WiFi
Shop at Duty Free



Career

Job title...

Engineer
Network Manager
Trainer
Police Officer Teacher

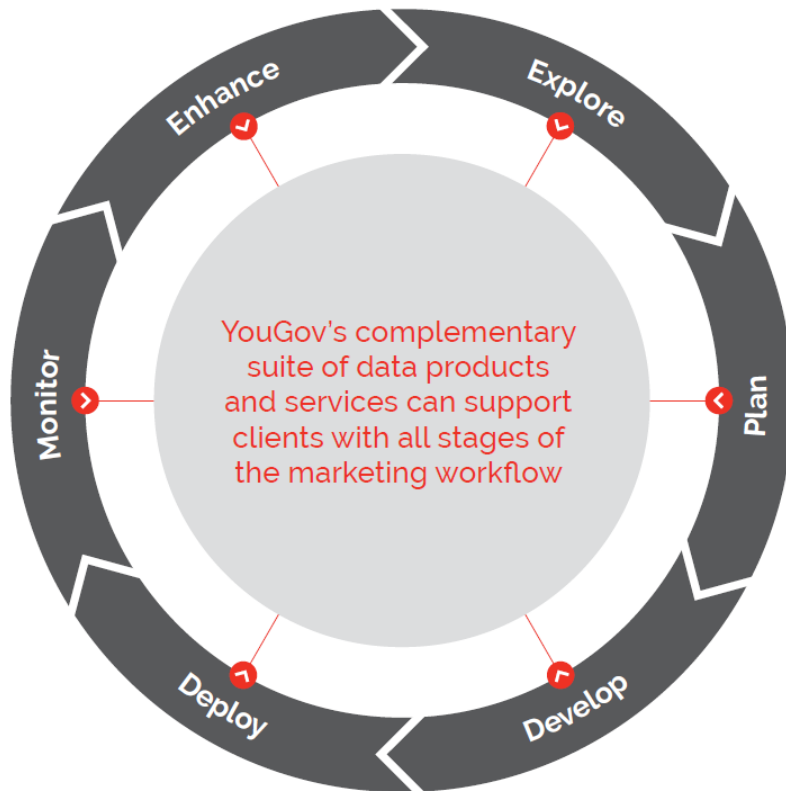


TV Channels

Watched last 30 days...

BBC One
ITV
BBC Two
More 4
BBC News

Delivering connected data to clients through our complementary suite of data products and services



YouGovBrandIndex

YouGovProfiles

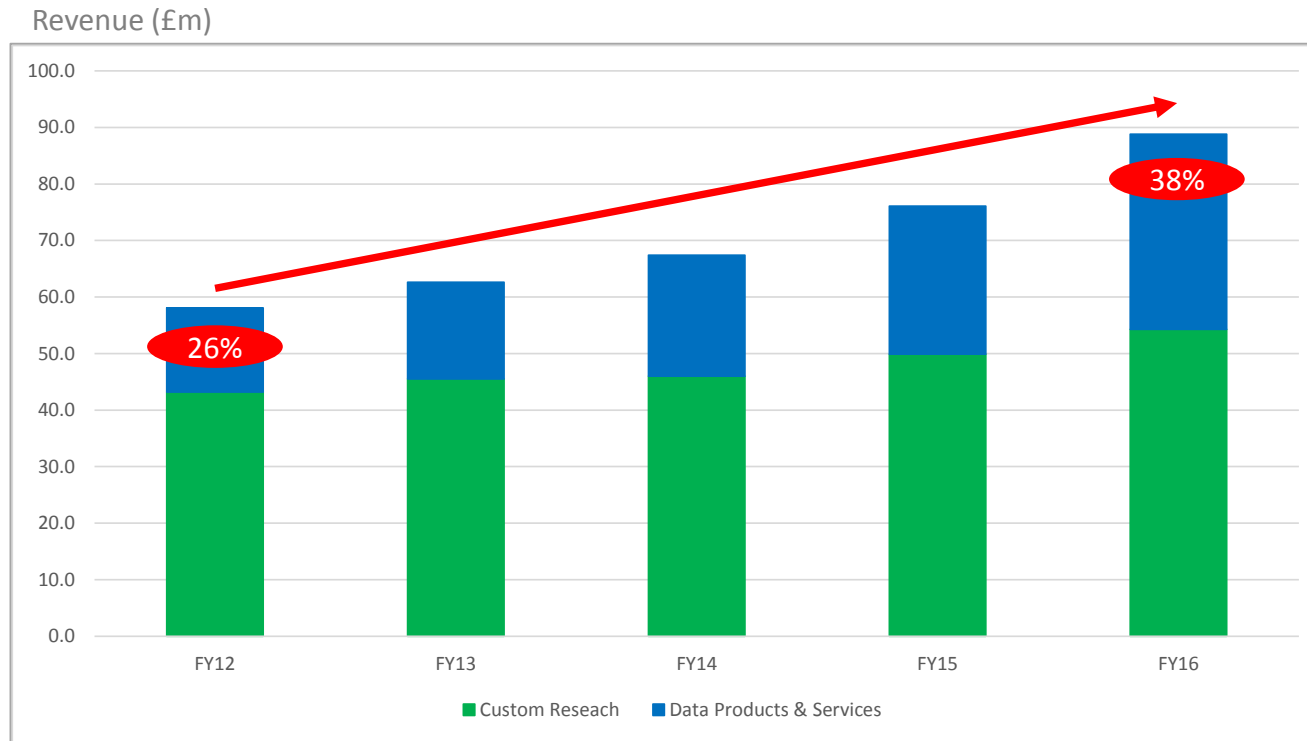
YouGovReports

YouGovOmnibus

YouGovCustomResearch

Audience segmentation - Campaign planning - In-stream optimisation

Meeting client needs is driving continued growth in Data Products & Services



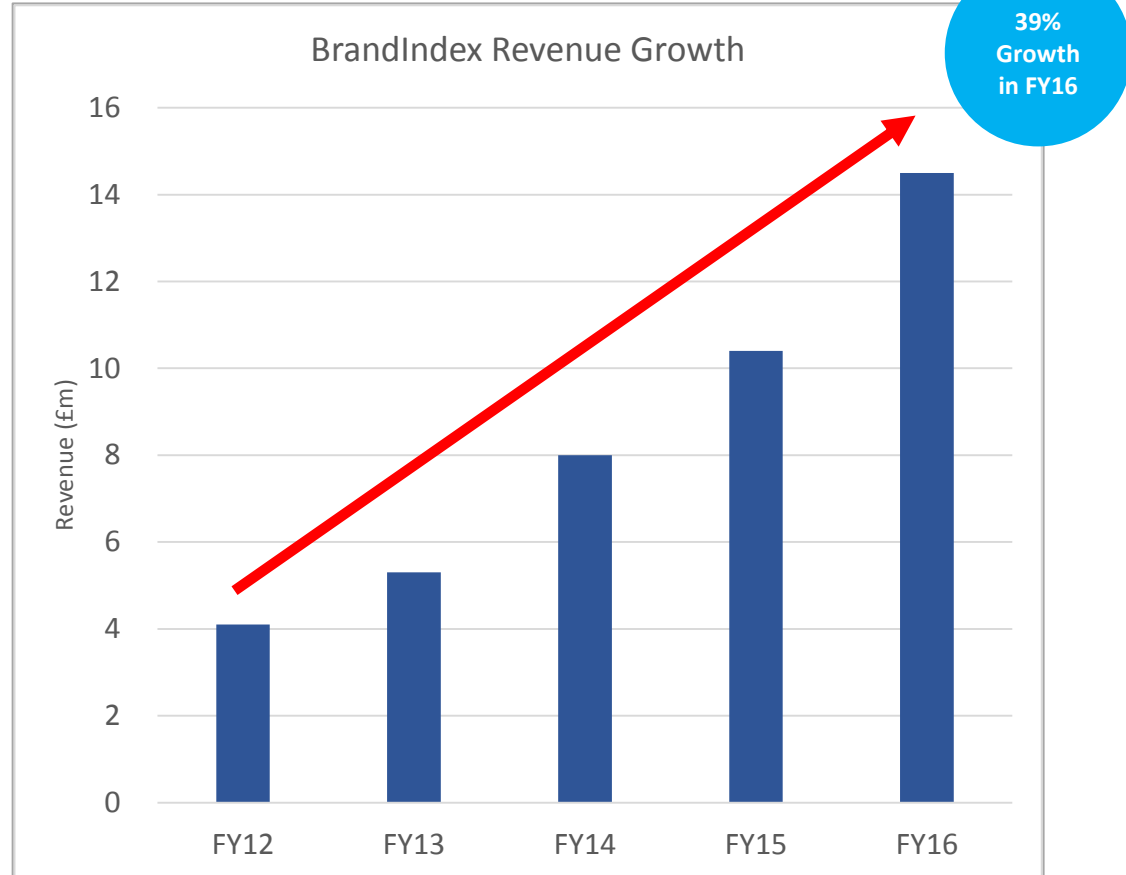
Our goal remains to bring the proportion of revenue from Data Products & Services closer to parity with Custom Research

- Global BrandIndex revenue up 39%
- Global Omnibus revenue up 30%

	FY16 £m	FY15 £m
Data Products & Services	34.5	26.2
Custom Research	54.3	49.9

Data Products & Services: YouGov BrandIndex®

- Our flagship brand intelligence service
- Global expansion, product enhancements and integration with Profiles driving growth
- Growth in multi-country subscriptions
- US remains largest market
- Coverage grown to 27 countries; Hong Kong, Russia, South Korea added
- Some 500+ subscribers worldwide (up from 300 in FY15)



Airbnb now using BrandIndex data to better understand brand perception and the impact of its advertising and marketing efforts in nearly 20 markets



Telefonica

O₂



Domino's



Spotify®



VIACOM

Bank of America



Data Products & Services: YouGov Profiles®

- Our groundbreaking planning and segmentation tool
- Largest real-time consumer database, updated weekly
- Now available in UK, USA, Germany and Asia Pacific
- 75+ subscribers worldwide
- Joint sales with BrandIndex to Viacom, MediaCom and Crossmedia
- Total global sales exceeded £3m in first full year

JCDecaux and YouGov Profiles Partnership

- JCDecaux the first outdoor media owner to subscribe to Profiles
- Outdoor media-specific questions added to the Profiles database
- Partnership launched through a national media campaign featuring an online game designed to highlight the granular level of Profiles data

"If you want to know about how Britain works, then we have access to the database that really matters – YouGov Profiles."

Chris Felton, Head of Agency Marketing,
JCDecaux



Miles & More



AutoTrader

RBS

sodexo



ME

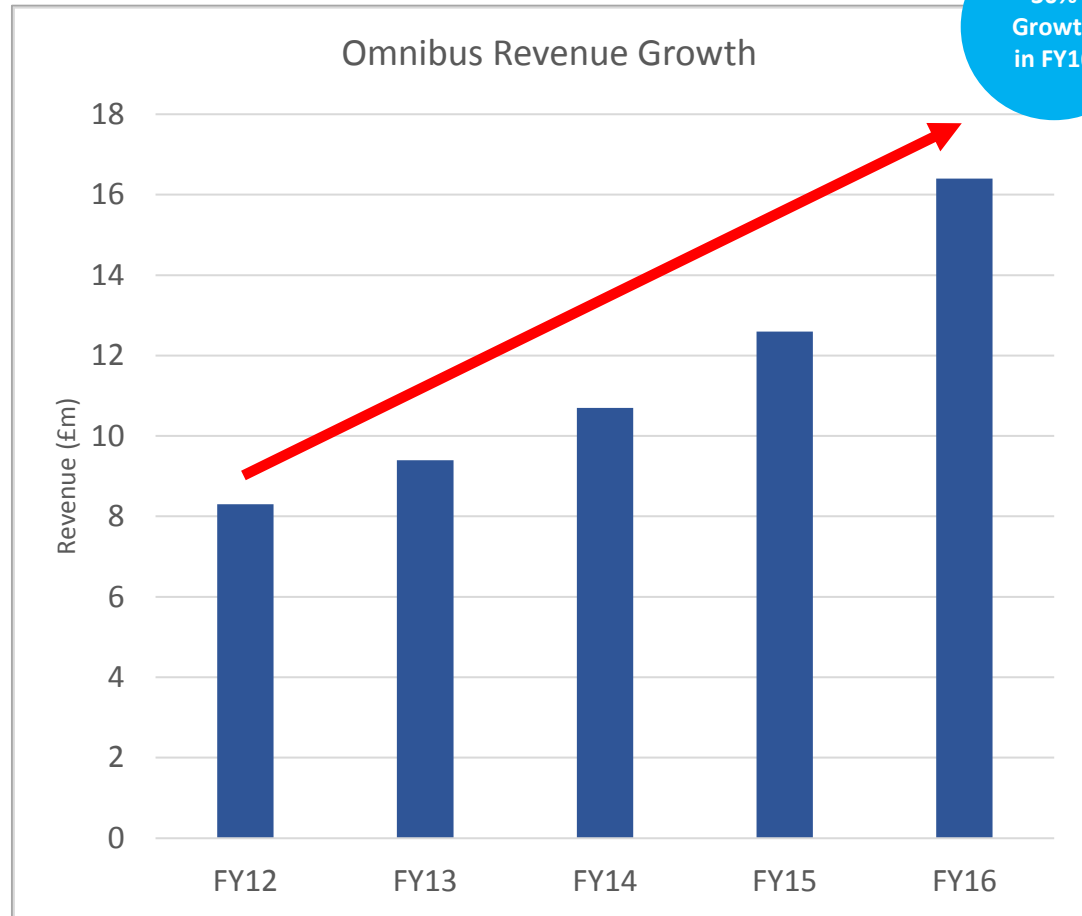
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Experian

REPUBLIC OF MEDIA

Data Products & Services: YouGovOmnibus®

- Online fast-turnaround service
- Extended range of specialised services; improved quality of deliverables
- Market leader in UK and growing strongly globally – available in US, Nordics, Germany, France and Asia Pac
- Attracting more multi-national clients, leading to more multi-country projects
- New client wins include Handelsblatt, Johnson & Johnson, VISA, NBC Universal
- 1,000+ clients worldwide



VISA

Johnson & Johnson

YAHOO!

Hermes

IAVAS

ME

**BLUE
RUBICON**

Y&R

YouGov Custom Research

- Quantitative and qualitative research directed by our sector specialists
- The scope, scale and complexity of projects varies:
 - Full research programme including individual studies and omnibus services
 - Tracking studies for individual clients sold as single or multi-country studies (typically contracted for one or more years)
 - Syndicated studies sold to multiple clients that measure and report on trends relating to a sector or product area
- Offering enhanced and differentiated by the data we already hold in the YouGov Cube
- Adjusted operating profit up by 9%



Strategic developments

We are further developing key elements of the YouGov system including:

- Data collection platforms - new mobile app to be launched this month
- Cube - our unique connected data library
- Crunch - data analytics and visualisation platform for internal and client use
- 24/7 data processing - via our Shared Service Centre in Bucharest
- 'Collaborative Insights' - automated survey design tool
- Global custom tracking offer - Profiles-aligned large-scale custom trackers
- Re-contact studies - customised data extensions for Profiles subscribers

Outlook



Group Outlook

- Current trading is in line with the Board's expectations
- Continued opportunities for BrandIndex and Omnibus to maintain global growth
- YouGov Profiles showing good potential among existing clients and the broader marketing community, particularly with digital media agencies
- More clients purchasing data products as bundles
- Custom Research increasingly benefitting from YouGov's ability to provide a connected data-enhanced offering
- BrandIndex launching in Italy and Spain; Profiles launching in France and Nordics
- Two years in, we remain on track to deliver our five-year organic growth plans