



# Preliminary Results to 31 July 2015

Global products driving strong organic growth

**YouGov**

# FY15 Summary

- Overall revenue growth well ahead of the market at 13%
- Adjusted operating profit up by 16%
- Global products driving strong organic growth
- New YouGov Profiles product launched in UK, Germany and USA
- Newest markets – Asia Pacific and France – performing well
- Excellent cash conversion - 120% of adjusted operating profit
- Recommended dividend increased by 25% to 1.0p per share
- Current trading in line with the Board's expectations

# Financial Update

*Alan Newman - CFO*



# Financial Highlights

	Year to 31 July 2015 £m	Year to 31 July 2014 £m	% Change
Revenue	76.1	67.4	13%
Adjusted Operating Profit*	8.6	7.4	16%
<i>Adjusted Operating Profit Margin (%)</i>	<i>11.3%</i>	<i>11.0%</i>	-
Adjusted Profit before Tax	9.1	7.7	19%
Adjusted Earnings per Share	7.0p	6.1p	14%

*\*Adjusted operating profit is defined as group operating profit before amortisation of intangibles, impairment charge and exceptional items. In the year to 31 July 2015, amortisation of intangibles was £4.6m (2014: £4.0m) and exceptional costs were £1.1m (2014: £2.4m). Adjusted profit before tax and earnings per share are calculated based on the adjusted operating profit.*

# Group Income Statement

- Revenue growth of £8.7m
- Operating Margin increases to 11.3%
- Gross Profit Margin increases by 0.5% to 77%
- Adjusted Operating Profit up 16%
- Adjusted EPS increased by 14%

	2015 £m	2014 £m
<b>Group Revenue</b>	76.1	67.4
<b>Cost of Sales</b>	(17.5)	(15.8)
<b>Gross Profit</b>	58.6	51.6
<b>Gross Margin %</b>	77.0%	76.5%
<b>Operating Expenses</b>	(50.0)	(44.2)
<b>Group Operating Profit</b>	8.6	7.4
<b>Operating Margin %</b>	11.3%	11.0%
<b>Adjusted EPS (p)</b>	7.0	6.1

# Balance Sheet

- Receivable days down to 56 from 64
- Creditor days decreased to 38 days from 44 days
- Deferred consideration: Earn-out payments for YouGov Asia Pacific will be charged through P&L under IFRS 2 so no provision in Balance Sheet

	Year to 31 July 2015 £m	Year to 31 July 2014 £m
<b>Assets</b>		
Goodwill	35.8	36.3
Other intangible assets	10.4	10.3
Other non-current assets	7.5	5.7
	<b>53.7</b>	<b>52.3</b>
<b>Current Assets</b>		
Trade and other receivables	23.3	22.5
Cash	10.0	7.4
	<b>33.3</b>	<b>29.9</b>
<b>Liabilities</b>		
Trade and other payables	19.3	17.9
Provisions	3.7	3.1
Deferred consideration	-	0.3
Borrowings	-	0.2
	<b>23.0</b>	<b>21.5</b>
<b>Net Current Assets</b>	<b>10.3</b>	<b>8.4</b>
<b>Non-Current Liabilities</b>		
Provisions and payables	0.7	0.7
Deferred consideration	-	0.2
Deferred taxation	1.7	1.8
<b>Total Non-Current Liabilities</b>	<b>2.4</b>	<b>2.7</b>
<b>Net Assets</b>	<b>61.6</b>	<b>58.0</b>

# Cash Flow

- Cash flow generated from operations of £10.3m: 120% of adjusted operating profit
- Investing activities of £6.2m includes £4.6m on technology development and panel
- Dividend paid: £0.8m
- Net cash inflow of £2.6m
- Cash balance of £10.0m at 31 July

	Year to 31 July 2015 £m	Year to 31 July 2014 £m
Reported operating profit	2.9	1.0
Non cash movements	6.2	6.1
Net working capital movement	1.2	1.8
<b>Cash generated from operations</b>	<b>10.3</b>	<b>8.9</b>
Interest and tax	(0.7)	(0.3)
<b>Net cash generated from operating activities</b>	<b>9.6</b>	<b>8.6</b>
<b>Net cash used in investing activities</b>	<b>(6.2)</b>	<b>(6.7)</b>
<b>Net cash used in financing activities</b>	<b>(0.8)</b>	<b>(0.6)</b>
<b>Net increase/(decrease) in cash</b>	<b>2.6</b>	<b>1.3</b>
Cash balance at beginning of year	7.2	6.7
Exchange (loss)/gain on cash and cash equivalent	<b>0.2</b>	(0.8)
<b>Cash balance at end of year</b>	<b>10.0</b>	<b>7.2</b>

# Segmental Analysis by Global Product and Service

Revenue	Year to 31 July 2015 £m	Year to 31 July 2014 £m	% Change
Data Products	11.9	9.4	26%
Data Services	14.3	12.1*	18%
<b>Total Data Products &amp; Services</b>	<b>26.2</b>	<b>21.5*</b>	<b>22%</b>
Custom Research	49.9	45.9*	9%
<b>Group</b>	<b>76.1</b>	<b>67.4</b>	<b>13%</b>

Data Products includes BrandIndex, Profiles, Reports

Data Services includes Omnibus, Field & Tab, Mobile Tool (Asia Pacific)

*\* The segmental analysis of revenue for the year ended 31 July 2014 has been restated so as to ensure consistent treatment. This change was already reflected in the comparatives in the Interim Statement of results for the 6 months ended 31 January 2015.*

# Segmental Analysis by Global Product and Service

Adjusted Operating Profit	Year to 31 July 2015 £m	Year to 31 July 2014 £m	% Change	Operating Margin %	
				2015	2014
Data Products	2.3	1.8	24%	19%	19%
Data Services	4.5	4.0	14%	32%	33%
<b>Total Data Products &amp; Services</b>	<b>6.8</b>	<b>5.8</b>	<b>17%</b>	<b>26%</b>	<b>27%</b>
<b>Custom Research</b>	<b>6.4</b>	<b>5.2</b>	<b>24%</b>	<b>13%</b>	<b>11%</b>
Central Costs	(4.6)	(3.6)	29%	-	-
<b>Group</b>	<b>8.6</b>	<b>7.4</b>	<b>16%</b>	<b>11%</b>	<b>11%</b>

Data Products includes BrandIndex, Profiles, Reports

Data Services includes Omnibus, Field & Tab, Mobile Tool (Asia Pacific)

# Segmental Analysis by Geography - Revenue

	Year to 31 July 2015 Revenue £m	Year to 31 July 2014 Revenue £m	Change %
UK	22.9	19.4	18%
USA	25.9	21.9	18%
Middle East	10.7	10.1	6%
Germany	8.9	8.9	-
Nordic	7.5	8.0	(6%)
France	1.2	0.8	53%
Asia Pacific	1.4	0.2	641%
Corporate & Consol. Adjs.	(2.4)	(1.9)	-
Group	76.1	67.4	13%

# Segmental Analysis by Geography – Operating Profit

	Year to 31 July 2015 Operating Profit £m	Year to 31 July 2015 Margin %	Year to 31 July 2014 Operating Profit £m	Year to 31 July 2014 Margin %
UK	5.6	24%	5.0	26%
USA	4.6	18%	3.0	14%
Middle East	1.5	14%	2.2	22%
Germany	0.9	10%	0.5	6%
Nordic	1.0	13%	0.8	10%
France	0.1	13%	(0.1)	-
Asia Pacific	(0.4)	-	(0.3)	-
Corporate & Consol. Adjs.	(4.7)	-	(3.7)	-
Group	8.6	11%	7.4	11%

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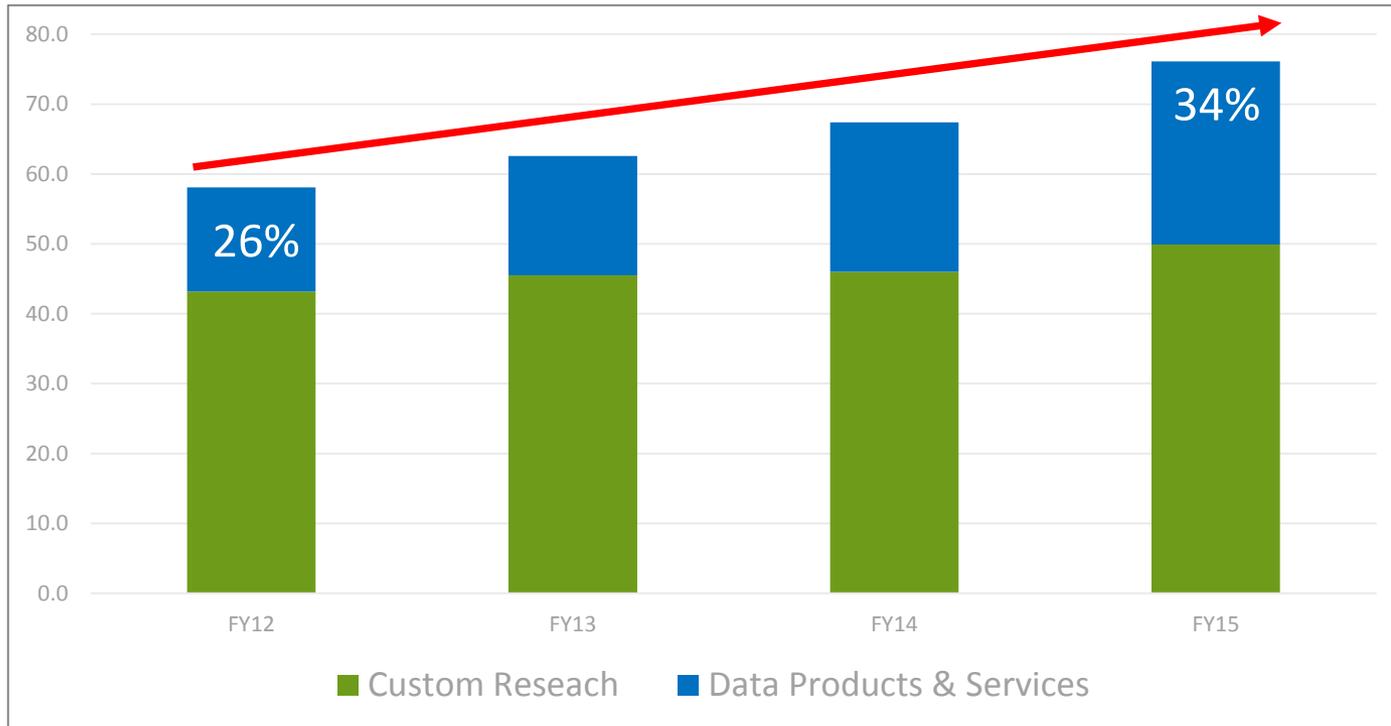
# Operational Update

*Stephan Shakespeare - CEO*



# Strong growth in data products and services

Revenue (£m)



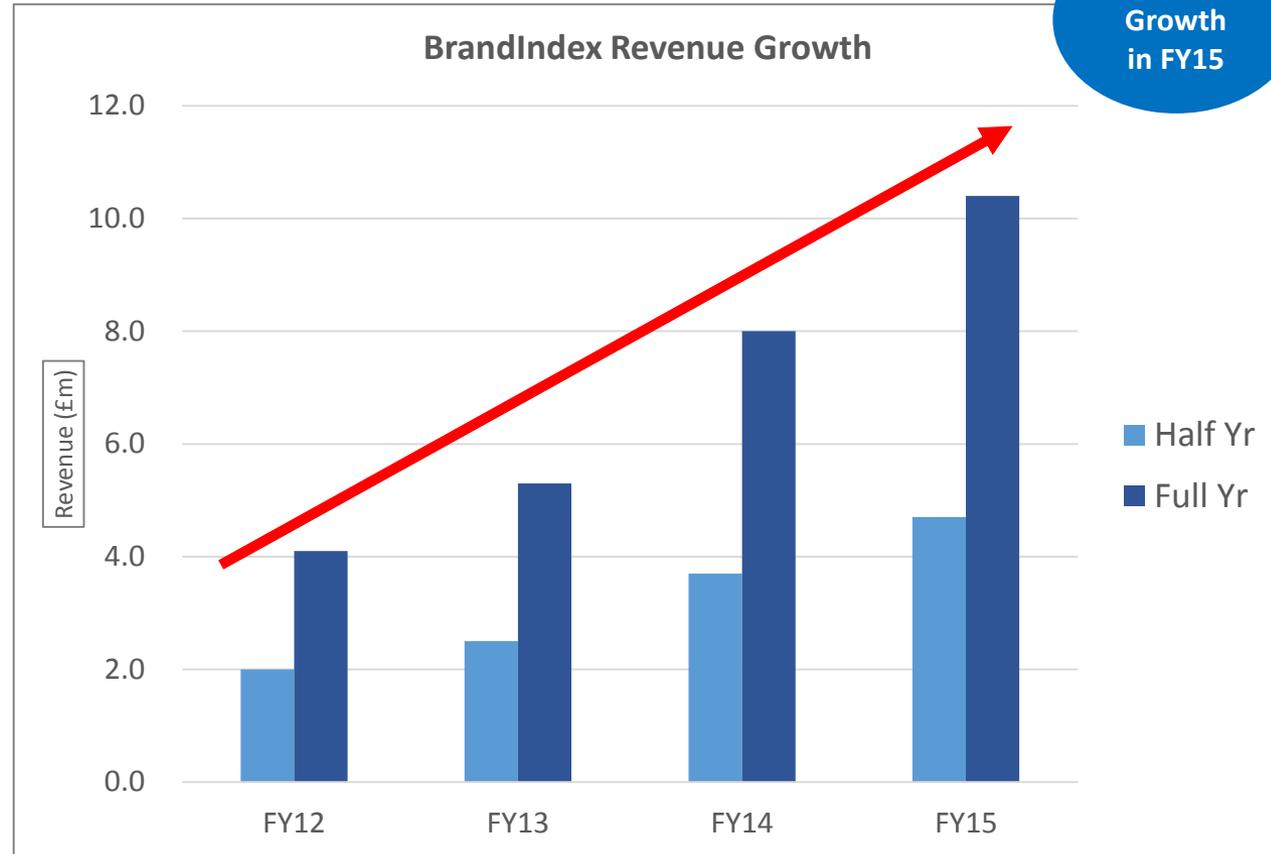
Our goal is to bring the proportion of revenue from Data Products & Services closer to parity with Custom Research

- Global BrandIndex revenue up 30%
- Global Omnibus revenue up 18%

	FY15 £m	FY14 £m
Data Products & Services	26.2	21.5
Custom Research	49.9	45.9

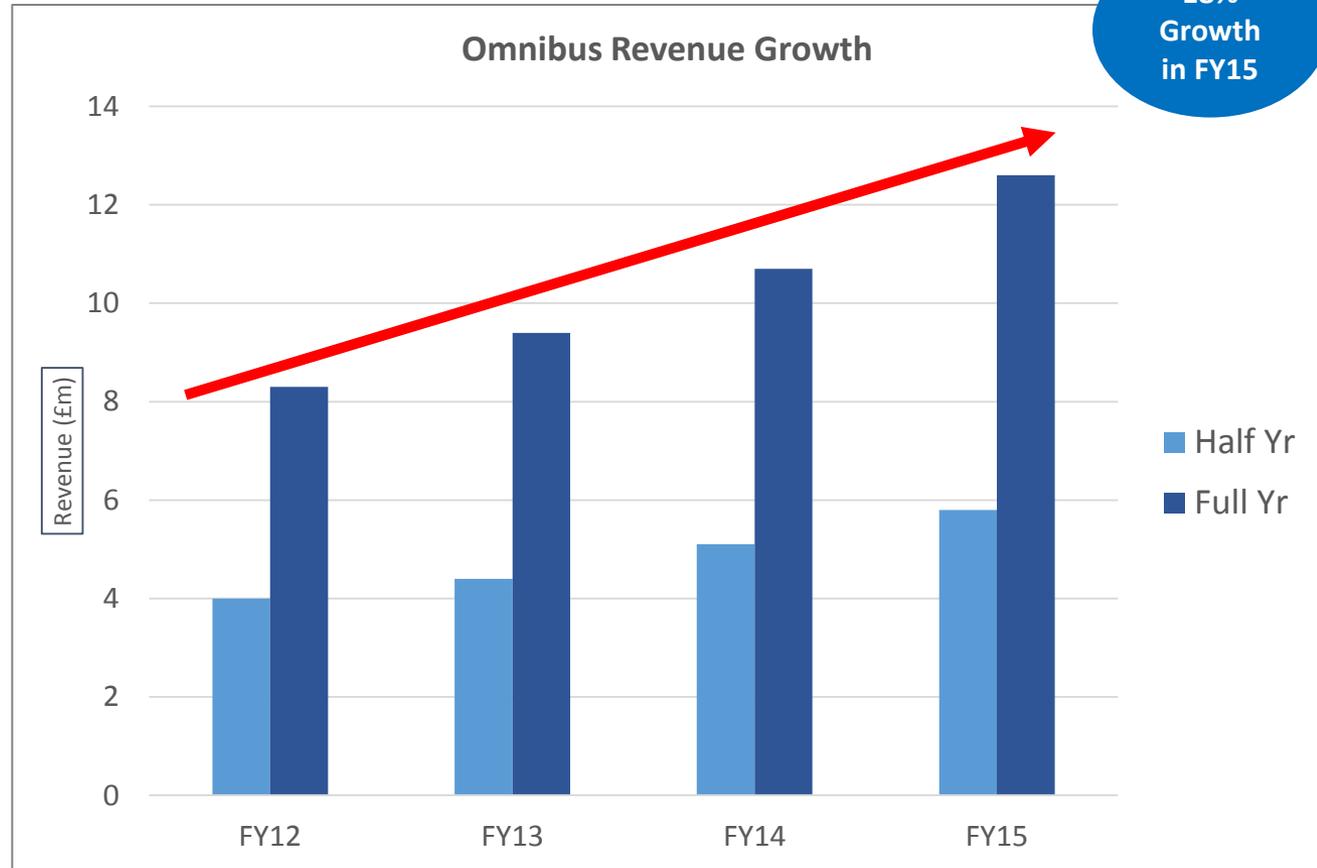
# YouGov BrandIndex

- Our flagship brand intelligence service
- Subscribers can monitor their brand, competitor brands and entire sectors, all in real-time
- Coverage grown to 21 countries
- Some 300+ subscribers worldwide (up from 200 in FY14)
- Upside opportunity: large proportion of brands covered still to become subscribers



# YouGov Omnibus

- Streamlined, highly-efficient production model
- Market leader in UK
- Now operating in UK, US, France, Germany, Nordic, Middle East and Asia Pacific
- 1,000+ clients worldwide



L'ORÉAL



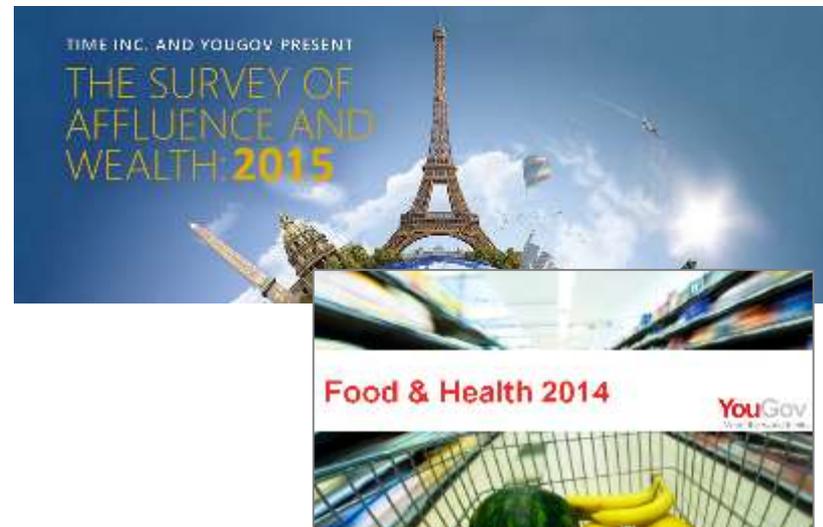
BLUE  
RUBICON



SAATCHI & SAATCHI

# YouGov Custom Research

- **Full research programme**  
providing a range of related research (often on annual contracts) including tracking, individual studies, profiling and omnibus services (*e.g. ITV, Coca Cola, Google*)
  
- **Multi client/syndicated studies**  
Regular surveys sold to multiple clients that measure and report on trends relating to a sector or product area, again with custom add-ons. Examples: *YouGov/TIME Inc. Survey of Affluence and Wealth (US); Insurance Industry Customer Satisfaction Monitor (Germany); Food & Health Survey (Nordic)*



# YouGov

# Delivering the strategy

*Stephan Shakespeare - CEO*



# YouGov tops best-seller list in Germany



## Das ist typisch deutsch

Wir lieben Kinder, ekeln uns vor Maden, haben von Kunst keine Ahnung: Die Studie "Wie wir Deutschen ticken" lässt tief blicken. Die erstaunlichsten Umfrageergebnisse

10. August 2015, 11:45 Uhr / 119 Kommentare

ZEIT  ONLINE

The Soul of Germany: "What Makes Us Germans Tick"

# YouGov Profiler goes viral

If you aren't addicted to YouGov Profiles  
yet, you soon will be  
**THE  TIMES**

From David Cameron to Benedict Cumberbatch: New app  
reveals Britain's taste in astonishing detail

**The Telegraph**

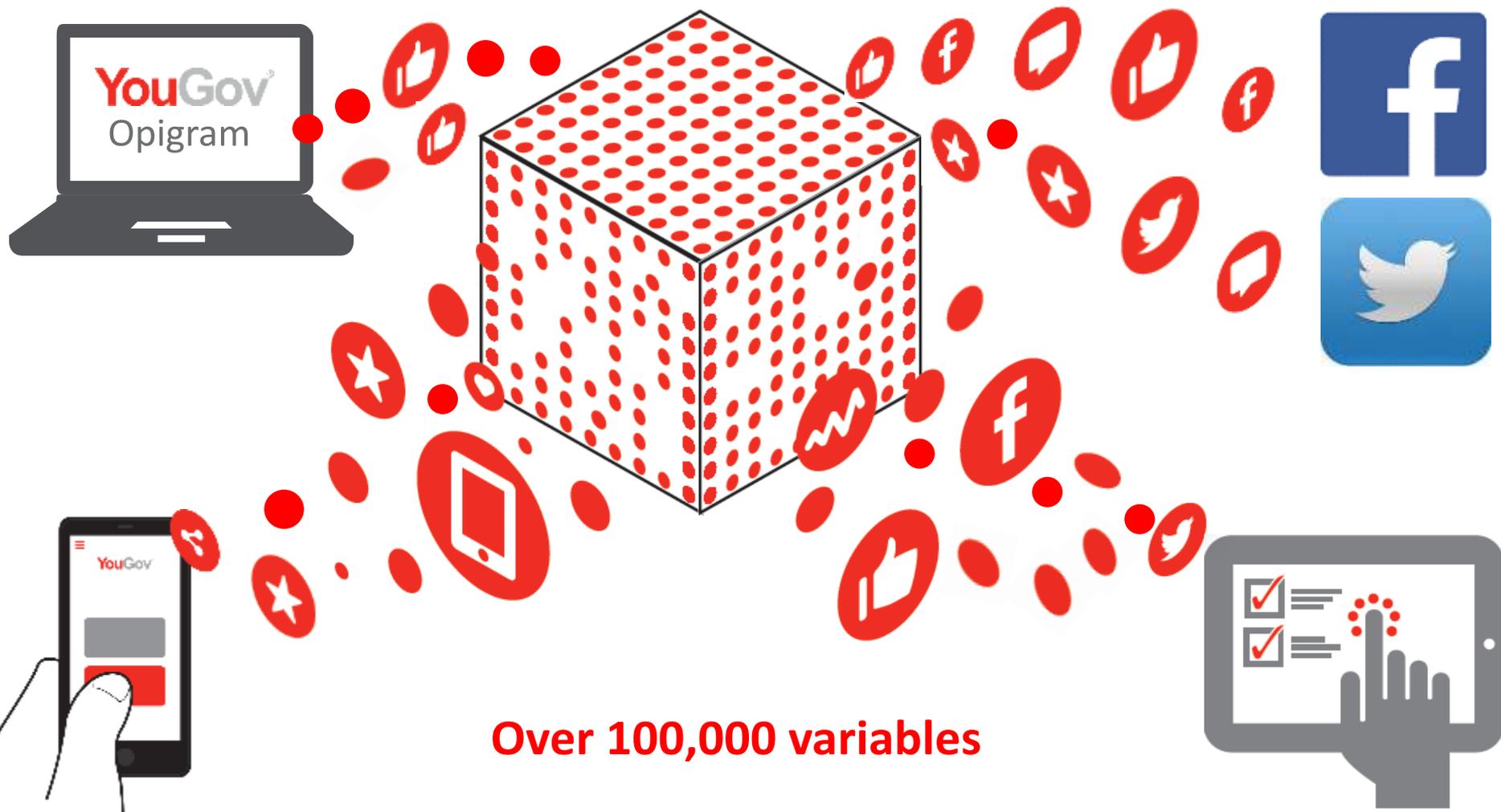


**This is you, guv: how YouGov knows  
what you're really like**  
**EveningStandard.**



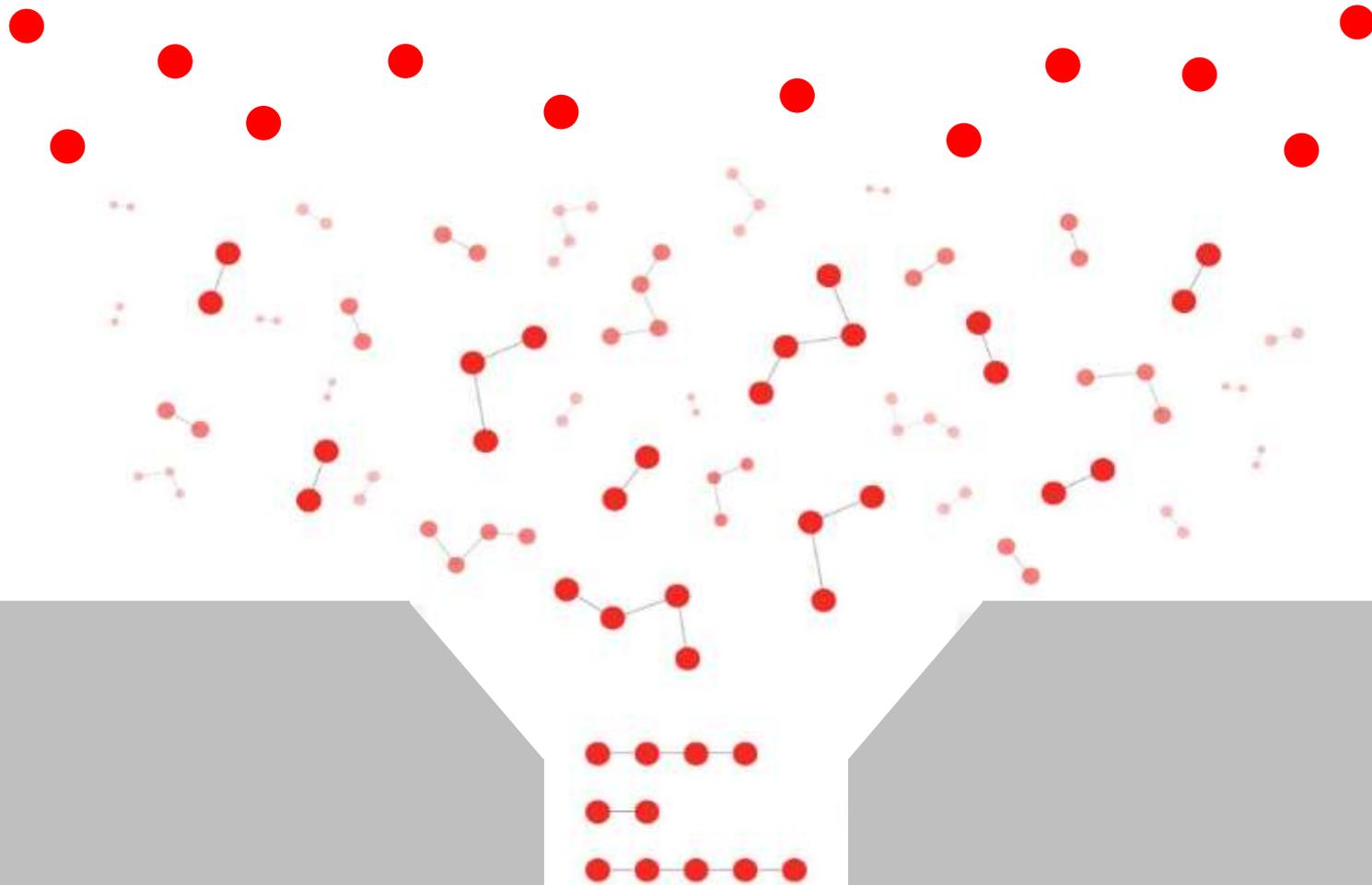
The app received over 1m searches in first week

# The power of participation



Survey responses + freely shared data fill the YouGov Cube

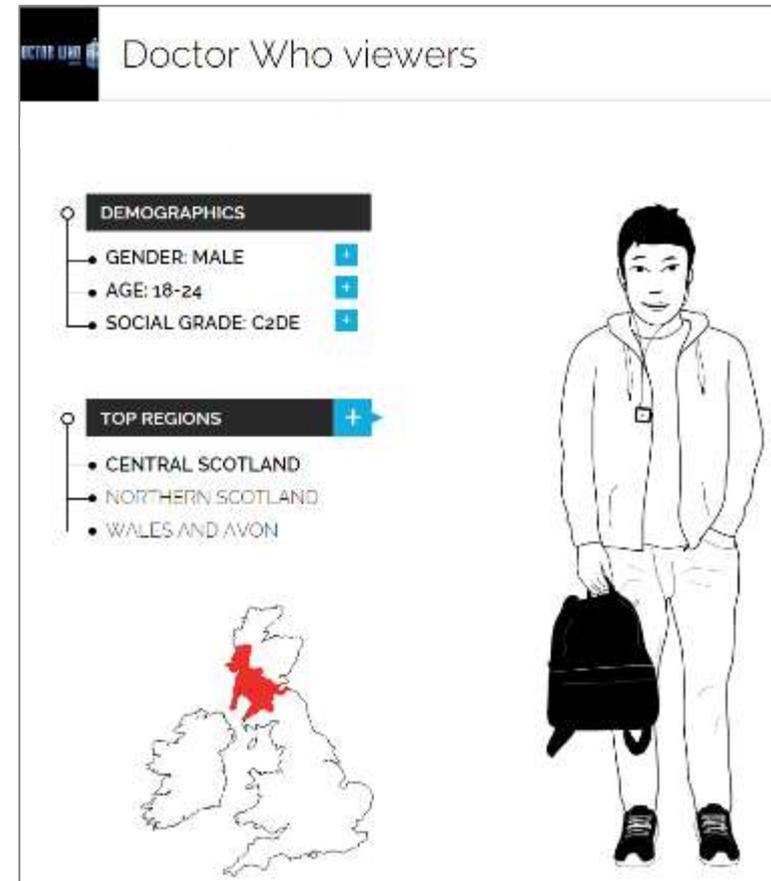
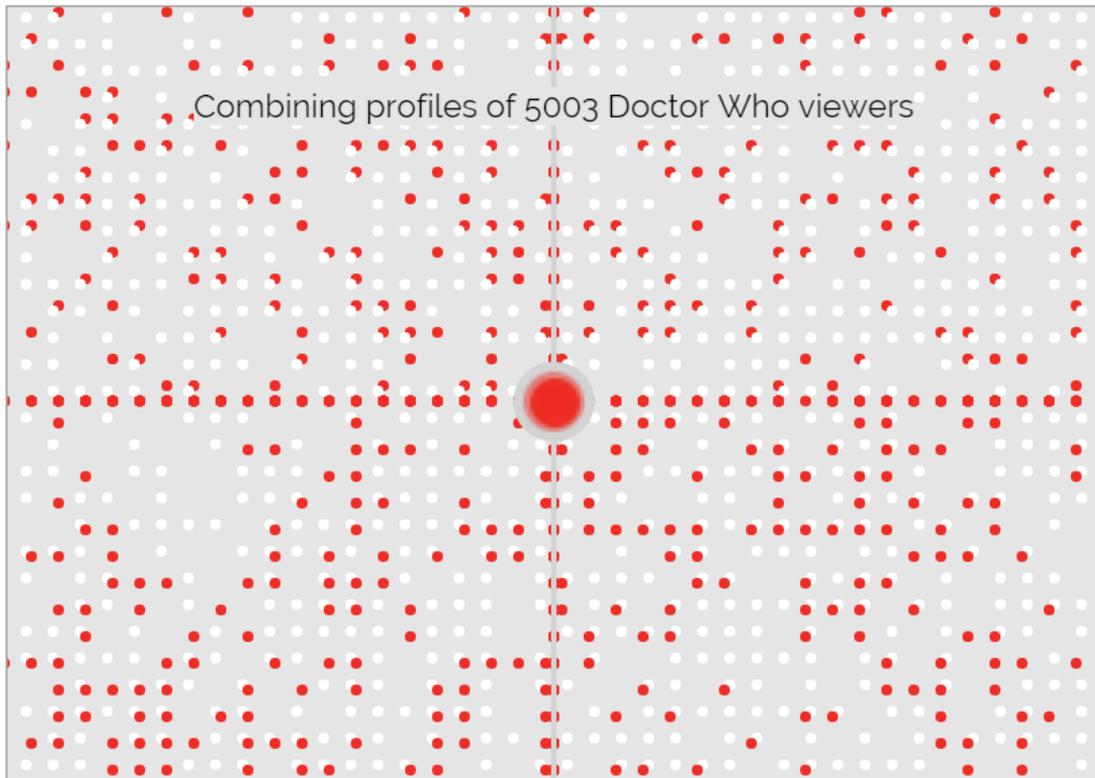
YouGov's technology turns collected data into connected data...



...reaping the benefit from our investment

# Our cloud-based big data statistical analytics system

Crunch application: released in alpha



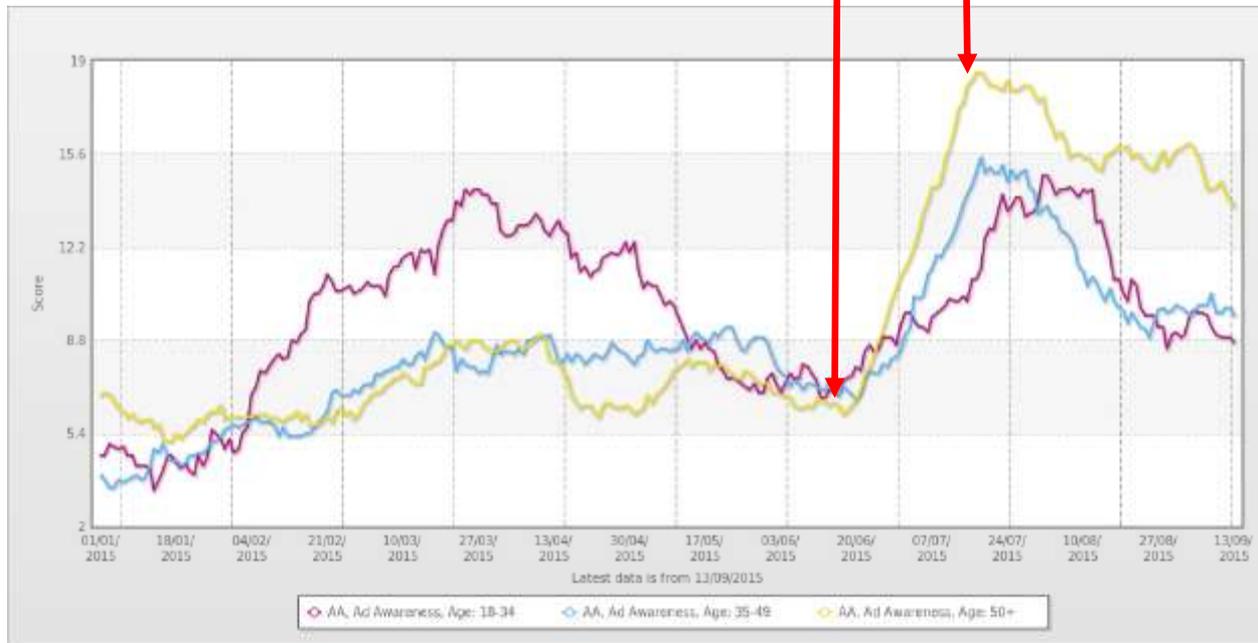
Connecting YouGov data with client data

# The YouGov Cube underpins our syndicated data products

## The AA's new advertising campaign launch (June 2015)

The day before the AA launched its new UK campaign, just 6% of the 50+ age group recalled seeing advertising for the AA.

Four weeks after the campaign launch, awareness in this age group had risen to 19%.

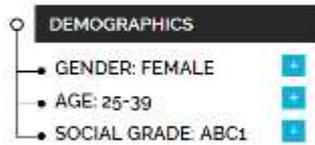


YouGov BrandIndex: provides the trend view

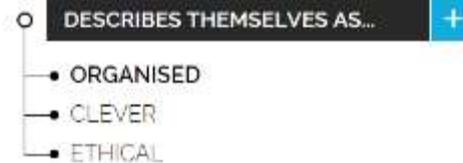
# Our new product



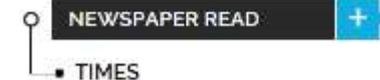
## People who shop at Ocado



“ I trust broadsheets more than I trust tabloid newspapers



**POLITICS**



Shows what is particularly true of people who shop at Ocado compared to the general population

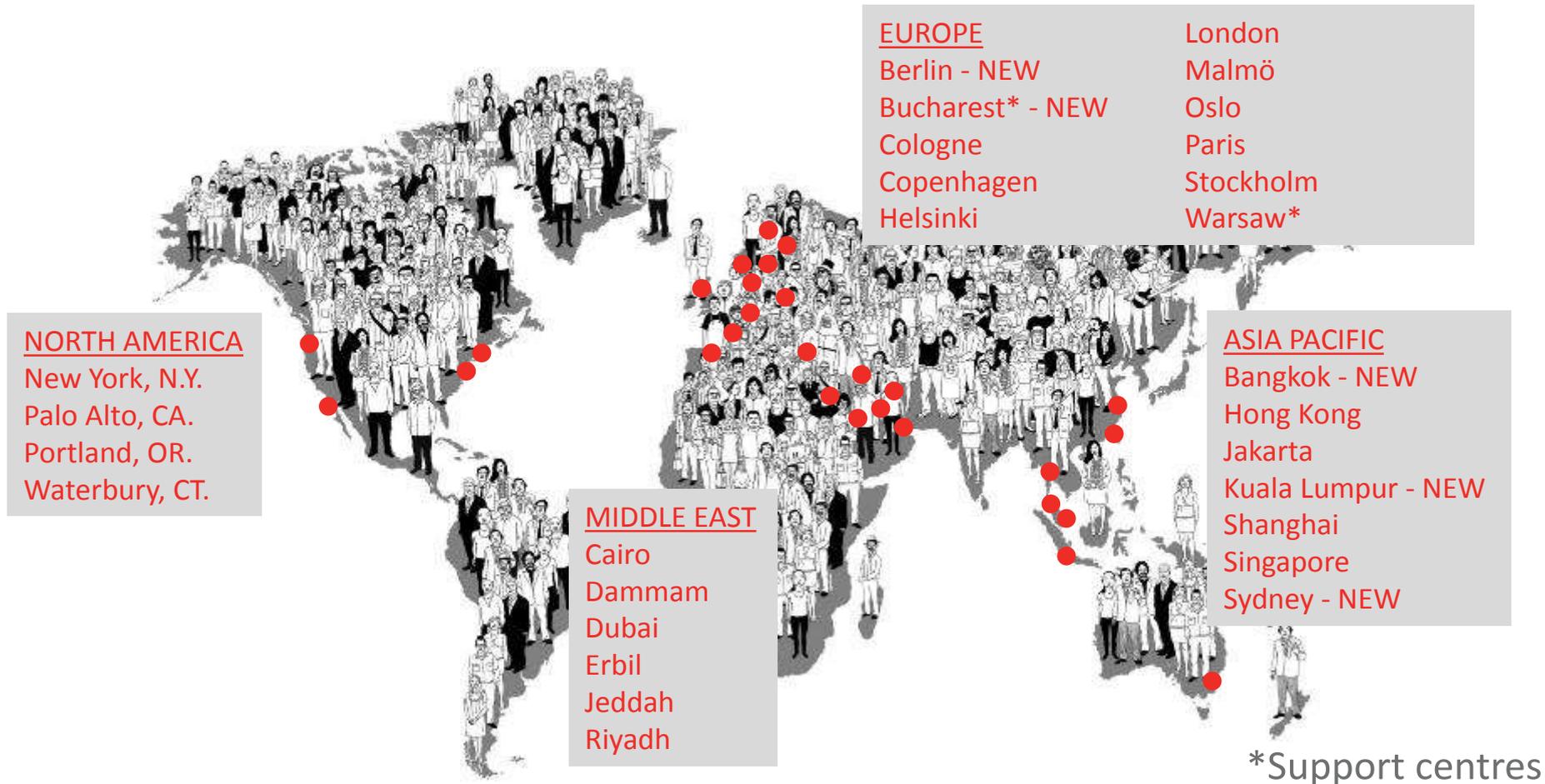
**YouGov Profiles: provides the holistic view**

# Our consistent five point strategy



Making good progress on all these objectives

# Growing our geographic presence



YouGov has one of the world's Top 10 international market research networks

# Group Outlook

- Current trading is in line with the Board's expectations
- Continued opportunities for BrandIndex and Omnibus to maintain fast global growth
- YouGov Profiles showing good potential among existing clients and the broader marketing community
- First major bundled sales of data products achieved
- Custom Research increasingly benefitting from YouGov's ability to provide connected data that enhances our offering to clients
- YouGov Cube development being rolled-out to Asia Pacific
- On track to deliver our ambitious 5 year organic growth plans