Interim Results to 31 January 2015

Delivering on the strategy

YouGov

Summary

- Organic Growth of 10%: maintained well above market

- Data Products & Services grew by 15%; now represents 33% of total (2014: 29%)

- Expansion of product suite: new YouGov Profiles product launched as planned

- New markets – Asia Pacific and France – continue to grow well

- Dividend paid in December 2014: up 33%

- Group Chief Operating Officer appointed: to manage global scaling of the business

- Trading in line with expectations

Financial Update

Alan Newman - CFO

Financial Highlights

	6 months to 31 Jan 2015 £m	6 months to 31 Jan 2014 £m	% Change
Revenue	**36.2**	**32.6**	**11%**
Adjusted Operating Profit*	**3.3**	**2.9**	**16%**
Adjusted Profit before Tax	**3.5**	**3.0**	**17%**
Adjusted Earnings per Share	**2.6p**	**2.4p**	**9%**
Dividend per Share (paid in December)	**0.8p**	**0.6p**	**33%**

*Adjusted operating profit is defined as Group operating profit before amortisation of intangibles and exceptional items. Adjusted profit before tax and earnings per share are calculated based on the adjusted operating profit.

YouGov

Group Income Statement

- Revenue growth of £3.6m
- Operating Margin increased from 8.8% to 9.2%
- Gross Profit Margin increased from 75.5% to 76%
- Adjusted Operating Profit up 16%
- Adjusted EPS increased by 9%

	6 months to 31 Jan 2015 £m	6 months to 31 Jan 2014 £m
Group Revenue	36.2	32.6
Cost of Sales	(8.7)	(8.0)
Gross Profit	27.5	24.6
Gross Margin %	76%	7.5%
Operating Expenses	(24.2)	(21.7)
Group Operating Profit	3.3	2.9
Operating margin %	9%	9%
Adjusted EPS	2.6p	2.4p

YouGov

Balance Sheet

- Receivable days up to 79 days from 72 days

- Creditor days increased to 34 days from 28 days

- Deferred consideration outstanding for acquisitions: £0.7m (2014: £1.2m)

	31 Jan 2015 £m	31 Jan 2014 £m
Assets		
Goodwill	**37.5**	**38.2**
Other intangible assets	**10.7**	**9.6**
Other non-current assets	**6.2**	**5.2**
	54.4	**53.0**
Current Assets		
Trade and other receivables	**27.4**	**20.3**
Cash	**3.8**	**6.2**
	31.2	**26.5**
Liabilities		
Trade and other payables	**18.6**	**15.4**
Provisions	**3.4**	**2.7**
Deferred consideration	**0.3**	**0.3**
Borrowings	**0.2**	**0.1**
	22.5	**18.5**
Net Current Assets	**8.7**	**8.0**
Non-Current Liabilities		
Provisions and payables	**0.8**	**0.8**
Deferred consideration	**0.4**	**0.9**
Deferred taxation	**1.8**	**2.0**
Total Non-Current Liabilities	**3.0**	**3.7**
Net Assets	**60.1**	**57.3**

YouGov

6

Cash Flow

- Cash flow generated from operations of £0.3m

- Investing activities of £2.8m includes £2.3m on technology development and panel

- Dividend paid: £0.8m

- Net cash outflow of £3.8m

- Cash balance of £3.7m at 31 January

	6 months to 31 Jan 2015 £m	6 months to 31 Jan 2014 £m
Cash flows from operating activities		
Reported operating profit/(loss)	0.1	(0.1)
Non cash movements	3.6	2.8
Net working capital movement	(3.4)	0.8
Cash generated from operations	0.3	3.5
Interest and tax	(0.5)	(0.1)
Net cash generated from operating activities	(0.2)	3.4
Net cash used in investing activities	(2.8)	(3.1)
Dividend paid	(0.8)	(0.6)
Issue of share capital	-	0.1
Net decrease in cash	(3.8)	(0.2)
Cash balance at beginning of year	7.2	6.7
Exchange gain on cash and cash equivalent	0.3	(0.4)
Cash balance at end of year	3.7	6.1

YouGov

Segmental Analysis by Global Product and Service

6 months to 31 Jan 2015	Revenue £m	Revenue Growth %	Operating Profit £m	Operating Margin %
Data Products (incl. BrandIndex)	5.3	15%	1.0	19%
Data Services (incl. Omnibus)	6.6	15%	1.9	29%
Total Data Products & Services	11.9	15%	29	25%
Custom Research	24.3	9%	2.5	10%
Central Costs	-	-	(2.1)	-
Group	36.2	11%	3.3	9%

YouGov

Segmental Analysis by Geography - Revenue

	6 months to 31 Jan 2015 Revenue £m	6 months to 31 Jan 2014 Revenue £m	Change %
USA	**13.3**	**10.4**	**28%**
UK	**9.9**	**9.3**	**6%**
Middle East	**5.0**	**5.2**	**(3%)**
Germany	**4.3**	**4.1**	**6%**
Nordic	**3.8**	**4.1**	**(7%)**
France	**0.5**	**0.3**	**59%**
Asia Pacific	**0.5**	**-**	**-**
Corporate & Consol. Adjs.	**(1.1)**	**(0.8)**	**(38%)**
Group	**36.2**	**32.6**	**11%**

9

Segmental Analysis by Geography – Operating Profit

	6 months to 31 Jan 2015 Operating Profit £m	6 months to 31 Jan 2015 Margin %	6 months to 31 Jan 2014 Operating Profit £m	6 months to 31 Jan 2014 Margin %
USA	3.1	23%	1.6	15%
UK	1.4	14%	1.9	20%
Middle East	0.6	12%	1.2	24%
Germany	0.3	6%	0.1	2%
Nordic	0.4	10%	0.3	8%
France	0.0	1%	(0.1)	-
Asia Pacific	(0.3)	-	-	-
Corporate & Consol. Adjs.	(2.2)	-	(2.1)	-
Group	3.3	9%	2.9	9%

Operational Update

Stephan Shakespeare - CEO

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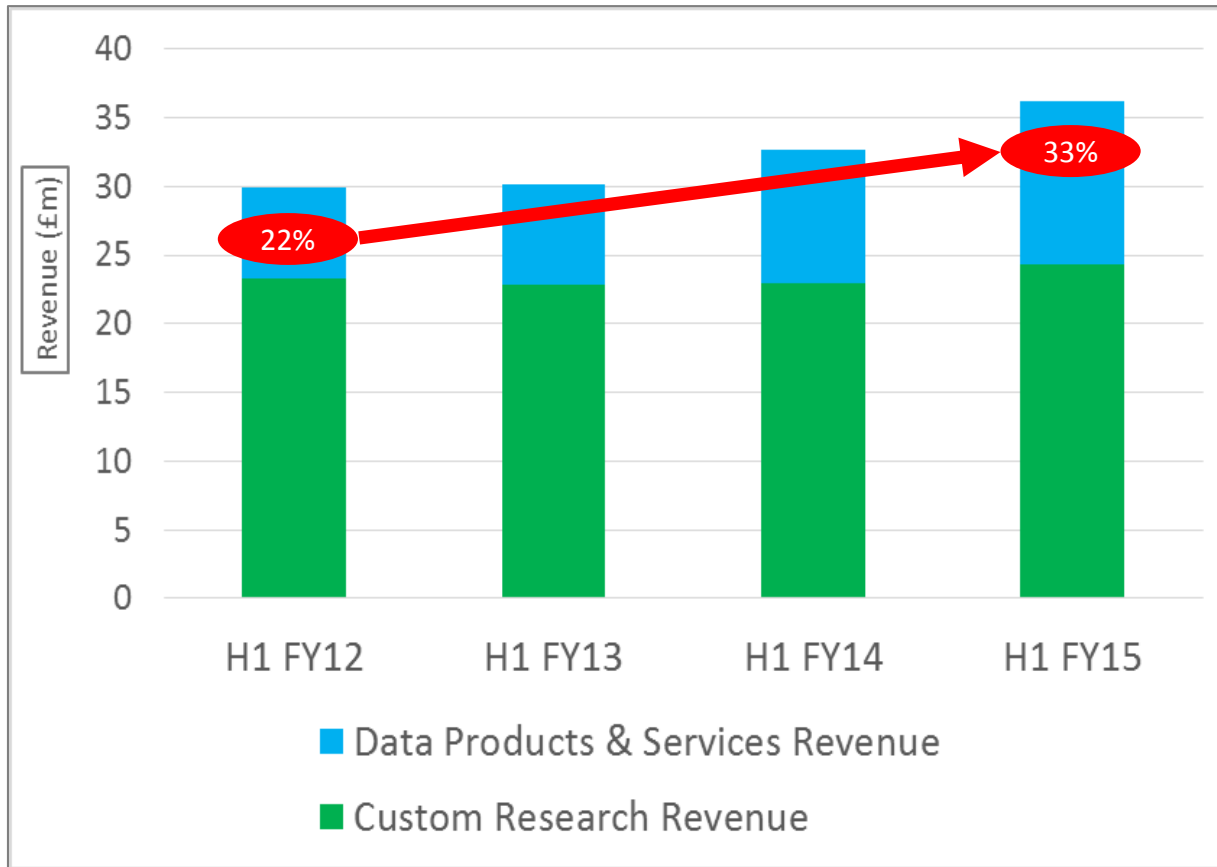
Our goal is to bring the proportion of revenue from Data Products & Services closer to parity with Custom Research

- Global BrandIndex revenue up 20%
- Global Omnibus revenue up 15%

	H1 FY14 £m	H1 FY15 £m
Data Products & Services Revenue	22.1	24.3
Custom Research Revenue	10.5	11.9

YouGovBrandIndex®

- ➢ Our flagship brand intelligence service

- ➢ Subscribers can monitor their brand, competitor brands and entire sectors, all in real-time

- ➢ Coverage grown to 20 countries

- ➢ Some 250+ subscribers worldwide

BrandIndex Revenue Growth
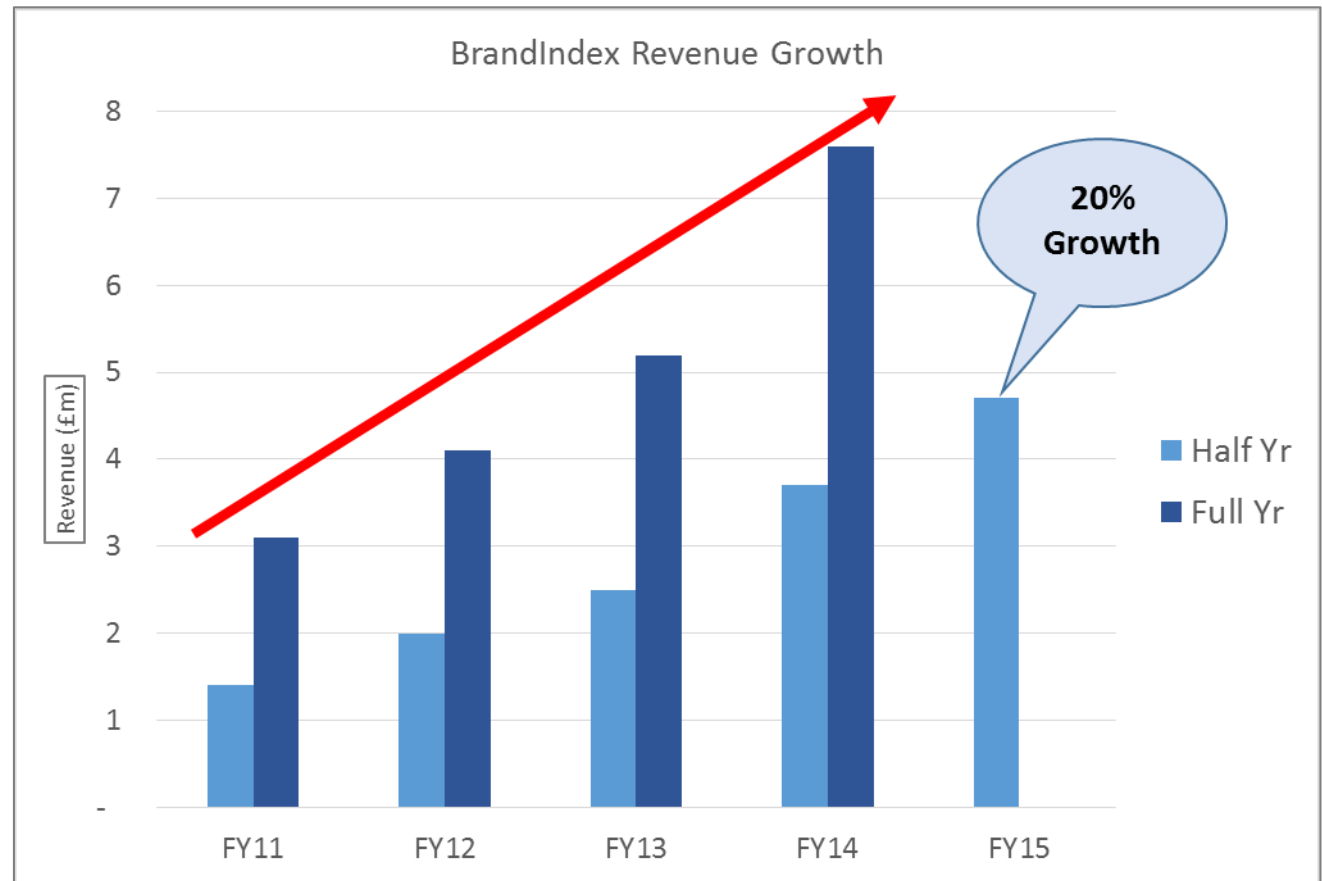
20% Growth

YouGovOmnibus®

- ➤ Streamlined, highly-efficient production model

- ➤ Market leader in UK

- ➤ Now operating in UK, US, France, Germany, Nordic, Middle East and Asia Pacific

- ➤ 900+ clients worldwide

Omnibus Revenue Growth

15% Growth

YouGov
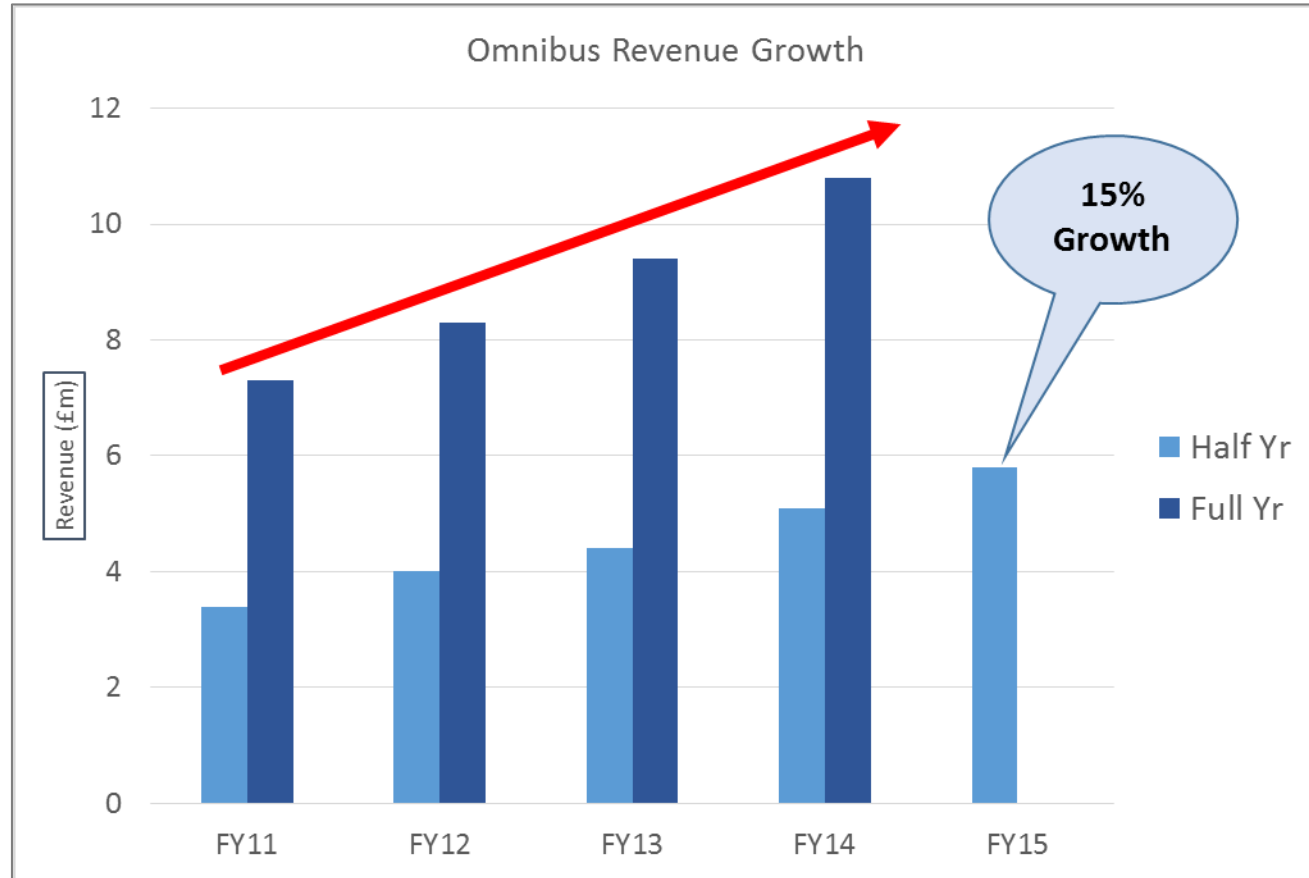
Our strategy is validated by our above-industry growth

Grow our syndicated products suite

Integrate custom research & syndicated data

Enhance our user experience

Boost our public profile

Expand our geographic footprint
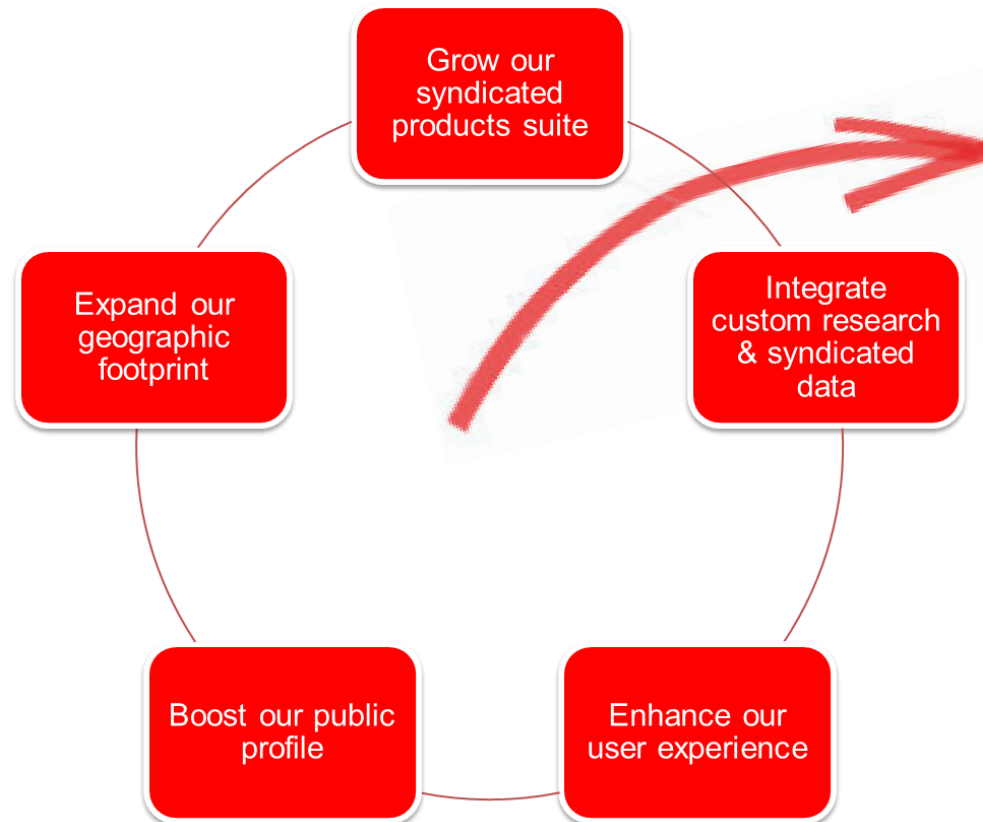
Our offering is differentiated and compelling and at the heart of the marketing work-flow.

The most up-to-date, relevant and connected data on the fast-changing consumer in a fast-changing digital environment. The technology to make it work. And the expertise to make it useful.

YouGov

How we see our panellists...

Checked in at **BICESTER VILLAGE**

Favourite topics...
Celebrities
Fashion
Weddings

Mobile

Top entertainment apps ...
YouTube
Google Music
BBC iPlayer
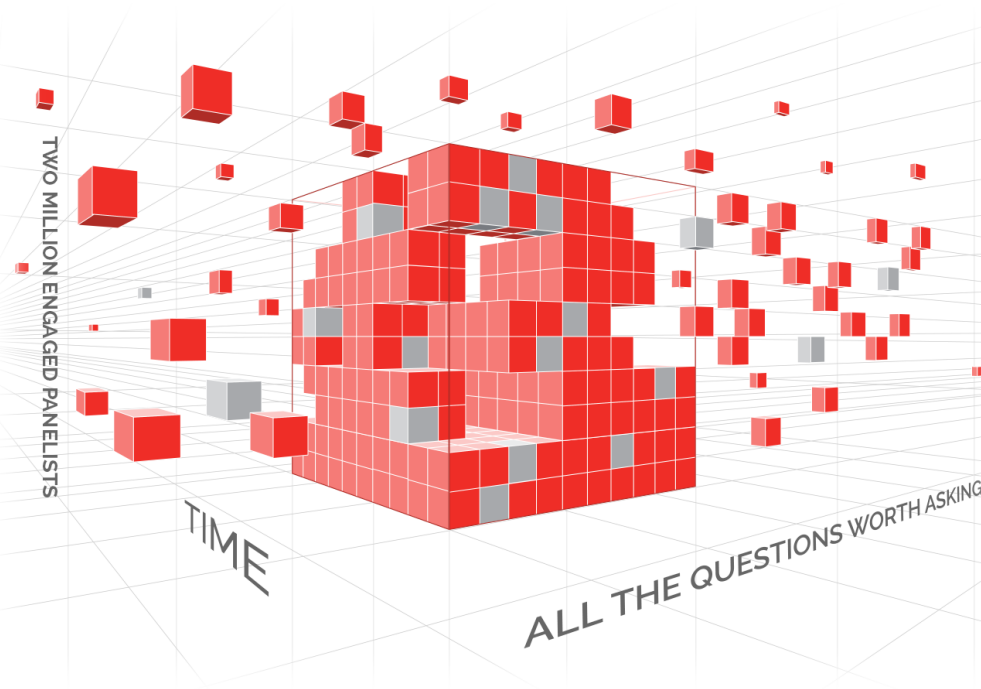SoundCloud
Netflix

Visits Vevo daily on YouTube during the day

TV

Recently watched...
Casualty
Being Human
Family Guy
The Big Bang Theory

'Pins' this to Pinterest

Searches Groupon and Wowcher for 'spa break' deals...

Visits eBay daily

Addicted

Facebook

Magazines 'liked'...
Company
Full House
Good House
Beautiful
OK!

Long dwell time on Good House 'Biscuit Week' article

COMPANY

IT'S GH BISCUIT WEEK!

John Mayer a current favourite

Google music

Ecommerce

Heavily used #24LAD hash tag on Twitter

Heavily exposed to HSBC online banners

HSBC

Products purchased on Amazon...
DSLR camera
Roman costume
Grease on DVD

Brands

Positive impression of...
Heinz
Cadbury
Boots
Dyson
Walkers

Searched online for 'holidays to Greece and Turkey'

Twitter

Top journalists followed...
@CaitlinMoran
@gracedent
@GilesCoren
@DAaronovitch

Female

Owns an iPhone on EE

Jack 2 FM

A 360° View of 'Polly'

33 Years Old

Earns £40,000 to £44,999 per year

Lives in Oxford

Mail Online

Personality

Describes self as...
Easy-going
Dependable
Compassionate
Funny

Websites

Most visited news sites...
dailymail.co.uk
theguardian.com
telegraph.co.uk
mirror.co.uk

Regularly shops at

TESCO

And orders an online shop every 3 weeks for a Saturday morning

16

The YouGov Cube

Driving all our research, both custom and syndicated, from one huge data set: The Cube

- **Single-source -** Derived from engaged panellists freely sharing their 360º profiling data

- **Unified -** Designed with all questions standardised for connected data

- **Universal -** All our products and services gain value from the Cube, and add value to the Cube

- **High-scope –** 120,000 variables covering in-depth consumer social and media preferences/attitudes/behaviours

- **Real-time -** The Cube is being updated daily with new data

- **Multi-use -** The same data drives our syndicated products and custom methodologies

- **Client-crunchable –** Clients can access, process and analyse data on the most advanced statistical platform, Crunch

- **Unique to YouGov -** This can only be operationalised by an engaged panel sharing freely through our technology & statistical tools

The fast-changing consumer in a fast-changing digital environment

Our new media planning tool: YouGov Profiles
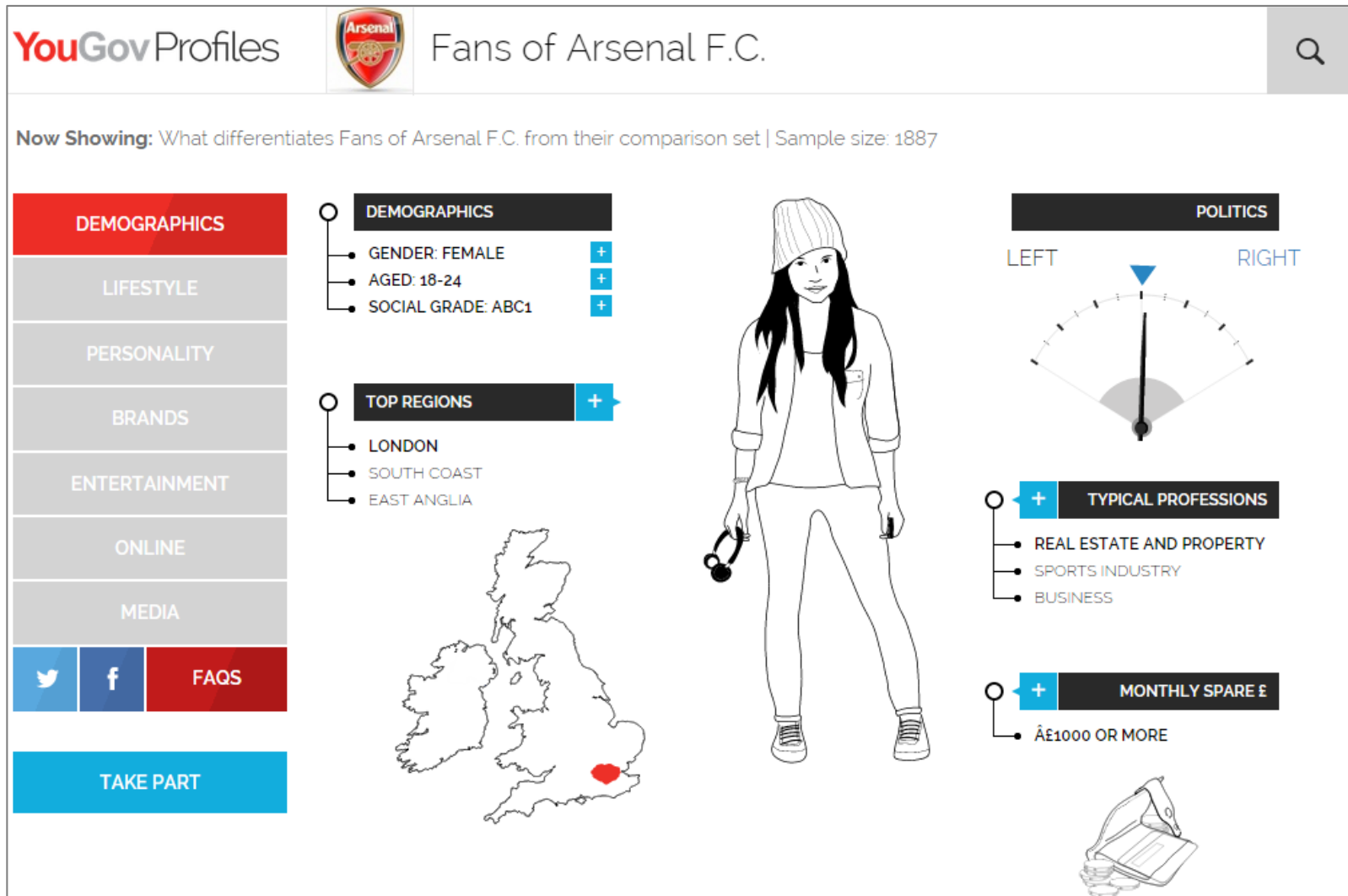
The Profiler App uses index scores (z-scores) which highlight differentiating characteristics in like groups. It shows what is "quintessential" (what is particularly true of someone who likes that brand compared with the relevant average person) rather than what is "typical" or "average".

Our new media planning tool: YouGov Profiles

The Profiler App uses index scores (z-scores) which highlight differentiating characteristics in like groups. It shows what is "quintessential" (what is particularly true of someone who likes that brand compared with the relevant average person) rather than what is "typical" or "average".

What is YouGov Profiles?

YouGov Profiles is our segmentation and media planning product for agencies and brands. It is powered by the YouGov Cube: our connected data vault which holds over 120,000 data points, collected from over 200,000 UK YouGov panellists.

Demographics and Lifestyle
- Segment on a wider number of categories including general demographic makeup, economic situation, occupation, category specific usage and behaviour, interests, hobbies, favourite celebrities, top music artists

Brand Usage and Perceptions
- Understand brand usage and perception for 1,100 brands (across 40 sectors) on the following core brand funnel metrics: buzz, attention, quality, value, customer satisfaction, reputation, impression, recommendation, brand awareness, word of mouth, purchase intent, purchase consideration and advert comms awareness

Media Consumption
- Analyse consumption of ATL media including TV viewership at a programme level (4000+ titles, across 150 genres, over 20 channels), radio listenership (40+ commercial stations), and print readership (30+ newspaper titles, 80+ magazine titles)

Attitudes and Opinions
- Measure attitudinal and opinion data from a variety of topics around the values beliefs that drive consumer behaviour

Online and Mobile Behaviour
- Identify actual (passively tracked) online and application usage, from desktops, laptops, smartphones and tablets from a bank of 60,000+ websites and 20,000+ mobile applications

Social Media Engagement
- Review social media engagement including Facebook pages liked (1,000,000+) and Twitter accounts (80,000+) followed

Identify a target audience…

5,247 current customers of Coca Cola identified in YouGov Profiles

Choose your data points…

Which mobile devices are Coca-Cola customers more likely to own compared to the average person in the UK?

SAMSUNG

Mobile Brand
Own

1. Samsung
2. HTC
3. Apple
4. Sony
5. LG

Category	Variable	Answer	zscore	Index	Target group %	Target group base	Control group %	Control group base	Diff
Consumer / Devices	Mobile phone brand	Samsung	5.19	113	31%	4829	28%	131368	3.51
Consumer / Devices	Mobile phone brand	HTC	3.69	125	7%	4829	5%	131368	1.32
Consumer / Devices	Mobile phone brand	Apple	2.48	106	29%	4829	27%	131368	1.64
Consumer / Devices	Mobile phone brand	Sony	1.57	111	5%	4829	5%	131368	0.48
Consumer / Devices	Mobile phone brand	LG	1.10	112	2%	4829	2%	131368	0.20
Consumer / Devices	Mobile phone brand	Google Nexus	0.67	109	1%	4829	1%	131368	0.08
Consumer / Devices	Mobile phone brand	Motorola	0.65	106	2%	4829	2%	131368	0.13
Consumer / Devices	Mobile phone brand	INQ	0.33	0	0%	4829	0%	131368	-0.01
Consumer / Devices	Mobile phone brand	Operator-branded	-0.75	82	0%	4829	1%	131368	-0.09
Consumer / Devices	Mobile phone brand	Sony Ericsson	-0.94	89	1%	4829	2%	131368	-0.18
Consumer / Devices	Mobile phone brand	ZTE	-1.41	58	0%	4829	0%	131368	-0.10
Consumer / Devices	Mobile phone brand	BlackBerry	-2.38	81	2%	4829	3%	131368	-0.55
Consumer / Devices	Mobile phone brand	Huawei	-3.27	56	0%	4829	1%	131368	-0.35
Consumer / Devices	Mobile phone brand	Don't know	-3.60	57	1%	4829	1%	131368	-0.43

Showing 1 to 15 of 17 entries

YouGov

Present your insight...

Music Artists
Regularly visits

The Stone Roses
Dr. Dre
Cheryl Cole
Slash
Green Day

TESCO
Supermarket
Regularly shops at

Tesco
Asda
Londis
Farm Foods
Iceland

heat
Magazines
Read weekly

Heat
OK!
NME
What's on TV
Now

Charities
Donates to

RSPCA
UNICEF
Help for Heroes
Marie Curie
Alzheimer's Society

UEFA CHAMPIONS LEAGUE
Sporting Events
Attends

UEFA Champions League
NBA Basketball
UEFA Europa League
Premier League
Cheltenham Cup

AskMen.com
Magazine Websites
Regularly visits

Askmen.com
Rollingstone.com
Naturalnews.com
Glam.com
Womanandhome.com

SAMSUNG
Mobile Brand
Own

Samsung
HTC
Apple
Sony
LG

DEEZER
Mobile Apps
Regularly uses

Deezer
Samsung Hub
Cineworld
TV Guide
BBM

sky SPORTS NEWS
TV Channels
Watches

Sky Sports News
E4
Comedy Central
Sky1
Sky Movies

HSBC
Banks
Main account

HSBC
Barclays
Tesco Bank
Halifax
Santander

Twitter
Follows

John Bishop
Amanda Holden
Noel Fielding
Simon Pegg
Mark Gatiss

Central diagram (Coca-Cola):
- Male 25-39
- Work in Distribution
- Household Income £50k to £59k
- Own a fish as a pet
- Shops at Tesco
- On GiffGaff Mobile Netwrok

Brand Attitudes
Strongly agree with
'Well-known brands are usually better than shop's own brands'
'I do have favourite brands, but if a different brand is on offer I'll buy that instead'

What are the key differentiators of Coca-Cola Customers compared to the UK population?

Coca-Cola Case Study: Using the Cube to measure campaign effectiveness

Campaign

Effectiveness

Actual Advertising Exposure

Daily Brand Perception

Connected data
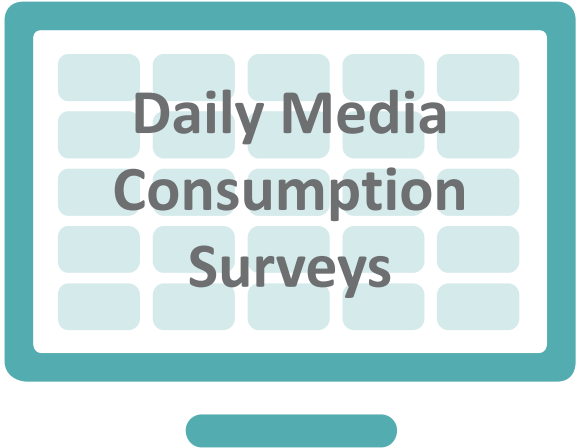
online focus groups

Actual Exposure

Daily Media Consumption Surveys

Monitoring views
>900 Brands
15 Metrics

Daily Brand Index Survey
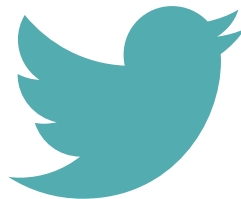
The Groups

1

2
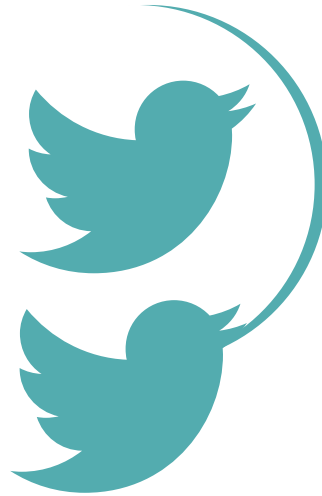
3
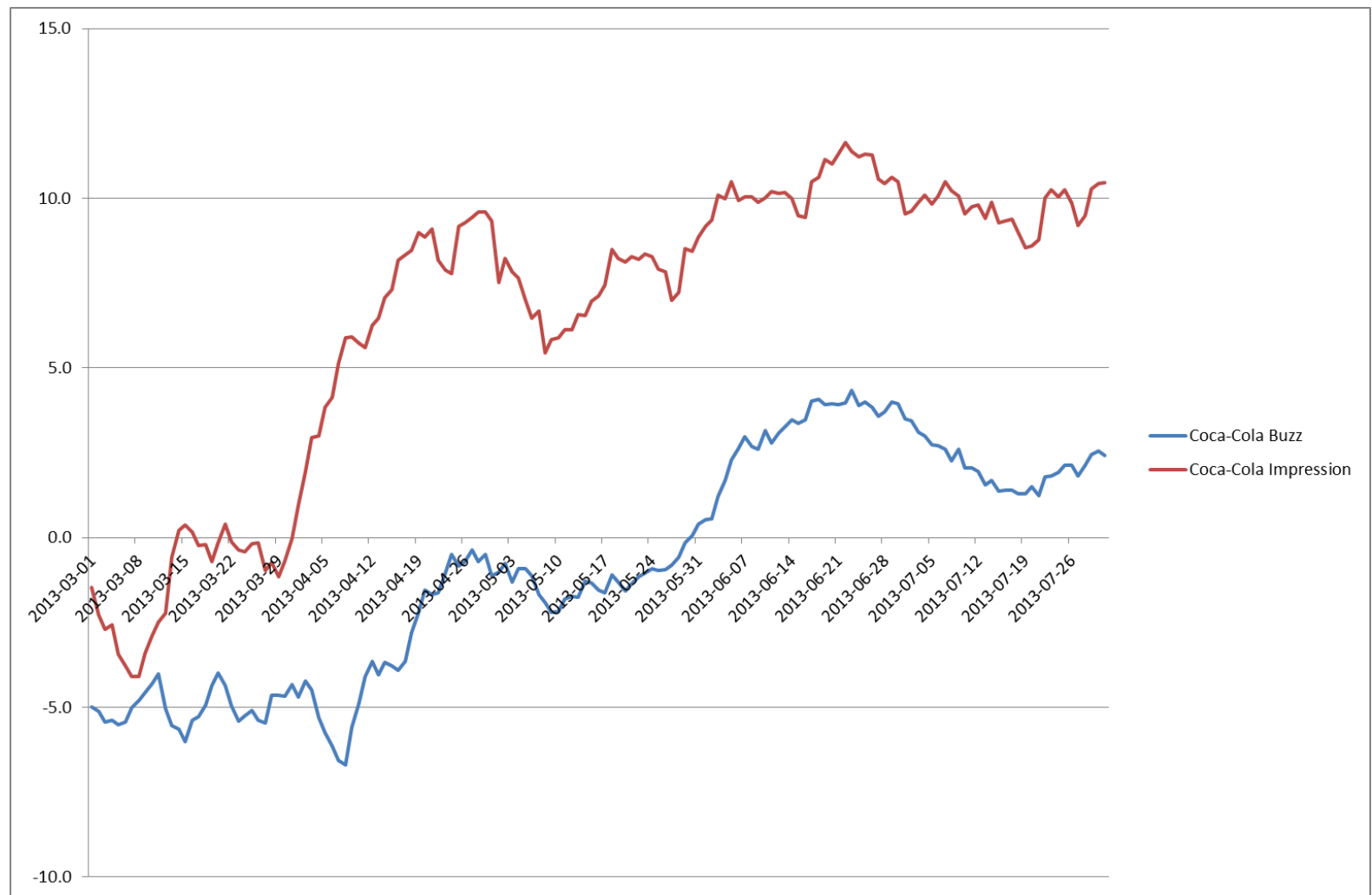
The Impact over time – Coca-Cola on BrandIndex
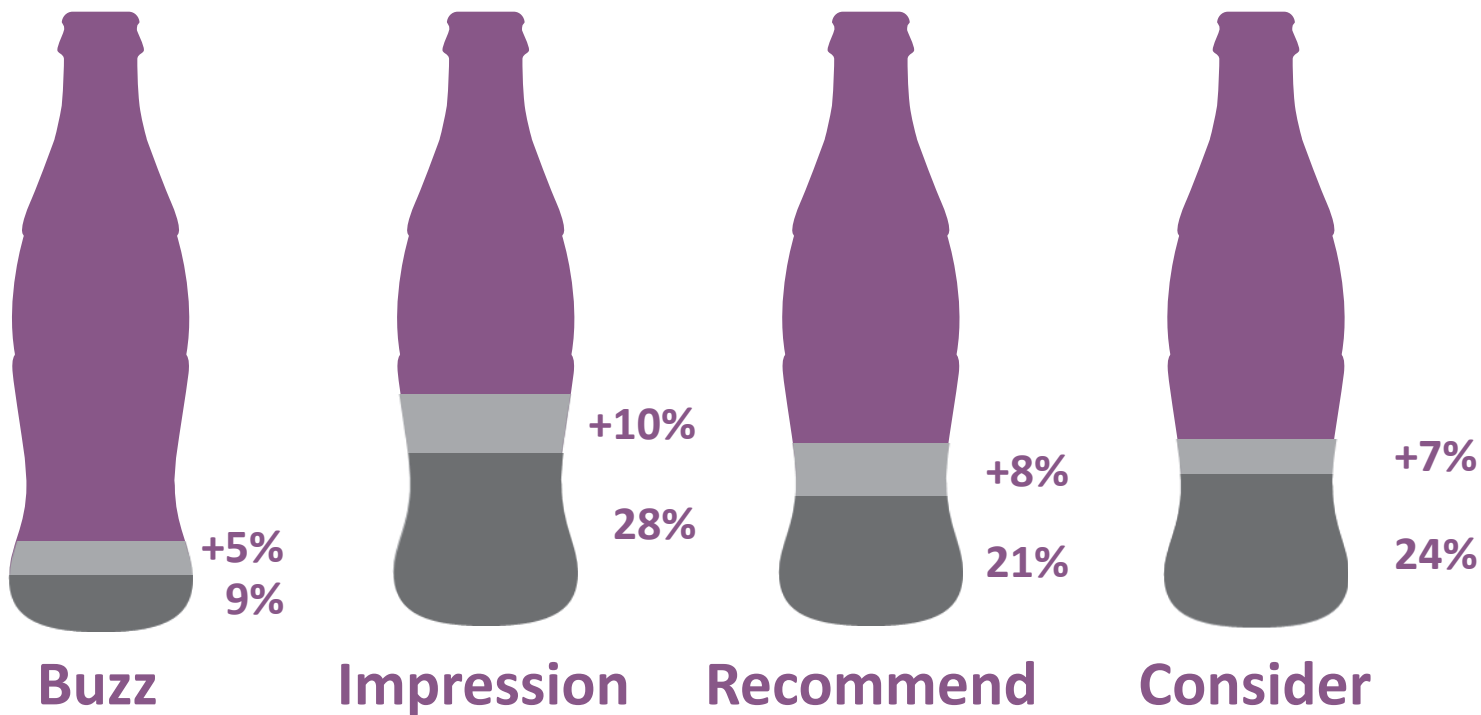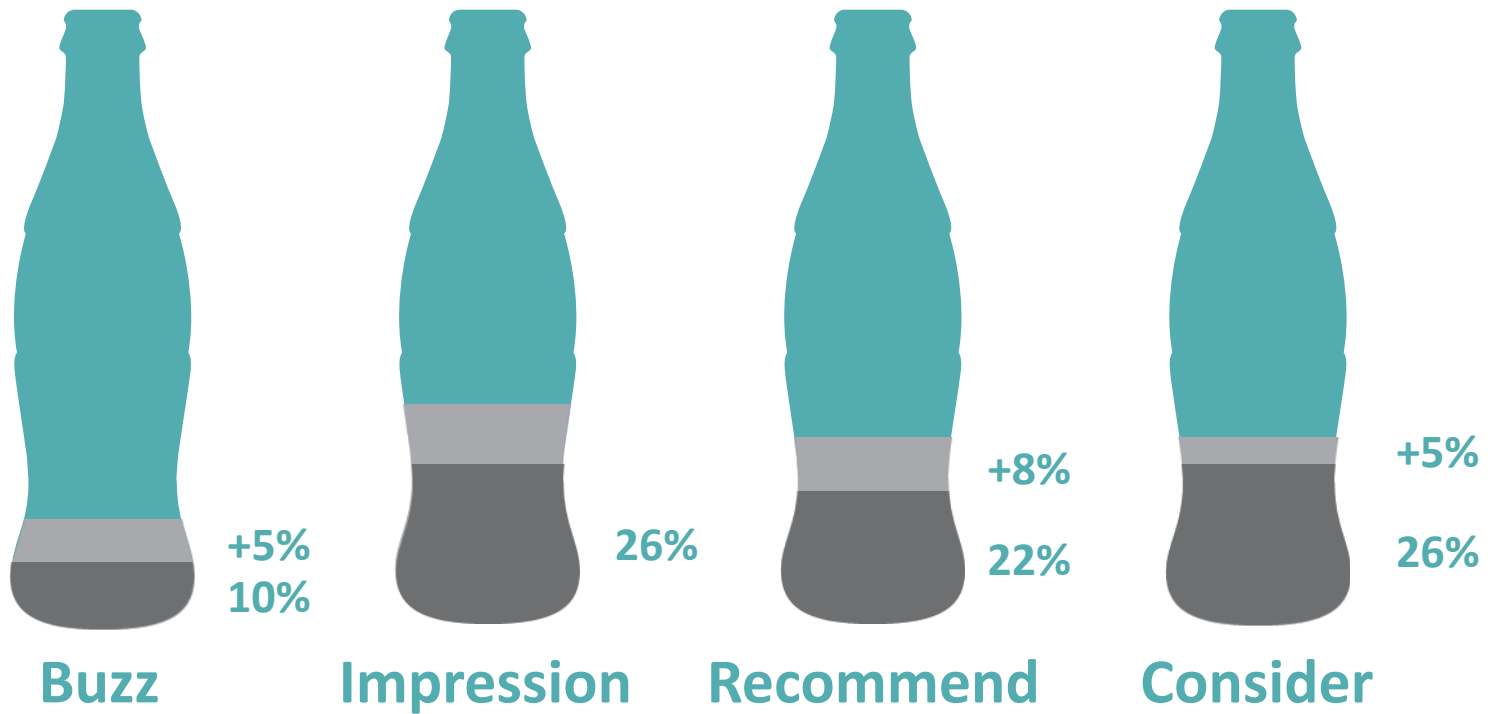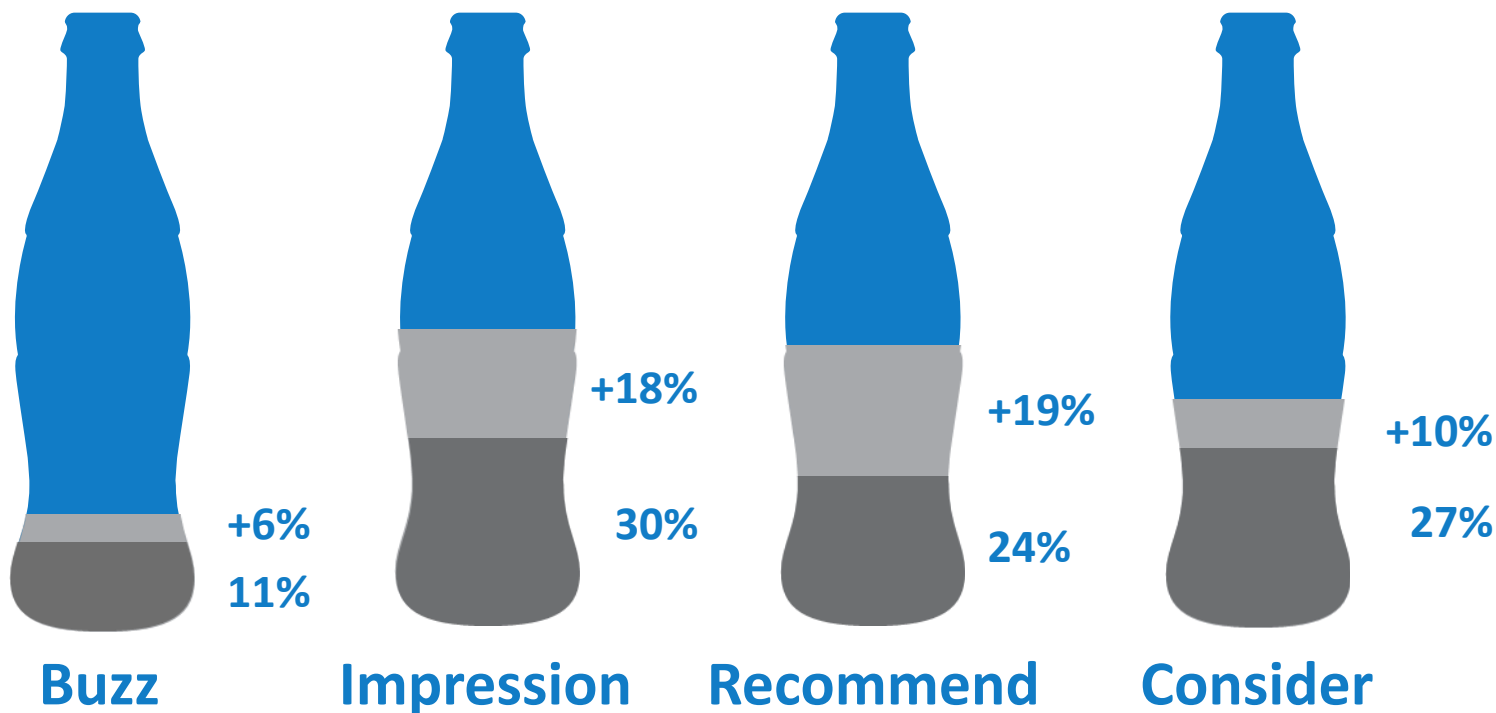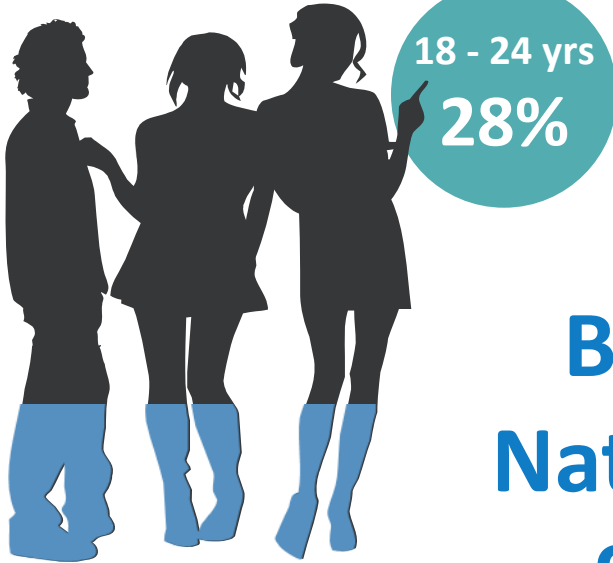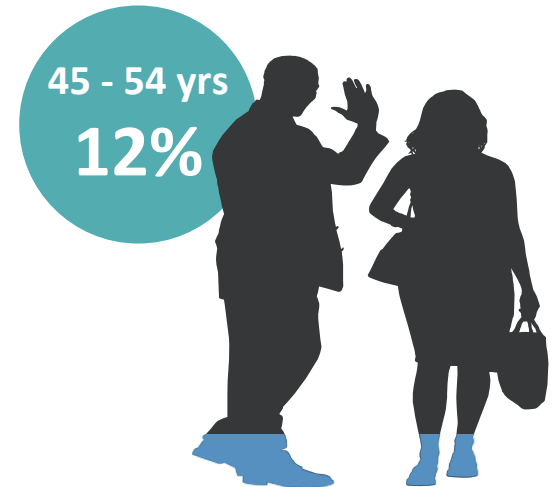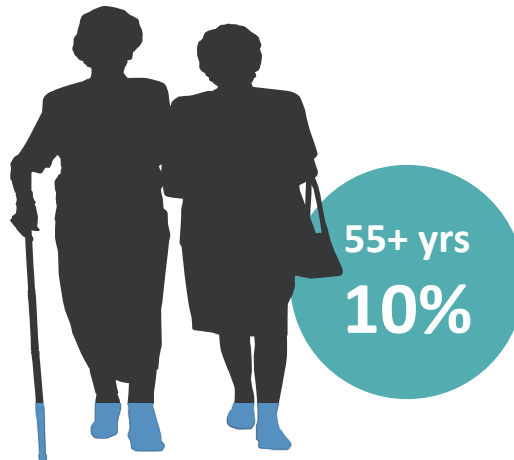
Delivering our strategy

BrandIndex 6.2
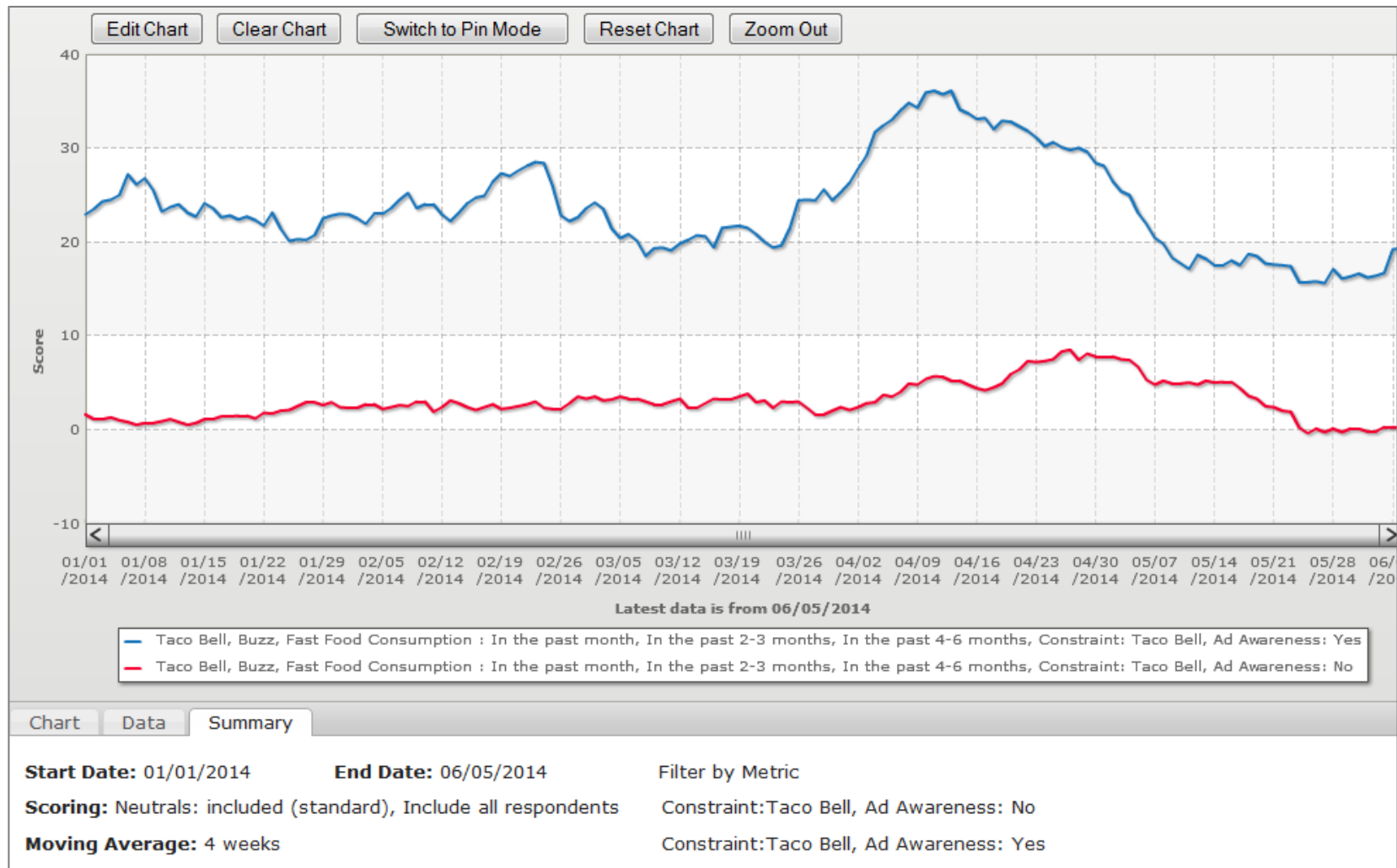
Buzz among consumers aware of Taco Bell advertising spiked during April 2014.
There was also a small lift for those unaware of Taco Bell advertising.

Cube data can be accessed in different formats

The Marketer's Workflow

PLAN ➡ **TRACK** ➡ **REACT**

YouGovOmnibus
Delivering next-day answers

YouGovBrandIndex
The daily brand perception tracker

YouGovProfiles
The planning & segmentation tool

YouGovOmnibus
Delivering next-day answers

YouGovReports
Comprehensive market intelligence

YouGovPulse
Real-time digital & mobile behavior
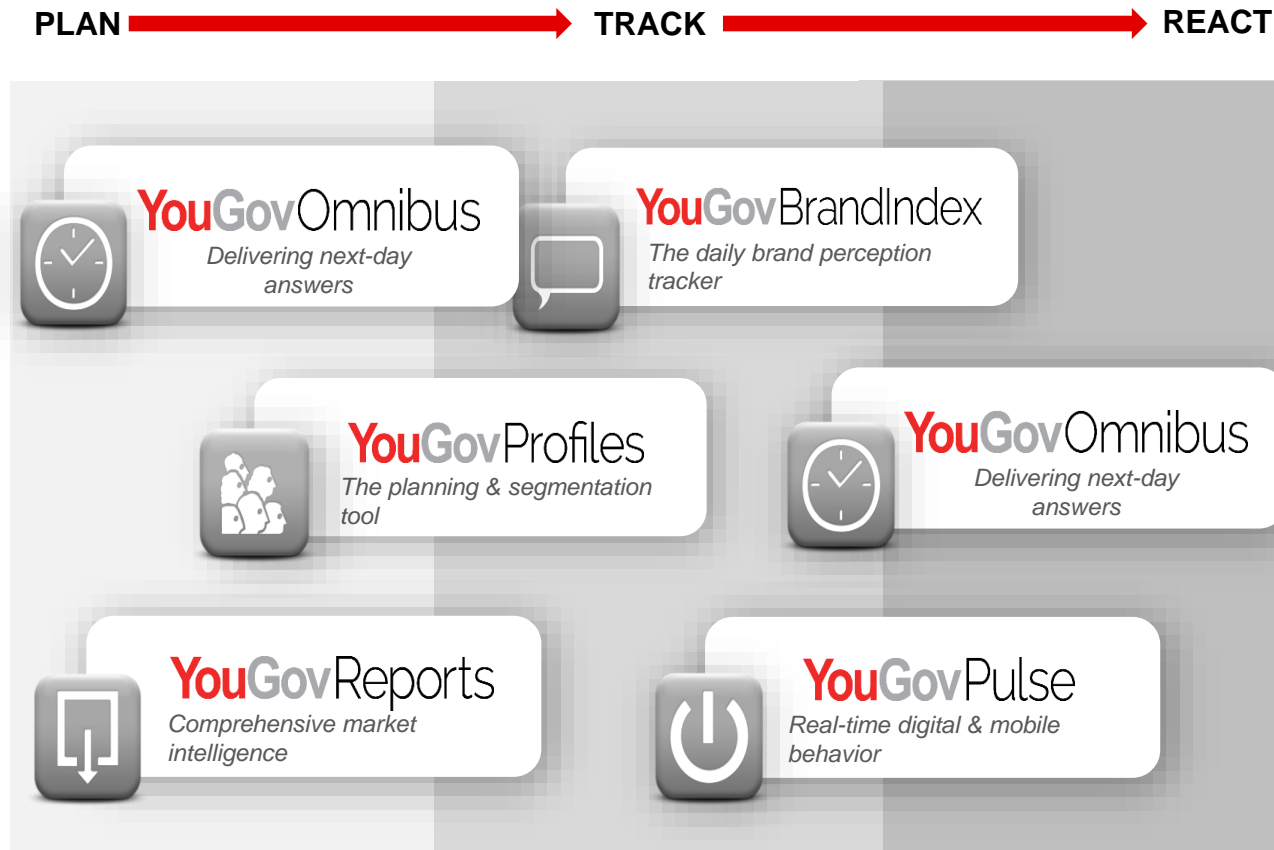
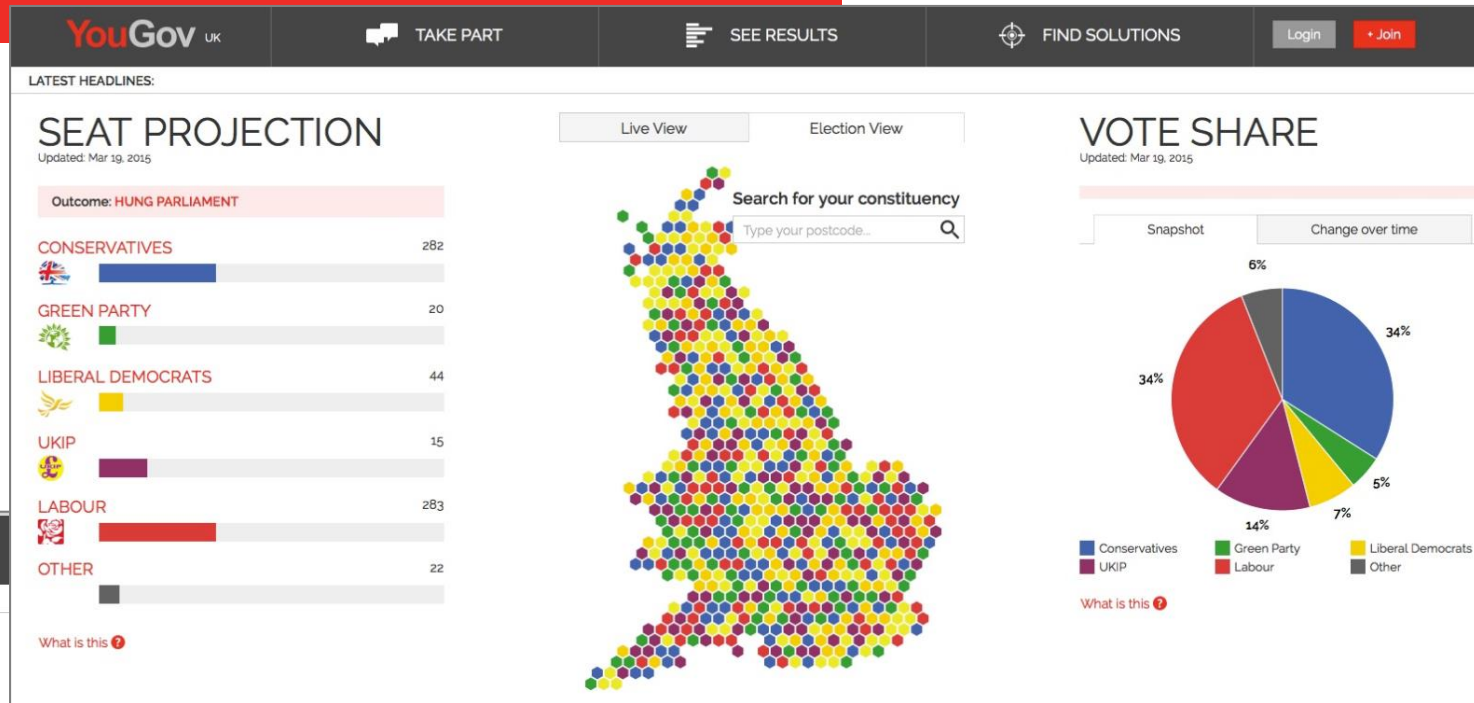Providing value in the daily workflow of every marketer

The Website

Since January 2013:
- The number of visitors to our UK and US websites increased by 78%
- the number of freely shared data points grew by 539%
- The net promoter score for website visitors improved by 61%

YouGov.de before Opigram launch
Jan 22, 2015 - Feb 22, 2015

Pageviews	Pages / Session
290,473	2.24

Avg. Session Duration	Bounce Rate
00:01:55	49.96%

YouGov.de after Opigram launch
Feb 23, 2015 - Mar 17, 2015

Pageviews	Pages / Session
434,249	3.62

Avg. Session Duration	Bounce Rate
00:04:50	28.98%
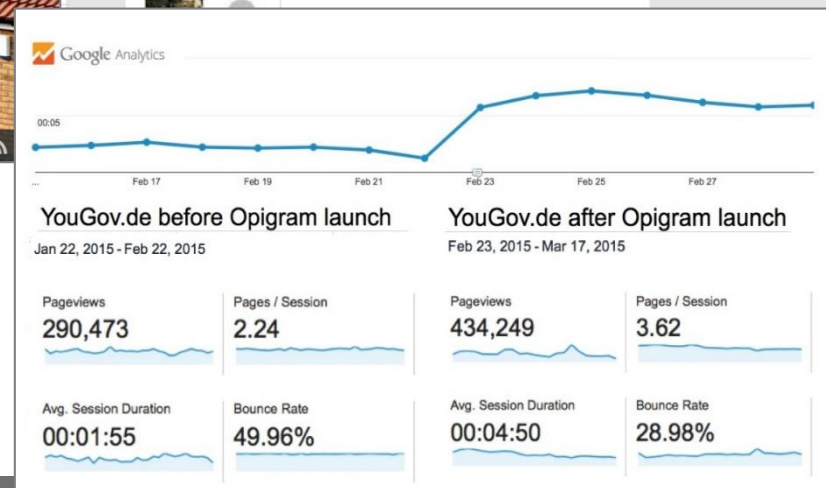
Our new website has hugely increased eye-balls and free sharing of data

General Election

Global YouGov

EUROPE
Berlin
Cologne
Copenhagen
Helsinki
London
Malmö
Oslo
Paris
Stockholm
Warsaw

NORTH AMERICA
Lawrenceville, N.J.
New York, N.Y.
Palo Alto, CA.
Portland, OR.
Waterbury, CT.

ASIA PACIFIC
Hong Kong
Jakarta
Shanghai
Singapore

MIDDLE EAST
Cairo
Dammam
Dubai
Erbil
Jeddah
Riyadh
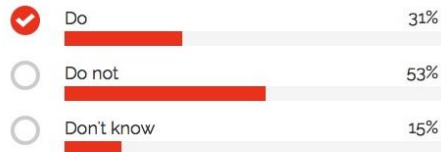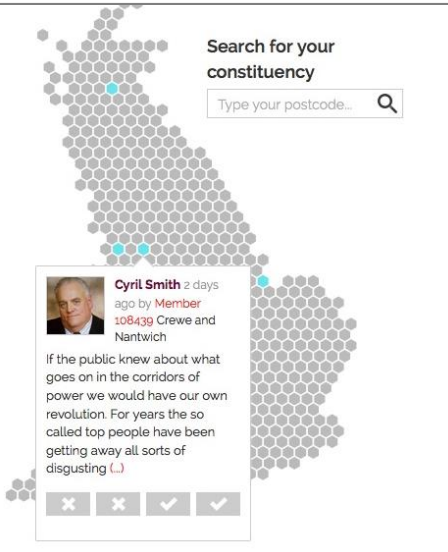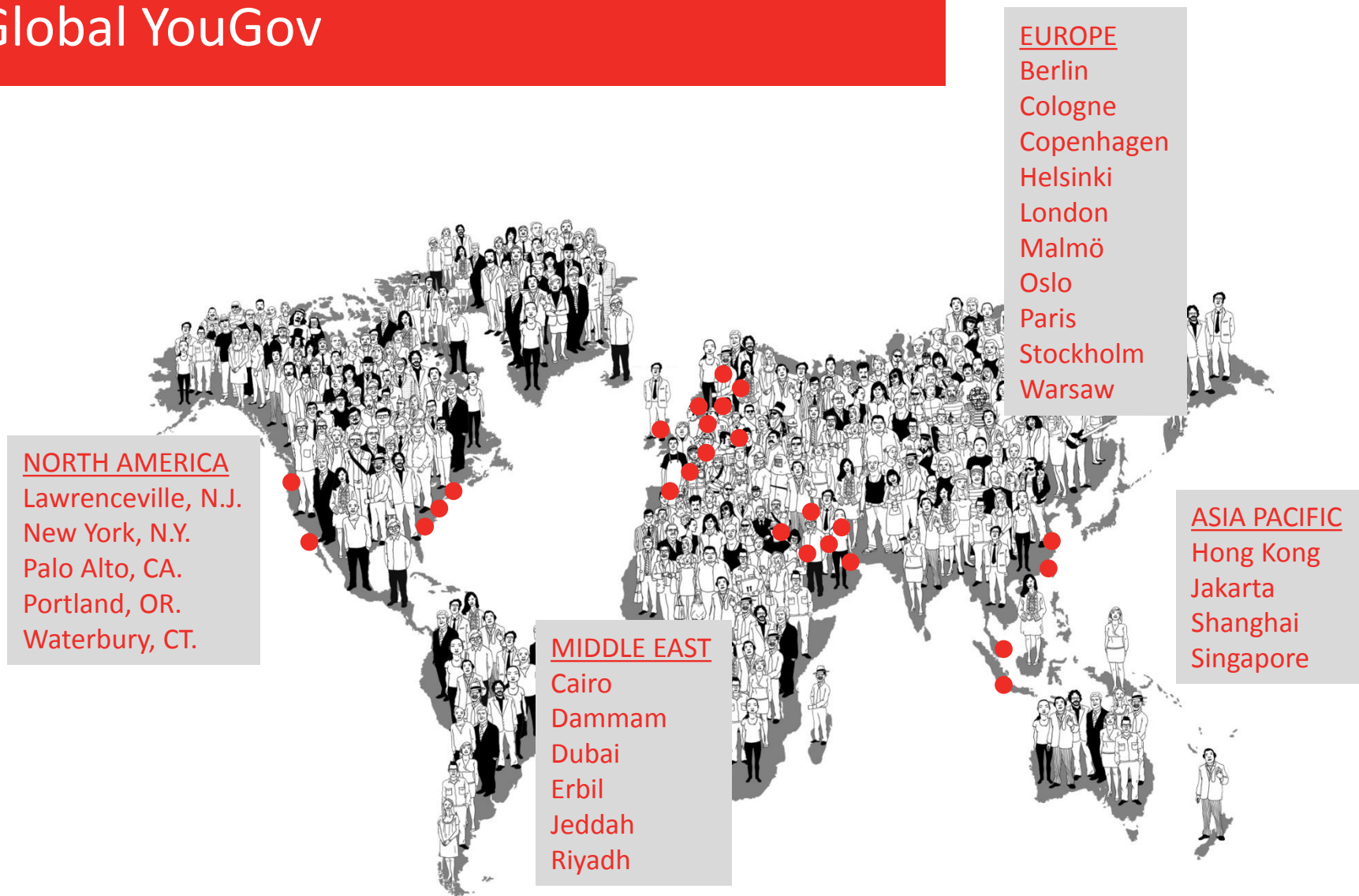
We now have one of the world's Top 10 international market research networks

YouGov

A globally scaled sales & marketing company

A data technology company

A public facing digital media company

Expertise & thought leadership

YouGov

Group Outlook

- Current trading is in line with the Board's expectations

- Continued growth opportunities for BrandIndex and Omnibus globally

- Good potential for the new YouGov Profiles product among existing clients and the broader marketing community

- YouGov Cube will be extended to the US and Germany in 2015

- Well placed to continue growing all parts of the business in the major market research geographies

- On track to deliver our ambitious organic growth plans over the next five years

YouGov