



**YouGov**<sup>®</sup>  
What the world thinks

**Preliminary Results to 31 July 2014**

*Scaling through data and technology*

## FY14 Summary

- Excellent operational and financial performance
- Overall revenue growth well ahead of the market
- Further strong growth in data products and services (30% growth)
- Continued international growth - acquisition extends our presence to AsiaPac
- Significant extension of product suite (YouGov Profiles launching in Nov)
- Group management team strengthened with appointment of COO
- Maintained cash conversion above 100%
- Generated net cash inflow after funding investment activities
- Progressive dividend policy maintained - dividend payable in Dec 2014 up 33%

# Financial Highlights

	Year to 31 July 2014 £m	Year to 31 July 2013 £m	% Change
Revenue	67.4	62.6	8%
Adjusted Operating Profit*	7.4	6.0	24%
<i>Adjusted Operating Profit Margin (%)</i>	<i>11%</i>	<i>10%</i>	
Adjusted Profit before Tax	7.7	6.8	12%
Adjusted Earnings per Share	6.1p	5.6p	11%
Dividend per Share	0.8p	0.6p	33%

\*Adjusted operating profit is defined as group operating profit before amortisation of intangibles, impairment charge and exceptional items. In the year to 31 July 2014, amortisation of intangibles was £4.0m (2013: £3.3m) and exceptional costs were £2.4m (2013: £1.2m). Adjusted profit before tax and earnings per share are calculated based on the adjusted operating profit.

# Group Income Statement

- Revenue growth of £4.8m
- Gross profit margin increased by 1% point to 77%
- Operating expenses increased by 7%; ratio constant at 66%
- Operating profit margin up by 1% point
- Adjusted Operating Profit up 24%
- Adjusted EPS increased by 11%

	2014 £m	2013 £m
<b>Group Revenue</b>	<b>67.4</b>	<b>62.6</b>
<b>Cost of Sales</b>	<b>(15.8)</b>	<b>(15.5)</b>
<b>Gross Profit</b>	<b>51.6</b>	<b>47.1</b>
<b>Gross Margin %</b>	<b>77%</b>	<b>75%</b>
<b>Operating Expenses</b>	<b>(44.2)</b>	<b>(41.1)</b>
<b>Group Operating Profit</b>	<b>7.4</b>	<b>6.0</b>
<b>Operating Margin %</b>	<b>11%</b>	<b>10%</b>
<b>Adjusted EPS (p)</b>	<b>6.1</b>	<b>5.6</b>

## Balance Sheet

- Debtor days down to 64 from 68 days
- Creditor days up to 44 from 31 days
- Deferred consideration of £0.5m outstanding for acquisitions: (2013: £0.6m)

	Year to 31 July 2014 £m	Year to 31 July 2013 £m
<b>Assets</b>		
Goodwill	36.3	38.8
Other intangible assets	10.3	9.2
Other non-current assets	5.7	5.5
	<b>52.3</b>	<b>53.5</b>
<b>Current Assets</b>		
Trade and other receivables	22.5	23.8
Cash	7.4	6.9
	<b>29.9</b>	<b>30.7</b>
<b>Liabilities</b>		
Trade and other payables	17.9	16.4
Provisions	3.1	2.7
Deferred consideration	0.3	0.3
Borrowings	0.2	0.3
	<b>21.5</b>	<b>19.7</b>
<b>Net Current Assets</b>	<b>8.4</b>	<b>11.0</b>
<b>Non-Current Liabilities</b>		
Provisions and payables	0.7	0.8
Deferred consideration	0.2	0.3
Deferred taxation	1.8	2.3
<b>Total Non-Current Liabilities</b>	<b>2.7</b>	<b>3.4</b>
<b>Net Assets</b>	<b>58.0</b>	<b>61.1</b>

# Cash Flow

- Cash flow generated from operations of £8.9m (120% profit conversion)
- Investing activities of £6.7m includes:
  - £0.6m on Asia Pacific acquisition
  - £2.9m on technology development
  - £1.7m on panel recruitment
  - £1.0 on property, plant and equipment
- Dividend paid: £0.6m
- Net cash inflow of £1.3m

	Year to 31 July 2014 £m	Year to 31 July 2013 £m
<b>Cash flows from operating activities</b>		
Reported operating profit	1.0	1.5
Non cash movements	6.1	4.7
Net working capital movement	1.8	0.7
<b>Cash generated from operations</b>	<b>8.9</b>	<b>6.9</b>
Interest and tax	(0.3)	(0.5)
<b>Net cash generated from operating activities</b>	<b>8.6</b>	<b>6.4</b>
<b>Net cash used in investing activities</b>	<b>(6.7)</b>	<b>(6.5)</b>
<b>Net cash used in financing activities</b>	<b>(0.6)</b>	<b>(0.5)</b>
<b>Net increase/(decrease) in cash</b>	<b>1.3</b>	<b>(0.6)</b>
Cash balance at beginning of year	6.7	7.2
Exchange (loss)/gain on cash and cash equivalent	(0.8)	0.1
<b>Cash balance at end of year</b>	<b>7.2</b>	<b>6.7</b>

## Segmental Analysis by Geography - Revenue

	Year to 31 July 2014 Revenue £m	Year to 31 July 2013 Revenue £m	Change %
UK	19.4	17.4	11%
USA	21.9	20.8	5%
Middle East	10.1	7.3	38%
Germany	8.9	9.4	(5%)
Nordic	8.0	8.5	(6%)
France	0.8	0.3	123%
Asia Pacific	0.2	-	-
Corporate & Consol. Adjs.	(1.9)	(1.1)	
Group	67.4	62.6	8%

# Segmental Analysis by Geography - Operating Profit

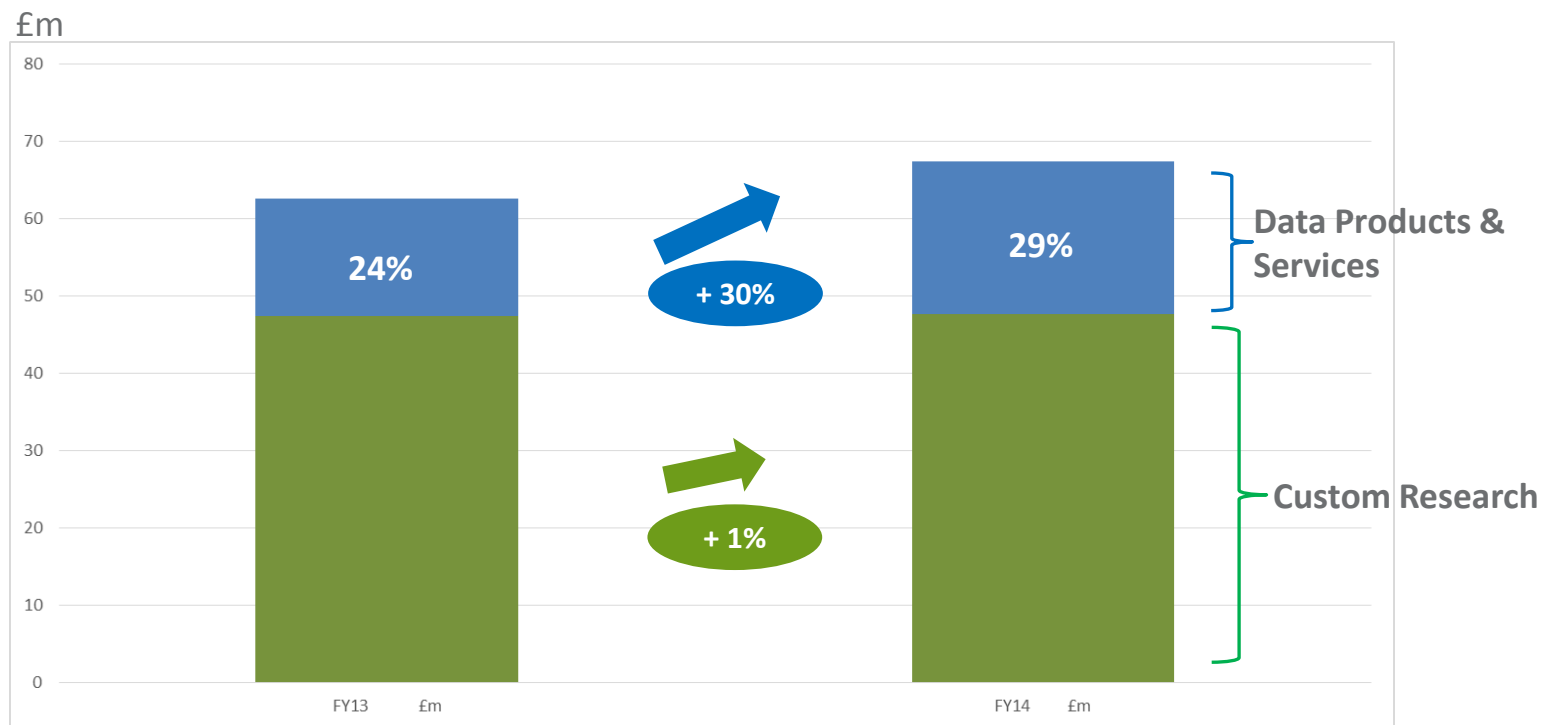
	Year to 31 July 2014 Operating Profit £m	Year to 31 July 2014 Margin %	Year to 31 July 2013 Operating Profit £m	Year to 31 July 2013 Margin %
UK	5.0	26%	4.4	26%
USA	3.0	14%	2.3	11%
Middle East	2.2	22%	1.5	21%
Germany	0.5	6%	0.9	9%
Nordic	0.8	10%	0.3	4%
France	(0.1)	-	(0.1)	-
Asia Pacific	(0.3)	-	-	-
Corporate & Consol. Adjs.	(3.7)		(3.3)	
Group	7.4	11%	6.0	10%



# Segmental Analysis by Global Product and Service

Year ended 31 July 2014	Revenue £m	Revenue Growth %	Operating Profit £m	Operating Margin %
Data Products (incl. BrandIndex)	9.6	45%	1.6	17%
Data Services (incl. Omnibus)	10.1	18%	3.9	39%
<b>Total Data Products &amp; Services</b>	<b>19.7</b>	<b>30%</b>	<b>5.5</b>	<b>28%</b>
<b>Custom Research</b>	<b>47.7</b>	<b>1%</b>	<b>5.5</b>	<b>11%</b>
Central Costs	-	-	(3.6)	-
<b>Group</b>	<b>67.4</b>	<b>8%</b>	<b>7.4</b>	<b>11%</b>

# Strong growth in data products and services

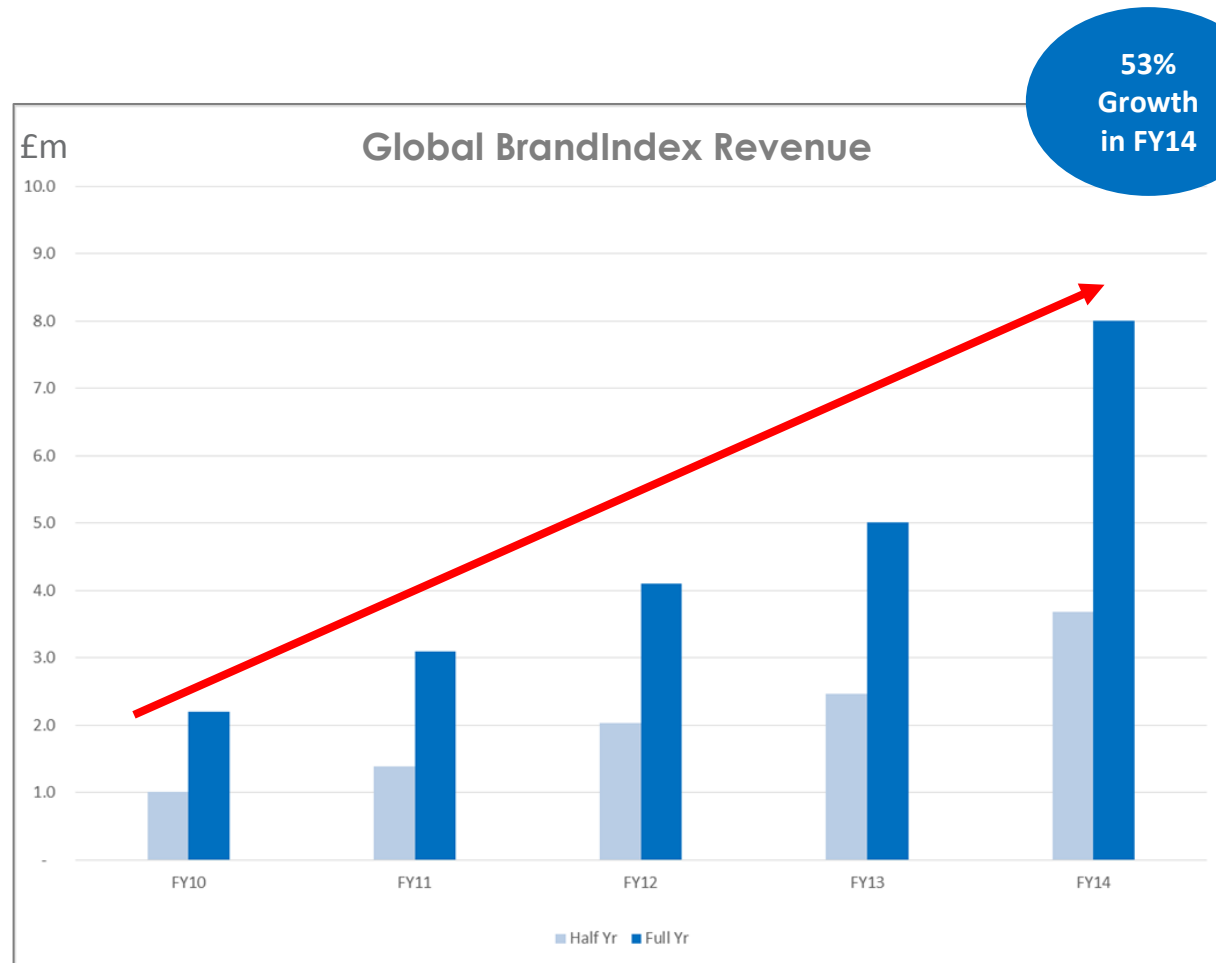


- Global BrandIndex revenue up 53%
- Global Omnibus revenue up 20%

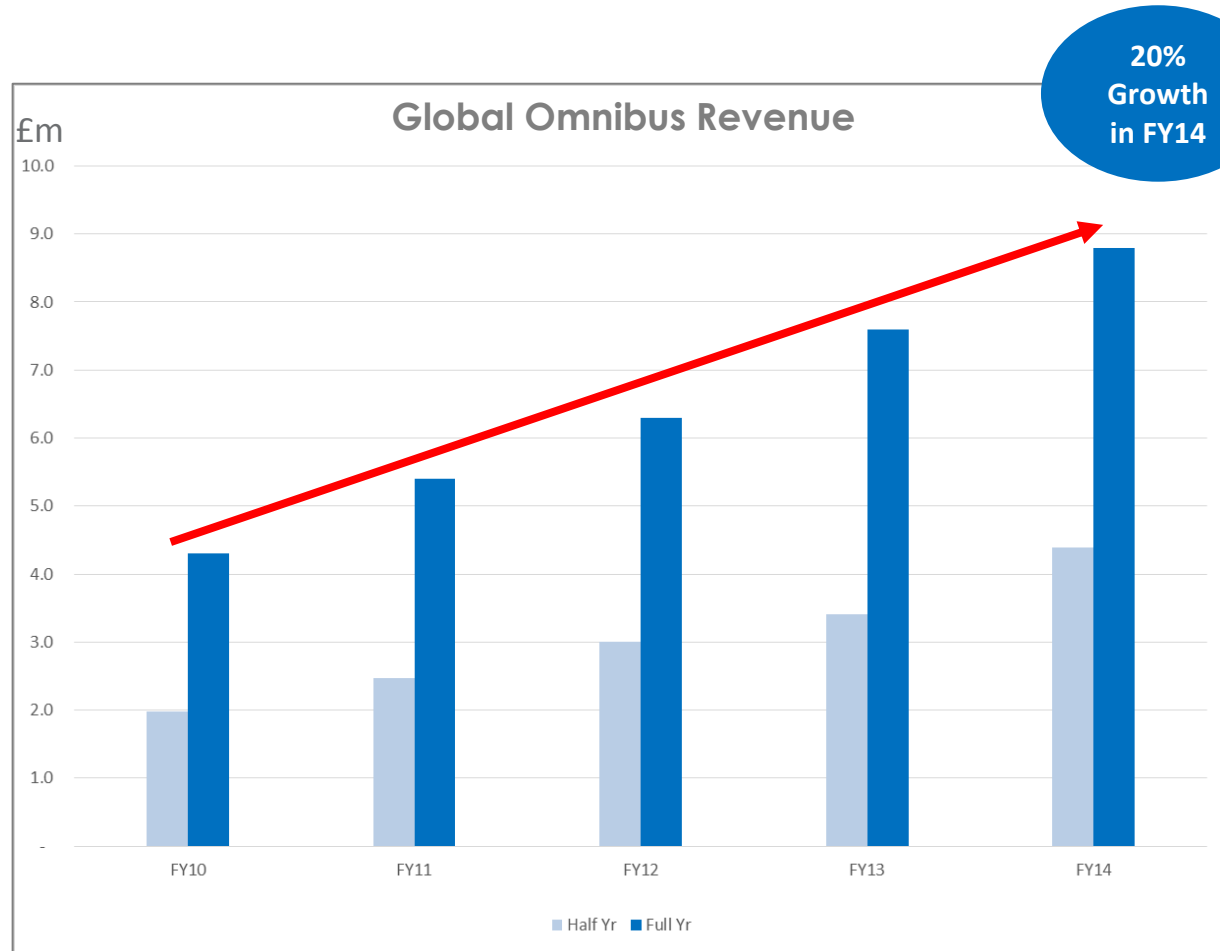
	FY13 £m	FY14 £m
Data Products & Services	15.2	19.7
Custom Research	47.4	47.7

# YouGov BrandIndex®

- Our flagship brand intelligence service
- Subscribers can monitor their brand, competitor brands and entire sectors, all in real-time
- Coverage grown to 15 countries
- Some 200+ subscribers worldwide
- Upside opportunity: large proportion of brands covered still to become subscribers



- 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



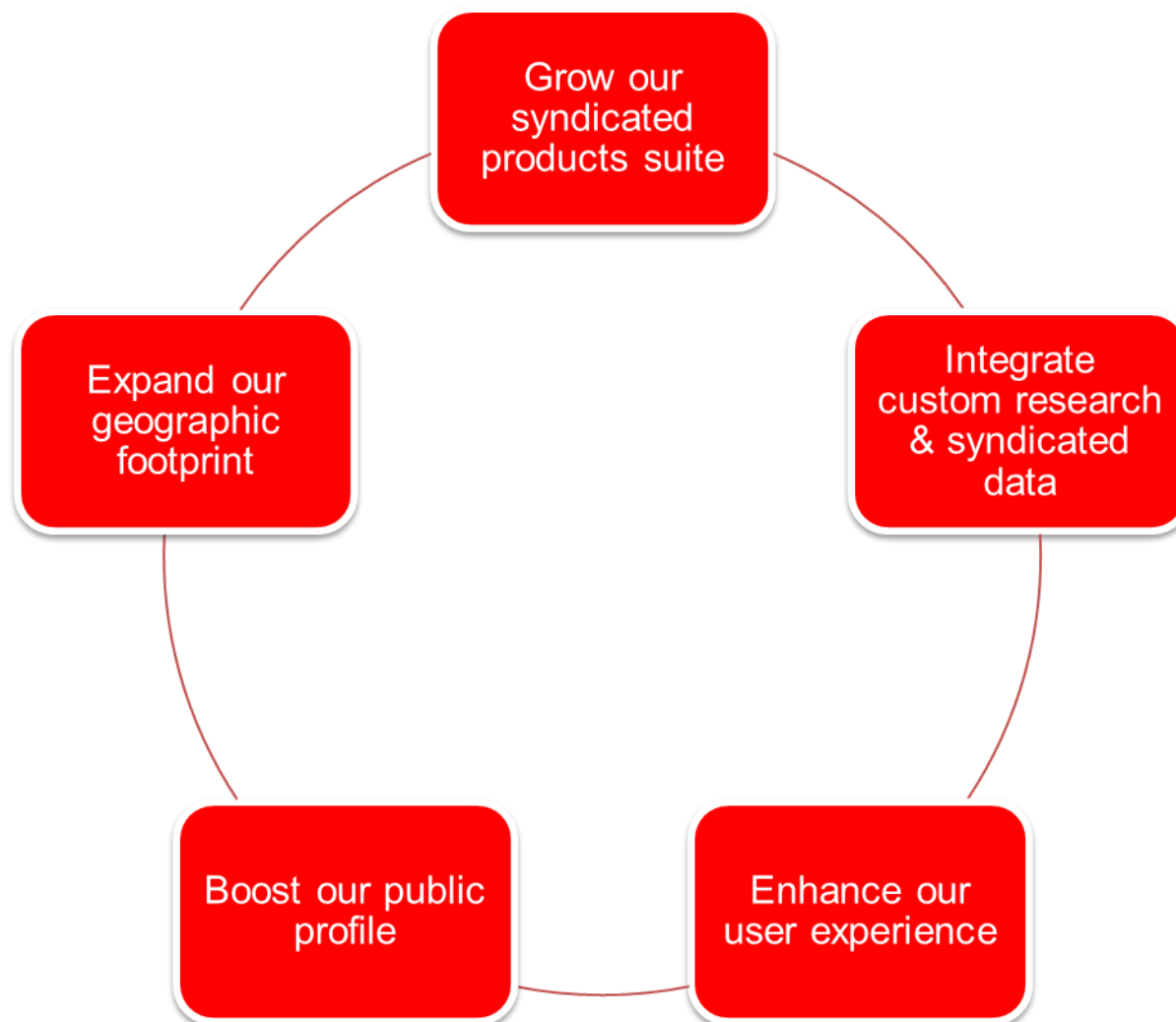
# YouGov Custom Research

## Aligning custom research with YouGov data: our best work combines them

- **Reputation studies:** measure attitudes and opinions of public and/or key stakeholders on an organisation's public reputation, using data such as BrandIndex with custom additions and niche samples (e.g. "influencer" panels for *Barclays*, *Co-op*).
- **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)*.
- **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*)



# Delivering the Strategy



# Globalisation and standardisation

Expand our  
geographic  
footprint

- Developing our organisational structures and systems
- Sundip Chahal, CEO of YouGov Middle East and North Africa, appointed COO in August 2014. Responsible for:
  - Continued scaling of the business globally
  - Ensuring consistency of business processes and quality of client services
  - Overseeing the performance of the Group's geographic units
- Global brand strategy and architecture rolled out under guidance of new Chief Marketing Officer
- YouGov's online "look and feel" consistent across all our geographies
- Global product and service segmental reporting will be the primary analysis from FY15 onwards

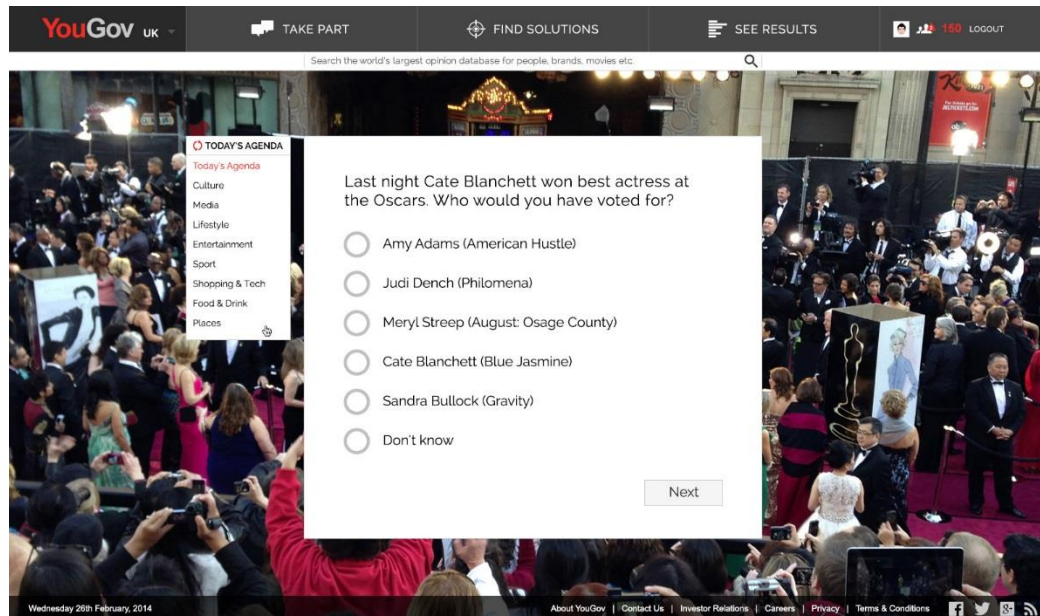
## Asian expansion

- Decision Fuel (now YouGov Asia Pacific) acquired in Jan 2014: a base for regional expansion
- Brings proprietary mobile technology platform, well suited for emerging markets
- Clients include global brands (P&G, Hilton, Singtel) and media agencies (Ogilvy, InMobi, Bluehive/Ford and Redfuse/Colgate-Palmolive)
- Existing offices in Hong Kong, Shanghai & Singapore; Jakarta opened Sept 2014
- Initial purchase consideration of £0.6 million, plus earn-out payments based on FY16 and FY17 performance





- YouGov is constantly exploring new technologies and methodologies to encourage deeper, more frequent participation
- Our new Opigram-centred website will be a highly personalized, constantly engaging, gamified online experience



- There's nothing else like it in the research industry, simultaneously providing interest and value to panellists and filling The Cube

# Maintaining our strong public profile in the UK & growing our profile in other geographies

Boost our public  
profile

## YouGov: “Rocked the polling world”\* in the USA

- Nationwide polling partnership with CBS/New York Times for 2014 Congressional elections: first official media use of online polls



- We are surveying voters across all 435 congressional districts, four times during election campaign
- Results being published on *The Upshot* - New York Times data visualization and analysis website - and CBS and YouGov websites

## Our global media profile

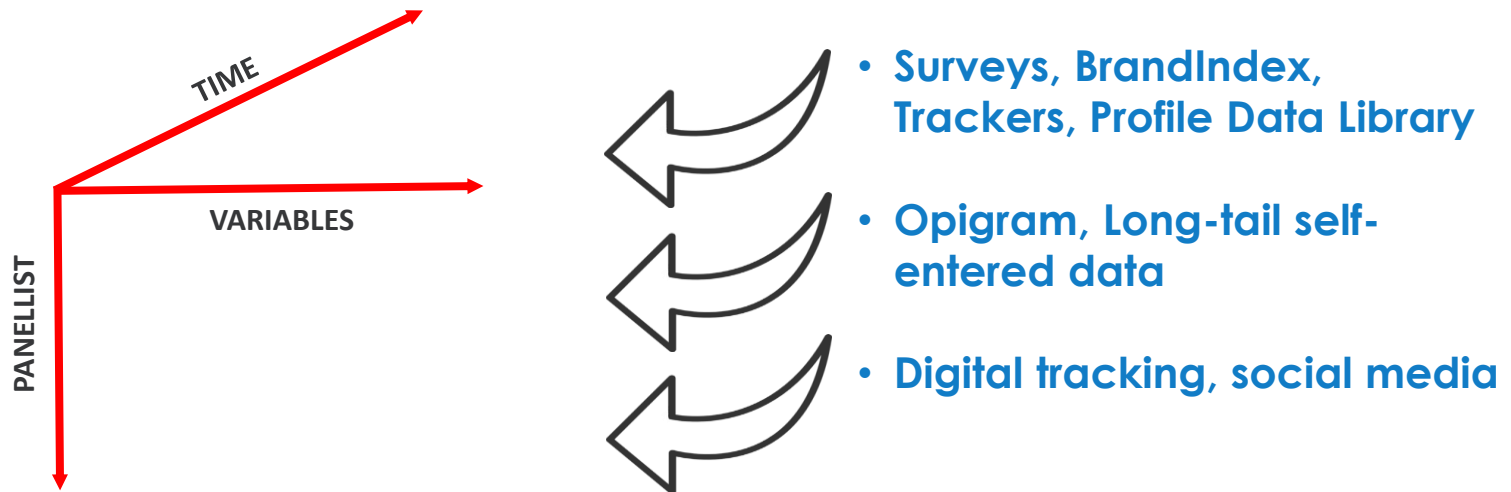
- YouGov partners with leading media organisations including *The Economist*, *The Times*, *The Sun*, *The Sunday Times*, *Huffington Post*, *Al Aan TV*, *Al Arabiya*, *MediaQuest*, *MetroXpress*, *Berlingske*, *Die Zeit* and *DPA*
- Our recent polls for the Scottish Referendum exemplify YouGov’s reputation for authoritative opinion research
- YouGov continues as most quoted market researcher in UK. Similar profiles developing in other markets. We are ranked:
  - **#1 in UK**
  - **#2 in Denmark**
  - **#3 in Sweden**
  - **#3 in France**
  - **#3 in United Arab Emirates**
  - **#4 in USA**
  - **#4 in Germany**

\*In the words of *Washington Post* columnist Chris Cillizza –  
*The Washington Post*, 31 July 2014

# The Cube

Integrate custom  
research &  
syndicated data

- At the heart of all of YouGov's data tools is the **YouGov Cube**, a constantly growing, continuously updating, massively connected data set



- The **YouGov Cube** is all YouGov's proprietary data stream designed as a fully connected description of markets and consumers in multi dimensions, each growing daily: with over 3 million respondents and over 120,000 data variables
- It is not a product but **the engine** of our expanding range of data products and data-differentiated custom research

# YouGov Profiles

Grow our  
syndicated  
products suite

- In November 2014, YouGov will launch **YouGov Profiles**
- Our new segmentation and planning tool for brands and their agencies
- Allows users to profile their target audience across multi-channel data sets from a single source - with greater granularity and accuracy than ever before
- The largest, most detailed and real-time consumer research database in the UK
- Users can analyse over 120,000 different data variables from over 190,000 consumers
- Subscription-based, accessed via an online analysis portal
- Updated weekly
- Unique to the research industry
- Of value in the daily workflow of every marketer

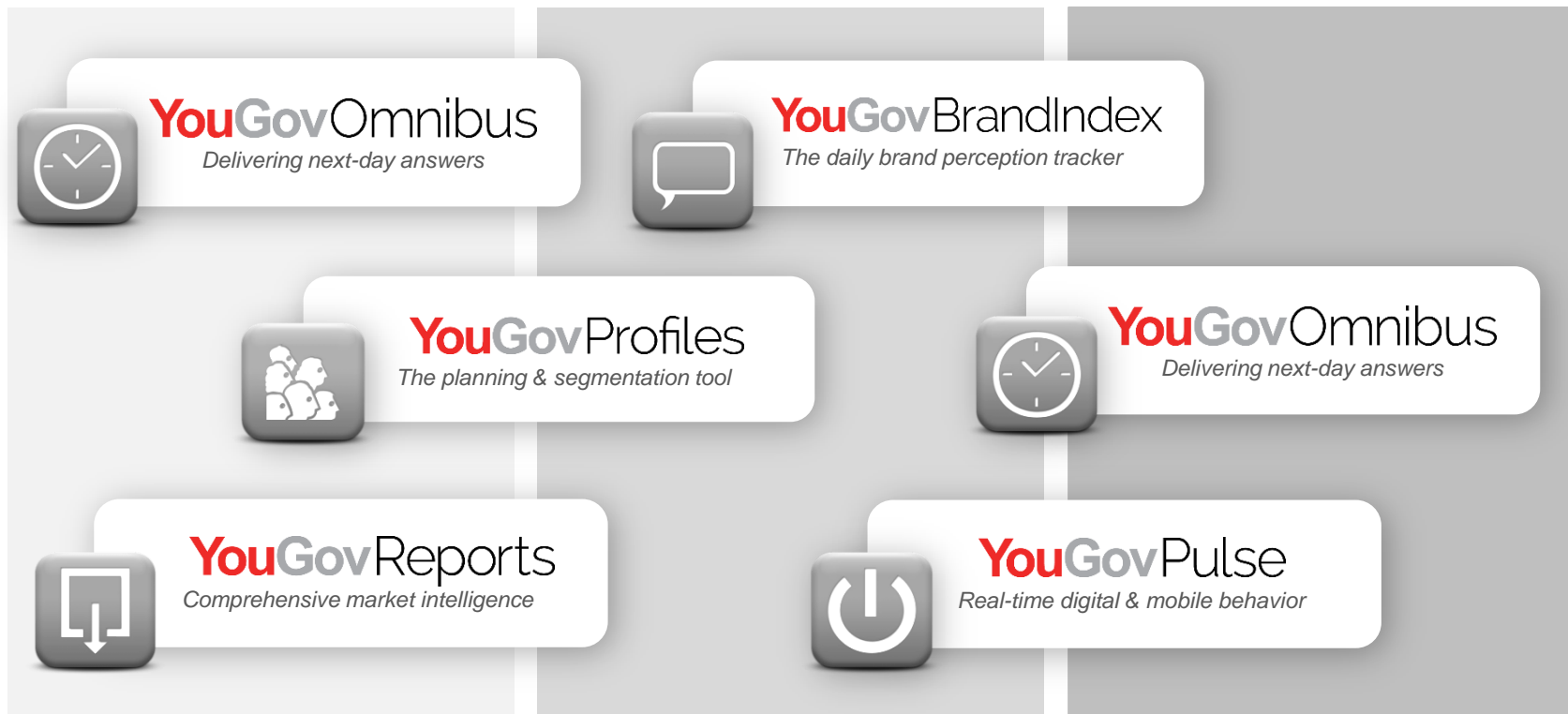


# YouGov now offers a full suite of proprietary tools and resources, all powered by the YouGov Cube

Grow our  
syndicated  
products suite

## The Marketer's Workflow

PLAN → TRACK → REACT



Providing value in the daily workflow of every marketer

# The 4<sup>th</sup> Stage of YouGov

Stage 1) Pioneers online surveys

Stage 2) Grows by acquisitions

Stage 3) Integration and focus

**Stage 4) Scaling through data and technology**



# Group Outlook

- Ambitious targets set by the Board, reflected in new LTIP
- Detailed plans developed to support their achievement
- Further investment planned in new technologies to accelerate development in data products
- Well placed to continue gaining market share
- Trading across the Group remains in line with our expectations



# Appendix



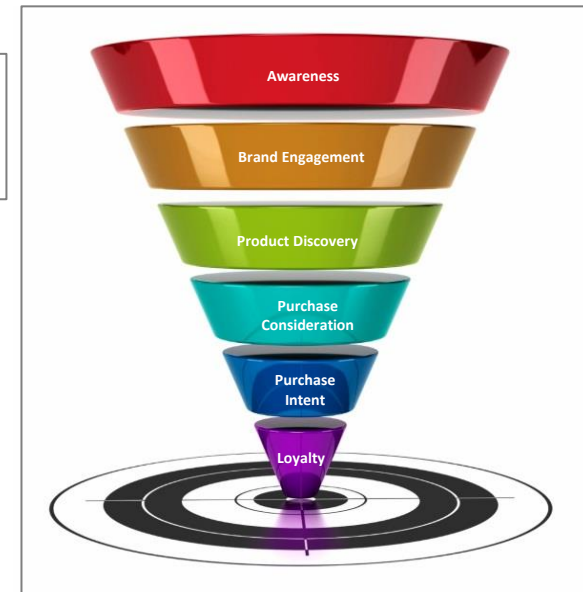
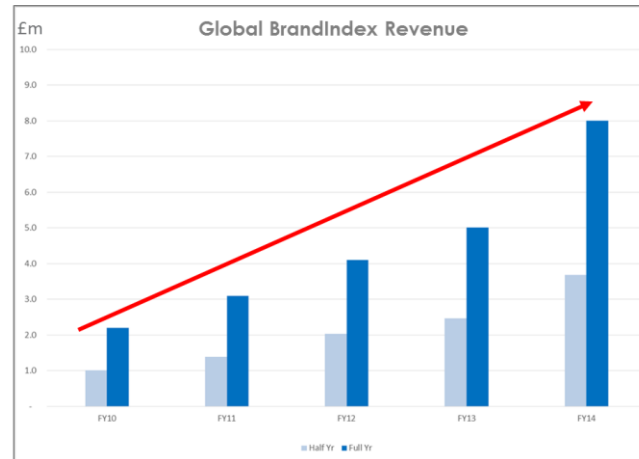


# YouGov BrandIndex®

## Subscribers can:

- Monitor their brand, competitor brands and entire sectors
- See a picture of brand health
- Monitor purchase funnel metrics
- Track brand awareness and perception
- Gauge the effect of campaigns
- Monitor media impact
- Predict positive or negative trends
- All in real-time

- **Our flagship brand intelligence service**
- **Coverage grown to 15 countries**
- **Some 200+ subscribers worldwide**



## Recent enhancements:

### MarketView

- adds customer funnel from awareness to purchase

### CategoryView

- adds sector-based behavioural profiling

### Product Integration

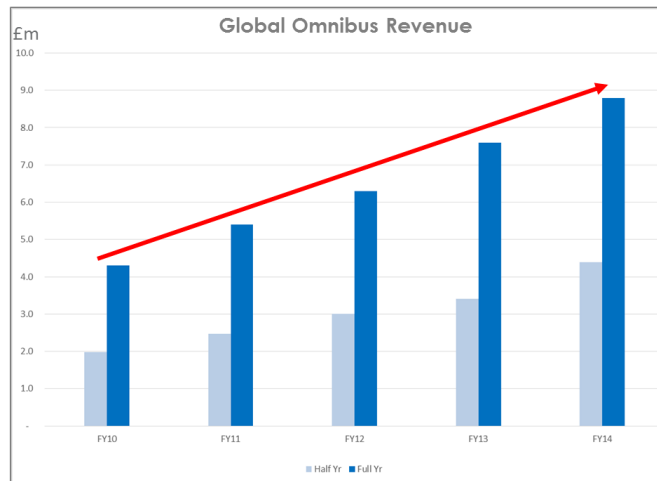
- Integrating SoMA data, Reports and aligning with Custom Research

# YouGov Omnibus®

## Clients benefit from:

- Fast - 48hr or 24hr turnaround
- Reputation - YouGov's profile helps our clients to achieve desired media coverage
- Value for money - Consolidation of multiple client questions on one survey provides cost-effective access to national-scale samples
- Reach - YouGov Omnibus is available globally

- YouGov Omnibus clear UK market leader
- Now operating in the UK, US, France, Germany, Nordics and Middle East
- 450+ clients worldwide
- Streamlined, highly-efficient production model



*“When we use YouGov Omnibus data in our initial pitch, we are shortlisted 4 in 5 times; when we don't it is more like 1 in 10.”*

Ad Agency client



## Specialist Omnibus services:

- Children
- Parents
- B2B and SME
- Influentials
- Teachers
- IFA's
- LGBT
- Shoppers