

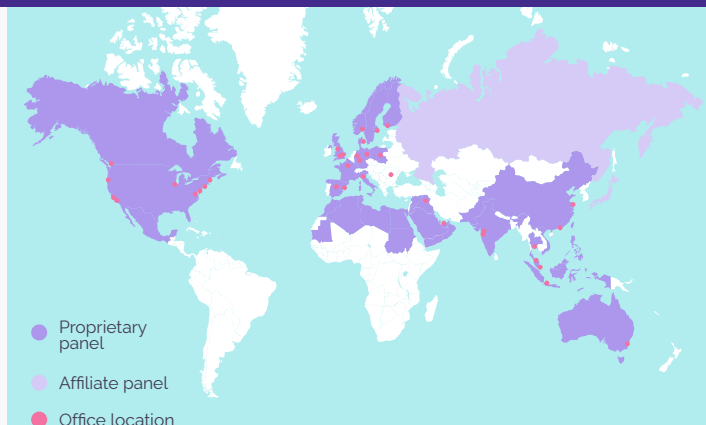
## YouGov is an international research data and analytics group

Our data-led offering supports and improves a wide spectrum of marketing activities for a customer-base including media owners, brands and media agencies. We work with some of the world's most recognised brands.

Each day, our highly engaged proprietary global panel of over 8 million people provides us with thousands of data points on consumer opinions, attitudes and behaviour, which we hold in our multi-dimensional database, the YouGov Cube. We combine this continuous stream of data with our research expertise and technology to provide insights that enable intelligent decision-making and informed conversations.

- **YouGov BrandIndex:** Our subscription-based daily brand perception tracker
- **YouGov Profiles:** Our subscription-based media planning and audience segmentation tool
- **YouGov Omnibus:** Our fast-turnaround service providing the answers you need from the right audience, typically within 24 hours.
- **YouGov Custom Research:** Our quantitative and qualitative bespoke custom research service

YouGov data is delivered through YouGov Crunch, the most advanced analytics tool for research data.

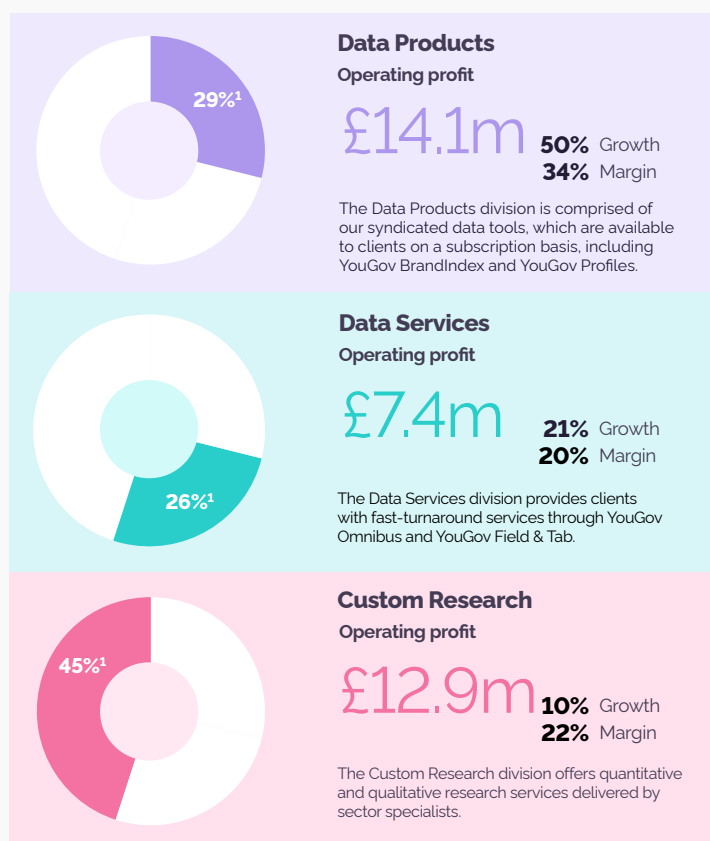


With operations in the UK, North America, Mainland Europe, the Nordics, the Middle East and Asia Pacific, YouGov has one of the world's largest research networks.

**Our mission** is to supply a continuous stream of accurate data into what the world thinks, so that organisations can better serve the communities that sustain them.

**Our vision** is for YouGov data to be a valued public resource used by hundreds of millions of people on a daily basis, enabling intelligent decision-making and informed conversations.

## Divisional performance for the 12 months to 31 July 2019



1 Contribution percentages exclude intra-group revenue

## Group financial highlights for the 12 months to 31 July 2019

“This year was the first year of our next five-year plan and we have made a great start, delivering strong growth in earnings. We have been winning more clients, taking on larger contracts and projects, and strengthening our position across the globe.”

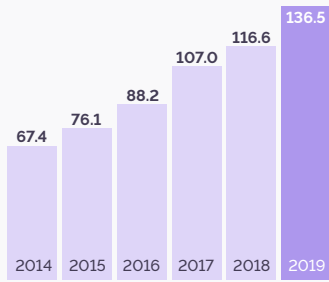
**Stephan Shakespeare**  
CEO and Founder

	12 months to 31 July 2019 £m	12 months to 31 July 2018 £m	% Change
Group Revenue	136.5	116.6	17%
Group Adjusted Operating Profit <sup>2</sup>	18.3	12.6	45%
Group Adjusted Profit before Tax <sup>2</sup>	20.5	16.3	26%
Group Adjusted Basic Earnings per Share <sup>2</sup>	14.9p	11.5p	30%

2 For definition of "Adjusted" see the Full Year Results Announcement dated 8 October 2019

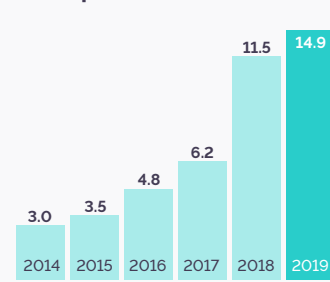
**Revenue**  
£m

£136.5m +17%



**Adjusted basic earnings per share**  
pence

14.9p +30%



**New strategic plan:  
“Best panel - Best data - Best tools”**

Our aim is to deliver the best tools and the best data for our clients. Our new five-year strategic plan focuses on three strategic pillars to deliver on that goal: ethically activating our data to create targetable audiences, investing in technology to ensure our data is integrated and customisable, and opening up some of our data as a public resource. We believe this will help create a universal data platform for our clients, as we look to fulfil our ambition of becoming the world's leading supplier of proprietary panel data.



**Three strategic pillars**

**Data Integration**

Fully integrating custom research and client service with our data and tools

**Public Data**

Expanding YouGov Public Data as a public service, for brand reputation, panel engagement and showcasing our data

**Ethical Activation**

Enabling ethical activation on our platform through GDPR-compliant permissioned use of data

**Strategic summary**

- One system for data integration and ethical activation
- Advanced technology platform
- Increased public data engagement
- Realistic ambition to be No.1
- The best panel, the best data, the best tools

**New five-year growth plan: long-term targets**

- Three long-term targets define our growth plan
- These are the ambitious targets we will use to incentivise senior management through to 2023

<p><b>1</b></p> <p>Double Group Revenue</p>	<p><b>2</b></p> <p>Double Group Adjusted Operating Profit Margin<sup>1</sup></p>	<p><b>3</b></p> <p>Achieve an Adjusted Earnings Per Share compound annual growth rate in excess of 30%<sup>1</sup></p>
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**36 offices** worldwide including:  
New York | San Francisco | London  
Berlin | Milan | Dubai | Mumbai  
Hong Kong | Singapore | Sydney

Proprietary panel of over **8 million members** spanning **more than 40 countries**.

YouGov panellists complete over **25 million** YouGov surveys each year

Over **4,000 clients**, including some of the world's most recognised brands

London Stock Exchange market capitalisation of **c.£600m**

One of the **world's most quoted market research sources**  
#1 in the UK  
#2 in Italy  
#3 in Singapore

**Stephan Shakespeare**  
Chief Executive Officer and Founder

**Alex McIntosh**  
Chief Financial Officer

**Memberships & Affiliations**

YouGov is a corporate member of a number of market research and data privacy organisations globally, including the International Association of Privacy Professionals (global), ESOMAR (global) and the Insights Association (USA). YouGov is also a founding member of the British Polling Council (UK).

**Investor relations**

E: [investorrelations@yougov.com](mailto:investorrelations@yougov.com)



For further investor-related information, visit: [corporate.yougov.com](http://corporate.yougov.com)

For further information on our products and services, visit: [yougov.com](http://yougov.com)



<sup>1</sup> For definition of "Adjusted" see the Full Year Results Announcement dated 8 October 2019