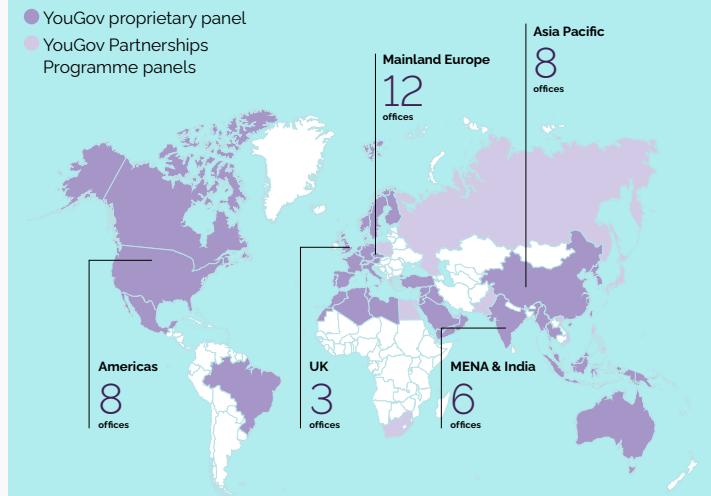


YouGov is an international research data and analytics group

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

We collect and analyse opinion and behavioural data from our proprietary global panel of 11 million registered members to provide our clients with data and insights to help them plan, develop and evaluate the impact of their marketing and communication activities.

As the pioneer of online market research, we have a strong record for data accuracy and innovation. A study by the Pew Research Center concluded that YouGov "consistently outperforms competitors on accuracy" as a vendor of choice.

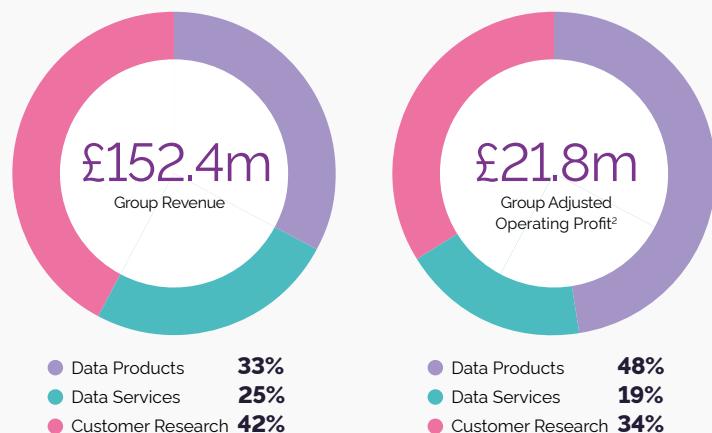


With operations in the UK, Americas, Mainland Europe, Middle East, India and Asia Pacific, YouGov has one of the world's largest research networks.

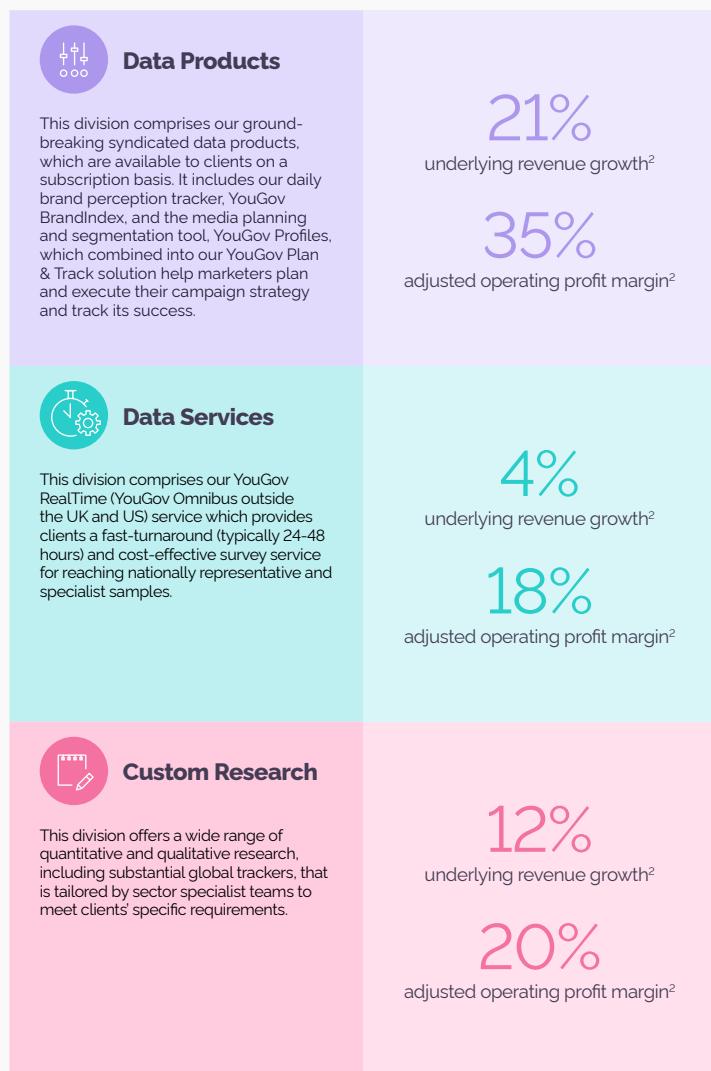
"Our ambition is to create a universal platform for the ethical and safe sharing of opinions and personal data so that we can offer our clients connected data, new analytical tools and innovative applications including activation."

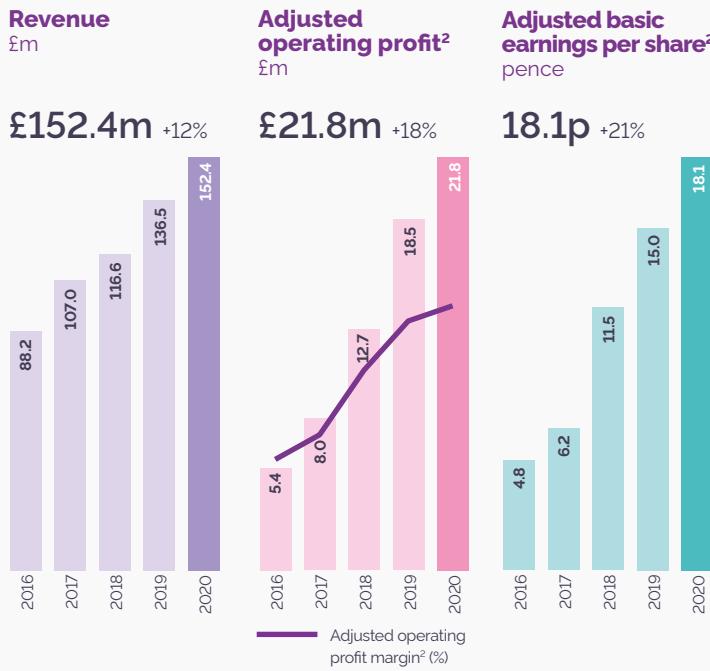
Stephan Shakespeare
CEO and Founder

Divisional performance for the 12 months to 31 July 2020¹



Our Divisions





Our Client Value Proposition



Best panel

Our proprietary global panel of over 11 million registered members across more than 40 markets provide us with thousands of data points on consumer attitudes, opinions and behaviour on a daily basis.



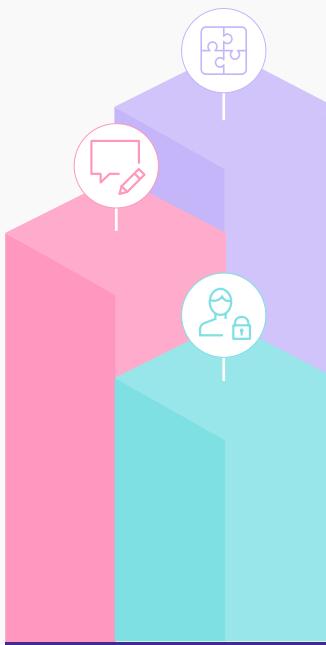
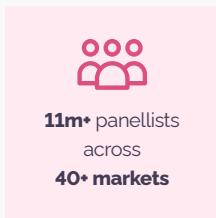
Best data

Panel data is captured in the YouGov Cube, our unique connected-data library encompassing hundreds of thousands of variables and over a decade of data on our panel members. We leverage this data using our research expertise, including our application of Multilevel Regression with Post-stratification methodology, to make accurate predictions at a granular level.



Best tools

We maximise the value of our connected data through the application of leading-edge analytics technology and strong research expertise. YouGov Crunch is the most advanced analytics tool for research data, combining super-fast processing with drag-and-drop simplicity.



Our Strategy

Three strategic pillars

Data Integration

Fully integrating custom research and client service with our data products and tools to create new value from existing data and open up new revenue streams through customisation

Public Data

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

Ethical Activation

Enabling marketing activation on our platform with a focus on personal data protection and self-service research

Five strategic priorities

- Continue investment in product development and technology
- Further expand our proprietary online panel
- Increase efficiency through our Centres of Excellence
- Target key client accounts globally
- Identify and evaluate acquisition opportunities

Long-term strategic growth plan targets (FY19-23)

Three long-term targets to incentivise senior management through to 2023 are:



Stephan Shakespeare

Chief Executive Officer
and Founder

Alex McIntosh

Chief Financial Officer

Sundip Chahal

Chief Operating 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: investor.relations@yougov.com



Refer to our 2020 Annual Report for more details: corporate.yougov.com/investors/financial-reports

For other investor-related information, visit: corporate.yougov.com



¹ Divisional contribution percentages exclude intra-group revenue and central costs

² For definition of "Adjusted" and "Underlying" see page 59 of the 2020 Annual Report & Accounts