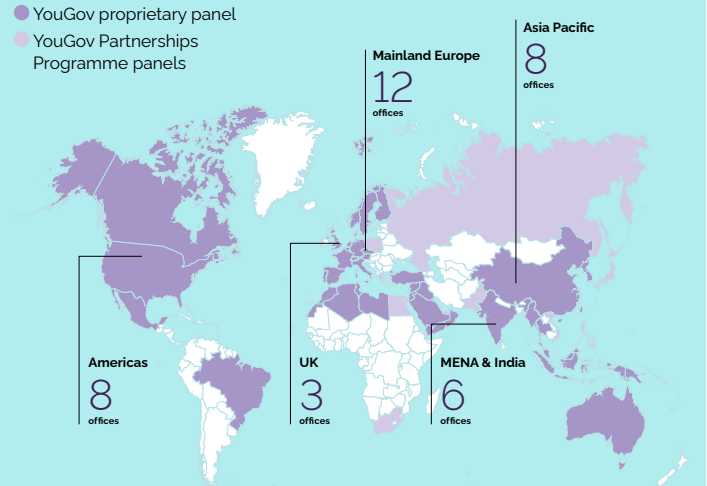


## YouGov is an international research data and analytics group

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.

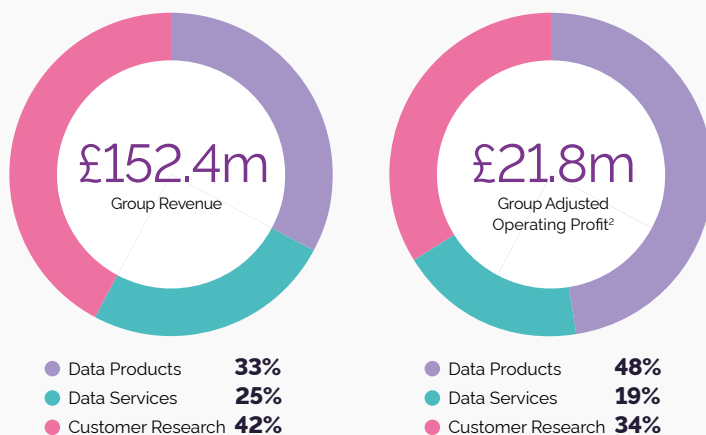


With operations in the UK, Americas, Mainland Europe, Middle East, India and Asia Pacific, YouGov has one of the world's largest research networks.

“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 2020<sup>1</sup>



### Our Divisions



#### Data Products

This division comprises our ground-breaking syndicated data products, which are available to clients on a subscription basis. It includes our daily brand perception tracker, YouGov BrandIndex, and the media planning and segmentation tool, YouGov Profiles, which combined into our YouGov Plan & Track solution help marketers plan and execute their campaign strategy and track its success.

21%  
underlying revenue growth<sup>2</sup>  
35%  
adjusted operating profit margin<sup>2</sup>



#### Data Services

This division comprises our YouGov RealTime (YouGov Omnibus outside the UK and US) service which provides clients a fast-turnaround (typically 24-48 hours) and cost-effective survey service for reaching nationally representative and specialist samples.

4%  
underlying revenue growth<sup>2</sup>  
18%  
adjusted operating profit margin<sup>2</sup>



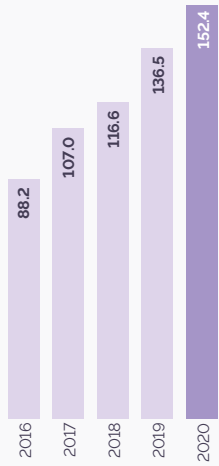
#### Custom Research

This division offers a wide range of quantitative and qualitative research, including substantial global trackers, that is tailored by sector specialist teams to meet clients' specific requirements.

12%  
underlying revenue growth<sup>2</sup>  
20%  
adjusted operating profit margin<sup>2</sup>

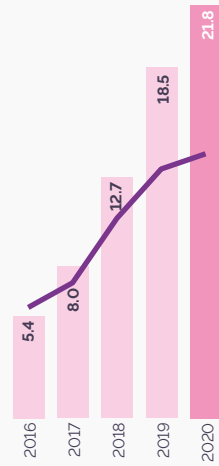
**Revenue**  
£m

£152.4m +12%



**Adjusted operating profit<sup>2</sup>**  
£m

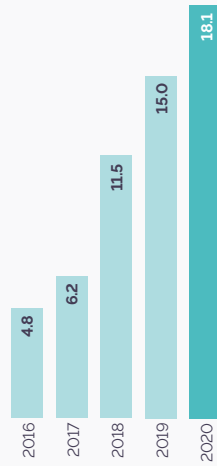
£21.8m +18%



Adjusted operating profit margin<sup>2</sup> (%)

**Adjusted basic earnings per share<sup>2</sup>**  
pence

18.1p +21%



**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**

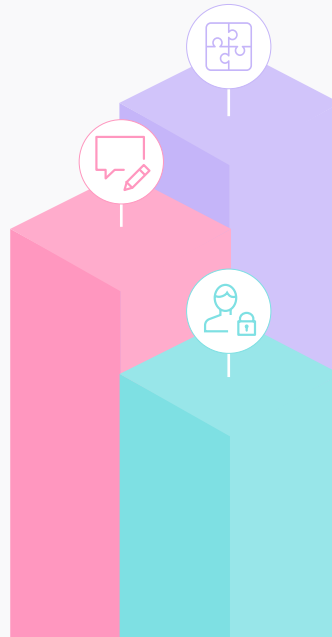
Fully integrating custom research and client service with our data products and tools to create new value from existing data and open up new revenue streams through customisation

**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:

<p style="font-size: 2em; margin: 0;">1</p> <p style="margin: 5px 0;">Double Group Revenue</p>	<p style="font-size: 2em; margin: 0;">2</p> <p style="margin: 5px 0;">Double Group Adjusted Operating Profit Margin<sup>2</sup></p>	<p style="font-size: 2em; margin: 0;">3</p> <p style="margin: 5px 0;">Achieve an Adjusted Earnings Per Share compound annual growth rate in excess of 30%<sup>2</sup></p>
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**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: [investorrelations@yougov.com](mailto:investorrelations@yougov.com)



Refer to our 2020 Annual Report for more details: [corporate.yougov.com/investors/financial-reports](https://corporate.yougov.com/investors/financial-reports)

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

**1,100+** employees across **37 offices** worldwide

**11m+** panellists across **40+** markets

**45m+** surveys completed each year

**3,300+** clients globally

One of the **world's most quoted market research sources**  
 #1 in the UK and Germany  
 #2 in the US  
 #3 in France

London Stock Exchange market capitalisation of **~£1bn**



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