

## YouGov is an international research data and analytics group.

Our data-led offering supports and improves a wide spectrum of marketing activities of a 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 over 17 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.

### LISTING INFORMATION

**Ticker:** YOU

**Exchange:** AIM on LSE

**Market Capitalisation:** £1.5bn as of 31/10/21

### OUR PURPOSE

Our purpose is to empower our global member-base to share their attitudinal, opinion and behavioural data so that organisations can better serve the people and communities that sustain them.

### ESG HIGHLIGHTS



- Continued commitment to Public Data – providing free access to vast amounts of research to academic and health institutions and charitable organisations.
- Published our ESG Roadmap, making our public commitment to equitable and sustainable practices as well as launching our Group Environmental Policy.
- Launched a landmark new company policy, our Global Code of Conduct & Ethics, which sets our expectations for employee behaviour and business activities.



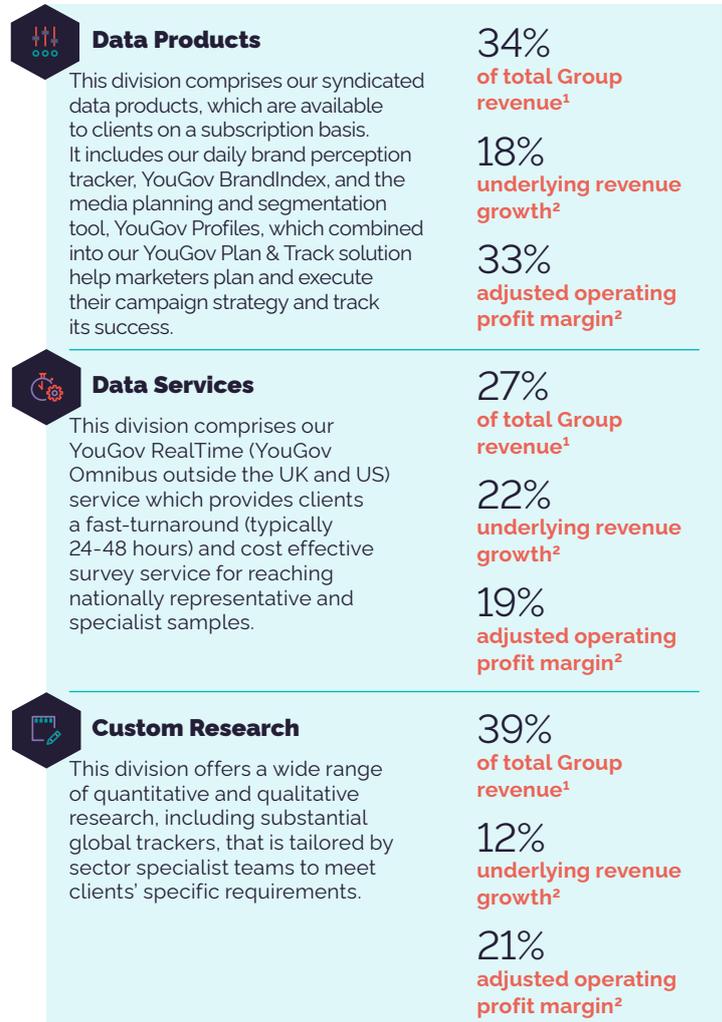
#### Key

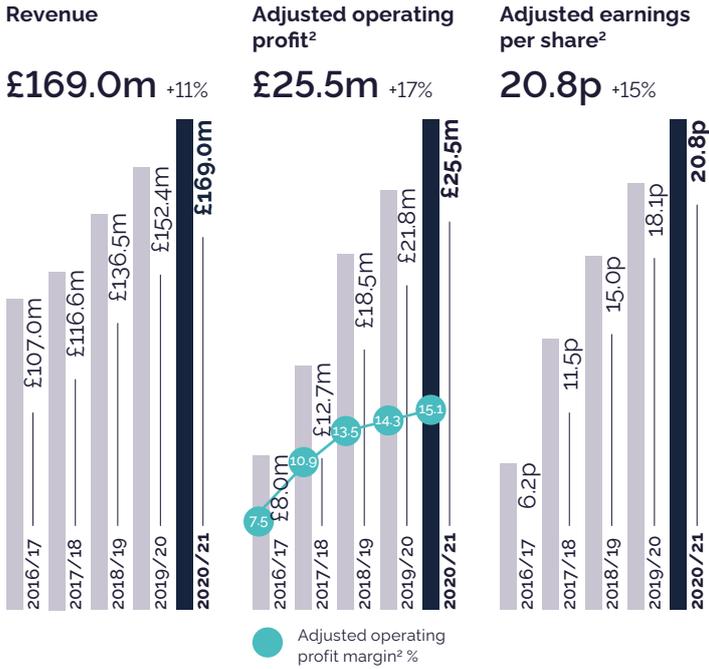
- YouGov proprietary panel
- YouGov Partnerships Programme panels
- Country with both YouGov proprietary and YouGov Partnerships Programme panels



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

### OUR DIVISIONS





OUR CLIENT VALUE PROPOSITION



BEST PANEL

Our proprietary global panel of over 17 million registered members across 59 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 single-source connected-data library encompassing hundreds of thousands of variables and over ten years of longitudinal data. 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.

STEPHAN SHAKESPEARE

Chief Executive Officer and Founder

ALEX MCINTOSH

Chief Financial Officer

SUNDIP CHAHAL

Chief Operating Officer

INVESTOR RELATIONS

E: [investor.relations@yougov.com](mailto:investor.relations@yougov.com)



Refer to our 2021 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)

OUR STRATEGY

THREE STRATEGIC PILLARS



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



Providing YouGov data as a public service, for brand reputation, panel engagement and showcasing our data



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

FIVE STRATEGIC PRIORITIES



Product development and technology

— Continue investment in product development and technology



Panel

— Expand and improve the quality of our proprietary online panel



Global accounts

— Increase efficiency through our Centres of Excellence



Global infrastructure

— Deepen client relations globally through improved account management



Acquisitions

— 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:



Double Group Revenue



Double Group Adjusted Operating Profit Margin<sup>2</sup>



Achieve an Adjusted Earnings Per Share compound annual growth rate in excess of 30%<sup>2</sup>

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).



1 Divisional contribution percentages exclude intra-group and central revenue  
2 For definition of "Adjusted" and "Underlying" see the Full Year Results Announcement dated 19 October 2021