



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

Our mission is to offer unparalleled insight into what the world thinks. Our innovative solutions help the world's most recognised brands, media owners and agencies to plan, activate and track their marketing activities better.

At the core of our platform is an ever-growing source of consumer data that has been amassed over our twenty years of operation. We call it Living Data. All of our products and services draw upon this detailed understanding of our 22 million registered panel members to deliver accurate, actionable consumer insights.

### YouGov PLC listing information

TICKER

**YOU**

EXCHANGE

**AIM on LSE**

MARKET CAPITALISATION

**£1.1bn as of 31-Dec-2022**

Americas

**22%**  
employees

**8**  
offices

United Kingdom

**27%**  
employees

**3**  
offices

Mainland Europe

**23%**  
employees

**16**  
offices

Asia Pacific

**7%**  
employees

**9**  
offices

Middle East & India

**21%**  
employees

**4**  
offices

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

- YouGov proprietary panel
- YouGov Partnerships Programme panels
- YouGov proprietary panel and YouGov Partnerships Programme panel



### Our Purpose

Our purpose is to give our global community a voice by collecting, measuring and analysing their opinions and behaviours and reporting the findings accurately and free from bias.

### ESG Highlights

- A naturally low-emission business with aim to mitigate environmental impact; signed the MRS Net Zero Pledge to achieve net zero in the UK by 2026
- Social mission to make people's opinions heard for the benefit of the wider community and social value intrinsic in the business model (our "Giving a Voice" initiative)
- Rigorous governance framework, with transparency and accountability embedded through our policies and processes

**1,650+**

employees across 39 offices worldwide

**59**

markets with proprietary panel

**2.5 million**

data variables held on our members

**20,000**

brands tracked across 40+ industries

**4,000+**

clients globally

**World's most quoted market research source**



**#1 globally**  
**#1** in the UK and Germany  
**#2** in Australia



## Our Divisions

### Data Products

**34%**

of total Group revenue<sup>1</sup>

**23%**

underlying revenue growth<sup>2</sup>

**36%**

adjusted operating profit margin<sup>2</sup>

This division comprises our 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 helps marketers plan and execute their campaign strategy and track its success.

### Data Services

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

**23%** of total Group revenue<sup>1</sup>

**11%** underlying revenue growth<sup>2</sup>

**15%** 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.

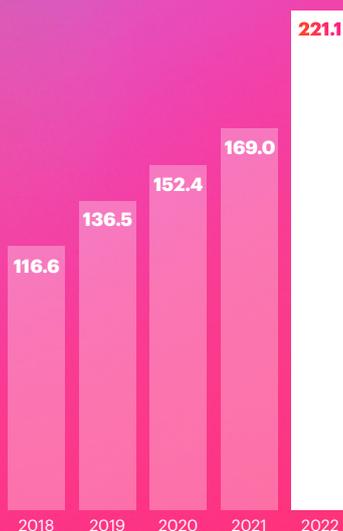
**43%** of total Group revenue<sup>1</sup>

**21%** underlying revenue growth<sup>2</sup>

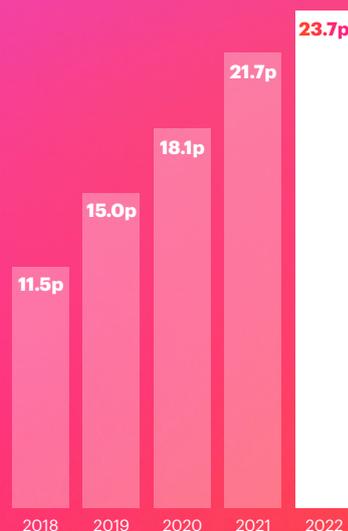
**22%** adjusted operating profit margin<sup>2</sup>

<sup>1</sup> Divisional contribution percentages exclude intra-group and central revenue. <sup>2</sup> For definition of "Adjusted" and "Underlying" see the Full Year Results Announcement dated 11 October 2022

## Revenue £m



## Adjusted basic earnings per share (pence)



## Adjusted operating profit £m

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



# Our Strategy

## Five strategic priorities

-  Continue investment in developing and scaling new products and the YouGov Platform
-  Expand and improve the quality of our proprietary online panel to increase our research capabilities
-  Increase efficiency through our Centres of Excellence to provide a superior client experience
-  Deepen client relations globally through improved account management
-  Identify and evaluate acquisition opportunities that help accelerate our strategy

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

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

-  Double Revenue
-  Double Adjusted Operating Profit Margin<sup>2</sup>
-  Achieve an Adjusted Earnings Per Share CAGR in excess of 30%<sup>2</sup>

## Management

STEPHAN SHAKESPEARE

**Chief Executive Officer and Founder**

ALEX MCINTOSH

**Chief Finance Officer**

SUNDIP CHAHAL

**Chief Operating Officer**

## Investor relations



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

Refer to our 2022 Annual Report for more details:  
[corporate.yougov.com/investors/financial-reports](https://corporate.yougov.com/investors/financial-reports)

<sup>1</sup> Divisional contribution percentages exclude intra-group and central revenue

<sup>2</sup> For definition of "Adjusted" and "Underlying" see the Full Year Results Announcement dated 11 October 2022

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

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), the Market Research Society (UK), and the Insights Association (USA). YouGov is also a founding member of the British Polling Council (UK), and the Australian Polling Council (Australia).

## Memberships & Affiliations

