

Preliminary Results to 31 July 2013

Strong growth in data products and services

YouGov[®] What the world thinks



Strong growth in data products and services

- Good operational and financial performance
- Investment in data products and services delivering significant growth
- Custom research also growing ahead of market
- Clients demanding increasingly data-centric approach
- International panel expansion opening up new markets
- Increased dividend reflects confidence in the Group's future prospects
- Current trading in line with the board's expectations

FY13 Financial Highlights

| | Year to 31 July 2013 £m | Year to 31 July 2012 £m | % Change |
|--|-------------------------------|-------------------------------|----------|
| Revenue | 62.6 | 58.1 | 8% |
| Adjusted Operating Profit ¹ | 6.0 | 5.6 | 7% |
| Adjusted Operating Profit Margin (%) | 10% | 10% | - |
| Adjusted Profit before Tax | 6.8 | 6.1 | 13% |
| Adjusted Earnings per Share | 5.6p | 4.9p | 14% |
| Dividend per Share | 0.6p | 0.5p | 20% |

Note 1. Adjusted operating profit is defined as group operating profit before amortisation of intangibles, impairment charge and exceptional items; In the year to 31 July 2013, amortisation of intangibles was £3.3m (2012: £4.4m) and exceptional costs were £1.2m (2012: £0.5m). Adjusted profit before tax and earnings per share are calculated based on the adjusted operating profit.

Group Income Statement

- Revenue growth of £4.5m
- Operating expense ratio reduced from 67% to 66%
- Adjusted Operating Profit up 7%
- Adjusted EPS increased by 14%

| | 2013 £m | 2012 £m |
|---------------------------|------------|------------|
| Group Revenue | 62.6 | 58.1 |
| Cost of Sales | (15.5) | (13.4) |
| Gross Profit | 47.1 | 44.7 |
| <i>Gross margin %</i> | 75% | 77% |
| Operating expenses | (41.1) | (39.1) |
| Group Operating Profit | 6.0 | 5.6 |
| <i>Operating margin %</i> | 10% | 10% |
| Adjusted EPS (p) | 5.6 | 4.9 |

Balance Sheet

- Debtor days up from 63 to 68 days
- Creditor days down to 31 from 35 days
- Working capital inflow of £0.7m
- Deferred consideration outstanding for US acq'ns: £0.6m (2012: £2.4m)

| | 31 July 2013 £m | 31 July 2012 £m |
|--------------------------------------|--------------------|--------------------|
| Assets | | |
| Goodwill | 38.8 | 36.2 |
| Other intangible assets | 9.2 | 8.5 |
| Other non-current assets | 5.5 | 5.1 |
| | 53.5 | 49.8 |
| Current Assets | | |
| Trade and other receivables | 23.8 | 19.7 |
| Cash | 6.9 | 7.5 |
| | 30.7 | 27.2 |
| Liabilities | | |
| Trade and other payables | 16.4 | 12.5 |
| Provisions | 2.7 | 2.2 |
| Deferred consideration | 0.3 | 1.9 |
| Borrowings | 0.3 | 0.3 |
| | 19.7 | 16.9 |
| Net Current Assets | 11.0 | 10.3 |
| Non-Current Liabilities | | |
| Provisions and payables | 0.8 | 0.8 |
| Deferred consideration | 0.3 | 0.5 |
| Deferred taxation | 2.3 | 2.8 |
| Total Non-Current Liabilities | 3.4 | 4.1 |
| Net Assets | 61.1 | 56.0 |

Cash Flow

- Cash flow generated from operations of £6.9m (116% profit conversion)
- Investing activities of £6.5m includes:
 - £3.6m on technology development and panel
 - £2.0m on deferred consideration for US acquisitions
- Dividend paid in year: £0.5m
- Net cash outflow of £0.6m leaving balance of £6.7m at year end

| | 2013 £m | 2012 £m |
|---|--------------|--------------|
| Cash flows from operating activities | | |
| Reported operating profit/(loss) | 1.5 | 0.8 |
| Adjustments for: | | |
| Non cash movements | 4.7 | 5.3 |
| Net working capital movement | 0.7 | (1.2) |
| Cash generated from operations | 6.9 | 4.9 |
| Interest and tax | (0.5) | (1.3) |
| Net cash generated from operating activities | 6.4 | 3.6 |
| Net cash used in investing activities | (6.5) | (5.9) |
| Net cash used in financing activities | (0.5) | - |
| Net (decrease)/increase in cash | (0.6) | (2.3) |
| Cash balance at beginning of year | 7.2 | 9.4 |
| Exchange gain on cash and cash equivalent | 0.1 | 0.1 |
| Cash balance at end of year | 6.7 | 7.2 |

Segmental Analysis by Geography - Revenue

| | 2013 Revenue £m | 2012 Revenue £m | Change % |
|------------------------------|-----------------------|-----------------------|-------------|
| UK | 17.4 | 15.7 | 11% |
| USA | 20.8 | 19.2 | 8% |
| Middle East | 7.3 | 6.0 | 22% |
| Germany | 9.4 | 9.4 | - |
| Nordic | 8.5 | 8.8 | (4%) |
| France | 0.3 | 0.2 | 119% |
| Corporate & Consol. Adjs. | (1.1) | (1.2) | |
| Group | 62.6 | 58.1 | 8% |

Segmental Analysis by Geography - Operating Profit

| | 2013 Operating Profit £m | 2013 Margin % | 2012 Operating Profit £m | 2012 Margin % |
|------------------------------|--------------------------------|---------------------|--------------------------------|---------------------|
| UK | 4.4 | 26% | 3.7 | 24% |
| USA | 2.3 | 11% | 2.7 | 14% |
| Middle East | 1.5 | 21% | 1.3 | 22% |
| Germany | 0.9 | 9% | 0.6 | 7% |
| Nordic | 0.3 | 4% | 0.8 | 9% |
| France | (0.1) | - | (0.2) | - |
| Corporate & Consol. Adjs. | (3.3) | | (3.3) | |
| Group | 6.0 | 10% | 5.6 | 10% |

Delivering the growth strategy

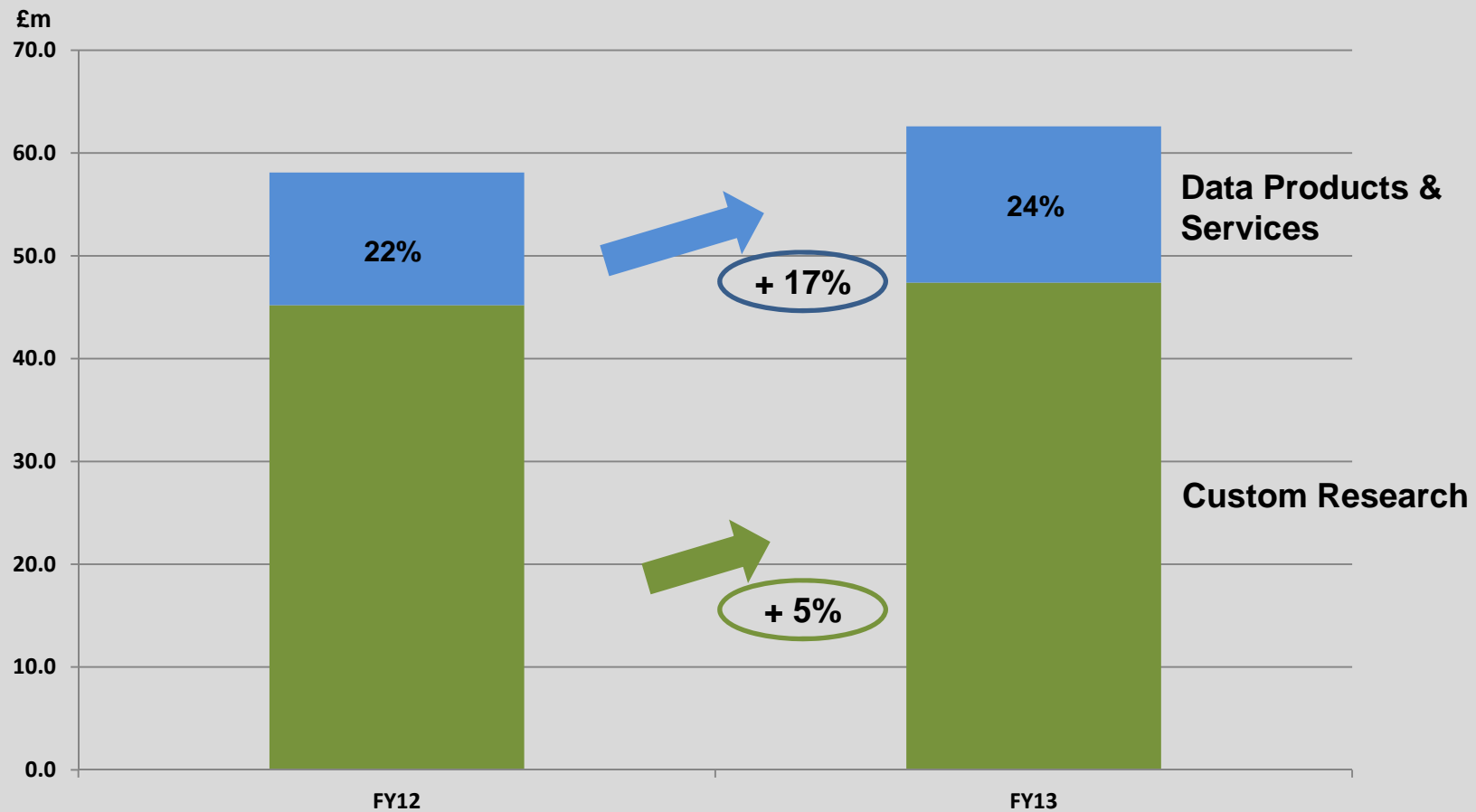
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YouGov and the future of market research

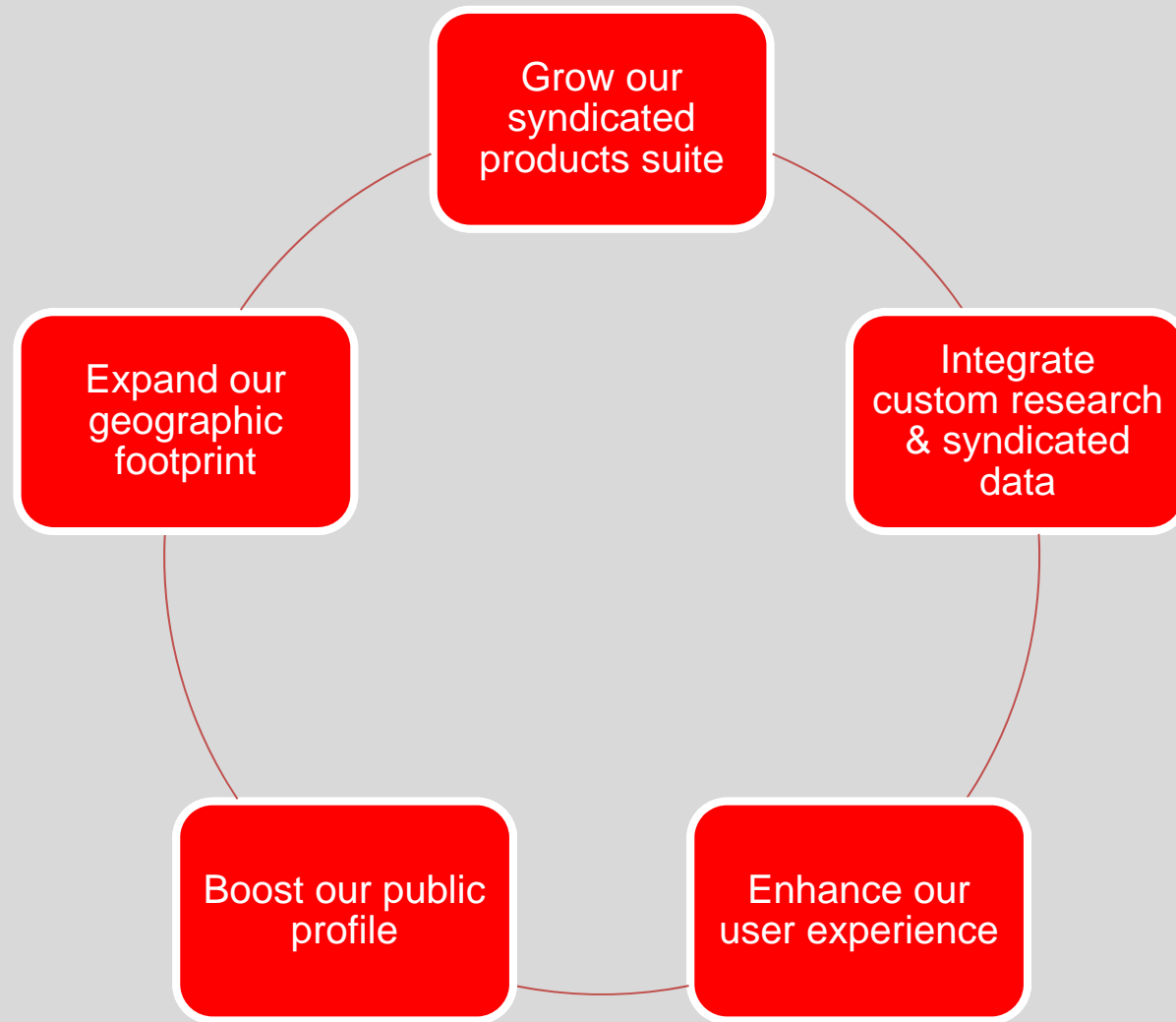
- The world of market research is in an accelerating process of fundamental change
- Sir Martin Sorrell at WPP now talks of "Data investment management (previously known as consumer insight or market research)."
- YouGov has been the pioneer of this process. There are now two types of research: traditional custom projects and new connected data
 - YouGov is strong in both types
 - Our strategy is focused on increasing our use of syndicated connected data in order to help clients drive success

High growth from data products and services



| | FY12 £m | FY13 £m |
|--------------------------|------------|------------|
| Data Products & Services | 12.9 | 15.2 |
| Custom Research | 45.2 | 47.4 |

Delivering the growth strategy



Established products growing well...

Grow our
syndicated
products suite

- **BrandIndex** – 22% growth (+ SoMA)
- **SixthSense** – 15% growth (+ HEAT)
- **Omnibus** – 20% growth

Coming soon:

- **Entertainment Index**
 - Monitoring and predicting success of entertainment offers (TV etc.)
- **YouGov Profiles**
 - Big Data profiling system for target groups and media audiences to plan campaigns
- **AdMarc**
 - Measuring real-time campaign ROI

Breaking down the traditional divide between syndicated and custom research...

Integrate
custom research
& syndicated
data

- Integrating our core data, we can help our clients with:
 - In-depth audience and target group profiling
 - Innovative media planning and buying
 - Monitor effectiveness within the campaign (real-time ROI)
- And by superimposing custom surveys, we can deliver connected data solutions:
 - Test their product and brand positioning
 - Design a communication and marketing campaign
 - Understand the drivers of a customer journey
- An example of cross-data use: TSB launch

Case study: TSB launch

Integrate
custom research
& syndicated
data

- Lloyds Banking Group contributed to YouGov's Public Trust in Banking Report
- Lloyds Banking Group approached YouGov to help develop and refine the brand positioning for its new retail bank, TSB
- We could immediately share with Lloyds Banking Group a wealth of existing and data and insight from various sources:
 - Public Trust in Banking Report
 - SixthSense market intelligence reports
 - Household Economic Activity Tracker (HEAT)
 - BrandIndex (financial services sector tracking)
 - Profile Data Library (PDL)
- Building on this foundation of existing data, we conducted custom qualitative and quantitative research into key customer groups
- The results contributed to the client's decisions about the new bank's brand positioning



Our panellists provide us with continuous data in 3 ways...

Grow our syndicated products suite

Integrate custom research & syndicated data

Enhance our user experience



Proactively (surveys)

Voluntarily (panellist self-entry)

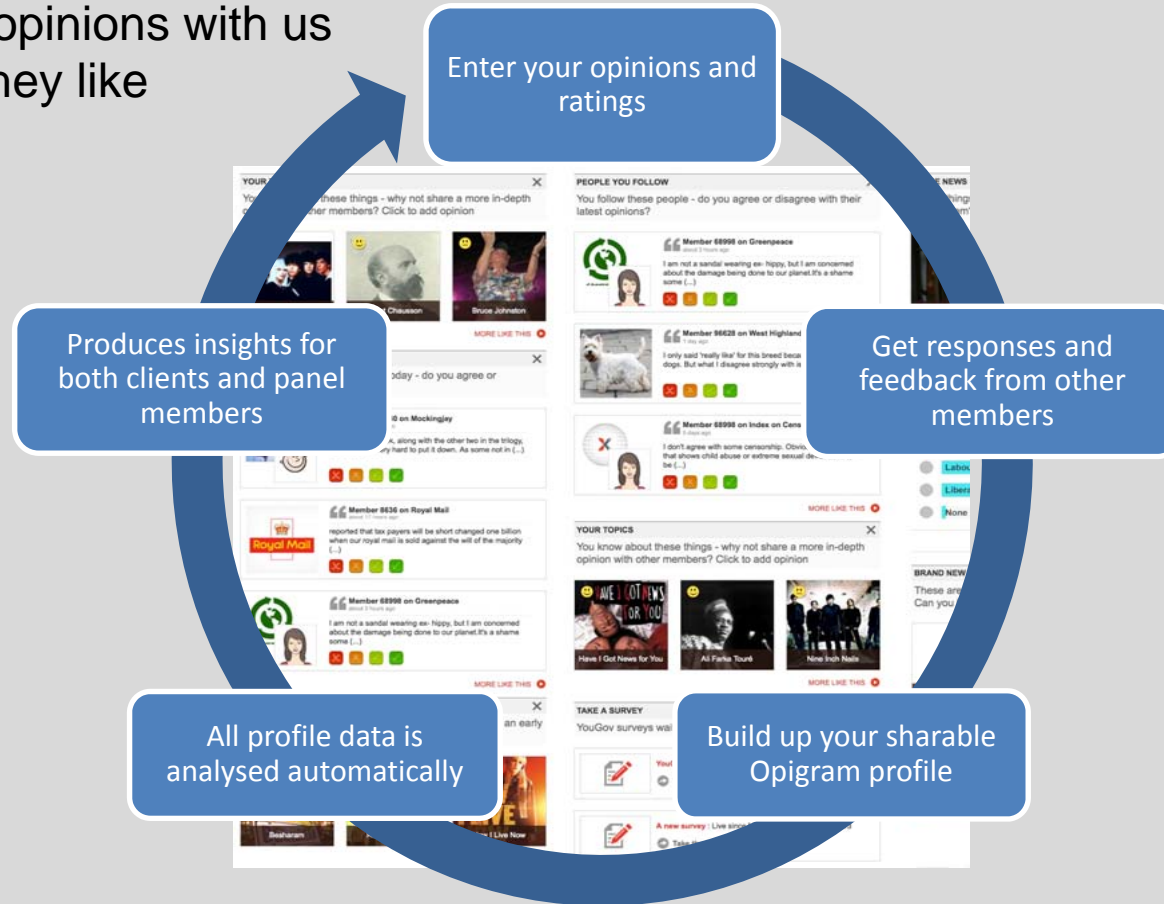
Passively (tracking)



Everything depends on the user experience...

Enhance our user experience

- Opigram allows YouGov panellists to share their opinions with us whenever they like

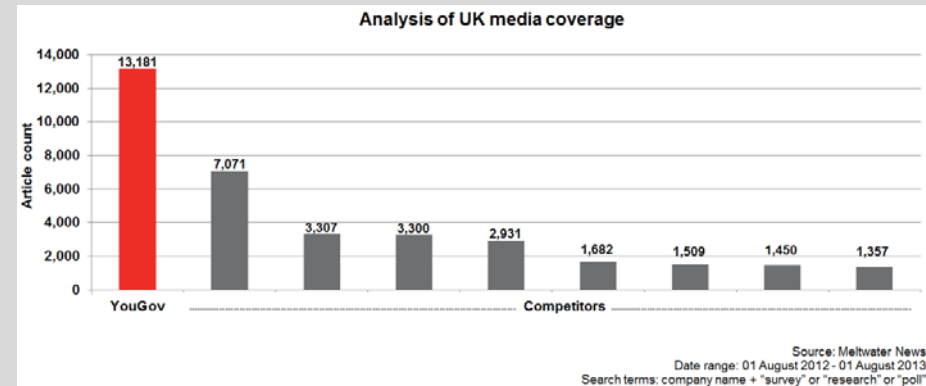


> 100,000 active users have given > 5m ratings, > 1m survey answers and > 200,000 written reviews on > 120,000 different topics

Trusted public voice

Boost our public profile

- Pollster for:
 - UK: The Times, The Sun, The Sunday Times
 - USA: Huffington Post, The Economist
 - Germany: Bild, Die Zeit
 - Middle East: Al Aan TV, MediaQuest
 - Nordics: MetroXpress, Berlingske, Metro
 - France: Huffington Post



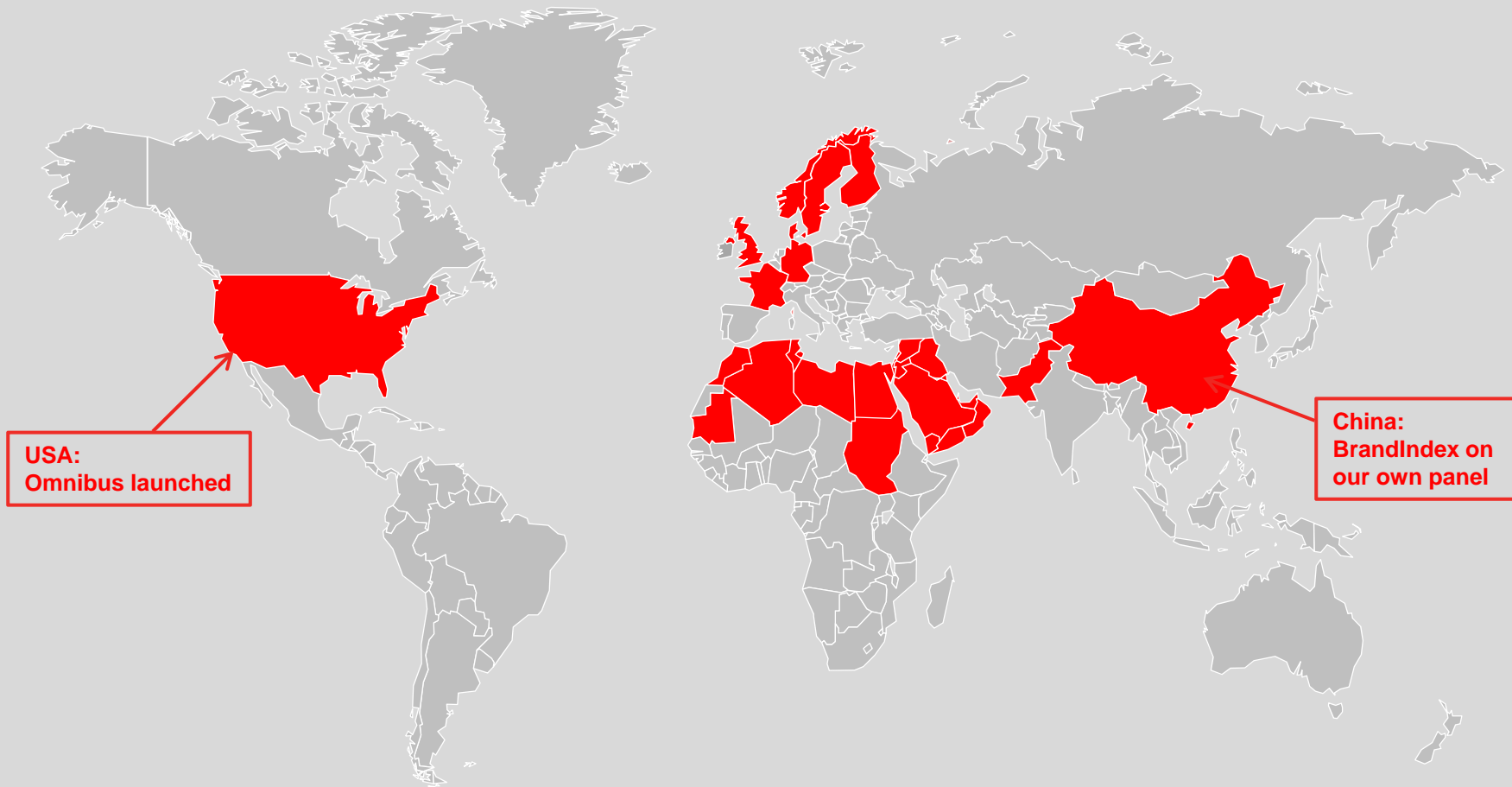
- The most quoted market research company in the UK
- Named one of the world's top 25 research companies
- New Global Chief Marketing Officer, based in New York, to leverage the brand amongst market research buyers



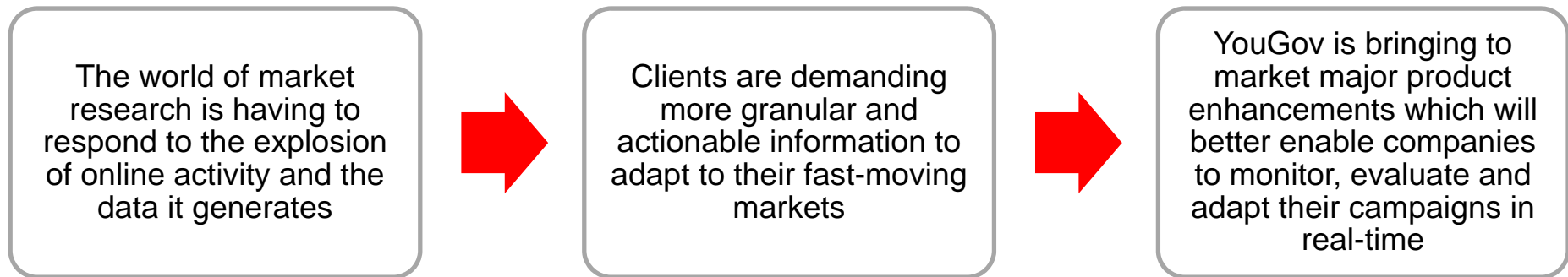
Continuing to extend our reach...

Expand our
geographic
footprint

- Omnibus launched in USA
- BrandIndex extended to China - supported by major client



Market Outlook



Group Outlook

- Growing data products and services revenue towards parity
- Continued investment in technology and talent
- Further product innovation
- Focus on organic growth and selective acquisitions
- Current trading in line with Board's expectations

Appendix 1 – Data products

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Appendix

Our data products suite

BrandIndex

- Global growth rate 22%
- Enhancements:
 - MarketView - adds customer funnel from awareness to purchase
 - CategoryView - adds sector-based behavioural profiling
 - InvestorView - adds sector-based trackers aimed at investment community

SoMA

- Our new social media analysis tool which measures what an audience is hearing on social media
- Launched commercially at the beginning of 2013
- Forms a strong link with other products - like BrandIndex - to create a real-time campaign tracking tool
- Clients in the year include the British Election Study, RSPB and ITV

HEAT

- Our economic confidence tracker
- Available in the UK, US and China
- In 2013 we partnered with the Centre for Economics and Business Research in the UK, who are providing additional expert macro-economic analysis
- New clients in the year included P&G and RBS while on-going clients included HSBC and Lloyds Banking Group

SixthSense

- Growth rate 15%
- Over 500 clients with over 300 report titles covering 1,000+ topic areas
- European reports in the Nordics, France and Germany
- First US report produced
- New clients in the year included Prudential and Santander while on-going clients included Tesco and Bosch

Omnibus

- Global growth rate 20%
- The market leading online omnibus service in the UK
- This financial year marked the tenth birthday of Omnibus
- Launched in the US in January 2013
- US sales in excess of 141% of target for the year

Appendix 2 – Opigram

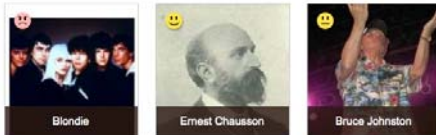
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Appendix

Opigram: Opinion-sharing on My Feed

YOUR TOPICS X
You know about these things - why not share a more in-depth opinion with other members? Click to add opinion



MORE LIKE THIS +

TODAY'S OPINION X
What people are talking about today - do you agree or disagree?



MORE LIKE THIS +

NEW MOVIES X
These are brand new in the cinemas - have you caught an early screening? Share your review!



MORE LIKE THIS +

PEOPLE YOU FOLLOW X
You follow these people - do you agree or disagree with their latest opinions?



MORE LIKE THIS +

YOUR TOPICS X
You know about these things - why not share a more in-depth opinion with other members? Click to add opinion



MORE LIKE THIS +

TAKE A SURVEY X
YouGov surveys waiting for you whenever you like...

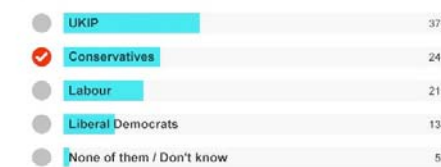


IN THE NEWS X
These things are in the news today... do you have a view on any of them? Click to rate



MORE LIKE THIS +

IMMIGRATION X
Which party, if any, do you trust the most to deal with the issue of immigration?



NEXT +

BRAND NEW X
These are the very latest items added by YouGov members. Can you be the first to rate one of them?



Appendix





Opigram: Builds Long-Tail Opinion Profile of each member

The screenshot displays the YouGov Opigram interface for a member named Mark Wu. At the top, a horizontal bar contains various topic tags such as Computers, Scottish referendum, Living costs, Brands, Apps, Companies, TV Person..., Fashion, Charities, Snacks, Cars, Energy prices, Institutions, Media, Gay marriage, Football, Writers, Minimum wage, Music, and Politics. Below this, the member's profile is shown, including a navigation menu on the left with options like Public Opinion, My Feed, My Account, My Profile (highlighted), and My Connections. The main content area is divided into 'LATEST ACTIVITY' and 'LATEST RATINGS'. The activity section shows an 'Answer...' from 14 hours ago regarding immigration, with a dropdown menu for 'Edit', 'Hide', and 'Delete'. Below this is an 'Opinion...' from 1 day ago about 'Game of Thrones', and a 'Response...' from 1 day ago. The ratings section on the right shows a grid of items being rated, including David Moyes, Network Rail, NHS, and various news articles.

Appendix

Opigram: Creates actionable insights for advertisers & marketers

Downton Abbey


SHARE    





Type TV Programme
Channel ITV1
Genre TV Dramas

Downton Abbey is a British period drama television series created by Julian Fellowes and co-produced by Carnival Films and Masterpiece. It first aired on ITV in the United Kingdom on 26 September 2010 (...) [read full article at Wikipedia](#)


RATINGS DISTRIBUTION

What do you think of Downton Abbey...

 (810)

 (443)  (310)  (325)  (190)




Now showing: All members (click on the graph to see who said what...)






STATISTICS

Percentile Scores Compared to... All TV Programmes

| | | | | | |
|-------|-----|------------|----|-------------|----|
| Reach | 100 | Positivity | 94 | Controversy | 39 |
|-------|-----|------------|----|-------------|----|







The volume of opinion about this tv programme  The strength of positive feeling for this tv programme  The strength of negative feeling for this tv programme 

Fan Profile (Skew)

Age:  YOUNG OLD
Gender:  FEMALE MALE
Politics:  LEFT RIGHT

CORRELATED TV PROGRAMMES

People who like this TV Programme also tend to like...











-  1 Pride and Prejudice
-  2 Cranford
-  3 Lark Rise to Candleford
-  4 Lewis
-  5 Bleak House
-  6 Upstairs, Downstairs

[SEE MORE](#)

OTHER CORRELATIONS

People who like this TV Programme also tend to...

All relationships All types weak ↔ strong

| | | |
|------------------|-----------------------|---|
| like | Joanna Lumley |  |
| like | Maggie Smith |  |
| like | Michael Ball |  |
| support | Conservative Party |  |
| be interested in | English & Literature |  |
| be interested in | Television |  |
| like | Bridget Jones's Diary |  |
| like | Annette Crosbie |  |
| like | Ernie Wise |  |
| like | David Attenborough |  |

[SHOW ALL](#)