YouGov®

Half year results to 31 January 2019

Strong earnings growth in line with current five-year plan

Summary

Stephan Shakespeare, Chief Executive Officer

YouGov

Summary

- Strong Group Revenue growth of 18% (underlying business growth of 10%, well ahead of the market average of approximately 3%)

- Group Adjusted Operating Profit up by 41%; UK and USA both up 15%

- Global Data Products & Services continuing to drive growth: now 54% of Group revenue

- Increased investment in technology, panel and global reach – platform for growth

- Global expansion continued with the growth of our panels in Australia, India, Italy, Mexico, Poland, Spain & Taiwan, plus two bolt-on acquisitions in UK & USA

- Transforming our research services through integration with our syndicated data

- Current trading is positive - we remain confident of our expectations for the full year & delivering our five-year organic growth plan

- Setting out our ambitious growth targets for the next five years

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Financial update

Alex McIntosh, Chief Financial Officer

Financial Highlights

- Group Revenue growth of 18% (2018: 10%) – underlying business growth of 10%

- Adjusted operating profit up by 41% to £12.5m (2018: £8.8m) – 2% was result of acquisitions in the year

- Adjusted profit before tax up by 28% to £13.7m

- Adjusted EPS up by 33% to 9.6p (2018: 7.3p)

- Adjusted operating profit margin up 3% points to 19%

- Statutory operating profit up 92% to £8.4m

	6 months to 31 Jan 2019 £m	6 months to 31 Jan 2018 £m	% Change
Revenue	66.5	56.3	18%
Adjusted Operating Profit	12.5	8.8	41%
Adjusted Profit before Tax	13.7	10.7	28%
Adjusted Earnings per Share	9.6p	7.3p	33%

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Balance Sheet

- Receivable days down to 48 days from 49 days

- Creditor days increased to 36 days from 30 days

- Contingent consideration of £16.0m is in respect of acquisitions

	31 Jan 2019 £m	31 Jan 2018 £m
Assets		
Goodwill	**62.5**	42.2
Other intangible assets	**16.5**	10.9
Other non-current assets	**14.1**	11.2
Total	**93.1**	64.3
Current Assets		
Trade and other receivables	**35.2**	35.0
Cash	**25.0**	21.3
Total	**60.2**	**56.3**
Liabilities		
Trade and other payables	**33.0**	30.5
Contingent consideration	**6.2**	0.3
Provisions	**4.1**	3.8
Total	**43.3**	**34.6**
Non-Current Liabilities		
Contingent consideration	**9.8**	0.0
Provisions	**4.2**	3.2
Deferred taxation	**2.2**	1.7
Total	**16.2**	**4.9**
Net Assets	**93.8**	**81.1**

Cash Flow

- Cash flow generated from operations of £8.7m: 69% of adjusted operating profit

- Investing activities of £9.3m includes £2.2m on panel; £2.3m on technology development; and £2.3 on acquisitions

- Dividend paid: £3.2m

- Net cash outflow of £5.7m

- Cash balance of £25.0m at 31 January 2019

	6 months to 31 Jan 2019 £m	6 months to 31 Jan 2018 £m
Cash flows from operating activities		
Statutory operating profit	8.4	4.4
Non cash movements	5.0	6.1
Net working capital movement	(4.7)	(3.0)
Cash generated from operations	8.7	7.5
Interest and tax	(1.9)	(2.9)
Net cash generated from operating activities	6.8	4.6
Net cash used in investing activities	(9.3)	(3.6)
Net cash used in financing activities	(3.1)	(2.1)
Net decrease in cash	(5.7)	(1.1)
Cash balance at beginning of year	30.6	23.2
Exchange loss on cash and cash equivalent	0.1	(0.8)
Cash balance at end of period	25.0	21.3

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Performance by Division: Revenue

Continued growth in Data Products & Services

	6 months to 31 Jan 2019 £m	6 months to 31 Jan 2018 £m	Change %	Underlying Change %
Data Products	19.4	14.4	35%	26%
Data Services	17.8	13.4	33%	9%
Total Data Products & Services	37.2	27.8	34%	17%
Custom Research	30.4	29.1	4%	3%
Intra-group revenues	(1.1)	(0.6)	-	-
Group	66.5	56.3	18%	10%

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Performance Division: Operating Profit

Continued strategic focus on higher margin services

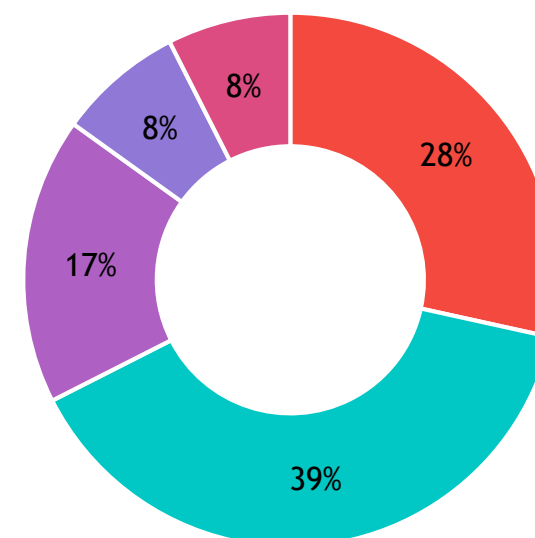|	6 months to 31 Jan 2019 £m	6 months to 31 Jan 2018 £m	Change %	Operating Margin %	
				Six months to 31 January 2019	Six months to 31 January 2018
Data Products	7.3	4.8	53%	38%	33%
Data Services	4.4	3.5	25%	25%	26%
Total Data Products & Services	**11.7**	**8.3**	**42%**	**32%**	**30%**
Custom Research	**7.9**	**6.9**	**15%**	**26%**	**24%**
Central costs	(7.1)	(6.4)	-	-	-
Group	**12.5**	**8.8**	**41%**	**19%**	**16%**

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Performance by Geography: Revenue

USA remains largest region; growing presence in Asia Pacific

	6 months to 31 January 2019 £m	6 months to 31 January 2018 £m	Change %	Underlying Change %
UK	19.8	14.5	37%	16%
USA	27.2	23.3	17%	9%
Mainland Europe	12.1	11.1	9%	14%
Middle East	5.3	6.0	(12%)	2%
Asia Pacific	5.2	3.9	34%	4%
Intra-group revenues	(3.1)	(2.5)	-	-
Group	66.5	56.3	18%	10%

6 months to 31 January 2019 Revenue

- UK
- USA
- Mainland Europe
- Middle East
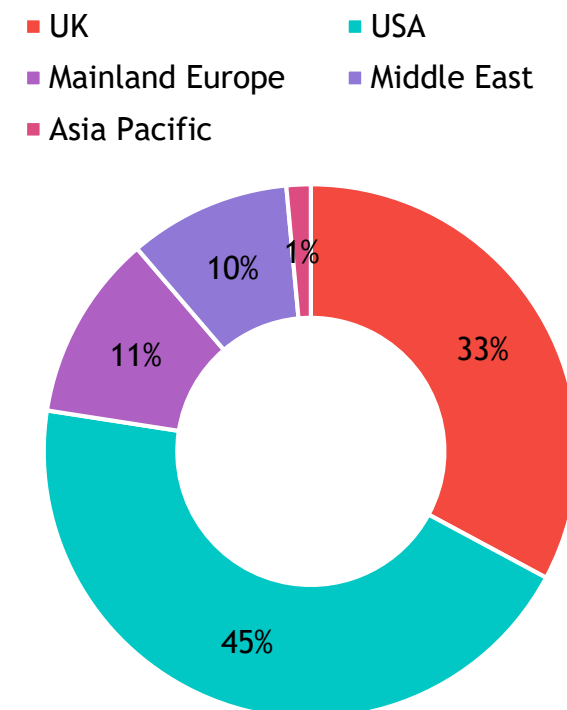- Asia Pacific

8%
8%
28%
17%
39%

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Performance by Geography: Operating Profit

Increased Middle East operating profitability following re-structure

	6 months to 31 Jan 2019 Operating Profit £	6 months to 31 Jan 2018 Operating Profit £	Operating Profit Growth %	Operating Margin %	
				2019	2018
UK	**6.7**	5.8	15%	34%	40%
USA	**9.1**	7.9	15%	34%	34%
Mainland Europe	**2.3**	0.9	147%	19%	8%
Middle East	**2.0**	1.4	50%	38%	22%
Asia Pacific	**0.3**	-	653%	6%	1%
Central Costs	**(7.9)**	(7.2)	-	-	-
Group	**12.5**	**8.8**	**41%**	**19%**	**16%**

6 months to 31 January 2019 Operating Profit

- UK
- USA
- Mainland Europe
- Middle East
- Asia Pacific

33% UK
45% USA
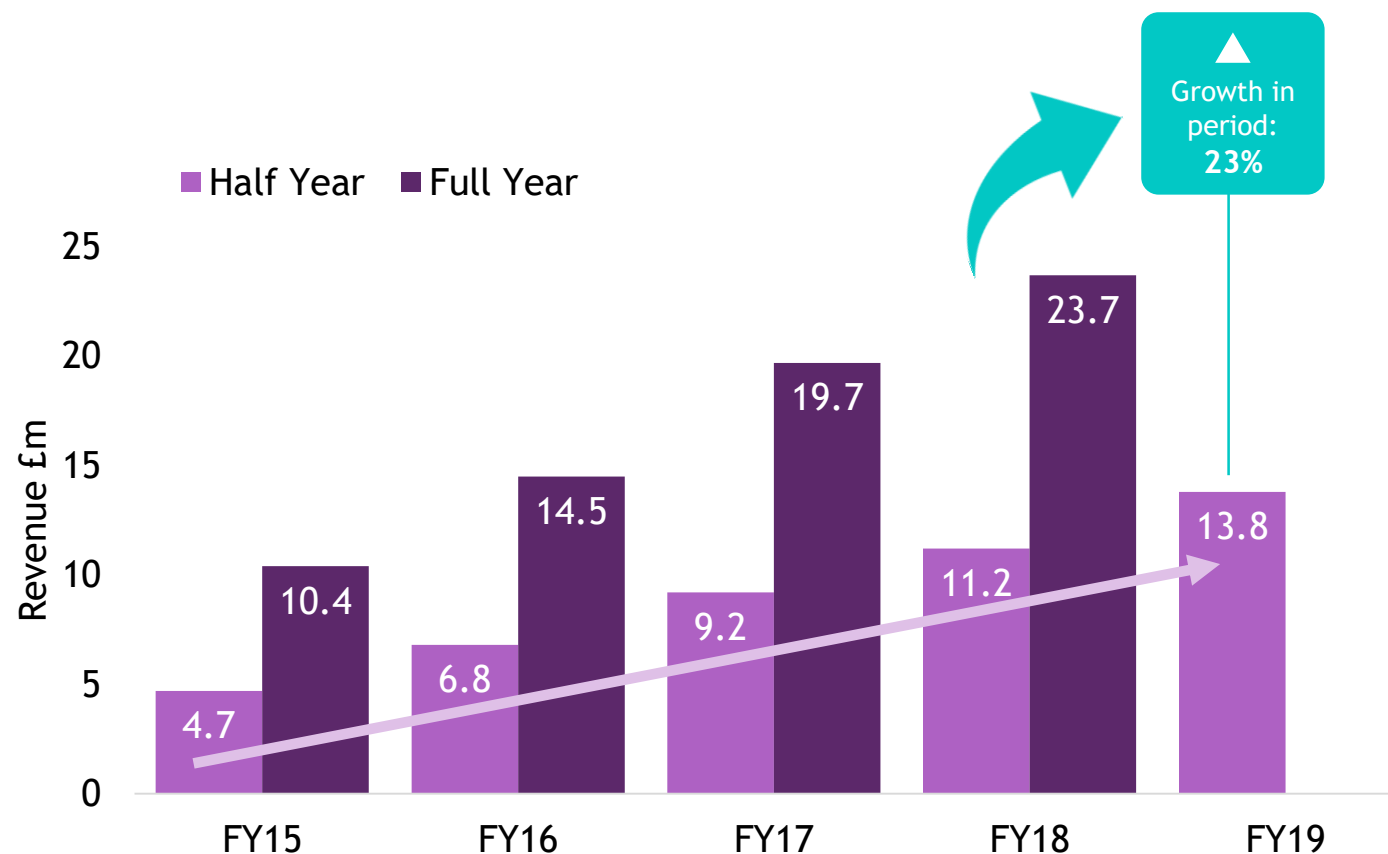11% Mainland Europe
10% Middle East
1% Asia Pacific

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Performance by Product and Service
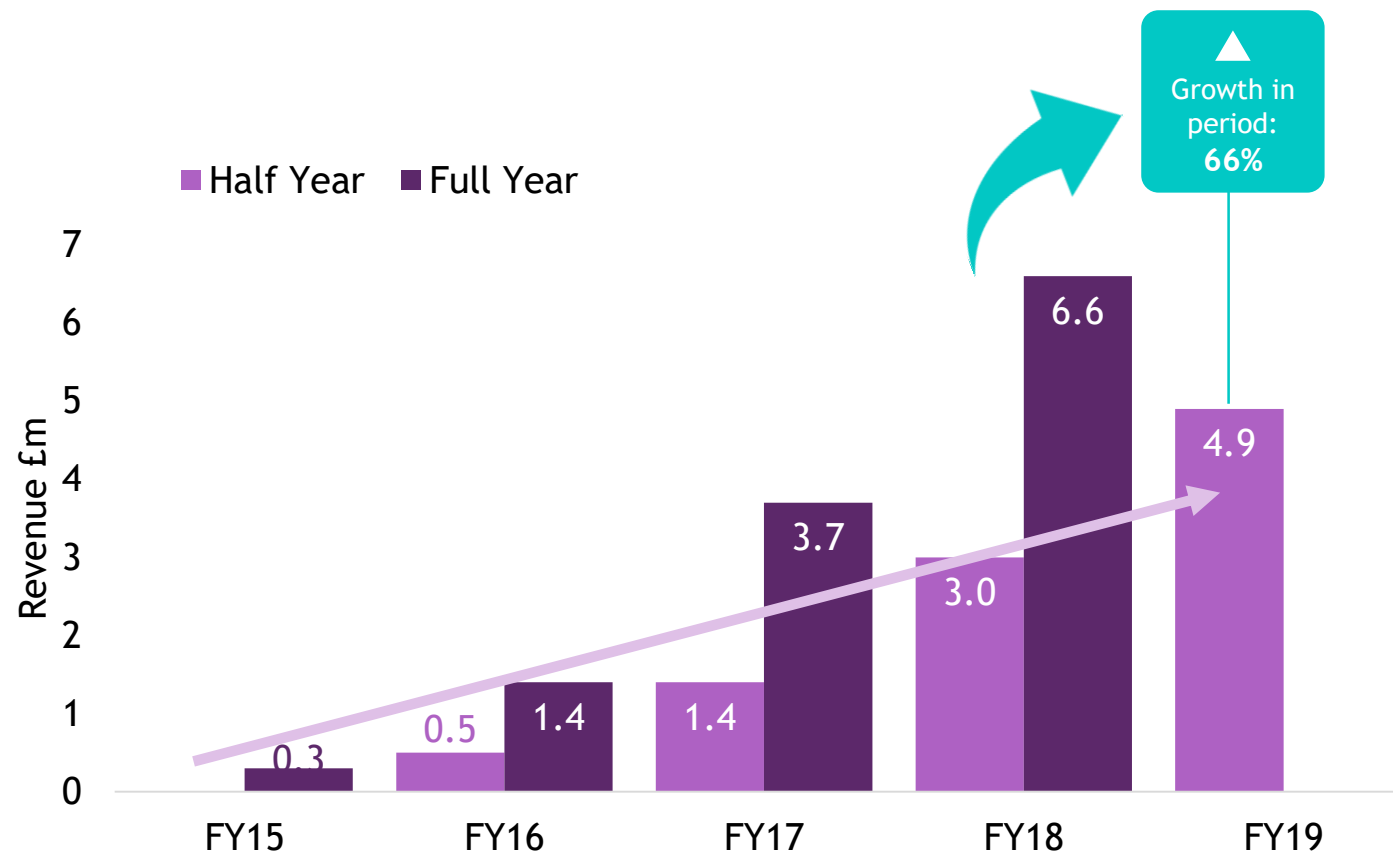
Stephan Shakespeare, Chief Executive Officer

YouGovBrandIndex

- Our flagship brand intelligence service

- Global expansion and integration with Profiles driving growth

- Covers 38 markets worldwide

- US remains largest market

- Increasingly being sold as a bundle with Profiles under the 'Plan & Track' banner

Growth in period: **23%**

■ Half Year ■ Full Year

Revenue £m

	FY15	FY16	FY17	FY18	FY19
Half Year	4.7	6.8	9.2	11.2	13.8
Full Year	10.4	14.5	19.7	23.7	

amazon   Bank of America   CROSSMEDIA   dentsu AEGIS network   indeed   OMD   UM   Uber   VIACOM

YouGov

YouGovProfiles

- Our ground-breaking audience planning and segmentation tool

- Now available in 19 markets across the UK, USA, Europe and Asia Pacific

- Sales driven by increased interoperability between Profiles and BrandIndex

- Profiles segments are integrated with digital advertising partners for activation of audiences

Growth in period: **66%**

■ Half Year ■ Full Year

Revenue £m

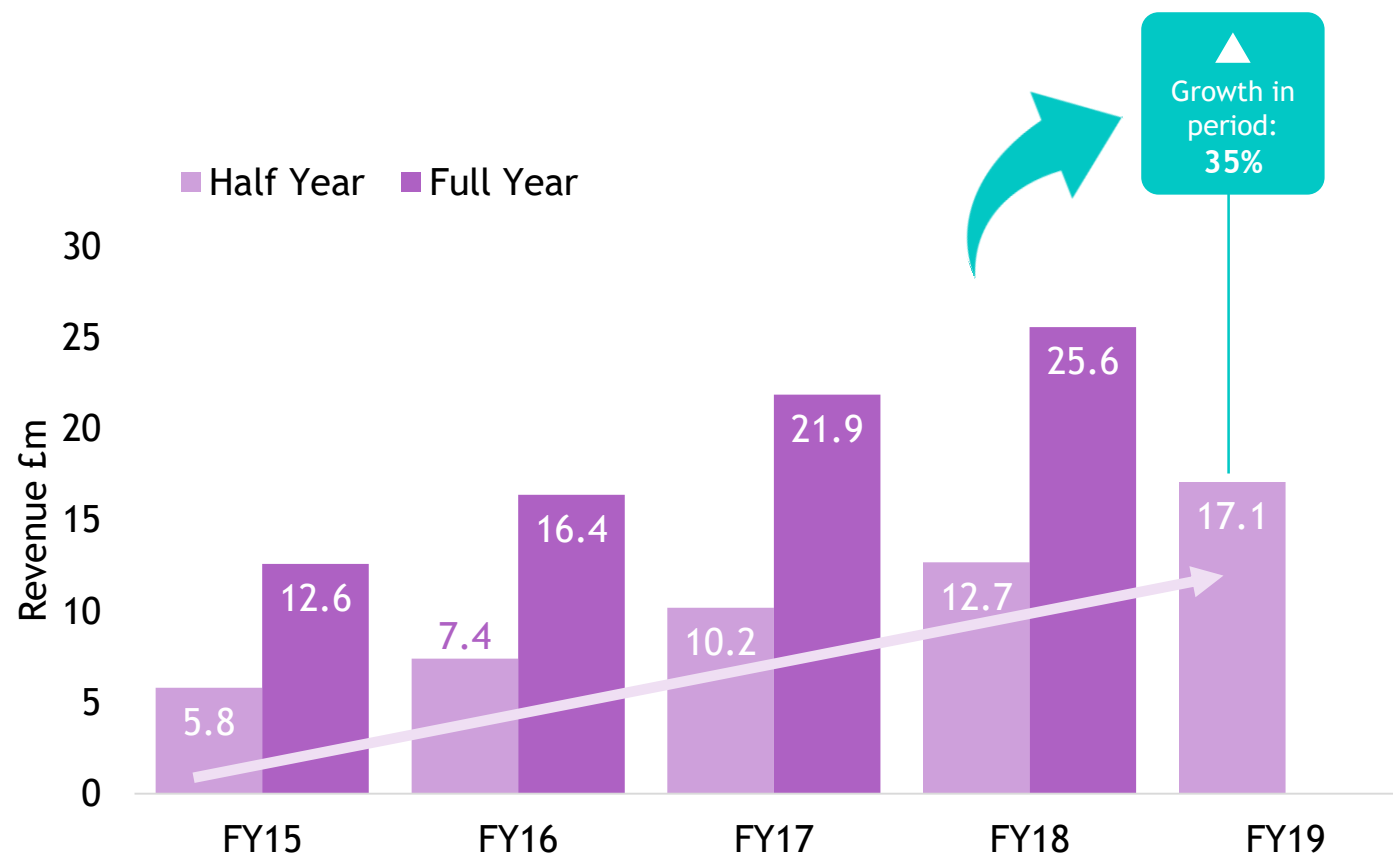|	Half Year	Full Year
FY15		0.3
FY16	0.5	1.4
FY17	1.4	3.7
FY18	3.0	6.6
FY19	4.9	

YouGovOmnibus

- Online fast-turnaround service

- Attracting more multi-national clients, leading to increased multi-country projects

- 1,000+ clients worldwide

- Market leader in UK and growing strongly globally

- Revenue growth in the period includes £1.6m transferred from Custom Research and £1.4m due to acquisitions

Growth in period: **35%**

Legend: ■ Half Year ■ Full Year

Revenue £m

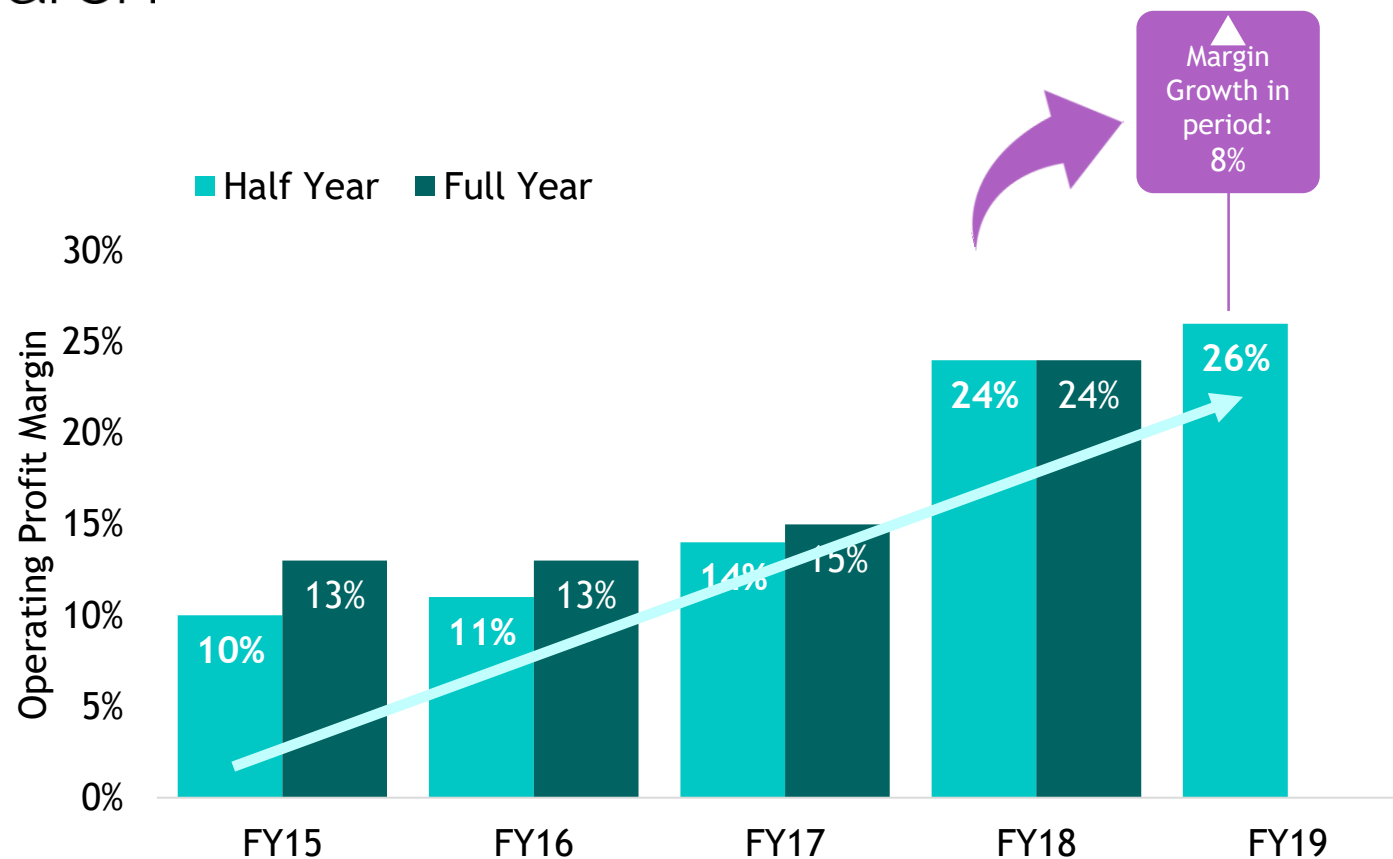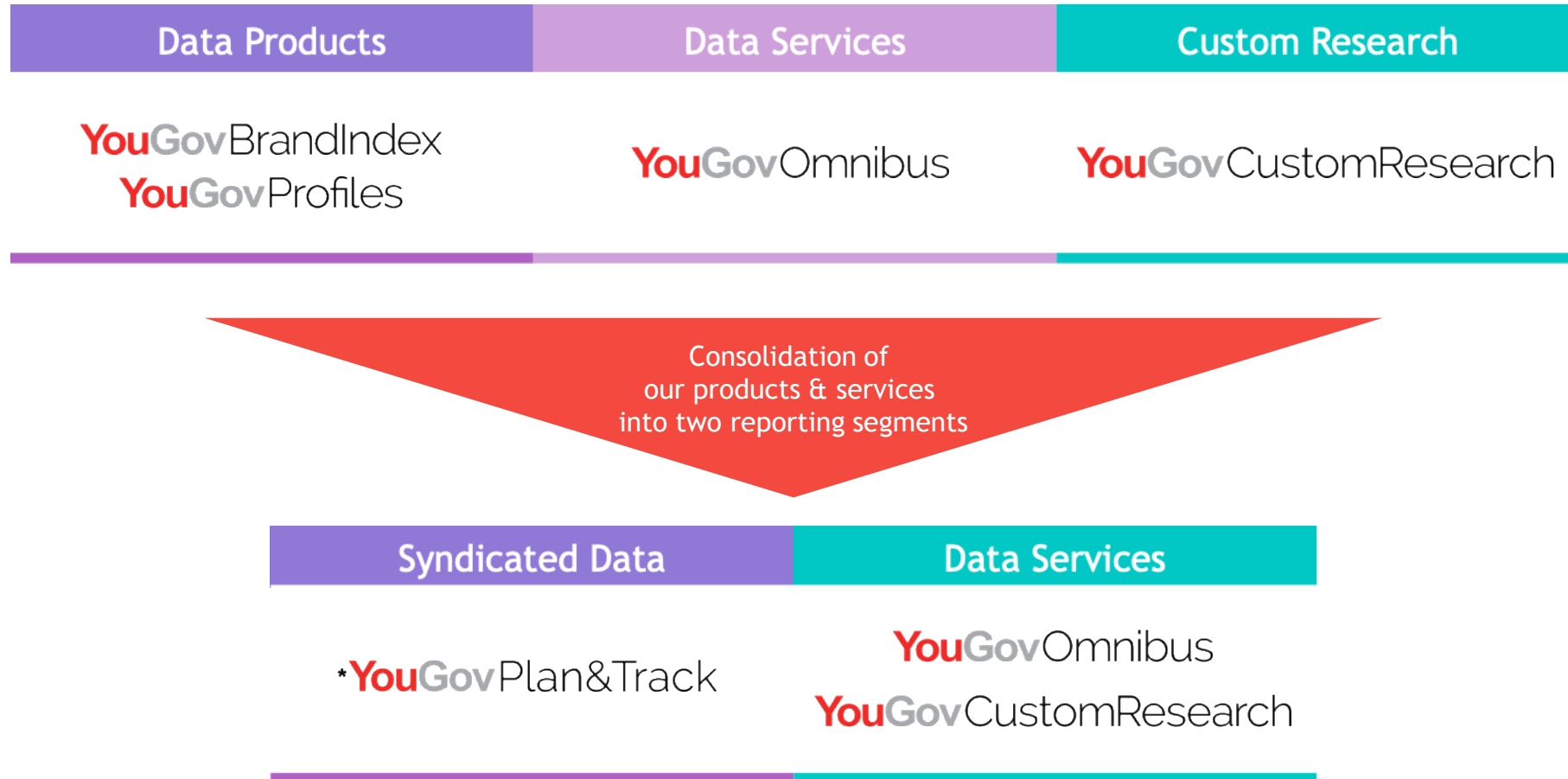|	FY15	FY16	FY17	FY18	FY19
Half Year	5.8	7.4	10.2	12.7	17.1
Full Year	12.6	16.4	21.9	25.6	

YouGovCustomResearch

- Scope, scale and complexity of custom projects varies:
  - One-off studies
  - Tracking studies for individual clients
  - Syndicated studies sold to multiple clients

- Offering enhanced and differentiated by the connected data we hold in the YouGov Cube

- Results delivered in Crunch

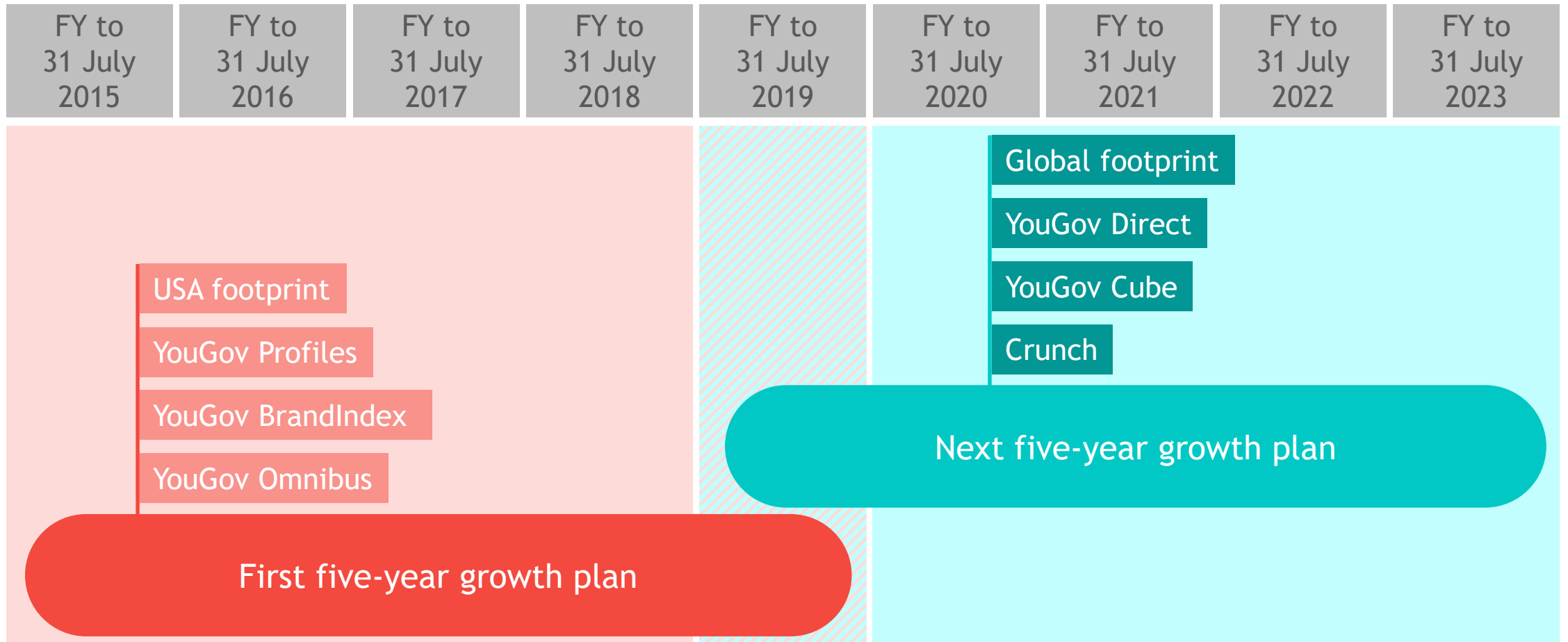- Strategy for transformation through integration with our syndicated data

Margin Growth in period: 8%

Legend: ■ Half Year ■ Full Year

Y-axis: Operating Profit Margin (0% – 30%)

	FY15	FY16	FY17	FY18	FY19
Half Year	10%	11%	14%	24%	26%
Full Year	13%	13%	15%	24%	

amazon ACTIVISION IKEA mastercard REUTERS INSTITUTE REVLON RSM Virgin media Virgin money

YouGov

Success of strategy means change to reporting segments in future

Data Products	Data Services	Custom Research
YouGov BrandIndex **You**Gov Profiles	**You**Gov Omnibus	**You**Gov CustomResearch

Consolidation of
our products & services
into two reporting segments

Syndicated Data	Data Services
***You**Gov Plan&Track	**You**Gov Omnibus **You**Gov CustomResearch

*BrandIndex and Profiles are increasingly being
marketed as a combined proposition, 'Plan & Track'.

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Our strategy for the next five years:

"The best data, the best tools"

Our current and next five-year growth plans

| FY to 31 July 2015 | FY to 31 July 2016 | FY to 31 July 2017 | FY to 31 July 2018 | FY to 31 July 2019 | FY to 31 July 2020 | FY to 31 July 2021 | FY to 31 July 2022 | FY to 31 July 2023 |

Global footprint

YouGov Direct

YouGov Cube

Crunch

USA footprint

YouGov Profiles

YouGov BrandIndex

YouGov Omnibus

Next five-year growth plan

First five-year growth plan

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Three strategic pillars
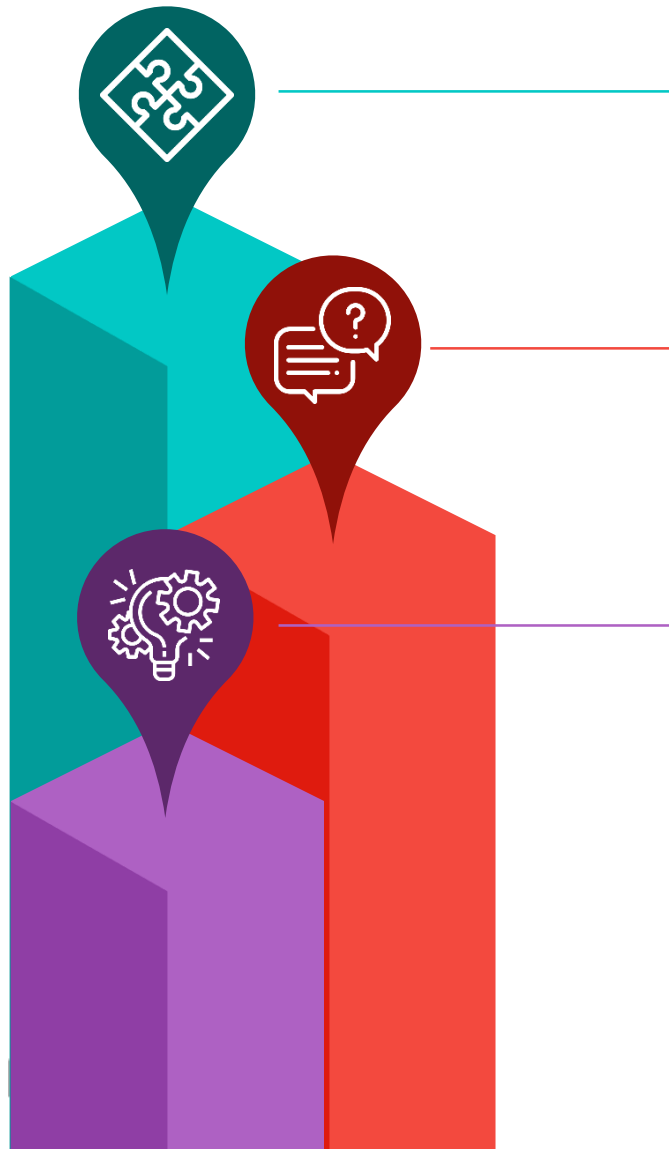
Integration
Fully integrating custom research and
client service with our data and tools
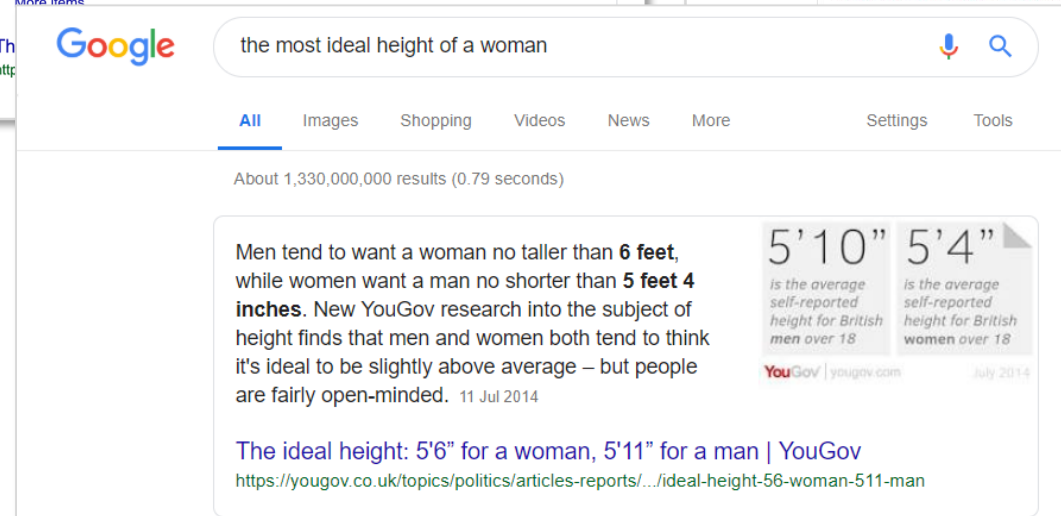
Public Data
Expanding YouGov Public Data as a public service, for brand
reputation, panel engagement and showcasing our data

Activation
Enabling activation on our
platform

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Public Data

- YouGov Ratings results now "discoverable" via Google search

- We are appearing across a range of topics:
  - ✓ Brands
  - ✓ Fashion
  - ✓ Influencers
  - ✓ Politicians

- YouGov data appears in rich search snippets which elevates our brand as a global public data resource
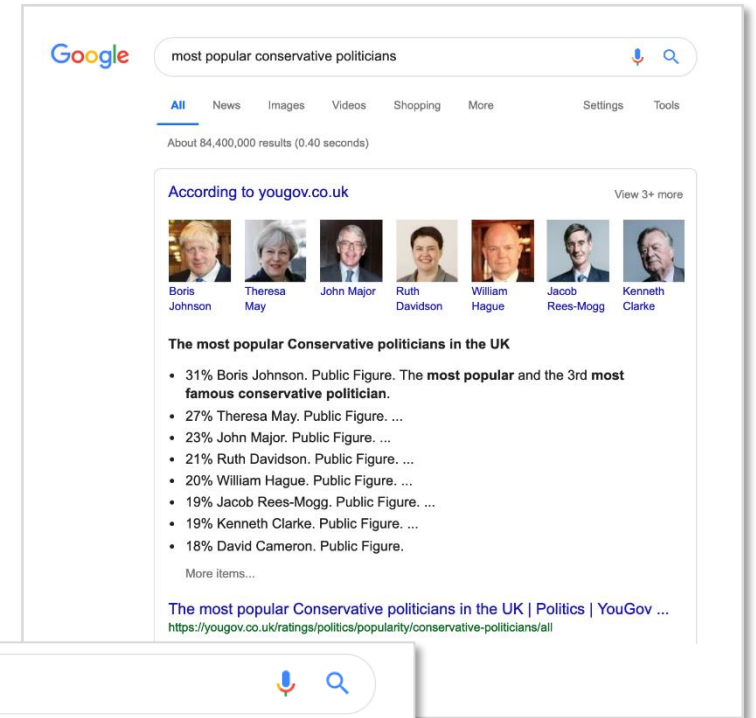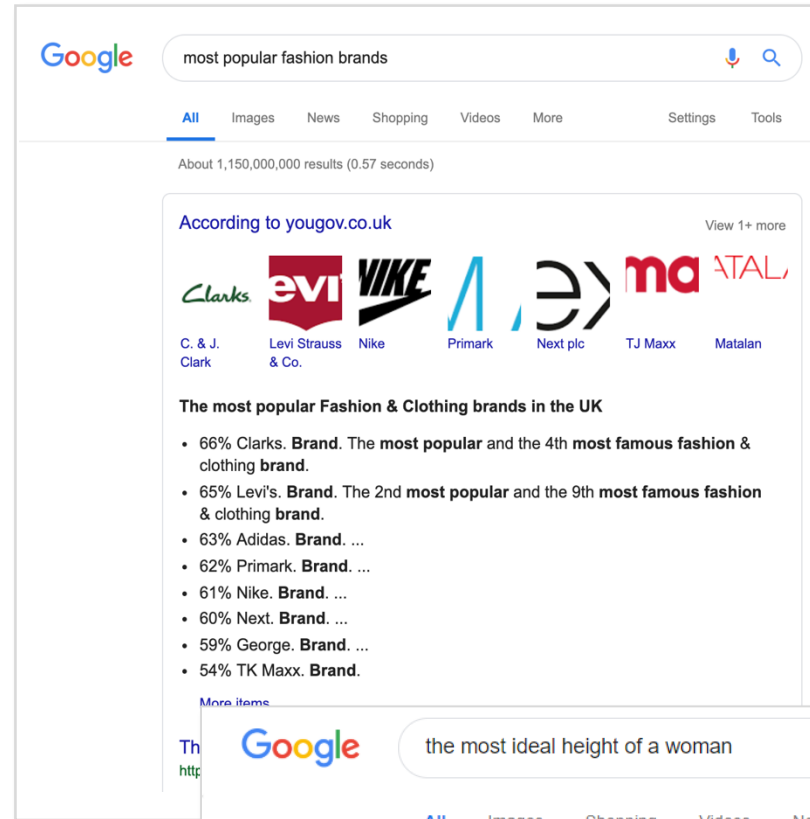
YouGov Direct: launches within this financial year

1 **Dashboard for Members**
Members manage their data for sharing (through surveys and dashboard editing)

2 **Dashboard for Clients**
Clients define required target groups from aggregated characteristics on offer

4 **Member gets message / task**
Member decides whether to accept (if yes, transaction is logged, verified, paid)

3 **Client sends message / task**
Client activates campaign by sending message / task to the selected members

YouGov®

The YouGov Platform

Vast, continuous, single-source data collection

YouGov Cube

Syndicated Data

Data Services

MRP

Crunch

Direct

Customisation

Targeting & Activation

All brought together on a universal platform

The success of this vision is underpinned by our three strategic pillars

Integration   Public Data   Activation

YouGov

Centres for Excellence

- Continuing to enhance our scalability by investing in Centres for Excellence

- Initial focus on operations and client services across the globe 24/7

- Over the last five years, this model has reduced our spend on data operations overheads as a percentage of global revenue from 4.9% to 1.9%

- Expanding the model to technology, finance, data design and research

- Enables a global presence without the need for offices in every country

Expanding into new markets and sectors

Two strategic acquisitions

Portent.IO

USA-based firm which helps clients in the film and television industry to optimise marketing, discover who their audiences are, forecast revenues throughout the movie lifecycle, and increase catalog revenues. Portent.io has been rebranded as YouGov Signal.

InConversation

UK-based audience conversation platform for engaging with hard-to-reach audiences.

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New long-term targets

Our ambition for growth is undiminished

Our ambition is to be:

- ✓ the world's leading supplier of proprietary panel data
- ✓ used by every public-facing company and organisation
- ✓ used by hundreds of millions of people as a daily public resource
- ✓ the world's largest and most engaged research panel

YouGov®

New growth plan - long-term targets

- Three long-term targets define our next growth plan

- These are the ambitious LTIP targets we will use to incentivise senior management through to 2023

1	2	3
Double Group Revenue	**Double Group Adjusted* Operating Profit Margin**	**Achieve an Adjusted* Earnings Per Share compound annual growth rate in excess of 30%**

In future we will be amending the definition of our 'adjusted' profit measures.

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Outlook

- Strong pipeline of sales opportunities for our syndicated data products

- Opportunities for growth in custom research aligned with our core connected-data offering

- Second-half trading continues positively

- Continued investment in our technology platforms and geographic expansion

- Significant opportunities for YouGov Direct in the digital advertising eco-system

- The Board remains confident of expectations for the full year

- On track to deliver our five-year organic growth plans for 2014-19

- The next five-year plan has begun

YouGov

The best data, the best tools

Appendix – About YouGov

YouGov®
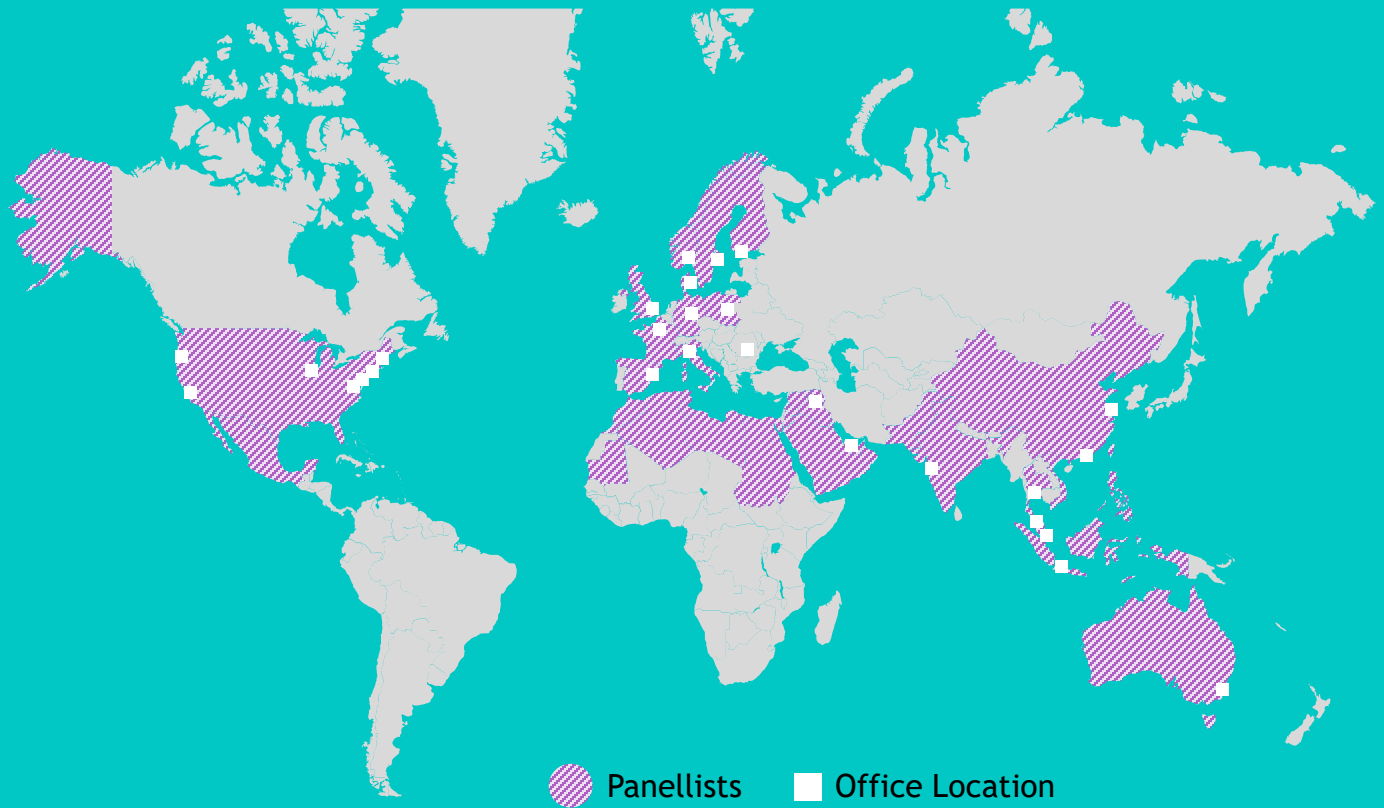
YouGov is a global research data and analytics group

YouGov has one of the world's largest international research networks

Over 7m panellists across 42 countries

Over 900 employees across 22 countries

Panellists   Office Location

EMPLOYEE HEADCOUNT BY REGION

UK	USA	Mainland Europe	Middle East & India	Asia Pacific
330	200	220	120	80

YouGov®

YouGov is the most quoted market research source in the UK

Source	Mentions
YouGov	28,859
Ipsos	7,756
Survation	6,710
Kantar Worldpanel	5,330
Opinium	3,560
IDC	3,120
Populus	2,668
Nielsen	2,193
ComRes	2,175
OnePoll	2,019
Gartner	1,687
Dalia	1,466
Euromonitor	1,441
Panelbase	1,421
Forrester	1,257
GfK	1,249
Survey Monkey	1,054
comScore	1,010
Kantar TNS	605
MorningConsult	419
SSI	280
Research Now SSI	226
Nepa	213
Kantar Media	211
Gallup	198
Kantar Millward Brown	144
Harris Interactive	137
Toluna	107
GlobalWebIndex	85
Brainjiucer	79
ICM Unlimited	21
Vision Critical	17
TGI - Target Group Index	7

Source: Meltwater media mentions data for the six months to 31 January 2019

Our core offering of opinion data is derived from our highly participative online panel of over 7 million people worldwide

We leverage this data to provide a complementary suite of data products and services...

Divisions	Data Products	Data Services	Custom Research
Products & Services	BrandIndex*	Omnibus	Quantitative
	Profiles*	Re-Contacts	Qualitative
	Data Applications	Field & Tab	Trackers
	SportIndex	Sample Only	Political / MRP

*BrandIndex and Profiles are increasingly sold together under the "Plan and Track" proposition.

YouGov®

... which can support all stages of the marketing workflow

Profile

Target

Measure

Plan

Track

Evaluate

YouGov®

Our complementary suite of data products and services supports clients with all stages of the marketing workflow

YouGov®

Our customer base is diverse – mainly focused on marketing activities

Media Owners

Media Agencies

Brands

YouGov®

Over 2,000 clients

YouGov®

Our clients include some of the world's most recognisable brands

YouGov at a glance

35 offices worldwide including:
New York | San Francisco | London | Berlin | Milan | Dubai | Mumbai | Hong Kong | Singapore | Sydney

900 employees worldwide

YouGov has one of the world's **largest** international research networks

Proprietary panel of over **7 million members** spanning **42 countries**. Last year, YouGov panellists completed over **25 million surveys**

Over **£100m** in global revenue

London Stock Exchange market capitalisation of **c.£500m**

One of the world's **most quoted** market research sources

#1 in the UK
#2 in Singapore
#2 in Germany

Over **2,000** clients, including some of the world's most recognisable brands

YouGov

Our strategy for the next five years is defined by this 6-word mantra:
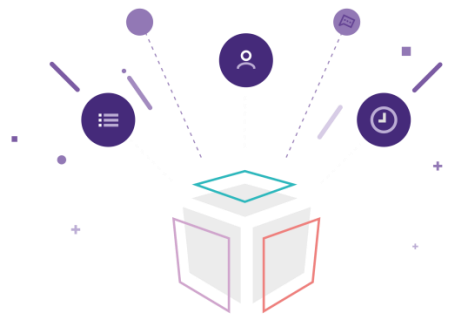
"the best data, the best tools"

YouGov

The best data

Large engaged longitudinal panels in all key global markets

Single-source data means every response can be tied back to a known (and willing) individual, collected through various channels

STORE & CONNECT

In order to store, connect and easily access all our hugely rich datasets, we developed the YouGov Cube, our highly structured and codified multi-dimensional data library

METHODOLOGY

YouGov is the market research pioneer of Multi-level Regression with Post-stratification (MRP) for accurate predictions at a granular level

RESULTS

UK General Election 2017
We used MRP to construe outcomes for each of the UK's 632 parliamentary constituencies, polling 7,000 UK voters each day in the lead up to the election

Our results indicated a Hung Parliament, while other pollsters and both Campaigns were confident of an easy victory for the Conservatives

THE TIMES
Shock poll predicts Tory losses

What Pew Research says about YouGov data

They [YouGov] produce a more representative, more accurate national survey than the competition... stands out as a top performer.

Pew Research Center

YouGov

The best tools

CRUNCH

Our unique and user-friendly data analytics and visualisation tool

Crunch makes data processing faster, more accurate and gives users control over data analysis.

YouGov®Direct

Our blockchain-based platform for panellist permissioning and effective ad targeting

YouGov Direct harnesses blockchain technology to verify the data exchange between consumers and advertisers.

YouGov®