



Structured for further growth
Organic • International • New products

Half Year Announcement
10 April 2007

Highlights

Highlights

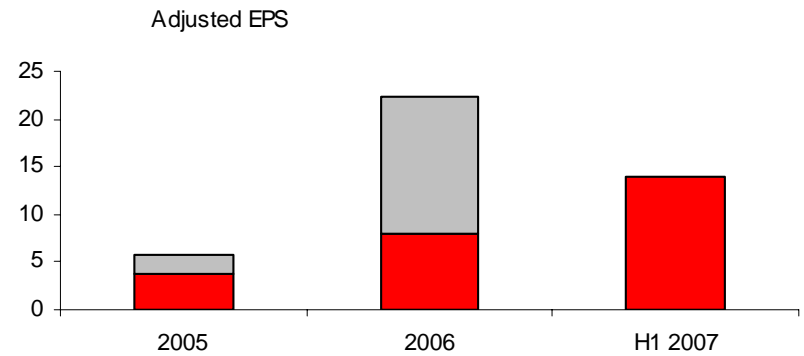
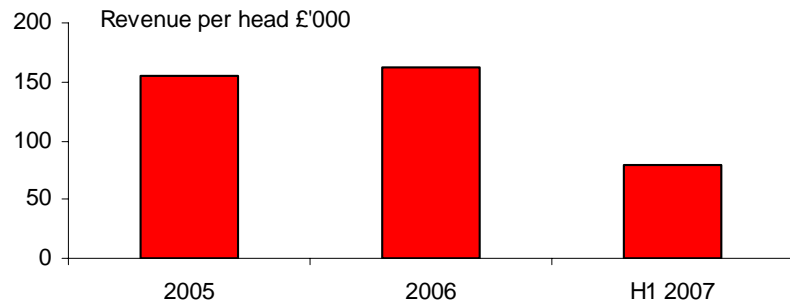
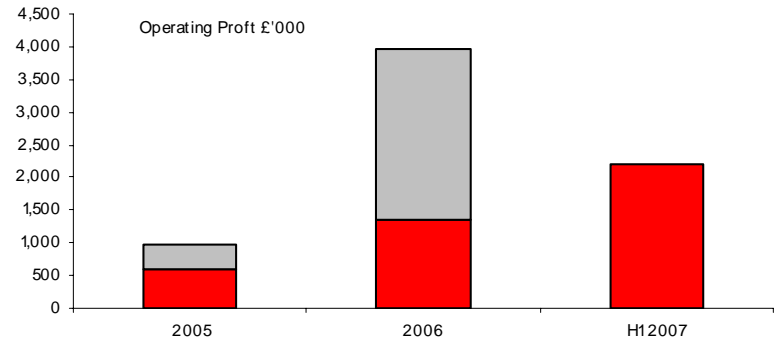
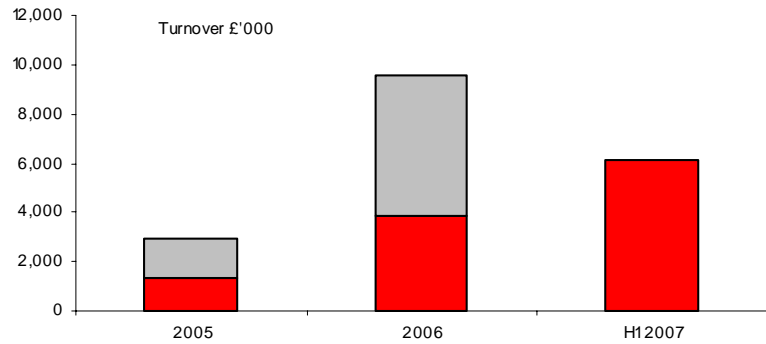
- Turnover up 61% to £6.1m, mainly organic
- PBT up 64% to £2.3 million
- UK business performed strongly with growth of 68%
- YouGov Middle East re-branded as YouGovSiraj
- Acquisition of 32% stake in Polimetrix Inc in December 2006 - £3.8m
- Increased investment in people and infrastructure
- Successful launch of YouGovHealthcare and its products PatientsOnline and NHSOpinions
- Launch of YouGovCentaur
- Structured for expansion – main board, operational board, innovation
- New offices in London, Palo Alto, Washington, Saudi Arabia. Relocated UK offices in February 2007, quadrupling capacity in the process

Financial Highlights

Financial Highlights - Group

- Strong focus on topline growth - turnover up 61% from £3.8 million to £6.1 million, mainly organic
- Profit before tax up 64% from £1.4 million to £2.3 million (adjusted PBT increased from £1.4m to £2.4m (71%) after allowing for amortisation and exceptionals), margins increased slightly from 37% to 38% before a and e (39%)
- Earnings per share up by 59% from 8.0 pence to 12.7 pence per share (adjusted EPS increased from 8.0 pence to 13.9 pence (74%))
- Cash on hand £4.3m
- Investment in people, innovation and infrastructure
- Headcount has increased from 41 at end January 2006 to 76 at end January 2007
- Acquisition of 32% stake in Polimetrix Inc in December 2006 - £3.8m

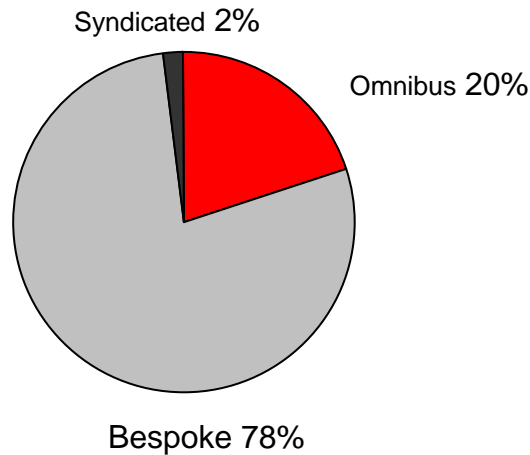
KPIs



Split of Turnover - Group

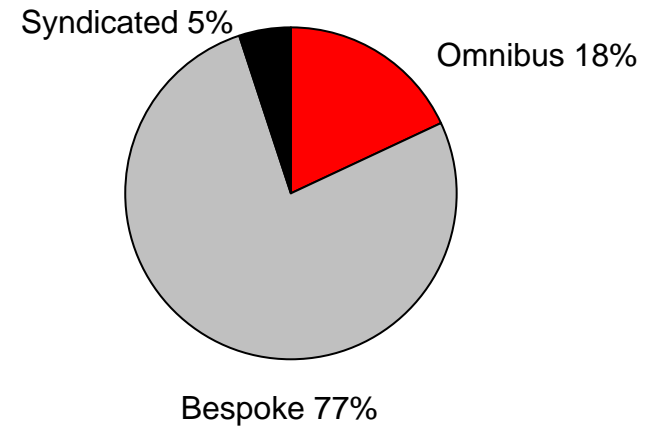
January 2006

Turnover £3.841m



January 2007

Turnover £6.083m



Financial and operational highlights - UK

- Growth in revenues continues at 68% to £3.2m
- Operating profits remain strong £1.1m (margin: 34%, prior period 33%)
- Headcount has increased from 32 at end January 2006 to 55 at end January 2007
- BrandIndex now 5% of Group revenues
- Customer repeat levels
- Organisational consulting division launched
- YGX continues to develop its client base and intellectual property

Financial and operational highlights – Middle East

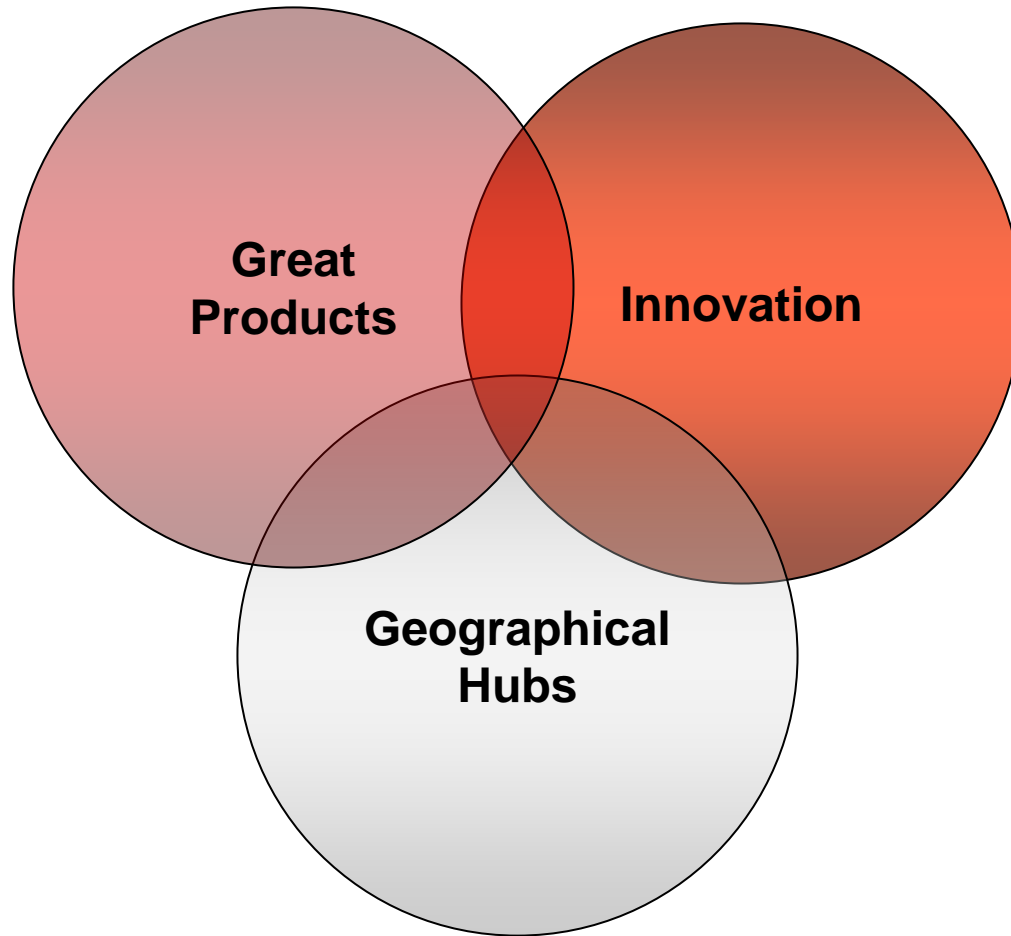
- YouGov ME has now been rebranded YouGovSiraj following the successful integration of Siraj
- Turnover up 53% from £1.9m to £2.9m
- Operating profit up 43% from £0.7m to £1.0m
- Strong cashflows generated
- Saudi Office opened
- Omnibus has been launched
- BrandIndex launch scheduled for later this calendar year
- Headcount has increased from 10 at end January 2006 to 21 at end January 2007
- Proven the scalability of the business model

Polimetrix – operational review

- Acquired 32% stake, option to acquire the remainder within 30 months – price agreed
- YouGov 4-5 years ago
 - Academic
 - Political
 - Media
- Mid-term elections
- US panel of over 1 million
- Team of 20+

Strategic Overview

Strategic Overview



Structure for achievement of strategy



(✓) = beta phase

Innovation

- Creation of innovations hub in Group HQ – London
 - Qualitative / YouGov TV
 - BrandIndex v2
 - Financial research
- Cross pollination of innovative ideas at Operational Board
- Acquisition strategy supports innovation
- Daily rhythm of business reflected in research activity

The Future

Future Developments

- Market conditions remain favourable
- Products
 - Alliances to bed in – YGX, YGC, YGS – others in pipeline
 - Innovation projects – BrandIndex and qualitative research online
- Internationalisation
 - Launch BrandIndex USA within 8 weeks and thereafter launch omnibus
 - Leverage of international network
 - Other geographies being considered
 - Strategic partnership with Susquehanna International Group bringing additional revenues

Selective Acquisitions

- Acquisitions – achieving geographical expansion and market share in UK
- Largest research markets

1. US	\$7.7bn
2. UK	\$2.4bn
3. France	\$2.2bn
4. Germany	\$2.2bn
5. Japan	\$1.4bn
- Financial criteria
 - Earnings enhancing in first full year
 - Pay-back in 7 years
 - Positive NPV
- Operational criteria
 - Strong customer base
 - Industry specialisms
 - Strong management

Current Trading and Prospects

- Momentum continues to build into H2
- All businesses continue to perform well with increased investment in people and infrastructure
- Well placed to continue delivery of innovative research tools to clients
- Board confident 2007 will be another successful year both financially and operationally

Q&A

Financial Appendices

Group Profit and Loss

	Note	6 months to 31/1/07 £'000	6 months to 31/1/06 £'000	12 months to 31/7/06 £'000
Turnover: group and share of joint ventures	2	6,176	3,841	9,567
Less: share of joint ventures' turnover		(93)	-	(95)
Group turnover		6,083	3,841	9,472
Cost of sales		(1,215)	(926)	(2,153)
Gross profit		4,868	2,915	7,319
Other operating charges		(2,581)	(1,551)	(3,466)
Group operating profit before amortisation of intangible fixed assets		2,287	1,364	3,853
Amortisation of intangible fixed assets		(114)	-	-
Group operating profit		2,173	1,364	3,853
Share of operating profit in joint venture		18	-	9
Share of operating loss in associate		(38)	-	-
	2	2,153	1,364	3,862
Interest receivable		110	84	192
Interest payable		(1)	-	(1)
Share of interest receivable in joint venture		1	-	-
Share of interest receivable in associate		5	-	-
Profit on ordinary activities before taxation		2,268	1,448	4,053
Tax on profit on ordinary activities	3	(231)	(183)	(542)
Share of tax on profit on ordinary activities of joint venture		(10)	-	-
Profit on ordinary activities after taxation		2,027	1,265	3,511
Minority interests		(324)	(194)	(521)
Profit retained and transferred to reserves		1,703	1,071	2,990
Earnings per share				
- basic	4	12.7	8.0	22.4
- diluted		12.1	7.6	21.1

Segmental Analysis

Turnover by origin	6 months to 31/1/07 £'000	6 months to 31/1/06 £'000	12 months to 31/7/06 £'000
UK	3,216	1,941	4,849
Middle East	2,867	1,900	4,623
Share of turnover of joint venture	93	-	95
Group turnover	6,176	3,841	9,567
Operating profit	6 months to 31/1/07 £'000	6 months to 31/1/06 £'000	12 months to 31/7/06 £'000
UK	1,147	638	1,898
Middle East	1,026	726	1,955
Share of operating profit of joint venture	18	-	9
Share of operating loss of associate	(38)	-	-
Group operating profit	2,153	1,364	3,862
Net assets	6 months to 31/1/07 £'000	6 months to 31/1/06 £'000	12 months to 31/7/06 £'000
UK	1,569	3,935	4,809
Middle East	2,841	912	1,698
Middle East acquisition	-	-	151
Share of net assets of joint venture	119	-	110
Share of net assets of associate	3,856	-	-
Group net assets	8,385	4,847	6,768

Group Cash Flow

	Note	6 months to 31/1/07 £'000	6 months to 31/1/06 £'000	12 months to 31/7/06 £'000
Net cash inflow from operating activities	6	2,737	704	2,896
Returns on investments and servicing of finance				
Interest received		114	73	181
Interest paid		(1)	-	(1)
Net cash inflow from returns on investments and servicing of finance		113	73	180
Taxation		-	-	(318)
Capital expenditure and financial investment				
Purchase of intangible fixed assets		(8)	-	(806)
Purchase of tangible fixed assets		(256)	(60)	(133)
Cost of investment in joint venture		-	-	(100)
Cost of investment in associate		(3,889)	-	-
Net cash outflow from capital expenditure and financial investment		(4,153)	(60)	(1,039)
Financing				
Issue of shares		1	1	1
Premium on issue of shares		50	30	30
Offset expense against share premium account		(7)	-	-
Net cash inflow from financing		44	31	31
(Decrease)/increase in cash	7	(1,259)	748	1,750

Group Balance Sheet

	Note	31/1/07 £'000	31/1/06 £'000	31/7/06 £'000
Fixed assets				
Intangible assets				
Goodwill		1,012	-	1,171
Tangible assets		372	107	158
Investment in joint venture				
Share of gross assets		135	-	123
Share of gross liabilities		(16)	-	(13)
		119	-	110
Investment in associate	5	3,856	-	-
		5,359	107	1,439
Current assets				
Debtors		3,302	2,288	3,699
Cash at bank and in hand		4,287	4,544	5,546
		7,589	6,832	9,245
Creditors: amounts falling due within one year		(3,167)	(1,885)	(2,796)
Net current assets		4,422	4,947	6,449
Total assets less current liabilities		9,781	5,054	7,888
Creditors: amounts falling due after more than one year		(347)	-	(365)
Provisions for liabilities and charges		(19)	(11)	(12)
		9,415	5,043	7,511
Capital and reserves				
Called up share capital		134	134	134
Share premium account		2,987	2,941	2,943
Profit and loss account		5,264	1,772	3,691
Total attributable to equity shareholders		8,385	4,847	6,768
Minority interests		1,030	196	743
Shareholders funds		9,415	5,043	7,511

Background Appendices

Full Service Agency

Replacement

Pre-revolution

Hypothesis

BES

Real
outcomes

Online only

Revolution

Brand-
Index

Sons and
daughters
of BI

YGX

Global
data,
daily