

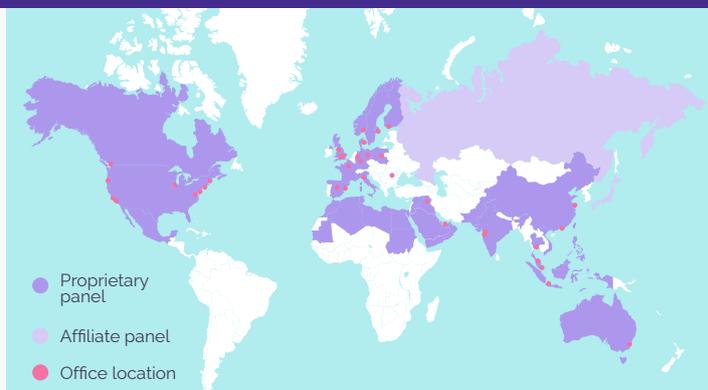
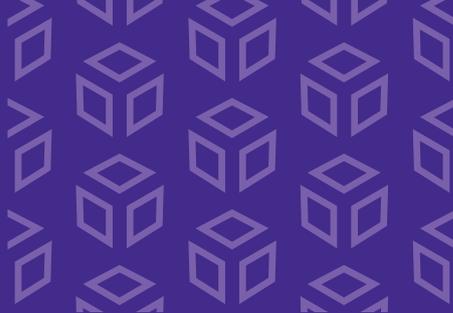
## YouGov is an international research data and analytics group

Our data-led offering supports a wide spectrum of marketing activities with a customer-base including media owners, brands and media agencies. We work with some of the world's most recognisable brands.

Each day, our highly engaged proprietary global panel of over 7 million people provides us with thousands of data points on consumer opinions, attitudes and behaviour, which we hold in our multi-dimensional database, the YouGov Cube. We combine this continuous stream of data with our research expertise to provide insights that enable intelligent decision-making and informed conversations.

Our suite of data solutions includes YouGov BrandIndex, YouGov Profiles, YouGov Omnibus and YouGov Custom Research. YouGov data is delivered through Crunch, the most advanced analytics tool for research data.

**YouGov. The best data, the best tools.**

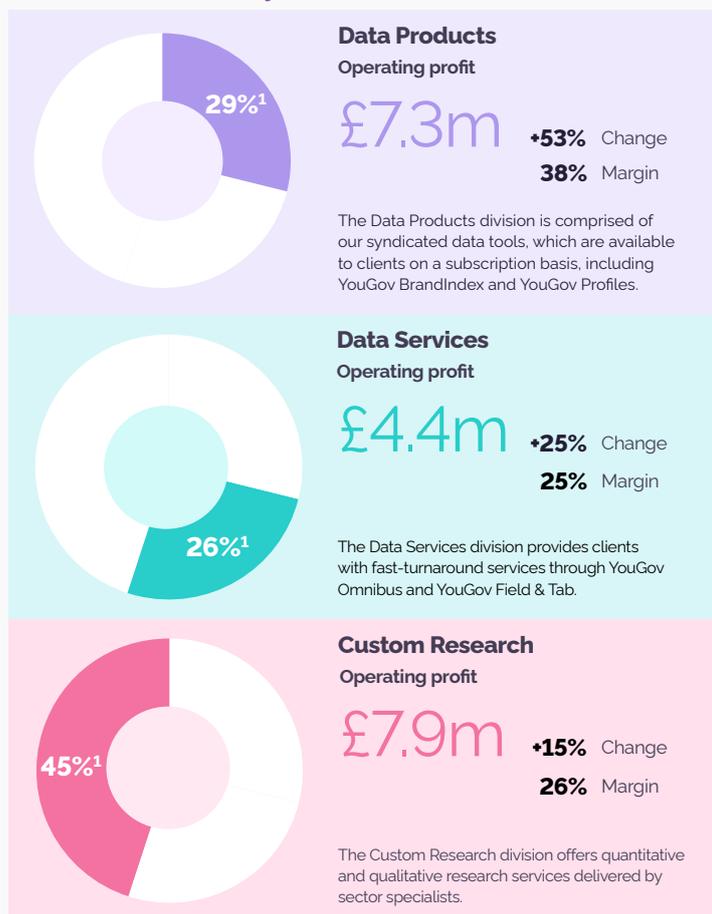


With operations in the UK, North America, Europe, the Nordics, the Middle East and Asia Pacific, YouGov has one of the world's largest research networks.

**Our mission** is to supply a continuous stream of accurate data into what the world thinks, so that organisations can better serve the communities that sustain them.

**Our vision** is for YouGov data to be a valued public resource used by hundreds of millions of people on a daily basis, enabling intelligent decision-making and informed conversations.

## Divisional performance for the 6 months to 31 January 2019



## Group financial highlights for the 6 months to 31 January 2019

*"YouGov has continued to achieve strong organic revenue growth, combined with further notable improvements in profit margins, and therefore growth in profitability well ahead of the market."*

**Stephan Shakespeare**  
CEO and Founder

	6 months to 31 Jan 2019 £m	6 months to 31 Jan 2018 £m	% Change
Group revenue	66.5	56.3	18%
Group Adjusted Operating Profit <sup>2</sup>	12.5	8.8	41%
Group Adjusted Profit before Tax <sup>2</sup>	13.7	10.7	28%
Group Adjusted Earnings per Share <sup>2</sup>	9.6p	7.3p	33%

<sup>1</sup> Contribution percentages exclude intra-group revenue

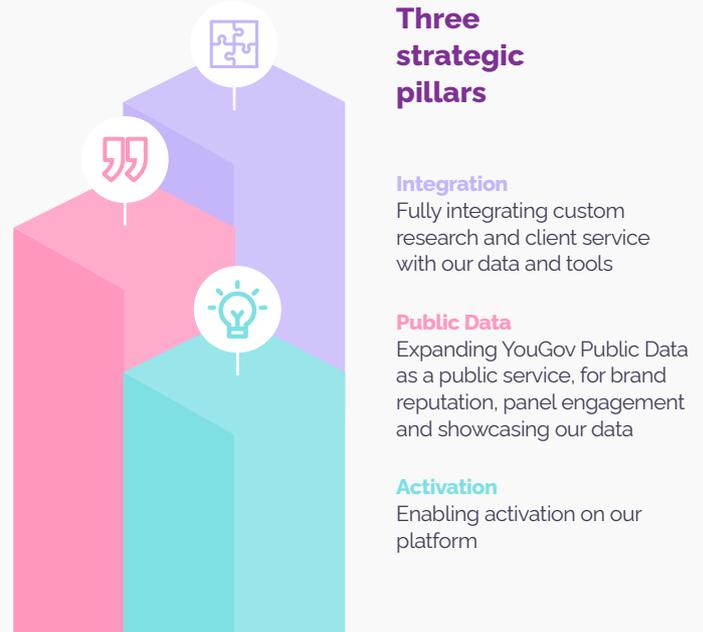
<sup>2</sup> For definition of "Adjusted" see the Half Year Results Announcement dated 2 April 2019

## Our first and new five-year growth plans



## New strategic plan: "The best data, the best tools"

Our aim is to deliver the best tools and the best data for our clients. Our new five-year strategic plan focuses on three strategic pillars to deliver on that goal: activating our data to create targetable audiences, investing in technology to ensure our data is integrated and customisable, and opening up some of our data as a public resource. We believe this will help create a universal data platform for our clients, as we look to fulfil our ambition of becoming the world's leading supplier of proprietary panel data.



## 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

## Strategic summary

- One system for data and activation
- Advanced technology platform
- Increased public engagement
- Realistic ambition to be No.1
- The best data, the best tools

## New five-year growth plan: long-term targets

- Three long-term targets define our growth plan
- These are the ambitious targets we will use to incentivise senior management through to 2023



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

Proprietary panel of over **7 million members** spanning **more than 40 countries**.

YouGov panellists complete over **25 million** YouGov surveys each year

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

London Stock Exchange market capitalisation of **c.£600m**

One of the **world's most quoted market research sources**  
#1 in the UK  
#2 in Singapore  
#2 in Germany

**Stephan Shakespeare**  
Chief Executive Officer and Founder

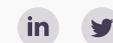
**Alex McIntosh**  
Chief Financial Officer

### 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).

### Investor relations

E: [investorrelations@yougov.com](mailto:investorrelations@yougov.com)



For further investor-related information, visit: [corporate.yougov.com](http://corporate.yougov.com)

For further information on our products and services, visit: [yougov.com](http://yougov.com)



<sup>1</sup> For definition of "Adjusted" see the Half Year Results Announcement dated 2 April 2019