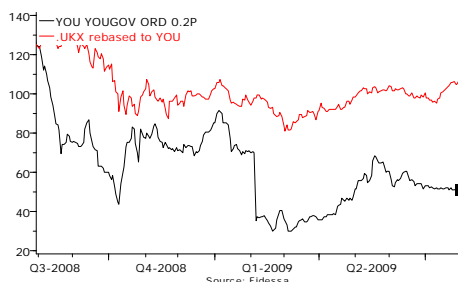


# YouGov An Encouraging Update

55.5p

3 August 2009

## Share Price: 55.5p



**12m High:** 125.25p

**12m Low:** 29.75p

**Market Cap:** £53.8m

**Shares in Issue:** 97m

**Gearing:** £13.7m net cash

**Interest Cover:** n/a

**EPIC Code:** YOU.L

**Sector:** Media & Entertainment

**Market:** London AIM

**NOMAD:** Grant Thornton

**PR:** Financial Dynamics

+44 (0)20 7831 3113

**Website:** [www.yougov.com](http://www.yougov.com)

**Description:** YouGov is a research company using online panels to provide research for public policy, market research and stakeholder consultation

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Online market research agency, YouGov, has today issued a trading update for the year ending 31 July 2009. Key points are:

- Trading is in line with current market expectations. Consensus market estimates are for 2009 pre-tax profit of £3.6m and earnings per share of 2.1p.
- Cost reductions implemented during the year are now producing benefits which will help to improve profitability. As announced earlier this year, on an annualised basis £2.5m in savings have been identified.
- The company is cash generative and has a strong balance sheet – at 31 January 2009 YouGov had net cash of £13.7m.
- All geographic locations – the UK, Middle East, Scandinavia, Germany and the USA - have performed as expected in the last six months.
- Clear Horizons, the Princeton, New Jersey, based company that YouGov acquired in April, has been integrated into YouGov's USA business and rebranded as YouGovMarketing Insights.
- YouGov's investment in building sectoral expertise has paid off, with the company getting an increasing number of invitations to bid for larger research projects. YouGov now has specialist sector focused teams in Consumer, Media, Financial Services, Public and Technology and Telecoms.
- The company has recently been appointed to the UK Government's Central Office of Information Market Research framework. This Market Research framework runs to June 2013 and is worth in excess of £22m per annum. As a framework supplier YouGov will have access to a wider range of research projects.
- YouGov's subscription based brand tracker, BrandIndex, is performing well in the USA and has been well received in the Middle East where it was recently launched.
- In politics, Germany's upcoming general elections in September of this year will help to build YouGov's reputation in the country.

While this trading update from YouGov is an encouraging one the market remains challenging and our current 2010 forecasts will need to be reduced. We will review our forecasts at the time of YouGov's full year results which are due to be announced on 12 October 2009, when we have further clarity.

Y/E	Group Sales	Declared Profit	Adjusted Profit*	Adjusted EPS	P/E ratio	Divi	Yield
July	£m	£m	£m	p.		p.	%
2007A	14.3	5.6	5.7	6.0	9.3	-	-
2008A	40.4	4.0	9.5	9.1	6.1	-	-
2009E	47.1	0.7	3.7	2.3	24.1	-	-
2010E	Forecasts	Under	Review				

\*Adjusted profit after adding back amortisation, exceptional items, share based payments, integration costs etc



Management	Major Shareholders										
<p><b>Chairman:</b> Roger Parry</p> <p><b>Group Chief Executive Officer:</b> Nadhim Zahawi</p> <p><b>Chief Innovation Officer:</b> Stephan Shakespeare</p> <p><b>Chief Financial Officer &amp; Company Secretary:</b> Alan Newman</p>	<table> <tr> <td>Fidelity</td> <td>14.5%</td> </tr> <tr> <td>Stephan Shakespeare</td> <td>11.4%</td> </tr> <tr> <td>Balshore Investments Ltd</td> <td>10.5%</td> </tr> <tr> <td>Baillie Gifford</td> <td>4.3%</td> </tr> <tr> <td>Jupiter Asset Management</td> <td>3.2%</td> </tr> </table>	Fidelity	14.5%	Stephan Shakespeare	11.4%	Balshore Investments Ltd	10.5%	Baillie Gifford	4.3%	Jupiter Asset Management	3.2%
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Stephan Shakespeare	11.4%										
Balshore Investments Ltd	10.5%										
Baillie Gifford	4.3%										
Jupiter Asset Management	3.2%										
Key Dates	Key Milestones										
<p><b>Full Year Results:</b> October 2009</p> <p><b>AGM:</b> December 2009</p> <p><b>Interim Results:</b> April 2010</p>	<p><b>2000:</b> YouGov launches in a blaze of publicity</p> <p><b>2001:</b> Covers the British Elections</p> <p><b>2004:</b> Commissions its first piece of overseas work</p> <p><b>2005:</b> Floats on AIM BrandIndex launched</p> <p><b>2006:</b> Acquires majority of Siraj research agency Acquires stake in US company, Polimetrix</p> <p><b>2007:</b> £27m institutional placing undertaken Acquires Zapera, Psychonomics and remainder of Polimetrix.</p>										

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