Press release **13 September 2007**

BrainJuicer Group PLC

("BrainJuicer" or "the Company")

AIM: BJU

Interim Results for the Six Months ended 30 June 2007

Reported under IFRS

BrainJuicer Group PLC (AIM: BJU), a leading international online market research agency, today announces its Interim Results for the six months ended 30 June 2007.

Highlights

- Significant top-line organic growth with revenue up by 57% to £2,901,000 (2006: £1,849,000)
- Operating profit increased by 13% to £147,000 (2006: £130,000), after investing heavily in client facing staff
- Profit after tax increased by 77% to £113,000 (2006: £64,000)
- Strong performance across all business units: UK revenues up 31%, Holland 177% and US 22%
- Increased major client base from 10 to 12 of the world's top 50 companies
- 84% of revenue from repeat business
- Strong uptake of its new product, Predictive Markets, up from 3.6% for the first 6 months of 2006 to 9.5% for the same period in 2007
- Appointment of Ken Ford as non-executive Chairman, formerly Deputy Chairman of Teather & Greenwood

Commenting on the results, John Kearon, Chief Executive of BrainJuicer Group PLC, said: "Throughout 2007 we have built on the strong foundations we established in 2006, focusing on our clients, our innovation, and our technology; the Board has been delighted with the Company's progress so far this year. We are pleased to report continued strong organic growth, an increased list of very large satisfied clients, and strong performance across the business units.

To support BrainJuicer's underlying growth, we are continuing to invest. Our client facing team has increased from 21 at the end of 2006, to 27, and our software development programme is on target in terms of both timing and budget. The Company's innovative new products, Predictive Markets and Creative Sixers have been well received in the market, and our new FaceTrace™ technique has recently been short listed for best methodology paper by the foremost industry event, ESOMAR. We are pleased with BrainJuicer's progress for the first half of 2007, and are excited about the Company's developments for the remainder of the year."

For further information, please contact:

BrainJuicer Group PLC Tel: +44 (0)20 7043 1000

John Kearon, Chief Executive Officer

john.kearon@brainjuicer.com

James Geddes, Chief Financial Officer

james.geddes@brainjuicer.com

Landsbanki Securities (UK) Limited Tel: +44 (0)20 7426 9000

Fred Walsh / Simon Brown

Media enquiries:

Abchurch Communications Tel: +44 (0)20 7398 7700

Heather Salmond / Joanne Shears

heather.salmond@abchurch-group.com

Chief Executive Officer's Statement

Introduction

The Board is pleased to report that the Company's progress during the period has continued as planned, with strong growth which is entirely organic. Market conditions are buoyant, and the Company's emphasis on client relationships, product innovation, and technology development continues unabated; and each of the global offices has performed well.

Financial Performance

Revenue for the half-year increased by 57% to £2,901,000 (2006: £1,849,000), with gross margin continuing at levels of over 70%.

Operating costs increased from £1,313,000 in the first half of 2006 to £2,021,000 this year as the Company continued to build its team; headcount increased from 38 at the end of 2006 to 44 at the end of June 2007. This increase is in client facing roles, and positions the business for further significant top-line growth.

Operating profit rose from £130,000 in the first half of 2006 to £147,000 this year (an increase of 13%), and profit after taxation rose from £64,000 to £113,000 (up 77%).

Earnings per share declined from 1.0p in 2006 to 0.9p, as a result of the 201% increase in the weighted average number of the Company's ordinary shares following the conversion of Unilever's convertible preference shares to ordinary shares, prior to the Company's listing last December. Fully diluted earnings per share increased from 0.7p in the first half of 2006 to 0.9p.

The Company generated £208,000 cash from its operations and invested £148,000 on IT equipment and its software technology platform. It ended the period with a cash balance of £1,319,000, up from £1,233,000 at 31 December 2006. The Company has no debt.

The Company paid an accrued preference dividend owed to Unilever of £106,000 on 29 August 2007. This dividend stream stopped accruing on conversion of the convertible preference shares to ordinary shares prior to the Company's listing. The Company has no plans to pay further dividends this year.

Operations

The Company's UK and Dutch businesses continue to grow profitably, and the Board anticipates that the new US business should be close to break-even this year, which will be its second full year of operations. Revenue in the UK grew by 31%, in Holland by 177% and in the US by 22%. Each business unit is staffed only by account management, and served centrally for all technical support, financial and administrative needs. The Board believes that the Company has a simple, proven, model that can be rolled out geographically in an efficient, revenue led, low investment manner, and this will facilitate the strategy to continue to expand the Company's geographic footprint.

Clients

BrainJuicer's clients are some of the largest and most professional research buyers in the world, and the Company's account teams are continually striving to deepen their relationships with them. By encouraging participation in experimental projects, the Company invites key players to join the innovation process. BrainJuicer is continuing to recruit high level and experienced market research professionals, and above all else is endeavouring to continually exceed expectations on each and every project. The focus on these areas continues to prove productive, as the Company increased its major client base from 10 to 12 of the world's top 50 companies over the first six months of the year. BrainJuicer's top 20 clients delivered 81% of the Company's total revenue; 55% of these accounts grew substantially, 30% were new during the period and only 15% declined. 84% of the total revenue was from repeat business, and 16% from new clients, which demonstrates the strength of the Company's existing relationships, as well as a healthy rate of securing new business.

The Company is continuing to increase the size of the projects it is undertaking, and therefore the average profitability per project. The average revenue per project increased to £14,442 from £11,786 in the same period last year. The Board believes that this is a reflection of BrainJuicer's growing credibility, as clients utilise the Company's products for higher value research.

Innovation

The Company continues to place considerable emphasis on innovation, particularly in developing research techniques which address the difficult early phases of clients' product development cycle, the 'Fuzzy Front End'. Fuzzy Front End research is where clients currently have few if any global mandate arrangements with their existing research agencies and where the company has seen client interest in adopting BrainJuicer's innovative techniques on a global basis. At this early stage in the product development process, clients are trying to identify the most promising concepts, insights and ideas, and it is at this phase when BrainJuicer's fast, accurate and highly diagnostic services offer particularly high value.

The Company launched its pioneering technique, Predictive Markets, last year, and this product has grown from 3.6% of revenue in the first six months last year, to 9.5% this year.

Another new product launched in 2007, Creative Sixers (naturally gifted creative consumers identified using the BrainJuicer Creativity test), has seen strong client uptake with projects completed for 4 multi-national clients. There has been strong demand from clients to replicate the product internationally; this has led to the Company recruiting panels of Creative Sixers in USA and Germany, to add to the Company's UK panel of 300 Creative Sixers.

A significant initiative launched over the last six months has been the development of a new way of measuring emotional engagement, 'FaceTrace™'. As well as being the key tool in our new advertising screening product, it can also be used across all BrainJuicer products. The Board was delighted when FaceTrace™ was recently short-listed for Best Methodology Paper by ESOMAR, the global market research body.

Technology

The Company is currently building a new version of its proprietary software platform for the delivery of research. This will provide the business with further scalability and increased production efficiencies, and will position BrainJuicer for significant profitable growth over the coming years. The total cost of the new system will be £300,000, and to date the process is within budget and its timescale of one year.

Board of Directors

The Board had previously announced its intention to split the roles of Chairman and CEO in order to strengthen its governance and further comply with best practice. It is therefore with great delight that the Company welcomes Ken Ford onto the Board as non-executive Chairman, a position which he took up with effect from 1 September 2007. Ken has 36 years of corporate finance experience, latterly as Deputy Chairman of Teather & Greenwood, and brings a strong understanding of shareholder value, strategic planning and corporate transactions.

Outlook

Market conditions, and the Company's positioning within the market, continue to give the Board confidence in BrainJuicer's ability to deliver sustainable and profitable growth.

John Kearon
Chief Executive Officer

CONDENSED CONSOLIDATED BALANCE SHEET AS AT 30 JUNE 2007

	Note	30 June 2007 Unaudited £'000	30 June 2006 Unaudited £'000	31 December 2006 Audited £'000
ASSETS				
Non-current assets				
Property, plant and equipment		**89**	71	77
Intangible assets	**4**	**119**	1	1
Deferred tax asset		**322**	-	213
		530	72	291
Current assets				
Inventories		**27**	1	45
Trade and other receivables		**1,677**	1,092	1,612
Cash and cash equivalents		**1,319**	61	1,233
		3,023	1,154	2,890
Total assets		**3,553**	1,226	3,181
EQUITY				
Capital and reserves attributable to equity holders of the Company				
Share capital	**9**	**126**	111	126
Share premium account		**1,399**	-	1,390
Merger reserve		**477**	458	477
Foreign currency translation reserve		**1**	3	(5)
Other reserve		**336**	43	255
Retained earnings		**(145)**	(150)	(277)
Total equity		**2,194**	465	1,966
LIABILITIES				
Current liabilities				
Trade and other payables		**1,001**	607	944
Current income tax liabilities		**250**	50	163
Financial liabilities		**108**	-	108
		1,359	657	1,215
Non-current liabilities				
Financial liabilities		**-**	104	-
Total liabilities		**1,359**	761	1,215
Total equity and liabilities		**3,553**	1,226	3,181

CONDENSED CONSOLIDATED INCOME STATEMENT FOR SIX MONTHS ENDED 30 JUNE 2007

	Note	Six months ended 30 June 2007 Unaudited £'000	Six months ended 30 June 2006 Unaudited £'000	Year ended 31 December 2006 Audited £'000
Revenue		**2,901**	1,849	4,608
Cost of sales		**(733)**	(406)	(1,189)
Gross profit		**2,168**	1,443	3,419
Administrative expenses		**(2,021)**	(1,313)	(3,296)
Operating profit		**147**	130	123
Investment income		**17**	1	3
Finance costs		**-**	(17)	(32)
Profit before taxation		**164**	114	94
Income tax expense	6	**(51)**	(50)	(157)
Profit/(loss) for the financial year		**113**	64	(63)
Attributable to equity holders of the Company		**113**	64	(63)
Earnings/(losses) per share attributable to the equity holders of the Company				
Basic earnings/(losses) per share	7	**0.9p**	1.0p	(0.9)p
Diluted earnings/(losses) per share	7	**0.9p**	0.7p	2.8p

All of the activities of the group are classed as continuing.

CONDENSED CONSOLIDATED CASH FLOW STATEMENT FOR SIX MONTHS ENDED 30 JUNE 2007

	Note	30 June 2007 Unaudited £'000	30 June 2006 Unaudited £'000	31 December 2006 Audited £'000
Net cash generated from/(used by) operations	8	**208**	58	(167)
Interest paid		**-**	-	(1)
Net cash generated from/(used by) operating activities		**208**	58	(168)
Cash flows used by investing activities				
Purchases of property, plant and equipment		**(29)**	(74)	(91)
Purchases of intangible assets		**(119)**	(1)	(1)
Interest received		**17**	1	3
Net cash used by investing activities		**(131)**	(74)	(89)
Cash flows generated from financing activities				
Proceeds from initial public offering net of share issue expenses		**-**	-	1,399
Proceeds from other issue of ordinary shares		**9**	13	27
Net cash generated from financing activities		**9**	13	1,426
Net increase/(decrease) in cash and cash equivalents		**86**	(3)	1,169
Cash and cash equivalents at beginning of period		**1,233**	64	64
Cash and cash equivalents at end of period		**1,319**	61	1,233

CONDENSED CONSOLIDATED STATEMENT OF CHANGES IN EQUITY AS AT 30 JUNE 2007

	Share capital £'000	Share premium account £'000	Merger reserve £'000	Foreign currency translation reserve £'000	Other reserve £'000	Retained earnings £'000	Total £'000
At 1 January 2006	**111**	**-**	**445**	**1**	**26**	**(214)**	**369**
Exchange differences on consolidation	-	-	-	2	-	-	2
Profit for the period	-	-	-	-	-	64	64
Total income / (expense) recognised for the period	**-**	**-**	**-**	**2**	**-**	**64**	**66**
Shares issued in subsidiary	-	-	13	-	-	-	13
Share-based payment charge	-	-	-	-	17	-	17
	-	**-**	**13**	**2**	**17**	**64**	**96**
At 30 June 2006	**111**	**-**	**458**	**3**	**43**	**(150)**	**465**
Exchange differences on consolidation	-	-	-	(8)	-	-	(8)
Deferred tax credited to equity		-	-	-	207	-	207
Loss for the period	-	-	-	-	-	(127)	(127)
Total income / (expense) recognised for the period	**-**	**-**	**-**	**(8)**	**207**	**(127)**	**72**
Shares issued prior to Group reconstruction	-	-	8	-	-	-	8
Transfer of liability element of preferred shares to equity	-	-	11	-	-	-	11
Shares issued on IPO	14	1,486	-	-	-	-	1,500
Share issue costs deducted from equity	-	(101)	-	-	-	-	(101)
Share options exercised subsequent to Group reconstruction	1	5	-	-	-	-	6
Share-based payment charge	-	-	-	-	5	-	5
	15	**1,390**	**19**	**(8)**	**212**	**(127)**	**1,501**
At 31 December 2006	**126**	**1,390**	**477**	**(5)**	**255**	**(277)**	**1,966**
Exchange differences on consolidation	-	-	-	6	-	-	6
Deferred tax credited to equity	-	-	-	-	55	-	55
Profit for the period	-	-	-	-	-	113	113
Total income / (expense) recognised for the period	**-**	**-**	**-**	**6**	**55**	**113**	**174**
Shares issued on exercise of share options	-	9	-	-	-	-	9
Exercise of share options	-	-	-	-	(1)	19	18
Share-based payment charge	-	-	-	-	27	-	27
	-	**9**	**-**	**6**	**81**	**132**	**228**
At 30 June 2007	**126**	**1,399**	**477**	**1**	**336**	**(145)**	**2,194**

1. General information

BrainJuicer Group plc (formerly BrainJuicer Group Limited) ("the Company"), a United Kingdom resident, and its subsidiaries (together "the Group") provide on-line market research services. The Company's shares are listed on the Alternative Investment Market of the London Stock Exchange ("AiM"). The address of the Company's registered office is 13-14 Margaret Street, London, W1W 8RN.

The condensed consolidated interim financial information was approved by the board of directors on 12 September 2007.

2. Basis of preparation

The condensed interim financial information for the half year ended 30 June 2007 has been prepared in accordance with IAS 34 'Interim financial reporting'. The interim condensed financial report should be read in conjunction with the annual financial statements for the year ended 31 December 2006.

The condensed consolidated financial information has been prepared under the historical cost convention.

3. Principal accounting policies

The principal accounting policies adopted are consistent with those of the annual financial statements for the year ended 31 December 2006. In addition, the following new accounting policy has also been adopted:

Intangible assets

Expenditure on research activities is recognized as an expense in the period in which it is incurred. An internally-generated intangible asset arising from the Group's development activities is recognized only if all of the following conditions are met:

- An asset is created that can be identified (such as software and new processes).
- It is probable that the asset created will generate future economic benefits.
- The development cost of the asset can be measured reliably.

Internally-generated intangible assets are amortized on a straight-line basis over their useful economic lives. Where no internally-generated intangible asset can be recognized, development expenditure is recognized as an expense in the period in which it is incurred.

Once completed and in use in the business, costs are amortised on a straight line basis at an annual rate of 25%.

4. Intangible assets

The additions to Intangible Assets during the six month period ended June 30, 2007 relate to capitalized software development costs for the cost of building a brand new software platform for delivering our research.

5. Segment information

The Group operates in one business segment, that of market research. Whilst there are a number of products within the business segment, management reporting is principally based on location of service delivery. Accordingly the Group presents its primary segment analysis on this basis:

Six months ended 30 June 2007

	United Kingdom £'000	Europe £'000	Rest of the World £'000	Group £'000	Total £'000
Total segment revenue	1,837	934	146	-	**2,917**
Inter segment revenue	(16)	-	-	-	**(16)**
Segment revenue	**1,821**	**934**	**146**	-	**2,901**
Segment result	**576**	**309**	**(155)**	**(583)**	**147**

Six months ended 30 June 2006

	United Kingdom £'000	Europe £'000	Rest of the World £'000	Group £'000	Total £'000
Total segment revenue	1,406	338	120	-	**1,864**
Inter segment revenue	(15)	-	-	-	**(15)**
Segment revenue	**1,391**	**338**	**120**	-	**1,849**
Segment result	**440**	**128**	**(55)**	**(383)**	**130**

Year ended 31 December 2006

	United Kingdom £'000	Europe £'000	Rest of the World £'000	Group £'000	Total £'000
Total segment revenue	3,065	1,198	375	-	**4,638**
Inter segment revenue	(30)	-	-	-	**(30)**
Segment revenue	**3,035**	**1,198**	**375**	-	**4,608**
Segment result	**860**	**529**	**(66)**	**(1,200)**	**123**

Group costs include directors' remuneration and central costs which are not directly attributable to geographic segments.

6. Income tax expense

	Six months ended 30 June 2007 Unaudited £'000	Six months ended 30 June 2006 Unaudited £'000	Year ended 31 December 2006 Audited £'000
Current tax	**106**	50	163
Deferred tax	**(55)**	-	(6)
	51	50	157

Income tax expense for the period differs from the standard rate of taxation as follows:

Profit on ordinary activities before taxation	**164**	114	94
Profit on ordinary activities multiplied by standard rate of taxation of 30% (2006: 30%)	**49**	34	28
Difference between tax rates applied to Group's subsidiaries	**(1)**	(4)	(8)
Expenses not deductible for tax purposes	**8**	25	130
(Capital allowances for period in excess of depreciation) / depreciation in excess of capital allowances	**-**	(5)	(4)
Recognition / (utilisation) of tax losses	**3**	-	17
Deferred tax in respect of share option expense	**(8)**	-	(6)
Total tax	**51**	50	157

7. Earnings per share

(a) Basic

Basic earnings per share is calculated by dividing the profit attributable to equity holders of the Company by the weighted average of ordinary shares in issue during the period.

	Six months ended 30 June 2007 Unaudited £'000	Six months ended 30 June 2006 Unaudited £'000	Year ended 31 December 2006 Audited £'000
Profit/(loss) attributable to equity holders of the Company	**113**	64	(63)
Listing expenses	**-**	-	354
Adjusted profit/(loss) before listing expenses attributable to equity holders of the Company	**113**	64	291
Weighted average number of ordinary shares in issue	**12,560,516**	6,242,496	7,196,792
Basic earnings/(loss) per share	**0.9p**	1.0p	(0.9)p
Adjusted basic earnings/(loss) per share before listing expenses	**0.9p**	1.0p	4.0p

(b) Diluted

Diluted earnings per share is calculated by adjusting the weighted average number of shares outstanding to assume conversion of all dilutive potential ordinary shares. For share options, a calculation is made in order to determine the number of shares that could have been acquired at fair value (determined as the average annual market share price of the Company's shares) based on the monetary value of the subscription rights attached to outstanding share options. The number of shares calculated in this way is compared with the number of shares that would have been issued assuming the exercise of the share options.

	Six months ended 30 June 2007 Unaudited £'000	Six months ended 30 June 2006 Unaudited £'000	Year ended 31 December 2006 Audited £'000
Profit/(loss) attributable to equity holders of the Company	113	64	(63)
Interest expense on convertible preference shares	-	17	31
Profit/(loss) used to determine diluted earnings per share	113	81	(32)
Listing expenses	**-**	-	354
Adjusted profit/(loss) before listing expenses attributable to equity holders of the Company	**113**	81	322
Weighted average number of ordinary shares in issue	**12,560,516**	6,242,496	7,196,792
Assumed conversion of convertible preference shares	**-**	4,817,041	4,014,201
Share options	**689,320**	478,856	364,377
Weighted average number of ordinary shares for diluted earnings per share	**13,249,836**	11,538,393	11,575,370
Diluted earnings/(loss) per share	**0.9p**	0.7p	(0.9)p
Adjusted diluted earnings/(loss) per share before listing expenses	**0.9p**	0.7p	2.8p

8. Cash generated from/(used by) by operations

	Six months ended 30 June 2007 Unaudited £'000	Six months ended 30 June 2006 Unaudited £'000	Year ended 31 December 2006 Audited £'000
Profit before taxation	**164**	114	94
Depreciation	**17**	2	14
Net finance costs	**(17)**	16	29
Share-based payment expense	**27**	17	22
Decrease/(increase) in inventory	**18**	12	(32)
Increase in receivables	**(65)**	(304)	(824)
Increase in payables	**58**	199	536
Exchange differences	**6**	2	(6)
Net cash generated from/(used by) by operations	**208**	58	(167)

9. Share capital

During the period, 14,853 share options were exercised at an exercise price of 62.3 pence for 14,853 shares with a par value of 1 penny. The total proceeds were £9,251, of which £149 was recognized as share capital, and £9,102 as share premium.

In January 2007, 290,529 share options were granted to Directors and employees with an exercise price set at the market price on the date of grant (162.5 pence per share).