



2009 Results

March 2010

London ♦ Brighton ♦ Rotterdam ♦ Lausanne ♦ Hamburg ♦ New York ♦ Chicago ♦ Los Angeles ♦ Toronto ♦ Melbourne

A Leading International Online research agency

Generating profitable growth and attractive returns by transforming the ways in which clients undertake Market Research.

Our techniques enhance clients' innovation processes and help them to understand and predict consumer behaviour better than ever before.



Market Research

- 🔥 A global market worth \$32bn*
- 🔥 9% pa growth 2000 – 2008
- 🔥 Market declined in 2009; first time in 25 years
- 🔥 Online research still grew in 2009
- 🔥 Major shift from offline to online spending
- 🔥 Online research

Process

Faster

Cheaper

More honest

Output

More value add

More insightful

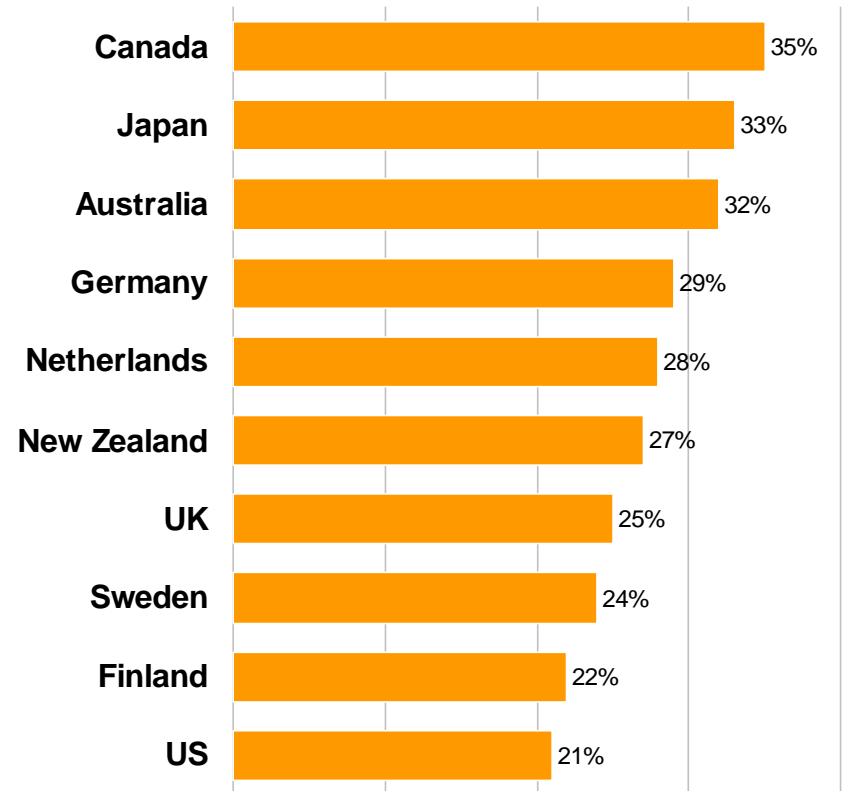
More creative

* 2008 data; source: ESOMAR Global Market Research Report 2009

Online Market Research

- 45% pa growth in online market research 2000-2008*
- BrainJuicer currently operating in 6 of the largest 10 online markets
- 40% online share in all major markets by 2014 would seem likely

Top 10 countries with highest online research %*



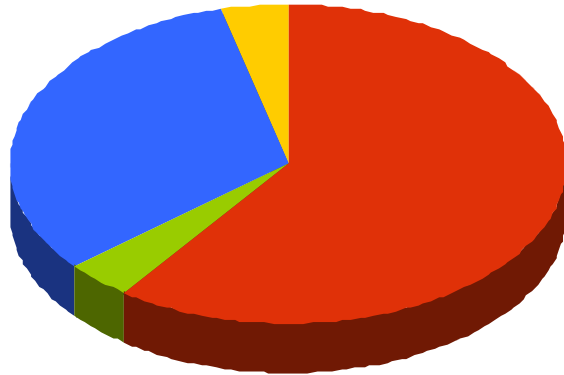
* 2008 data; source: ESOMAR Global Market Research Report 2009

- 🔥 A fast growing, ambitious market research agency
- 🔥 Punches above its weight in terms of multi-national clients
- 🔥 Operates solely in online sector
- 🔥 Acknowledged as innovative, leading edge player
- 🔥 Attracts talented market research professionals
- 🔥 Profitable, scalable, cash generative business model

BrainJuicer Focus

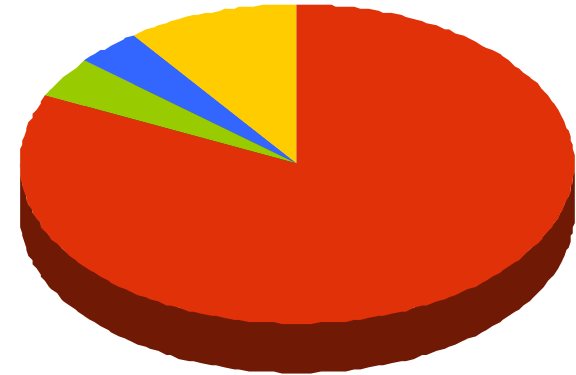
Total MR Market

% by Type



■ Strategic research ■ Omnibus ■ Continuous ■ Ad hoc

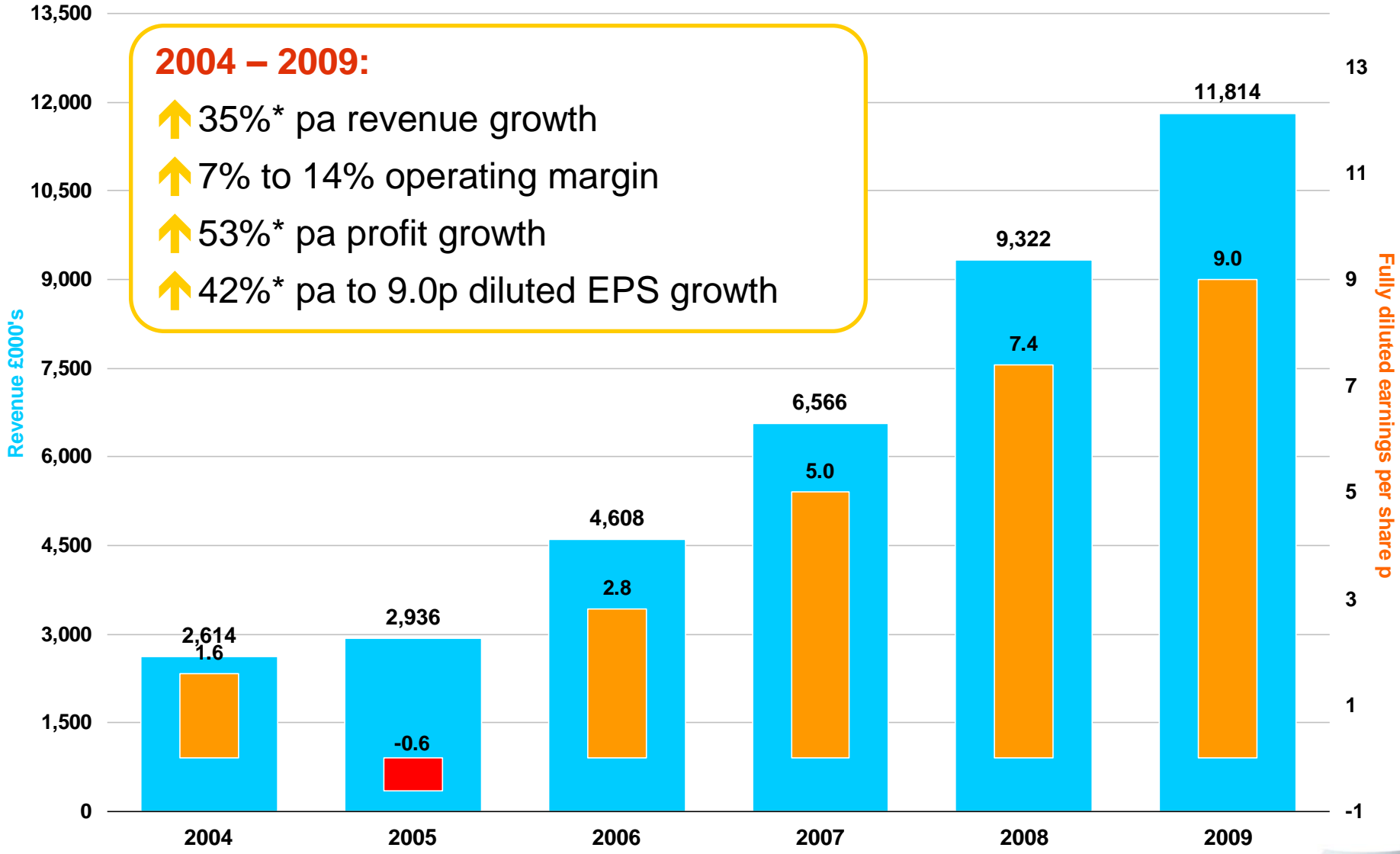
% by Spend



■ Consumer ■ B2B ■ Other ■ Public Sector

- 🔥 Operates in the strategic research segment for consumer goods companies
- 🔥 Near global research capability
- 🔥 Aiming for mandate / preferred supplier status with biggest consumer companies

Consistent Strong Growth



* Compound annual growth rate (2004 to 2009)

2009 Financials

Highlights

- ↑ 27% revenue growth to £11.8m (2008: £9.3m)
- ↑ 27% operating profit growth to £1.6m (2008: £1.3m)
- ↑ 21% pre-tax profit growth to £1.6m (2008: £1.4m)
- ↑ 22% fully diluted eps growth to 9.0p (2008: 7.4p)
- ↑ 1.3p proposed final dividend, making 1.9p for full year (2008: 1.5p*)
- ↑ £2.3m period end cash (December 2008: £1.7m) and no debt
- ↑ £1.2m period end non-current assets (December 2008 : £0.9m)

* 2008 interim and final dividends totalled 1.5p per share and in addition we paid a special one-off dividend of 1.7p per share

2009 by Country

	Revenue		EBIT	
	£'000	Change v 2008	£'000	Change v 2008
UK	5,525	-2%	2,527	-8%
US	2,576	+60%	859	+85%
Netherlands	2,290	+10%	958	+24%
Switzerland	872	NM	391	NA
Germany	551	NA	178	NA
TOTAL	11,814	+27%	4,913	+25%

- 🔥 US position continues to build well in world's biggest market
- 🔥 European growth compensates for small UK decline
- 🔥 New offices in Switzerland, Germany profitable in first full year

2009 Performance

Key Operating Features

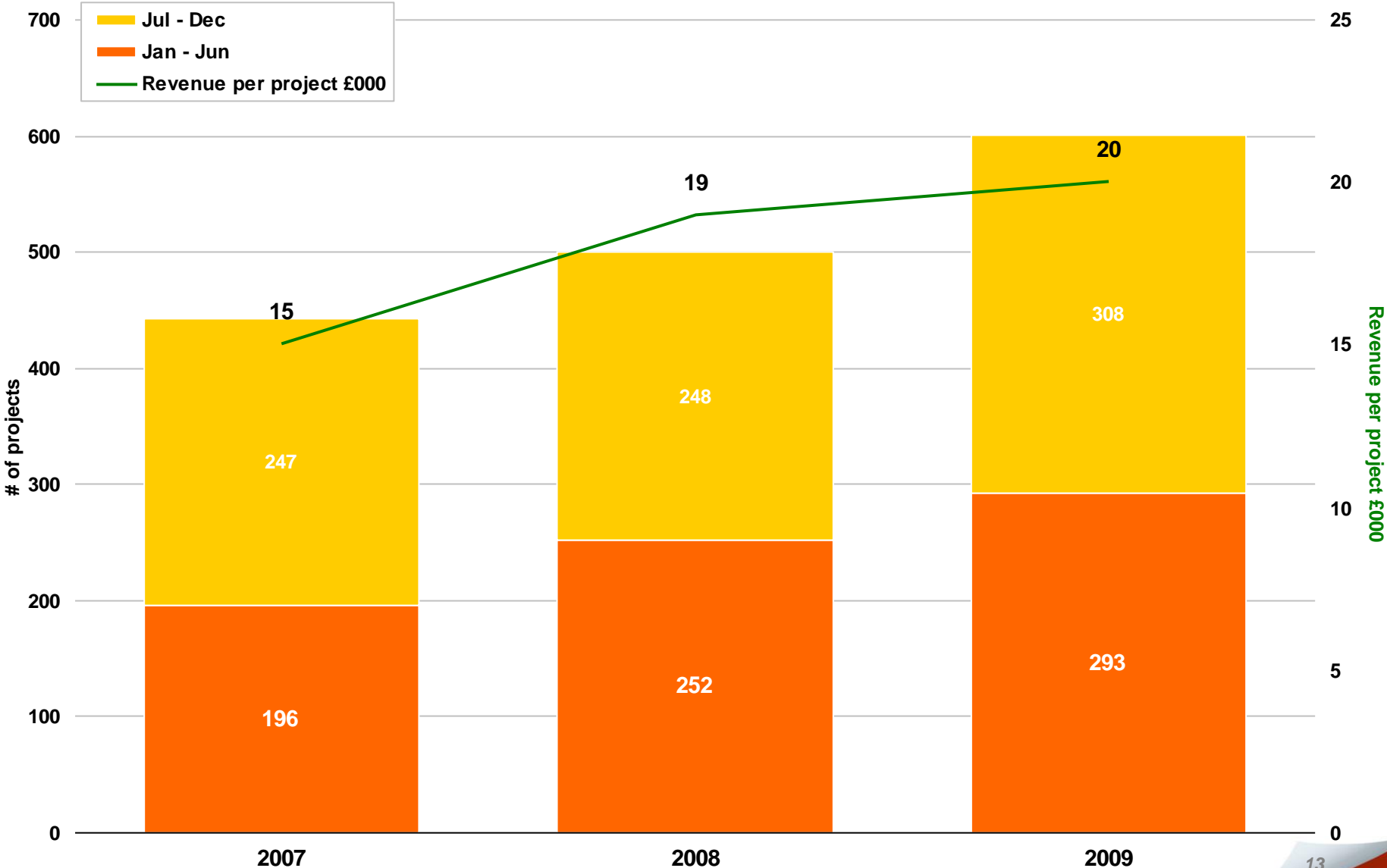
- ↑ Significant growth when market research declined for first time in decades
- ↑ Both new Swiss and German offices profitable in their first full year
- ↑ Total overseas revenue greater than UK revenue for the first time
- ↑ Strong growth in US; the largest and most competitive research market
- ↑ Clients include 11 of world's top 20 market research buyers (nine in 2008)
- ↑ 'Juicy' products grew 66%; now 61% of revenue (46% in 2008)
- ↑ Increased product development investment to drive innovative growth
- ↑ Increased investment in technology platforms to drive profit and capacity

Early 2010 Highlights

Key Operating Features

- ✔ Secured second international mandate, as a preferred supplier from a large global foods group, for concept screening using our award winning, 'Predictive Markets'
- ✔ Management further strengthened – Chief Operating Officer appointed
- ✔ Canadian license partner becomes fully owned BrainJuicer Canada
- ✔ New software platform nearing completion
- ✔ Found new Country Managers for Brazil and China

Projects



Gaining Share in Online MR

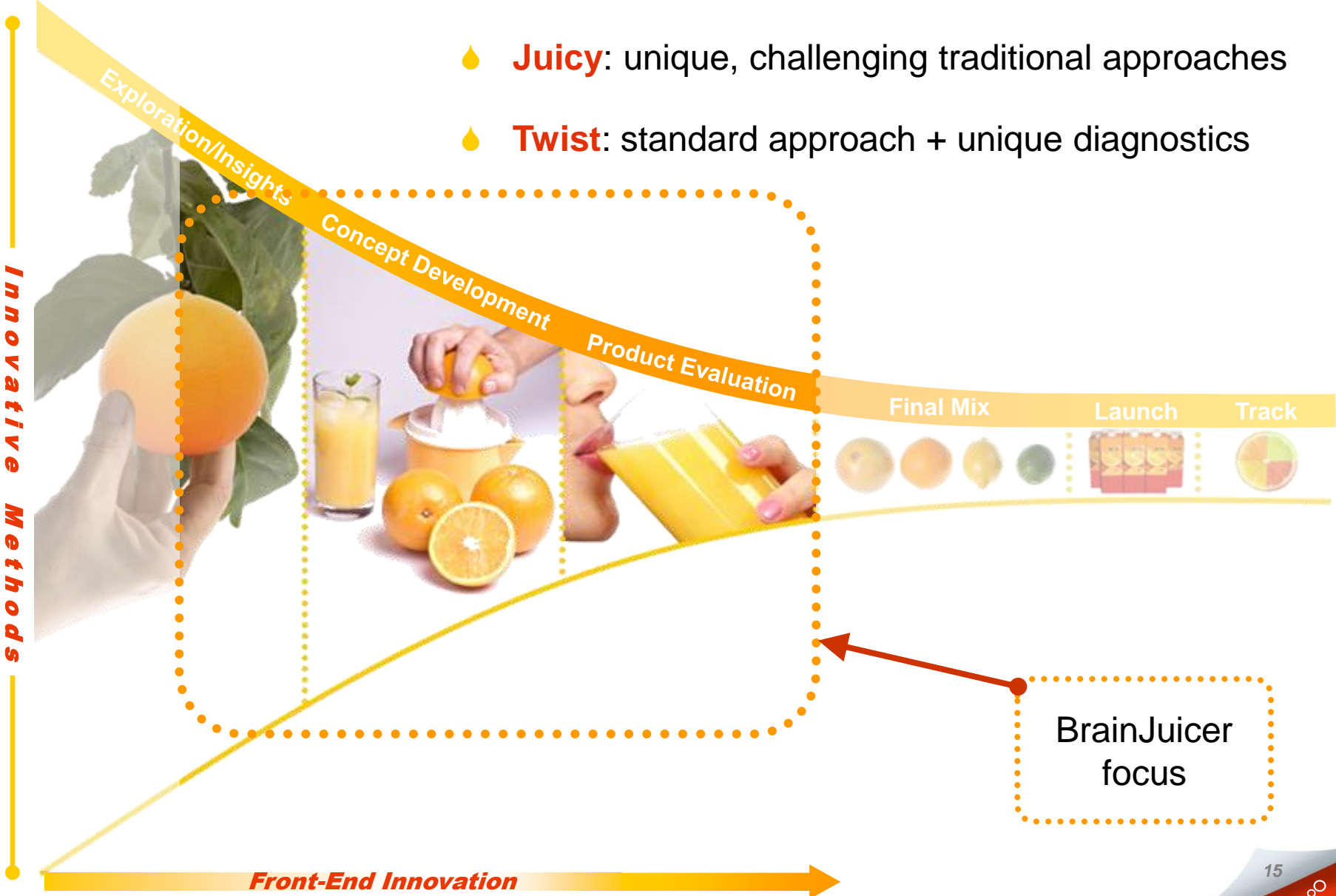


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Juicy Products and Plenty of Twist

- 🔥 **Juicy:** unique, challenging traditional approaches
- 🔥 **Twist:** standard approach + unique diagnostics



Six Juicy Products

JuicyBrains Community®

A unique, online community attracting creative consumers to work on innovation briefs for multinational companies e.g. Kraft, Nestle, Sainsbury's



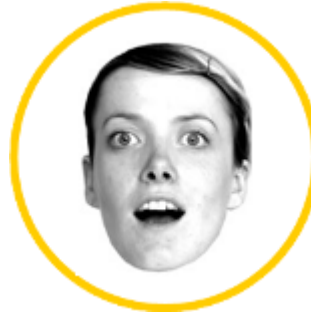
Insight Validator®

Brand leading method to assess the commercial potential of a company's consumer insights used to drive innovation/marketing [Mandated method at Philips]



Creative 6ers®

Unique method for identifying gifted creative consumers (6% of pop.) Over 6,000 globally, used to generate solutions to clients' innovation briefs e.g. Lynx, GAP, General Mills



CommScan®

A unique, award winning measure of the emotional, rather than rational response to advertising, more predictive than current measures e.g. Cadbury Gorilla, HSBC

Concept Creator™

A unique method which facilitates large numbers of consumers building high potential new product concepts. e.g. Unilever, GSK



Predictive Markets

Unconventional, award winning method to better identify potent new product concepts. More discriminating than current methods, far cheaper sample and used by 10 of the world's top 20 consumer companies



BrainJuicer Labs Commitment to Innovation

DigiViduals™

Programmed on Twitter, to search for people who fit their profile & listen, learn, collect their thoughts as his/her own.



Mobile Moments of Truth™

Real-time research, capturing in the moment feedback and feelings, using mobile telephones

- ◆ Dedicated Labs team + external and internal consultants
- ◆ Ideas stimulated by non-market research sources (academics, authors)
- ◆ Solutions proven through large-scale validations, and acknowledgement from industry organisations and some of the world's largest clients

From Me-to-We Research

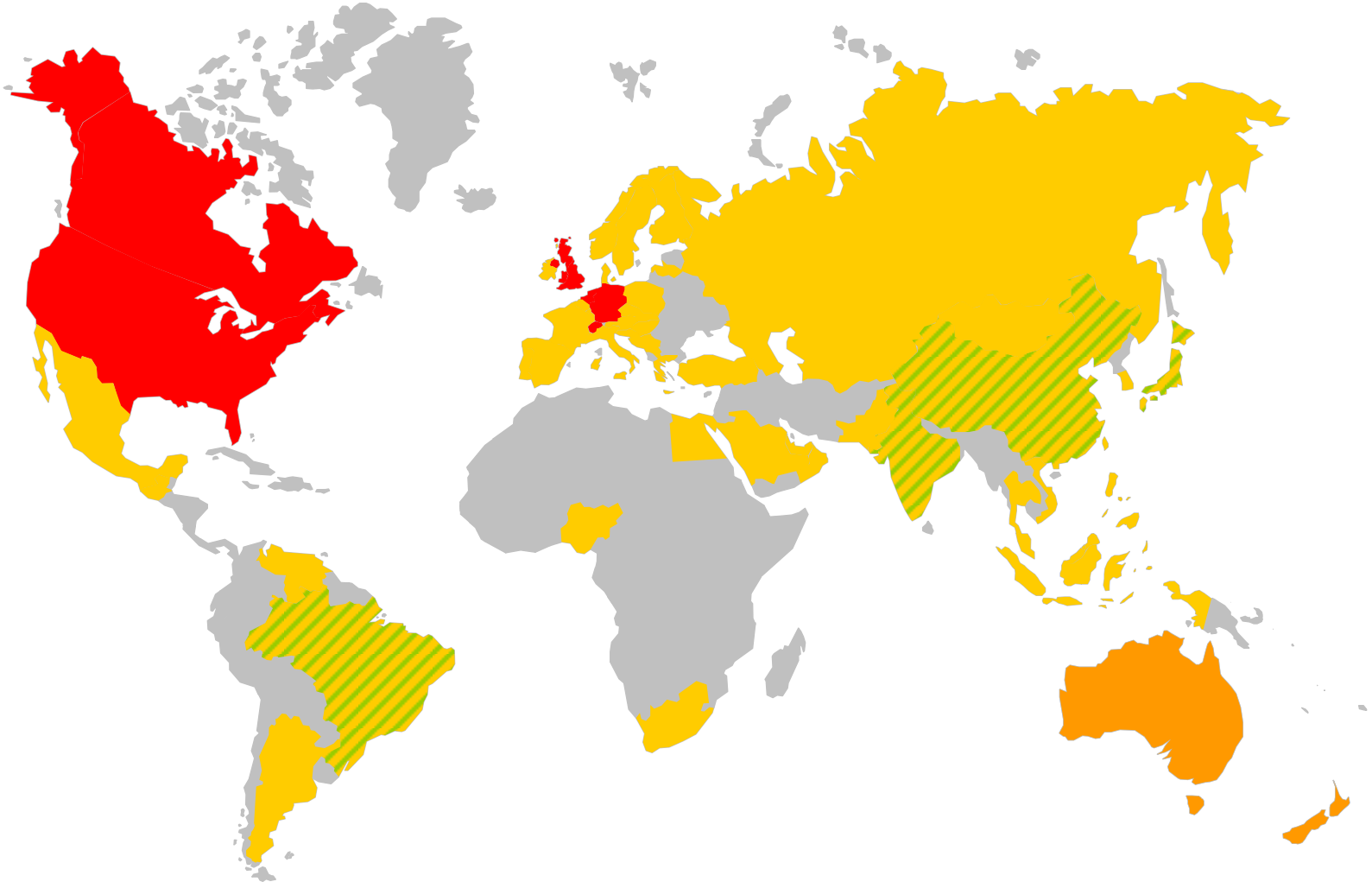
Challenges a central dogma of MR and utilizes the potential of respondents as researchers; mass ethnographers, mass semioticians & co-creators



++Juicing®

Application of our award winning emotional measurement tool, FaceTrace® to customer and employee satisfaction

Geographic Coverage



- Offices in 6 countries
 - Licence partner in Australia
 - Research conducted in 54 countries
 - Priority target markets
- 60% global research market
- 90% global research market

Outstanding Client Service



"In a rational category like Consumer Health Care, we want to convey emotional consumer messages. Testing Advertising with **BrainJuicer's unique CommScan® method we know which ideas are emotionally powerful – and why – anywhere in the world.** The BrainJuicer team is highly responsive and professional, and they're great fun to work with as well."

Dr. Christiane Quaas, Marketing Research Manager, Consumer Health Care

"Working with BrainJuicer and their unique methods to validate consumer insights, generate ideas and screen concepts has taken our European innovation process to new levels of inspiration and effectiveness. Our experience with the client service team was highly collaborative and creative, and we were impressed by their expertise both in market research and marketing."

Wolfgang Frost, Head of Insight & Innovation Research Global Brands



"BrainJuicer is very creative in coming up with customized approaches to achieve the objectives. **BrainJuicer has always delivered more than what's anticipated and delighted our internal clients/marketing and brand people.** I have not seen any company who can turnaround a study in such lightning speed with the depth and breadth of analysis."

Connie Zhang, CIS Manager, McNeil's Nutritionals

"We faced a crucial business decision & **BrainJuicer enabled us to move on to the next stage with confidence and a clear direction** in areas that required further development. They helped us conduct their research in an active and forward looking way."

Tim Stanbridge, Consumer Insights Manager



Key Drivers of Sustained Growth

2009

- ↑ Focus on enhancing clients' innovation processes, helping them understand & predict consumer behaviour better than ever before ✓
- ↑ Invest in innovating / validating headline 'Juicy' products ✓
- ↑ Invest in opening offices in our clients' key strategic markets ✓
- ↑ Invest in talent to maintain reputation for outstanding client service ✓
- ↑ Win mandate / preferred supplier status with world's biggest co.'s ✓
- ↑ Invest in technology platforms to increase capacity and profitability ✓



Fresher Insights, Better Marketing.

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Appendix



BrainJuicer® Board



CEO
John Kearon

- ◆ 20+ years' experience
- ◆ Unilever Research / Marketing
- ◆ Publicis Planning Director
- ◆ Founder Brand Genetics
- ◆ E&Y Emerging Entrepreneur of Year



CFO
James Geddes

- ◆ 20+ years' finance experience
- ◆ CFO Iobox - sold to Telefonica
- ◆ Executive Director Corporate Finance, MediaOne
- ◆ Assistant Treasurer of Fosters



Non-Executive Director
Mark Muth

- ◆ Led Unilever Ventures' investment in BrainJuicer in January 2003
- ◆ 20 years of experience in banking and venture capital



Chairman
Ken Ford

- ◆ Previously Chief Executive of Teather & Greenwood
- ◆ Previous directorships include Aberdeen Asset Management, Morgan Grenfell & Wedd Durlacher
- ◆ 36 years' City experience



Non-Executive Director
Simon Godfrey

- ◆ Previously a director of RBL (now Research International)
- ◆ Founded SGA Market Research
- ◆ 30 years of industry experience

BrainJuicer® Senior Management



NL MD
Evert Bos

- ◆ 15+ years' marketing & research experience
- ◆ Head of Market Research at Bestfood
- ◆ Unilever Marketing



COO
Alex Batchelor

- ◆ 20+ years' marketing experience
- ◆ CMO of TomTom
- ◆ Marketing Director of Royal Mail
- ◆ VP Global Brand of Orange
- ◆ Current Chairman Marketing Society



CH MD
Mark Johnson

- ◆ 10+ years' experience in consumer insight and market research
- ◆ Strong track record of innovation



UK MD
Jim Rimmer

- ◆ 20+ years' market research experience
- ◆ General Manager at SGA Research International



US MD
Ari Popper

- ◆ 10+ years' marketing and research experience
- ◆ VP Millward Brown USA



DE MD
Jonathan Gable

- ◆ 20+ years' experience in marketing & research
- ◆ Colgate, General Mills & Dunkin' Brands



EVP Mktg+BusDev
Susan Casserly Griffin

- ◆ 20+ years' experience in operations, marketing and sales
- ◆ American Stock Exchange, Thomas Publishing Company, Aberdeen Group and GMI