



2009 Interim Results

September 2009

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

A Leading International Online research agency



BrainJuicer® seeks to generate profitable growth and attractive returns on investment by improving the ways in which our clients undertake Market Research.

We aim to design Market Research tools and techniques which provide better ways to understand and predict consumer behaviour, and which transform our clients' innovation processes.



Market Research

- 🔥 A global market worth \$32bn*
- 🔥 9% pa growth 2000 – 2008
- 🔥 Small decline expected over 2009, although online still growing
- 🔥 Major shift from offline to online spending
- 🔥 Online research

Process

Faster

Cheaper

More honest

Output

More value add

More insightful

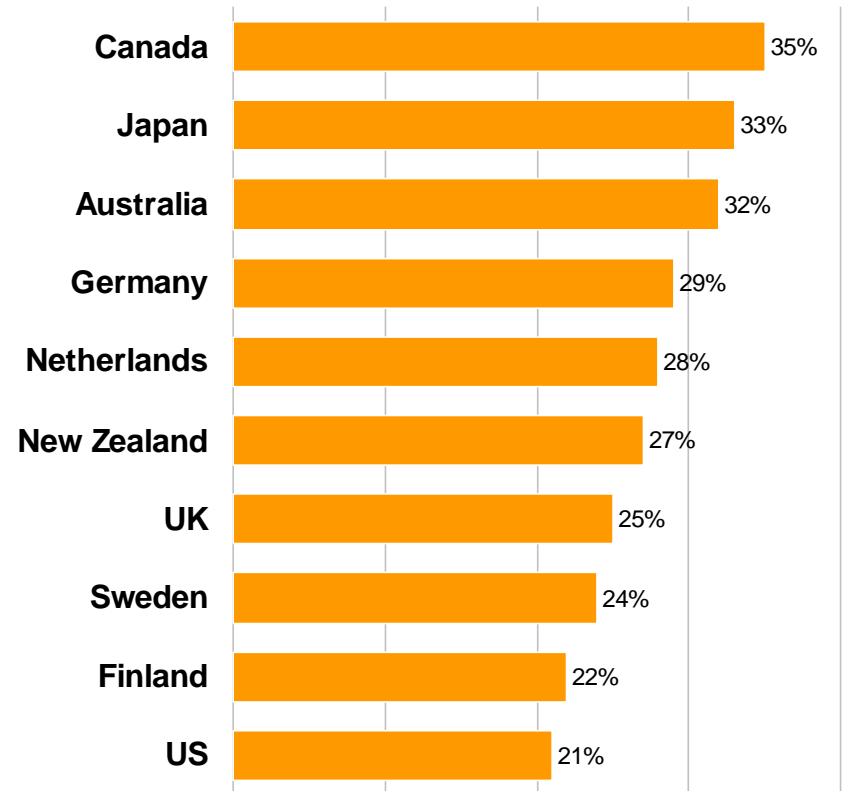
More creative

* 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 %*

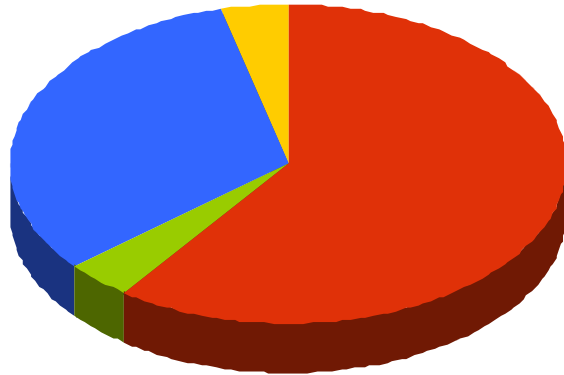


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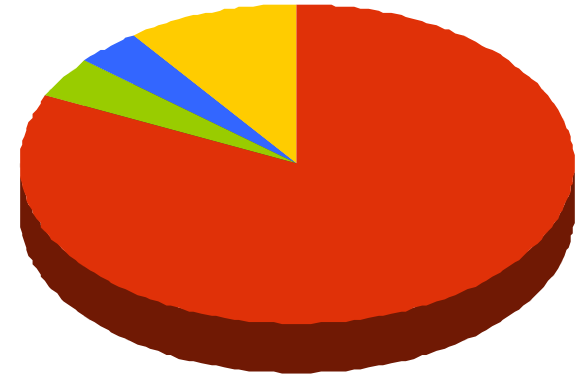
- 🔥 A fast growing, ambitious market research agency
- 🔥 Punches above its weight in terms of blue chip clients
- 🔥 Operates solely in online sector
- 🔥 Acknowledged as innovative, leading edge player
- 🔥 Attracts talented market research professionals
- 🔥 Profitable, scalable, cash generative business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

Total MR Market

% by Type



% by Spend



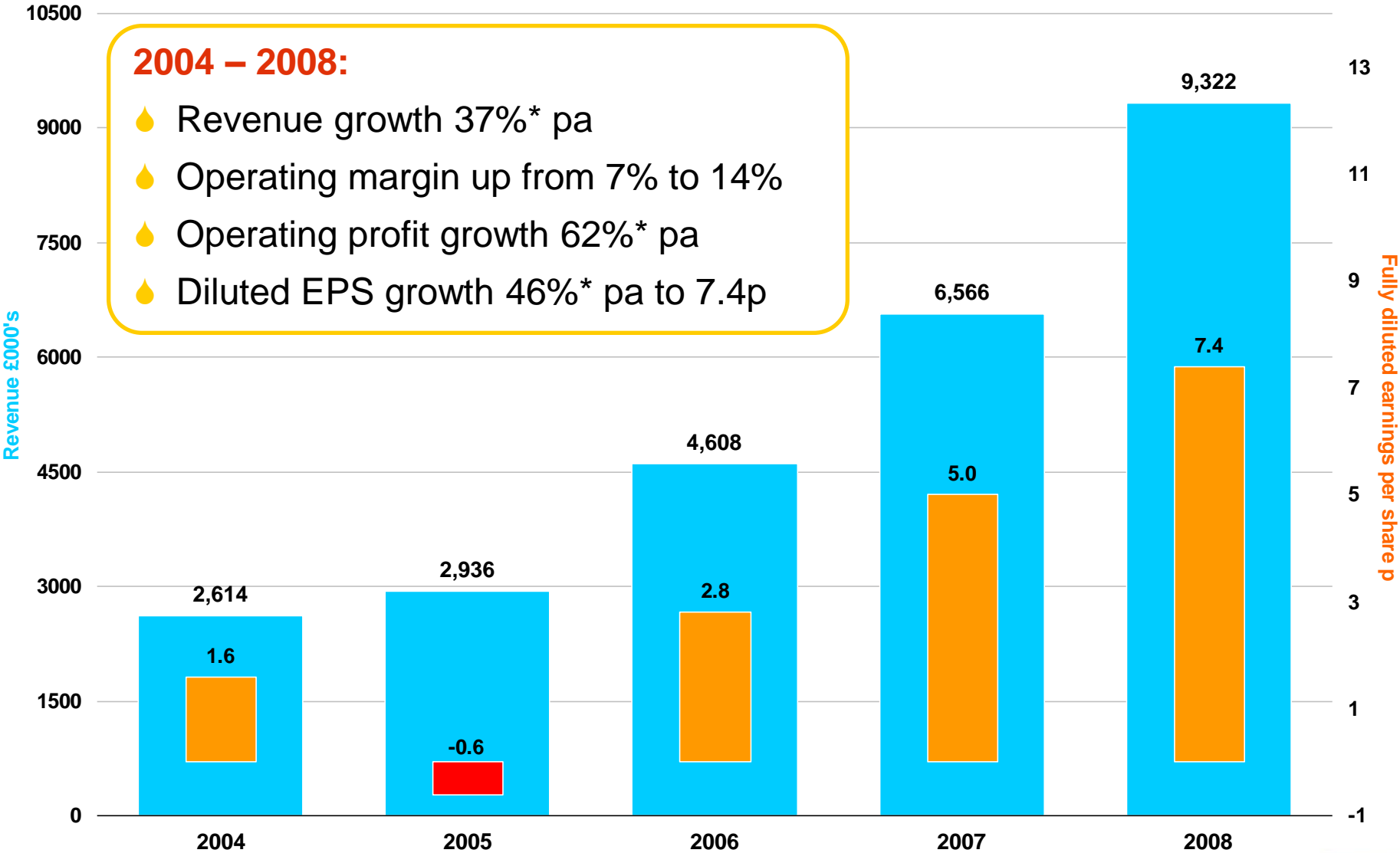
■ Strategic research ■ Omnibus ■ Continuous ■ Ad hoc

■ Consumer ■ B2B ■ Other ■ Public Sector

- 🔥 BrainJuicer® operates in the strategic research segment, and overwhelmingly for consumer goods companies
- 🔥 Near global research capability
- 🔥 Clients include 10 of the world's largest 20 buyers of market research*

* Source: BrainJuicer® estimate based on data from WPP on advertising spend

Consistent Strong Growth



* Compound annual growth rate (2004 to 2008)

Key Financials

- 🔥 22% revenue growth to £4.9m (H1 2008: £4.0m)
- 🔥 18% operating profit growth to £231,000 (H1 2008: £196,000)
- 🔥 6% pre-tax profit growth to £243,000 (H1 2008: £229,000)
- 🔥 8% fully diluted eps growth to 1.3p (H1 2008: 1.2p)
- 🔥 20% increase in interim dividend to 0.6p (2008 interim: 0.5p)
- 🔥 Period end cash £1.2m (December 2008: £1.7m) and no debt
- 🔥 Period end non-current assets £1,090,000 (December 2008 : £933,000)

2009 First Half

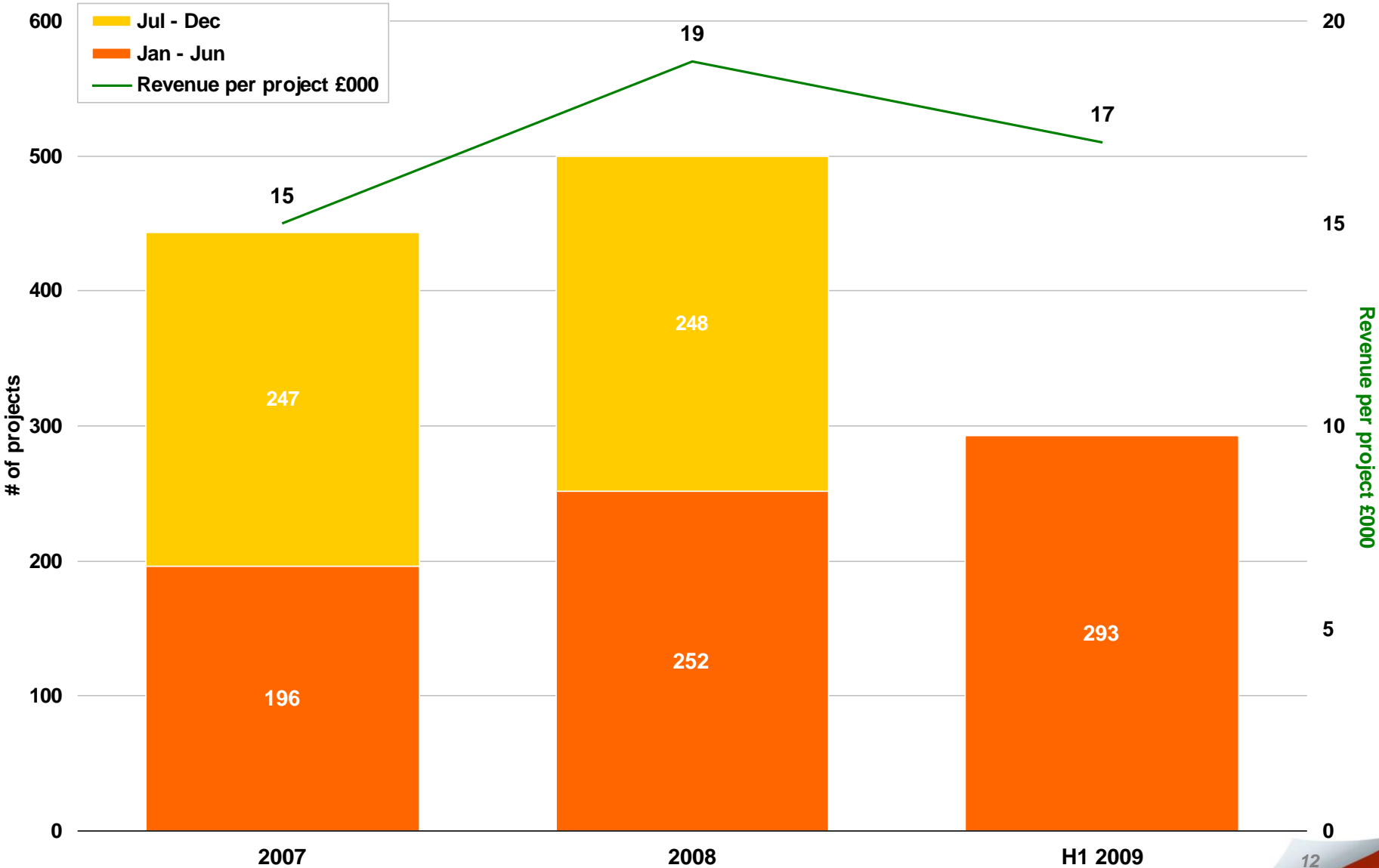
	Revenue		Operating Profit	
	£'000	Change % v 2008	£'000	Change % v 2008
UK	2,422	-5%	1,031	-10%
Netherlands	1,078	+12%	442	+25%
US	837	+85%	85	Loss in H1 08
Switzerland	313	NA	151	NA
Germany	199	NA	56	NA

- 🔥 UK shortfall more than offset by growth elsewhere
- 🔥 US market position continues to build
- 🔥 New offices in Switzerland, Germany already profitable

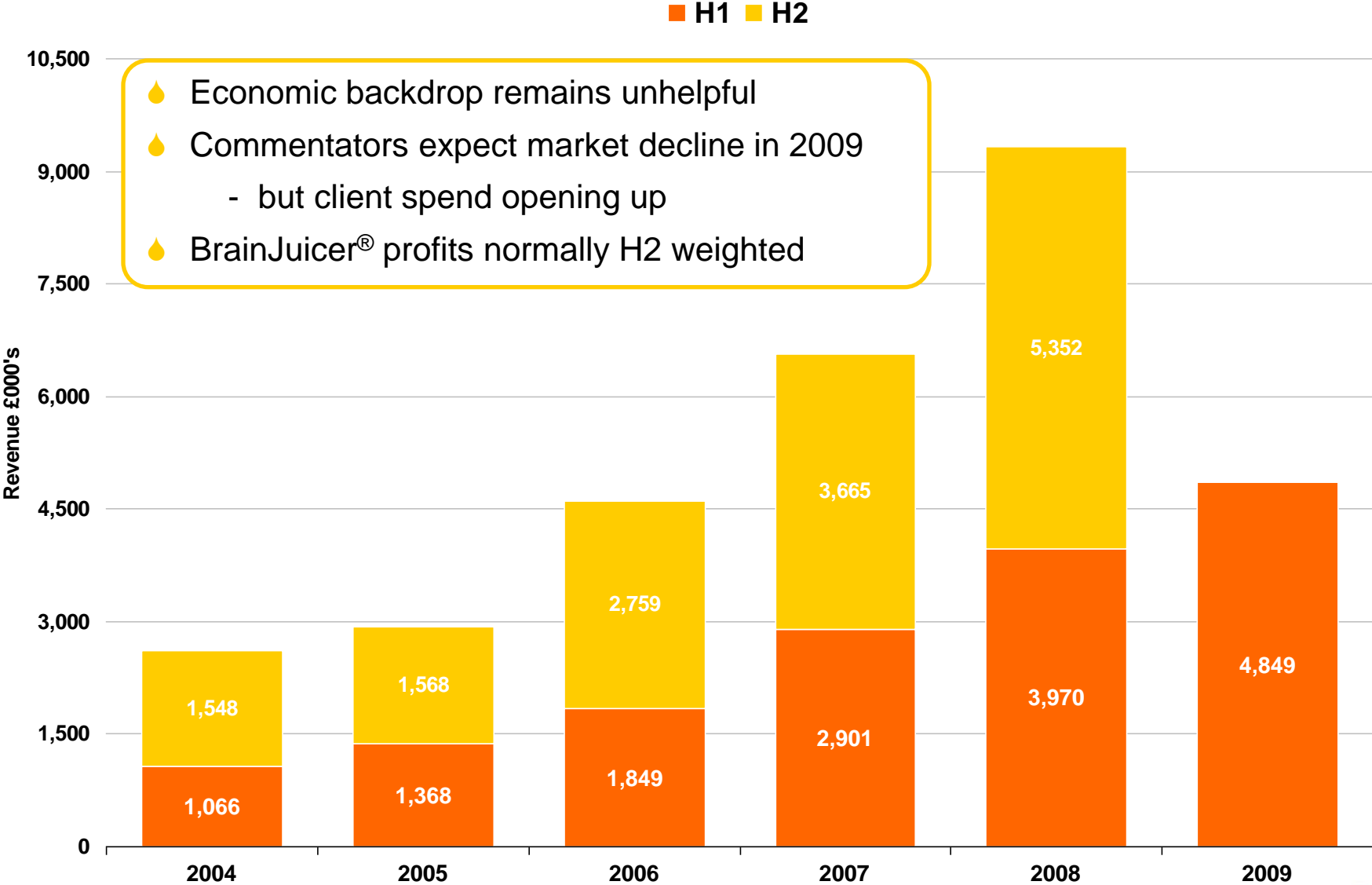
Key Operating Features

- 🔥 Revenue growth picked up after slow start
- 🔥 Slight decline in operating margin
- 🔥 Substantial investment in people and systems to support future growth
- 🔥 H1 2009 FTE average headcount 63 (H1 2008: 51)
- 🔥 Higher margin, more differentiated 'Juicy' products generated 54% of revenue (FY 2008: 46% and 2007: 44%)

Projects



Outlook



Gaining Share in Online MR

Communispace

MillwardBrown

Ipsos.com

nielsen

synovate
Research reinvented

GfK

tns
the sixth sense of business™

RESEARCH INTERNATIONAL

MarketTools.

metrix LAB

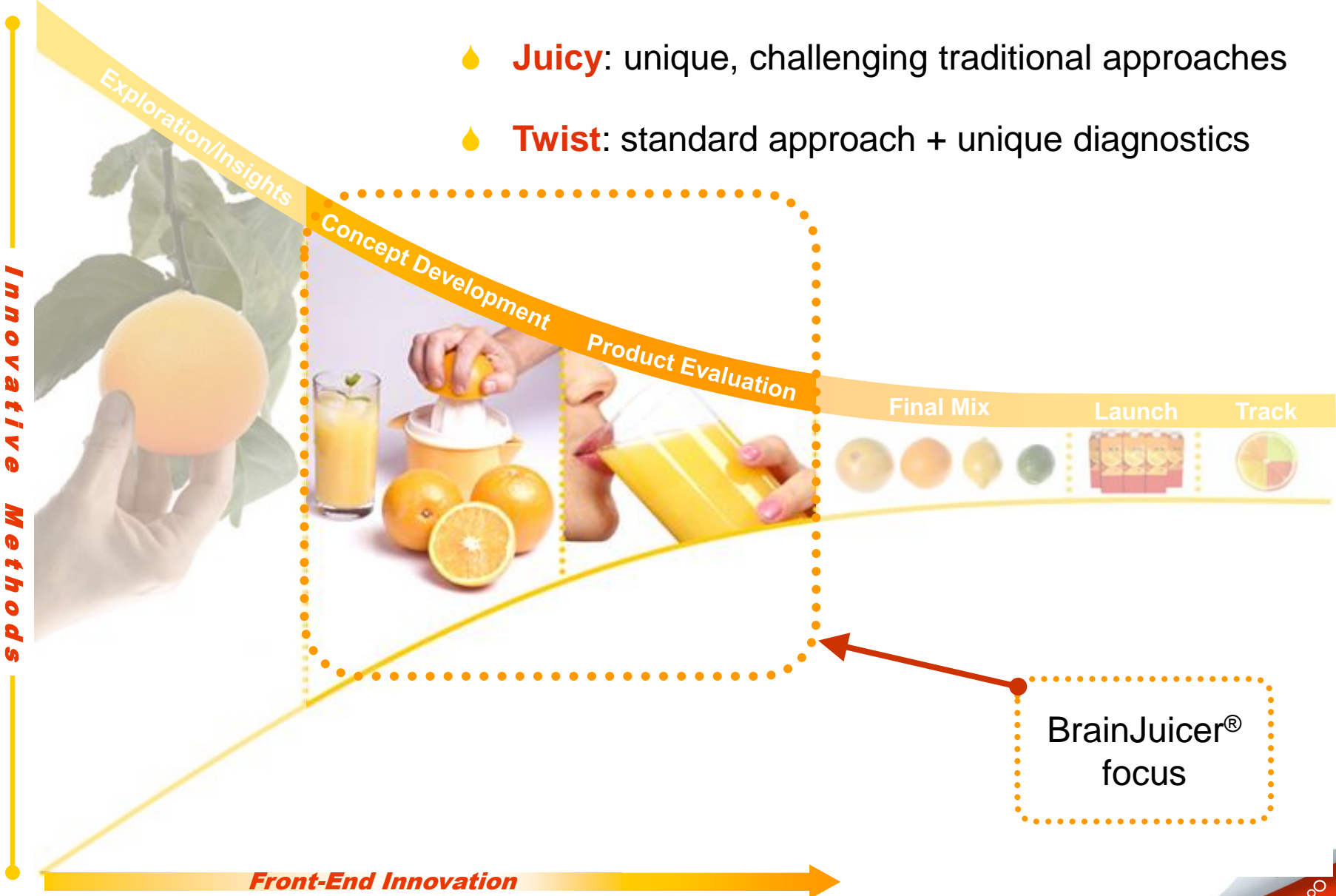
NESH

OTX
ONLINE TESTING EXCHANGE

YouGov®



Juicy Products and Plenty of Twist



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

BrainJuicer®
focus

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



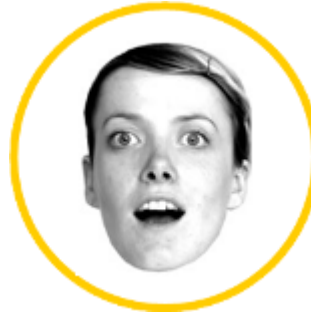
Insight Validator®

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

FamilyCam®

Wires up homes for long-term online ethnography & product testing, as an inspirational & insightful research resource



Mobile Moments of Truth™

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

- ◆ Dedicated 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

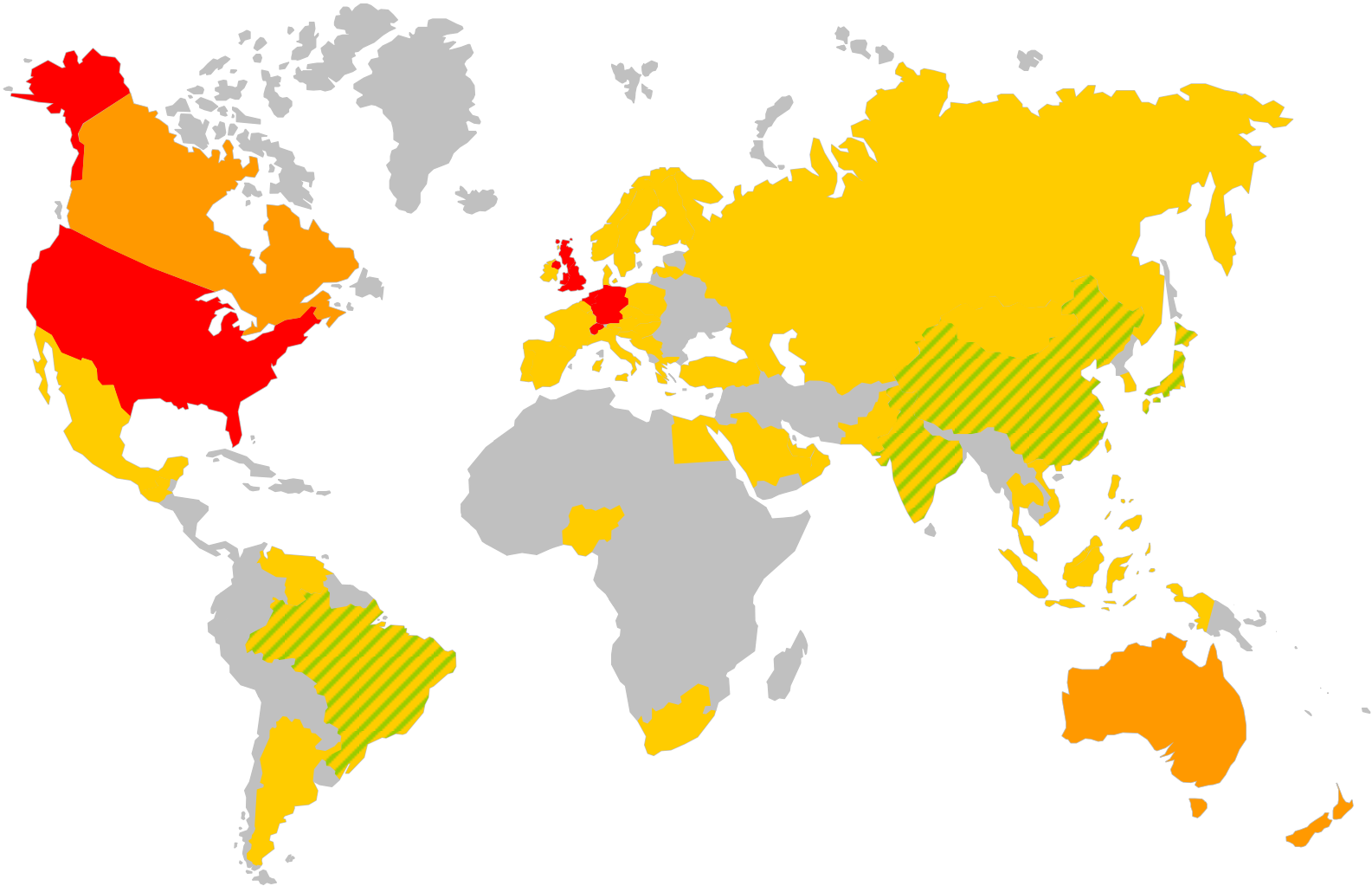
Challenges a central dogma of MR and utilizes the potential of respondents as researchers; mass ethnographers, mass semioticians & co-creators



++Juicing™

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

Geographic Coverage



- Offices in 5 countries
 - Licence partners in Canada, Australia
 - Research conducted in 54 countries
 - Priority target markets
- 57% global research market
- 90% global research market

Outstanding Client Service

“Not only did BrainJuicer deliver top quality analysis and consulting (using your **Predictive Markets**) – your professionalism and proactive customer orientation were outstanding.”

Uta Formeseyn – Senior Manager, Business Insights – Coca-Cola

“I was really impressed with the insight and accuracy of their **Predictive Markets**, delivered unbelievably fast against some very urgent timings.”

Sion Agami – Senior Scientist – P&G

“BrainJuicer’s **CommScan**® provided an excellent measure of emotional engagement with rich diagnostics on all the options and produced an insightful, action-focused debrief with clear direction for next steps”

Sheela Smale – Consumer & Market Insight Director, Foods

Coca-Cola

P&G


Unilever

Key Drivers of Sustained Growth

- 🔥 Focus on 'fragile front end' of innovation process
- 🔥 Invest in developing and validating 'Juicy' products
- 🔥 Extend geographic footprint
- 🔥 Maintain reputation for outstanding client service
- 🔥 Strengthen the team – attract creative market research talent

Move to preferred supplier status with biggest consumer companies



Fresher Insights, Better Marketing.

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Appendix





CEO John Kearon

- ◆ 22 years experience
- ◆ Unilever Research/Mktg
- ◆ Publicis Planning Director
- ◆ Founder Brand Genetics
- ◆ E&Y Emerging Entrepreneur of Year



CFO James Geddes

- ◆ 22 years financial management experience
- ◆ CFO of IOBox - sold to Telefonica
- ◆ Assistant Treasurer of Fosters Brewing Group



Mark Muth Non-Executive Director

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



Ken Ford Chairman

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



Simon Godfrey Non-Executive Director

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

Country Managing Directors



NL MD Evert Bos

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

CH MD Mark Johnson

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

UK MD Jim Rimmer

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

US MD Ari Popper

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

DE MD Jonathan Gable

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