



Innovative Research for **Inspiring Marketing**



An innovative international online research agency
& the first in 20 years to win the industry's
'Best Methodology' award twice

September 2008

London ♦ Brighton ♦ Rotterdam ♦ New York ♦ Los Angeles

A Leading International Online research agency



- ◆ International online, full service market research agency
- ◆ Innovative 2-in-1 research offer + reputation for unique research methods
- ◆ Only agency to win industry's 'Best Methodology' award twice in 20 years
- ◆ Working with 19 of the top 200 global companies
- ◆ International business, researching in over 50 countries, over 30 languages
- ◆ Online research sector forecast to continue growing at 28% a year
- ◆ Profitable & scalable
- ◆ The only online Market Research agency to win a global mandate
- ◆ Experienced management team with ambition to become a top 10 MR agency

BrainJuicer[®] Management Team



CEO John Kearon

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



CFO James Geddes

- ◆ 20 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



**MD UK
Jim Rimmer**

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



**MD CH
Mark Johnson**

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



**MD NL
Evert Bos**

- ◆ 12 years' marketing and research experience
- ◆ Head of Market Research at Bestfood
- ◆ Unilever Marketing



**MD US
Ari Popper**

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

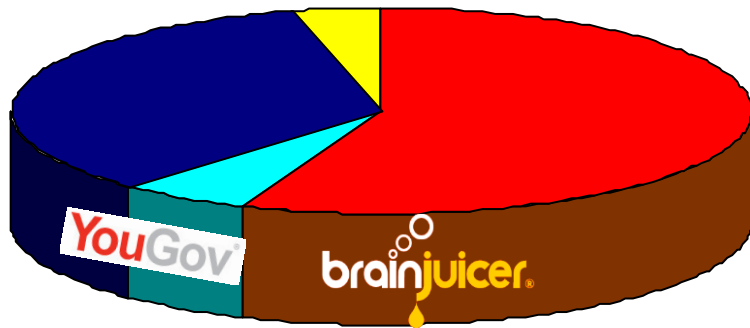
Where BrainJuicer Competes



2006 = \$25bn market

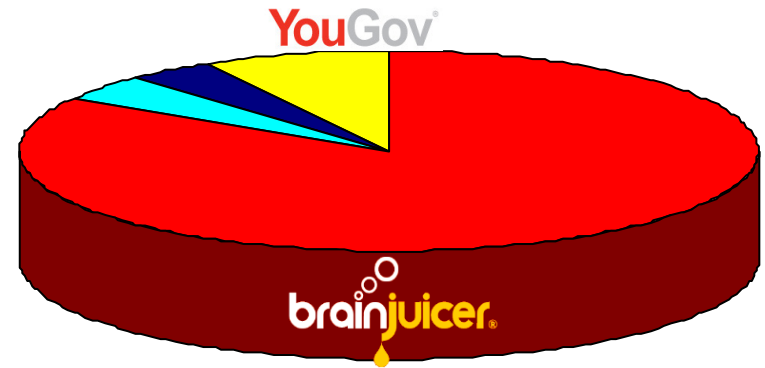


2006 % By Type



- Strategic research
- Omnibus
- Continuous
- Ad hoc

2006 % By Spend



- Consumer
- B-2-B
- Other
- Public Sector

N.B. 'BrainJuicer' logo is where the group operates not market share

Competitive landscape



Market research is a \$25 bn marketplace



The BrainJuicer difference:

Innovative 2-in-1 research approach delivering greater diagnostic insights

Reputation for unique methods & twice winner of industry's 'Best Methodology'

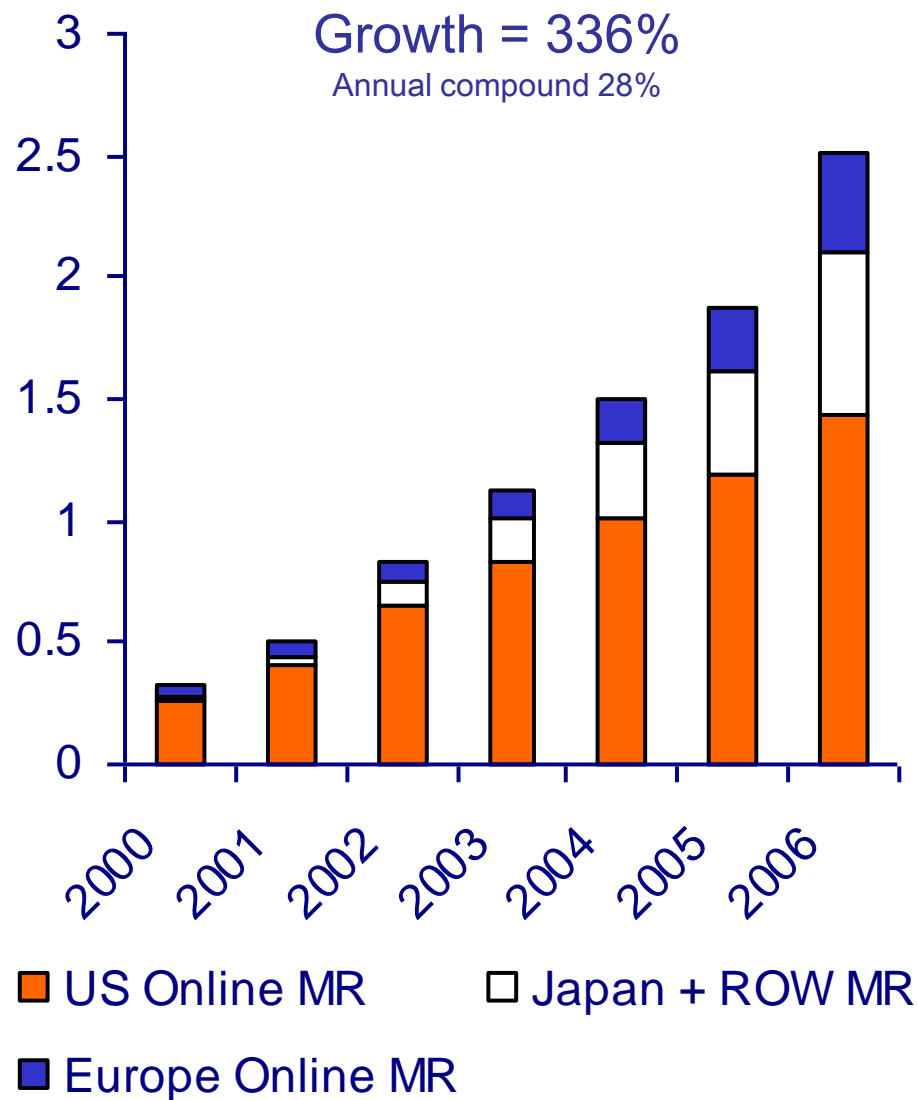
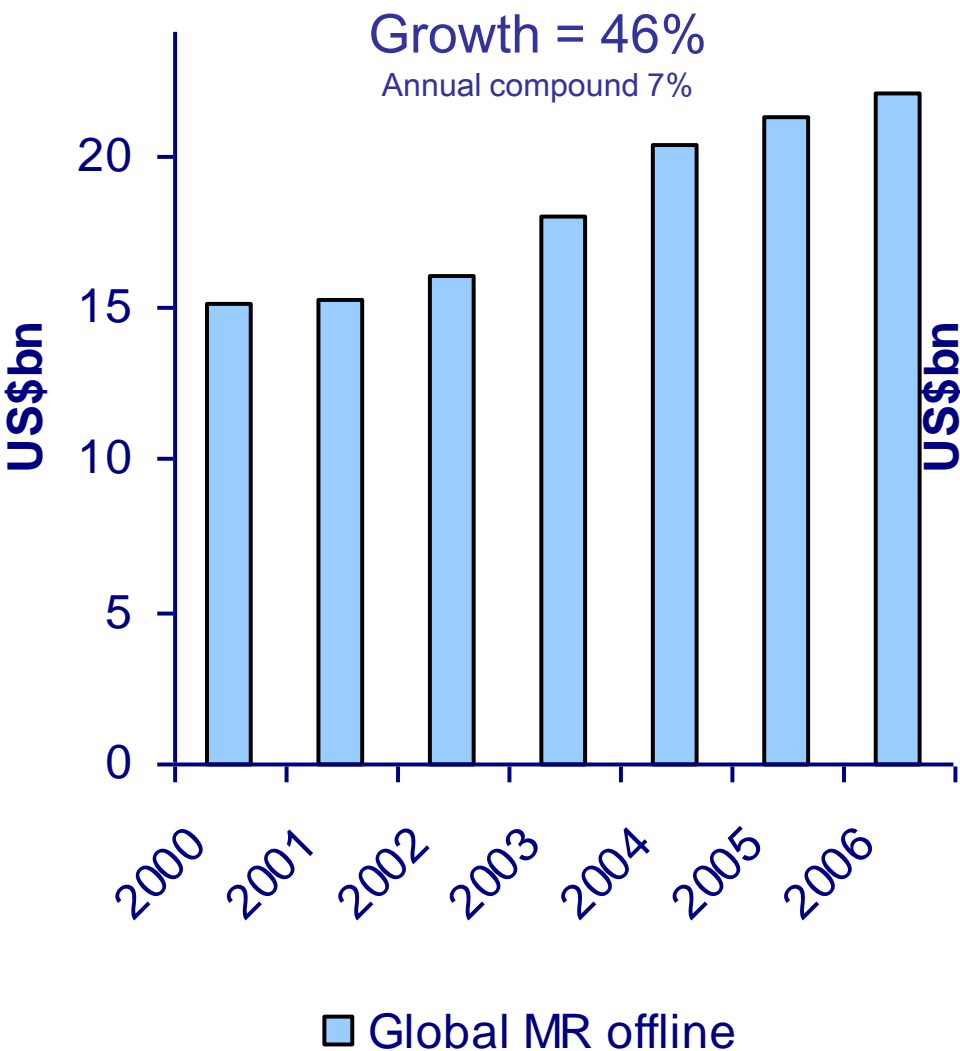
Reputation as research leader in the difficult, 'Fragile-front-end' of innovation

International footprint, working with 19 of the top 200 global companies

Research talent



Growth of Market Research



ESOMAR Industry Report + Inside Research US & European Online MR Spending Index

Market Research Evolution



2000 Offline

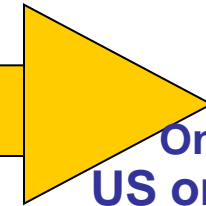
US online MR 10%
EU online MR <1%

Offline Research
More representative
More tactile
More depth & breadth

2008

US online MR 40%
EU online MR 10%

Fieldwork Revolution
Faster
Cheaper
More honest



2012

BrainJuicer
Online Estimate
US online MR 60%
EU online MR 40%

Research Revolution
More representative
More engaging
More accurate
More creative
More insight

BrainJuicer Innovation... Juicy Products up by 47%



🔥 Insight Validator™ now used by 11 large clients

🔥 Predictive Markets 'Best Methodology' in 2005, grew 248%

🔥 CommScan™ 'Best Methodology' in 2007, grew 324%

🔥 Creative 6ers™ trialled by 4 multinationals



Foundation



Screening



Evaluation



Prediction



Launch



Tracking



Powered by our unique **MindReader™**
& **FaceTrace™** Quali-Quant technology

Front-end research focus = 56% of all research





Which of these faces best expresses how you feel about this idea?

Contempt



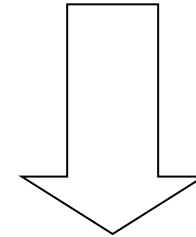
Sadness



Surprise



To what degree did this idea make you feel [selected emotion]?



And what was it about this idea that made you feel this way?

[Use MindReader to capture reasons for each emotion]

Happy



Neutral



Anger



Fear



Disgust



BrainJuicer © 2006



The Wisdom of Crowds: How the Many Can Be Smarter than the Few *James Surowiecki (2004)*

**X 596
Polls**

(1988 - 2000)



✓ $\frac{3}{4}$



Head-to-Head Experiment

Creative Sixers™




Current Process Brainstorming

Use 50 'Creative 6'ers'
generate 50 unique ideas

2 weeks brief-to-debrief


£14,000 for 20 ideas

= 6 of 
the 7 final ideas

Use external NPD agencies
+ internal team brainstormings

2 months brief-to-debrief

£40,000 for 20 ideas

 = 1 of
the 7 best ideas

*Sliding scale with
each additional
country down to
£7,500 per study



FamilyCam™ / BarCam

Family Cam wired up for online ethnography + product testing as an inspirational & insightful research resource



Juicy Communities

Web 2.0 social networks and online communities to provide a 24/7 inspirational & insightful research resource

Brand Personality Profiling

A robust, psychometric profiling of brand personalities in a category for comm's/ innovation development



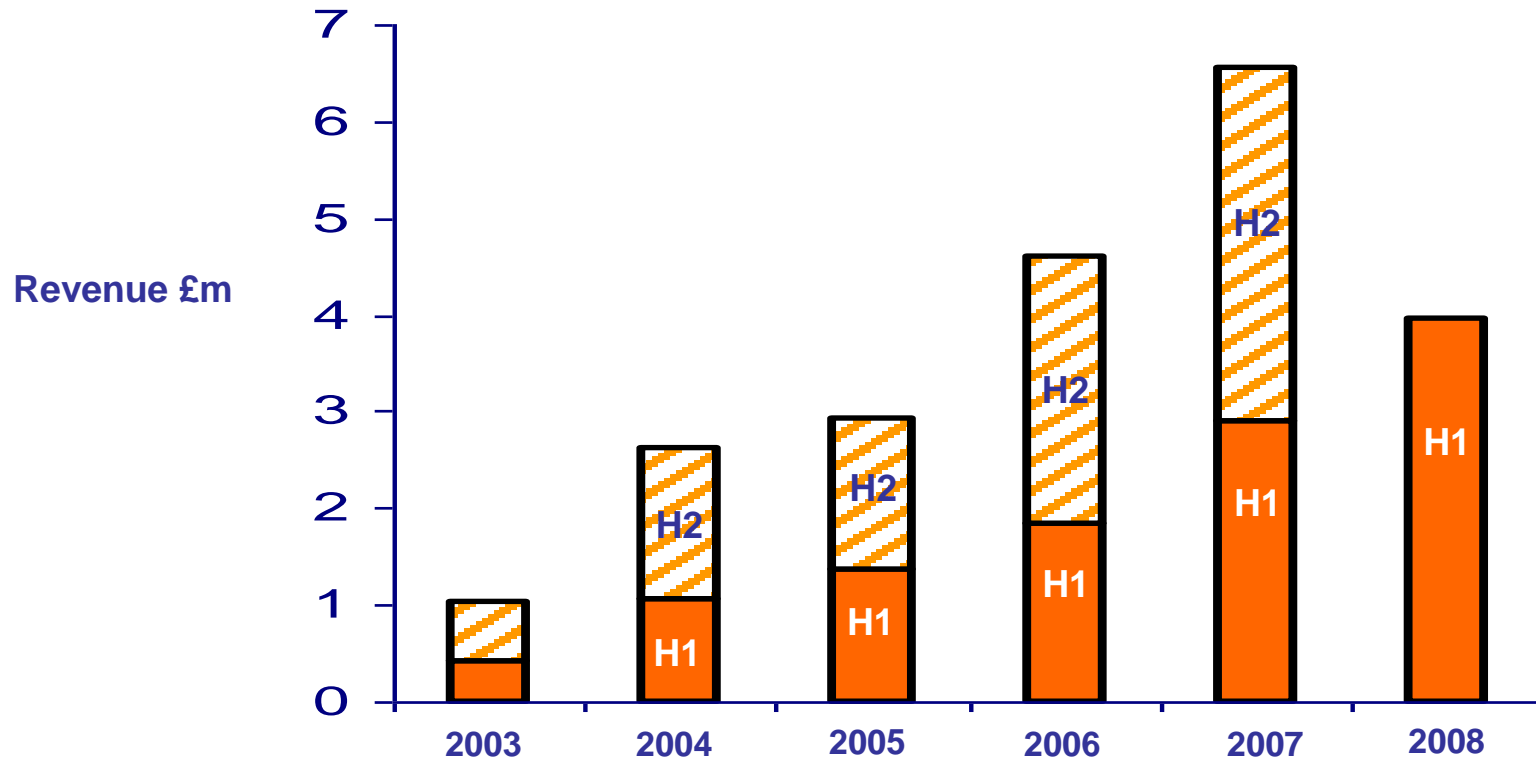
Mobile Juicing

Real-time, experiential research e.g. shopper marketing, events, ambient advertising, new launches



- ◆ Revenue increased by 37% to £3,970,000 (H1 2007: £2,901,000)
- ◆ Operating profit increased by 33% to £196,000 (H1 2007: £147,000)
- ◆ EPS (diluted) increased to 1.2p (H1 2007: 0.9p)
- ◆ All business units demonstrated strong performance: revenue grew by 246% in the US
- ◆ Maiden interim dividend of 0.5p per share

BrainJuicer Interim Results 2008





💧 **Solid relationships with key clients:**

- Increased major client base to 19 of the world's top 200 companies
- 72% of revenue from repeat business

💧 **Broadened geographic reach:**

- US office now firmly established with revenues up 246%
- Expanded into Switzerland
- Entered into Australian market via Slater Marketing license

💧 **Balanced growth:**

- Headcount increased to 64 (48 at end of 2007), 58% client facing
- Maintained revenue per head (£70,893 in H1 2008 vs £70,756 in H1 2007)
- Average project size increased 10% to £15,881 (H1 2007: £14,442)

Income Statement

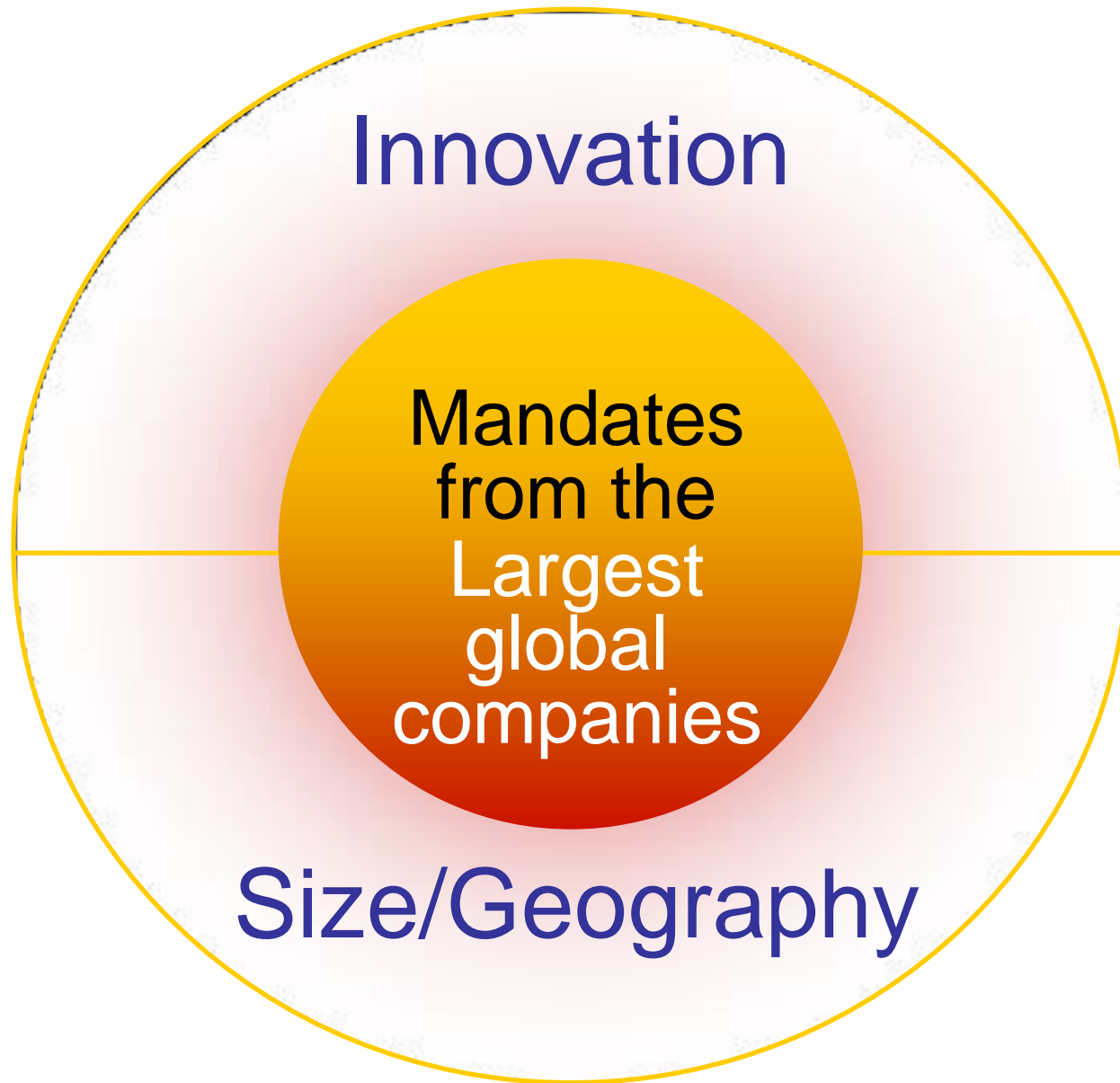


	Six months ended 30 June 2008 Unaudited	Six months ended 30 June 2007 Unaudited	Year ended 31 December 2007 Audited
	£'000	£'000	£'000
Revenue	3,970	2,901	6,566
Cost of sales	(973)	(733)	(1,727)
Gross profit	2,997	2,168	4,839
Administrative expenses	(2,801)	(2,021)	(3,995)
Operating profit	196	147	844
Investment income	33	17	49
Profit before tax	229	164	893
Income tax expense	(68)	(51)	(233)
Profit for the financial year	161	113	660
Attributable to equity holders of the Company	161	113	660
Earnings per share attributable to the equity holders of the Company			
Basic eps	1.3p	0.9p	5.2p
Diluted eps	1.2p	0.9p	5.0p

Balance Sheet



	30 June 2008 Unaudited £'000	30 June 2007 Unaudited £'000	31 Dec 2007 Audited £'000
ASSETS			
Non-current assets			
Property, plant and equipment	187	89	119
Intangible assets	425	119	328
Financial assets – available for sale investments	85	-	-
Deferred tax	226	322	222
	923	530	669
Current assets			
Inventories	32	27	16
Trade and other receivables	1,872	1,677	2,630
Cash and cash equivalents	2,128	1,319	1,875
	4,032	3,023	4,521
Total assets	4,955	3,553	5,190
EQUITY			
Share capital and reserves	2,420	2,339	2,340
Retained earnings	581	(145)	412
Total equity	3,001	2,194	2,752
LIABILITIES			
Current liabilities			
Trade and other payables	1,570	1,001	2,092
Income tax	384	250	346
Financial liabilities	-	108	-
Total liabilities	1,954	1,359	2,438
Total equity and liabilities	4,955	3,553	5,190



Innovation

**Mandates
from the
Largest
global
companies**

Size/Geography

Client endorsements



“Using BrainJuicers we generated & tested dozens of **ideas** to find a winner. What would normally take us months we finished in 2 weeks. More Juice please!”

Jaroslav Cir – Global Consumer & Market Insight Manager Rexona



“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



“**My research project** was run extremely well by the BrainJuicer team and I was delighted with the quality of the work they delivered. I would certainly use BrainJuicer again.”

George Bevis – Director of Strategic Development – RBS



