



Fresher Insights, Better Marketing.

2010

InvestorFest

22nd September 2010

Agenda

Introduction

John Kearon - BrainJuicer

Interim Results

James Geddes - BrainJuicer

Alex Batchelor - BrainJuicer

Industry Perspective

Simon Chadwick – Research World Magazine

Federico Trovato – Philips Electronics

Frédéric-Charles Petit - Toluna

John Kearon - BrainJuicer

Q & A / Wrap Up





2010
Interim Results
September 2010

2010 First Half – Key Financials

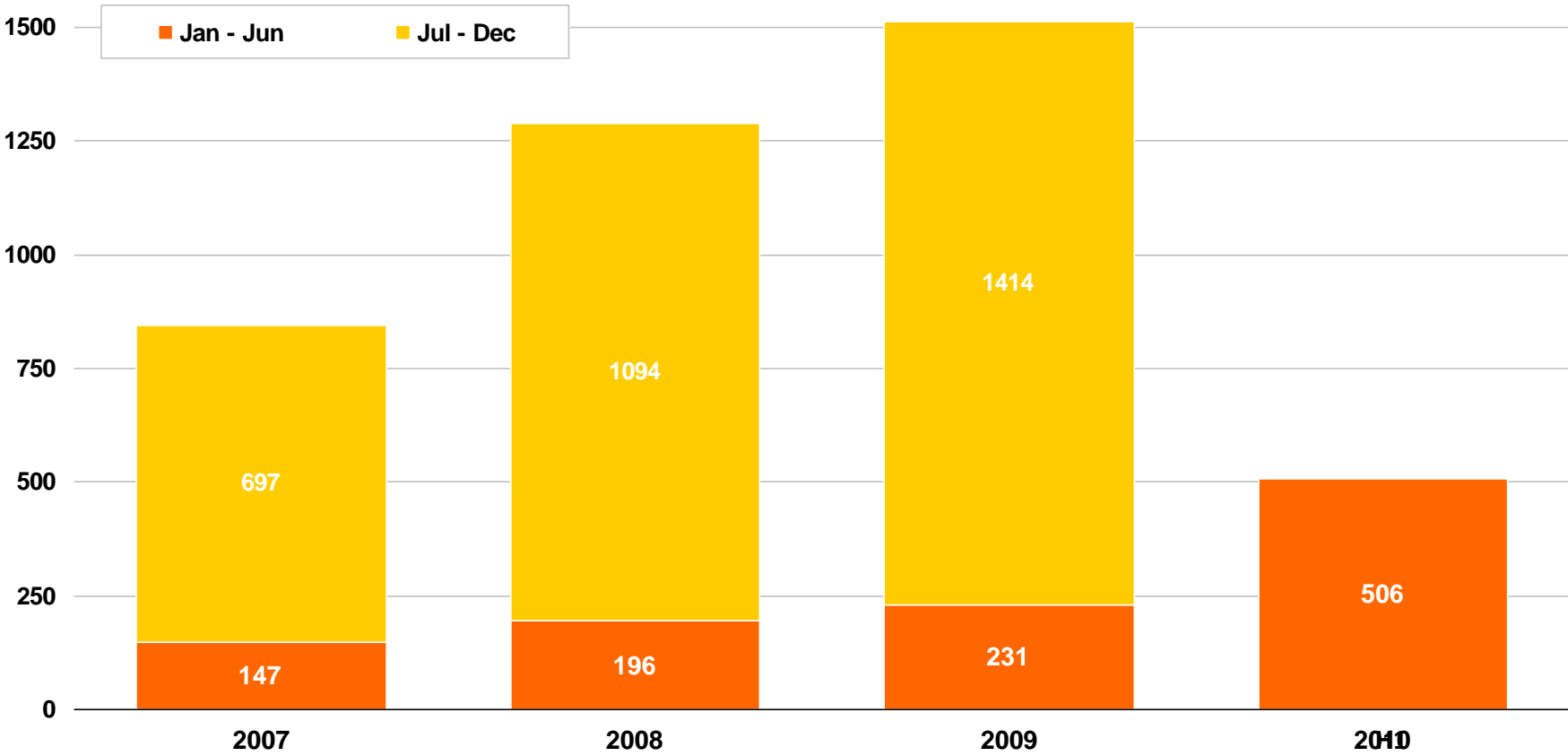
- 🔥 49% revenue growth to **£7,208,000**
- 🔥 119% growth in operating profit to **£505,000**
- 🔥 108% increase in profit before tax to **£506,000**
- 🔥 100% increase in fully diluted eps to **2.6p**
- 🔥 **0.6p** interim dividend paid in March
- 🔥 **687,000** shares bought back for **£1,131,000**
- 🔥 Period end cash **£1,637,000** and ***no debt***

2010 First Half – Geographic growth

	<i>Revenue</i>		<i>EBIT</i>	
	£'000	Change v 2009	£'000	Change v 2009
UK	3,600	+49%	1,854	+80%
US & Canada	1,916	+129%	634	+645%
Netherlands	984	-9%	131	-70%
Switzerland	374	+19%	71	-53%
Germany	334	+68%	92	64%
TOTAL	7,208	+49%	2,782	+58%

- 💧 Strong UK recovery after flat 2009
- 💧 Further good progress in US
- 💧 Switzerland and Germany continue to build
- 💧 Netherlands in transition

Outlook



- 💧 Strong H1, but profits heavily weighted to H2
- 💧 Revenue visibility relatively poor
- 💧 On track to meet market expectations

2010 First Half – Operating Highlights

- 🔥 Increased investment in product development
- 🔥 Revenues from Juicy products up **55%** to **£3,758,000**
 - **52%** of revenue (H1 2009: 50%)
- 🔥 New technical platform nearing completion
- 🔥 Offices opened in China and Brazil
- 🔥 Appointment of Chief Operating Officer
- 🔥 Attracting talent: average headcount 86 (H1 2009: 63)
 - Young Researcher and ‘Research Superstar’ at 2010 Esomar

2010 First Half – *Product Development*

- 🔥 BrainJuicer Labs investment paying off
- 🔥 Product development and validation continues apace
- 🔥 DigiViduals™
- 🔥 SatisTraction™

2010 First Half – *New Technical Platform*

- 🔥 Total investment since 2006 **£1.3m**
- 🔥 Phased deployment during second half
- 🔥 Significantly increases capacity limits
- 🔥 Improves respondent experience
- 🔥 Reduces errors



Appendix



Board of Directors



COO
Alex Batchelor

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



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
- ◆ Deloitte – Chartered Accountant



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

Senior Managers



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



CH MD
Mark Johnson

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



NL MD
Carola-Verschoor

- ◆ 15+ years' marketing experience and innovation
- ◆ Kraft Foods, Coca-Cola, Danone, Sara Lee



EVP Mktg + BusDev
Susan Casserly Griffin

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



China MD
Han Zantingh

- ◆ 15+ years' marketing experience
- ◆ 5+ years in China
- ◆ Pernod Ricard, Omicom, United Biscuits, Kimberly Clark



Brazil MD
Gabriel Aleixo

- ◆ 10+ years' experience in marketing and research
- ◆ Beiersdorf, Philips



Labs MD
Orlando Wood

- ◆ 13+ years' market research experience
- ◆ SGA, Research Intl
- ◆ Developed FaceTrace