



2011 Interim Results

6 months to 30 June 2011



“Market research at its best
is mind expanding & profit enhancing.

At worst, it’s a 120 page insurance policy heavy on numbers, light on insight and usually dead-on-arrival.

BrainJuicer’s mission is to inspire brave clients to do great marketing by translating a generation of breakthroughs in psychology, behavioural economics and social sciences into Juicy tools that **better understand & predict people’s behaviour.”**





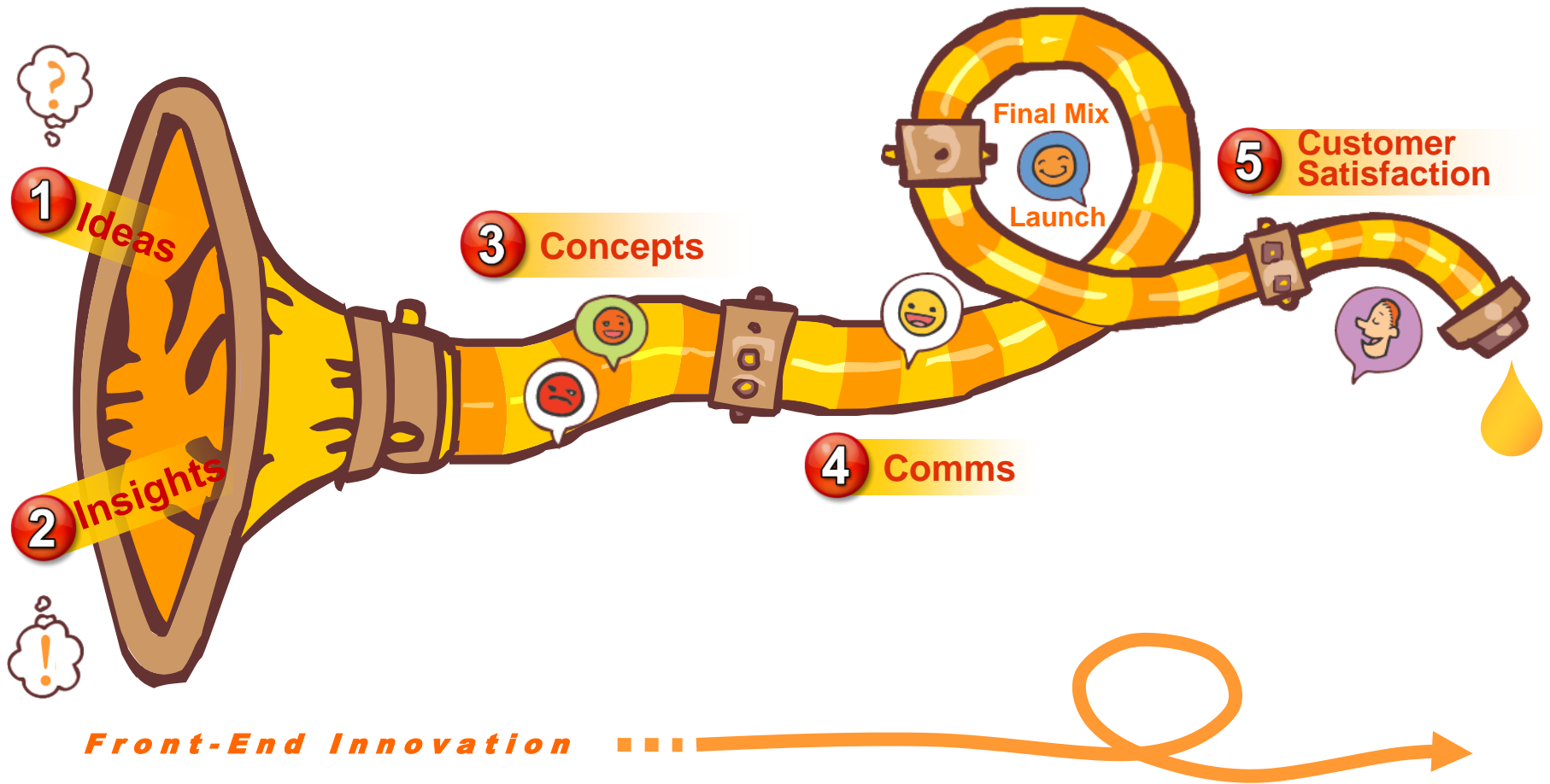
DEL MONTE FOODS



140 staff; offices US, UK, DE, CH, NL, CN, BR
11 years; research in 62 countries &
165 clients (12 of the world's top 20)

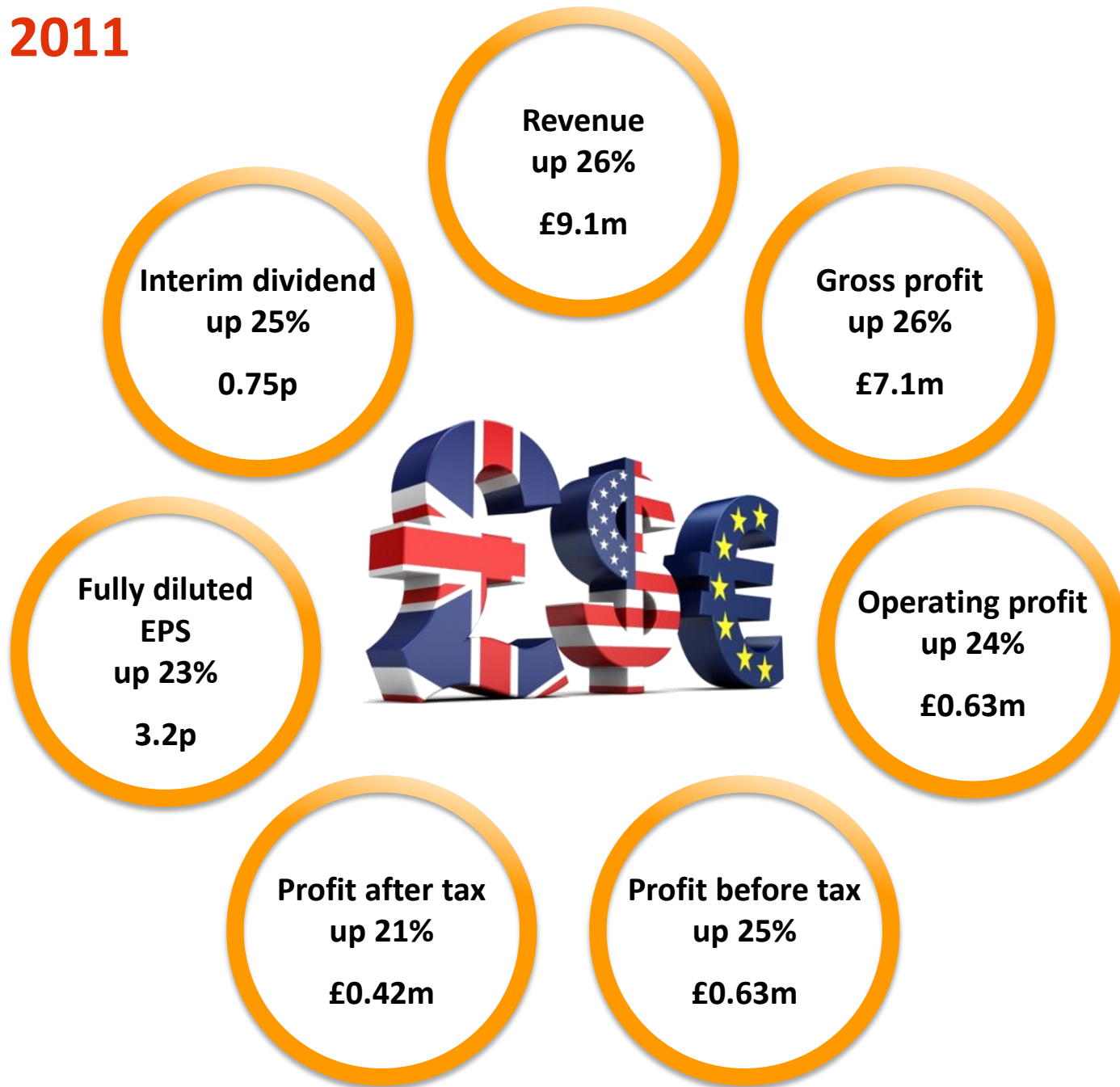


Juicy solutions



delivered by **Juicy people**: inspired by our maxim, *Drive* giving our staff **more autonomy**, supporting their pursuit of **mastery & sense of purpose**.

H1 2011



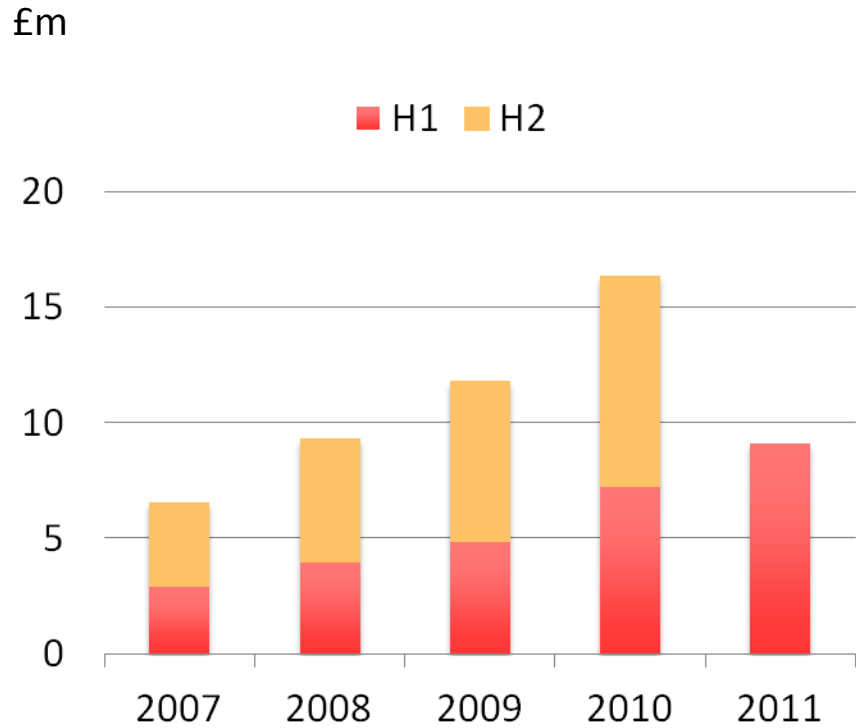
H1 2011	Revenue	growth	Operating Profit	growth
UK	£3.8m	+ 4%	£1.9m	+ 3%
US	£3.0m	+ 54%	£1.4m	+ 70%
Germany	£0.8m	+ 134%	£0.4m	+ 428%
Switzerland	£0.6m	+ 70%	£0.3m	+ 134%
Netherlands	£0.7m	- 24%	£0.1m	- 64%
China	-	NM	£(0.1)m	NM
Brazil	£0.2m	NM	£(0.1)m	NM
	£9.1m	+ 26%	£3.9m	+ 26%
Central Overheads			£(3.3)m	+ 26%
			£0.6m	+ 24%



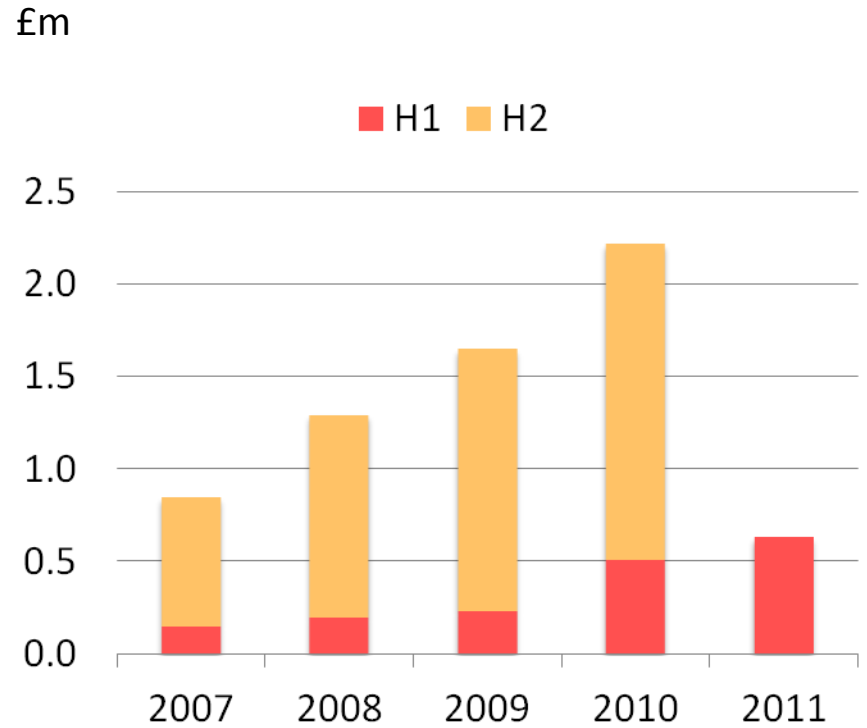
H1 2011	2011 H1	2010 H1
Operating cash flow	£0.27m	£1.28m
Tax paid	£(0.42)m	£(0.33)m
Investment in fixed assets	£(0.24)m	£(0.32)m
Cash flow before financing	£(0.39)m	£0.63m
Share buyback and dividends less share options issued	£(0.32)m	£(1.34)m*
Net cash flow	£(0.71)m	£(0.71)m
Cash balance (no debt)	£2.06m	£1.64m

* 687,000 shares bought back for £1.13m during first half of 2010

Revenue



Operating Profit



Profits heavily H2 weighted, and limited revenue visibility
Nevertheless believe on track to meet profit expectations for year as a whole

H1 2011 operating highlights

Recruited Federico Trovato as Head of SatisTraction & Global Accounts. Management team now 13 strong

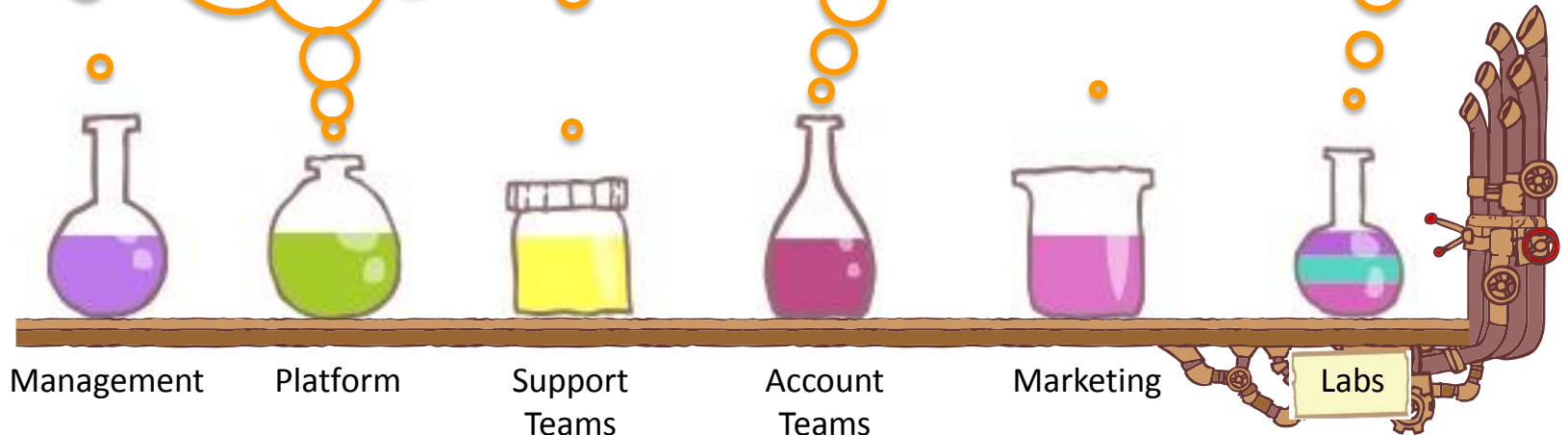
Strengthening operating processes. Investing heavily in office IT (up 58%)

Spoke at 16 conferences, and 5 webinars

Deploying JC2 increased capacity significantly & better respondent experience

Building Acc Teams in all regions – now 18. Opened office in Atlanta – preparing for Milan

“Most Innovative Agency” – 2011 GreenBooks Research Industry Trends



..... continuing to build capability

Juicy research
inspiring great
marketing