

Results Presentation | Year ended 31 December 2015
BrainJuicer Group PLC



System 1

Feel more: Buy more

Leading exponent of behavioural economics and system-1 thinking in marketing and research

Our five golden rules of famous 5-Star communication

- 1. We think much less than we think we think**
(fast feelings drive decisions, slow thinking rationalises the reasons)
- 2. Those who tell the best stories rule the world**
(the human mind is a story processor not a logic processor)
- 3. Your buyers mostly buy other brands and occasionally buy yours**
(growth comes from gaining a repertoire among more people)
- 4. Focus on new buyers because loyalty comes free**
(you don't increase your brand's share by targeting existing users)
- 5. Fame, Feeling and Fluency drive famous 5-Star Marketing**
(fortune follows fame | feel more buy more | recognition speeds decision)

Building our core, expanding our repertoire and extending our availability

Strong underlying momentum

17% growth in core products
(Ad Testing, Brand Tracking, Predictive
Markets)

Fame | Feeling | Fluency

Significantly enhanced our Ad Testing
and Brand Tracking positioning and
offerings

Focus on Ongoing

85% of our business now “Juicy” so
moving focus to “Ongoing” regular
repeat business

System1 agency

Setting up our new creative agency
based on system-1

Zappistore

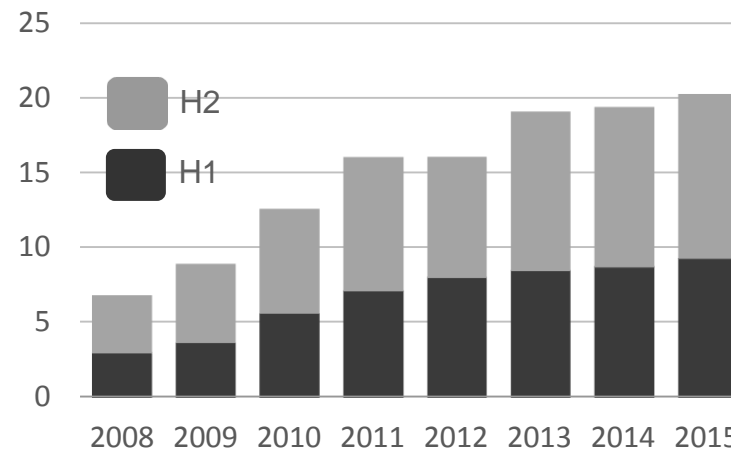
Starting to sell light automated
versions of our products online
(www.zappistore.com)

Financial Results

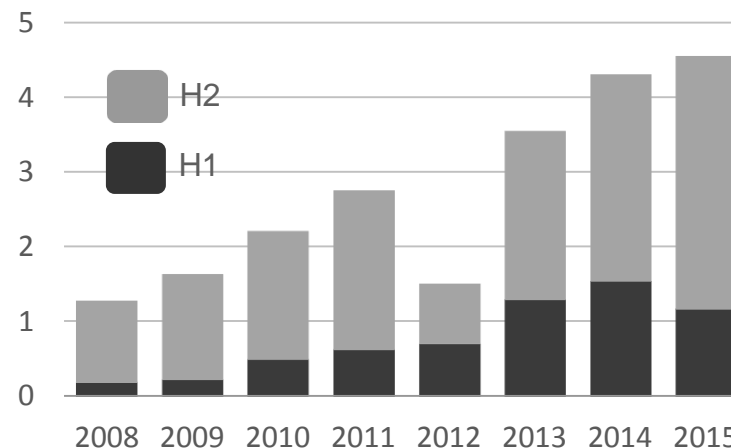
Top-line flat but strong profits and cash flow

Gross profit (£m)

main top-line performance indicator



Operating profit (£m)



Revenue up 2%

Gross profit up 4%

Overhead costs up 4%

Operating profit up 6%

Profit before tax up 5%

Profit after tax up 5%

Diluted EPS up 7%

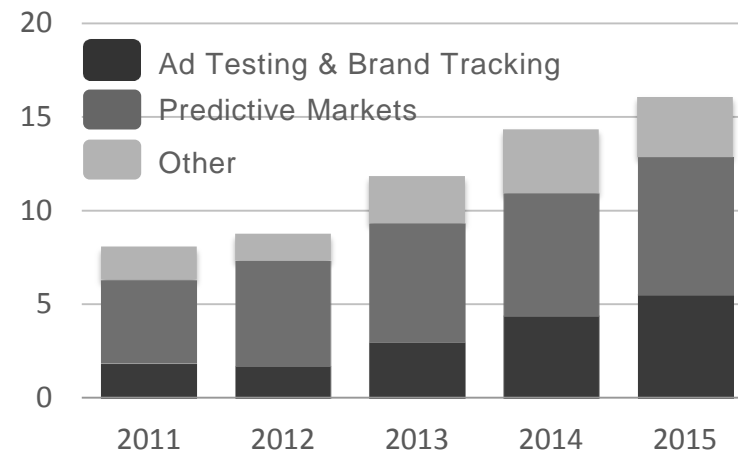
Cash conversion 89% of PAT

Cash £6.37m and no debt

Changing financial year end to March 2017

Lack of overall growth masks strong growth in core products

Juicy Quantitative Products – gross profit £m



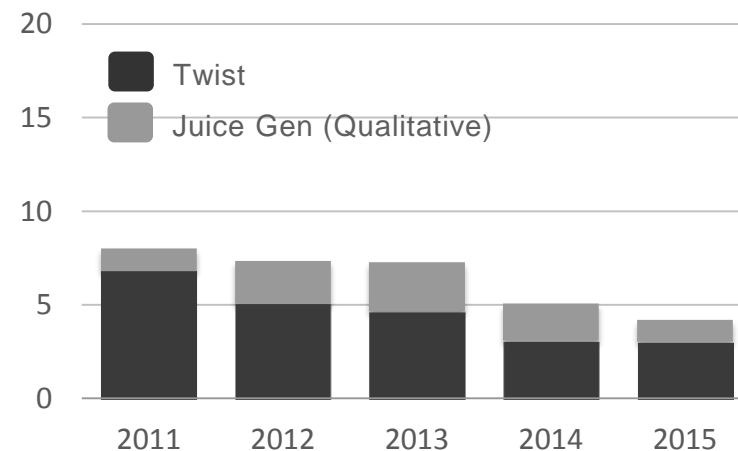
Juicy Quant Products growing and scalable particularly three core products ...

Ad Testing & Brand Tracking – building brands

Predictive Markets – directing innovation

Ad Testing & Brand Tracking lead to Ongoing work sole supplier status and regular usage

Twist and Juice Gen – gross profit £m



Significantly enhanced Ad Testing and Brand Tracking in 2015

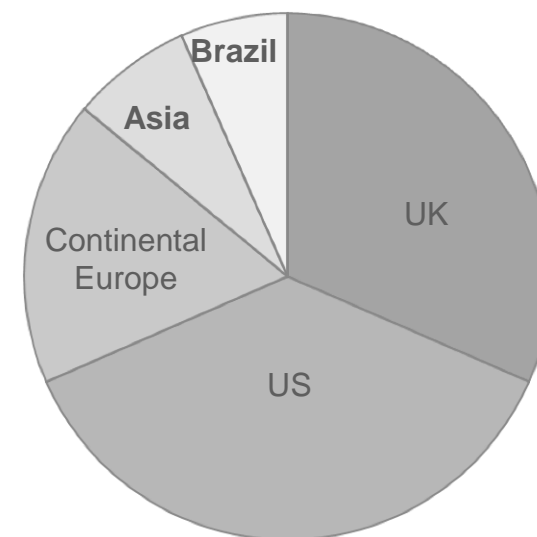
Fame | Feeling | Fluency approach to brand building

Mixed fortunes geographically

Reflecting client ups and downs more than systemic issues

	Gross profit		Operating profit	
UK	£6.73m	- 1%	£4.53m	- 6%
US	£7.76m	+ 21%	£4.42m	+ 19%
Continental Europe	£3.13m	- 9%	£1.62m	- 3%
Asia	£1.49m	- 12%	£0.56m	- 30%
Brazil	£1.14m	+ 11%	£0.62m	+ 120%
Total	£20.25m	+ 4%	£11.75m	+ 4%
Central Costs			£(7.21)m	+ 3%
Operating profit			£4.55m	+ 6%

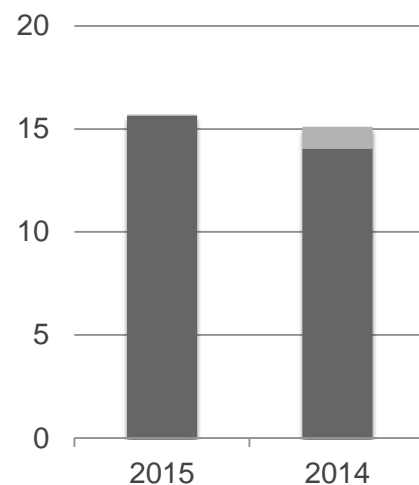
Gross profit split



Cost increase mitigated by bonus reduction

	2015	2014	Growth
Gross profit	£20.25m	£19.41m	4%
Cost pre bonus	£(15.64)m	£(14.03)m	11%
Bonus	£(0.06)m	£(1.08)m	NM
Operating profit	£4.55m	£4.30m	6%

Overhead costs – £m



Cost before bonus up 11%

Higher than gross profit growth due to one-off costs (£0.32m) and Juice Gen savings not flowing through until 2016

Reduced bonus

Total overheads (after bonus) up 4%

Capacity to scale several times current size
without CAPEX and without costs growing as much as gross profit

Consistent effective tax rate

33% in 2015 vs 32% in 2014
Higher than UK tax rate (~20%) due to higher US taxes and disallowable costs

Strong cash flow and returning it to shareholders

Cash Flow

Pre-financing cash flow has been at least 78% of profit after tax every year over the last 5 years

And was 89% of profit after tax in 2015

Finished year with £6.37m cash and no debt

Plus £2m committed overdraft facility (put in place as contingency in case of acquisition)

Returns to shareholders

Over the last 5 years, returned £5.17m in dividends and £3.56m in share buy-backs

In 2015 £0.54m in dividends and £0.93m buy-backs

Plan on continuing in the same vein in future

Fame | Feeling | Fluency

Fame

If a brand comes readily to mind,
people perceive it to be a good
choice

Explains current market share

Fortune follows fame

Feeling

If people feel good about a brand,
they perceive it to be a good
choice

Predicts future market share

Feel more buy more

Fluency

If people recognise a brand
quickly, they perceive it to be a
good choice

Reduces price sensitivity

Recognition speeds decision

System1 creative agency

Feel more: Buy more

1

We only develop System1 work

The most effective ideas don't persuade, they seduce

Our work is based on a fundamental principle from the behavioural sciences that the more a consumer feels for a brand, the more a consumer will buy

System1 only produces creative work that translates emotion into brand growth

2

We source the best creative talent available anywhere

Rather than fixed creative teams, we manage a Network of Creative Networks

In an Uber-era, there's incredible creative talent out there - and we have found a great new way to tap into it

For each creative challenge we brief 4 creatives/teams/boutiques who best fit the brand and challenge

And of course – we lead the process every step of the way

3

We guarantee everything we deliver will work

Using BrainJuicer's behavioural-based testing methodologies, we can predict the success of new ideas

All ideas are pre-tested before they are presented to clients, and then tested again once they are produced

We don't speculate with anything, and we don't stop creating until we achieve success

System 1

vs

System 2



HELP ELIMINATE ODOR: DON'T JUST COVER IT UP

10x MORE ODOR PROTECTION COVERAGE WHEN USED TOGETHER*

INTRODUCING Gillette's LINE OF ODOR SHIELD PRODUCTS.

Odor Shield Anti-Perspirant and Body Wash help eliminate body odor instead of just covering it up. **Odor Shield technology** targets and neutralizes body odor at the source. And when used together, you get **10x more odor protection coverage**. So you can perform under pressure.

TARGETS SHIELD ZEROES IN ON ODOR	NEUTRALIZES ODOR COUNTERACTS AT THE SOURCE	PROTECTS HELPS ELIMINATE BODY ODOR

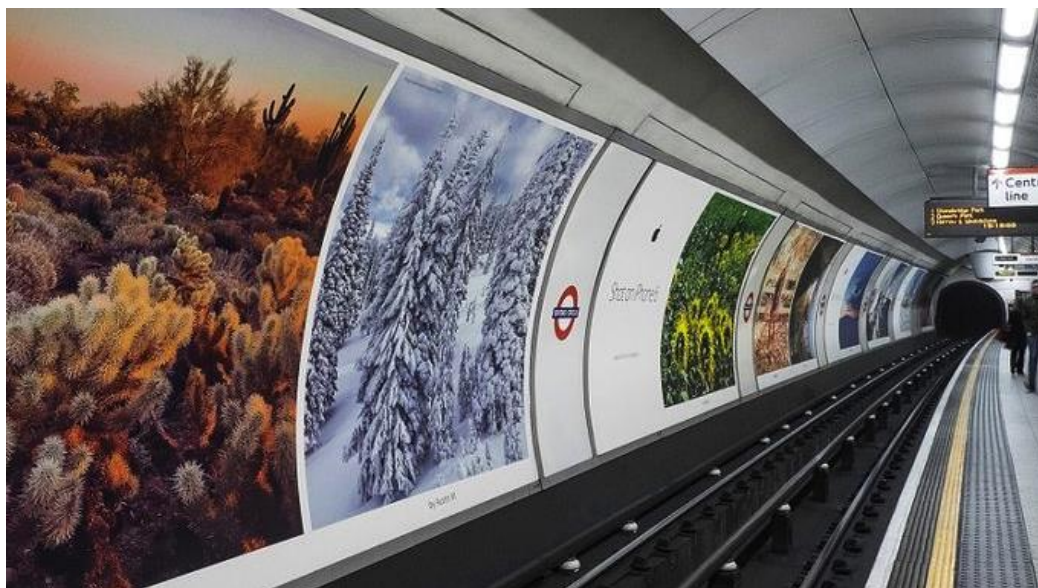
*Retail body coverage vs. just using anti-perspirant alone.

Gillette
The Best a Man Can Get

System 1

vs

System 2



Summary

Continuing the momentum

Core innovation screening and brand building services growing consistently and strongly

Fame | Feeling | Fluency significantly enhances brand building services (Ad Testing and Brand Tracking)

Ad Testing and Brand Tracking driving ongoing regular repeat work

Expanding our repertoire

Utilising behavioural science insights and Fame | Feeling | Fluency to establish System1 creative agency

Now creating (as well as measuring) brand building communications

Extending our availability

Adding our products to an online portal. Inexpensive, fast and highly scalable

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