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YouGov plc
("YouGov" or "the Group")

Acquisition of Galaxy Research expands YouGov's presence in Australia

YouGov, the international market research and data analytics group, is pleased to announce the acquisition of Galaxy Research Pty Ltd ("Galaxy"), a leading market research agency in Australia.

With a market research offering comparable to YouGov's Data Services offering, and a strong reputation in the local market, the YouGov Board sees a clear strategic fit for Galaxy in the YouGov Group. Galaxy, based in Sydney, is well respected in the Australian market for accurate opinion polling and as the administrator of the leading local political opinion polling brand, Newspoll.

The acquisition will allow YouGov to strengthen its position in the Australian market and accelerate growth in line with the Group's strategy. YouGov's existing Australian business, established two years ago, operates in keeping with YouGov's core model of using data collected from its proprietary panel of members to provide syndicated data products and services. With YouGov's operating model and panel, and Galaxy's reputation and foothold, the combined business will be in a strong position expand its data products and services offering.

David Briggs, the founder and Managing Director of Galaxy, will lead the combined business and team of 11 employees in Australia, which will initially operate under the brand YouGov Galaxy.

Stephan Shakespeare, CEO of YouGov, commented:

"With its reputation for accuracy and an excellent roster of corporate market research clients, Galaxy was an obvious fit for the YouGov Group. This acquisition increases our presence in Australia which is a significant market and one which is strategically important to our international clients."

David Briggs, Managing Director of Galaxy, commented:

"Becoming part of YouGov gives Galaxy access to an enviable global profile, a high-quality proprietary panel and operating platform. We look forward to working together to realise our combined ambitions."

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