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YouGov introduces global partnerships in Russia, Poland, Pakistan and Egypt

YouGov, the international research and data analytics group headquartered in London, has expanded its new affiliate Global Partnerships Programme across Russia, Poland, Pakistan and Egypt, with additional partners in development across the EMEA and APAC regions.

The YouGov Global Partnerships Programme accelerates YouGov's expansion into new markets while providing affiliate partner agencies access to platforms, panels, and industry expertise.

Stephan Shakespeare, Chief Executive Officer of the YouGov Group said:

"We are in an exciting phase of growth at YouGov, with the opportunity to continue to build on the robust features of our core products and services while developing new solutions in a variety of markets, sectors and research areas globally. Affiliate partners get unique access to the YouGov panel, technology platforms including the Cube, and a suite of data products. The programme connects affiliate partners with YouGov's developed infrastructure, assisting them to grow their business and expand their client base while establishing the YouGov brand locally. We are looking forward to working with our new partners across Russia, Poland, Pakistan and Egypt."

The Global Partnerships Programme works with affiliate partners to establish the YouGov brand and data products at a local level. A central part of the affiliate partnership model is the YouGov *panel, which YouGov takes operational responsibility for building and maintaining. By leveraging the YouGov panel data that sits within the YouGov Cube, affiliate partners are able to grow their online research business quickly. The Cube is YouGov's proprietary, multi-dimensional database, known for its accuracy, quality and breadth. Through the Cube and the expertise of their local networks, affiliates are equipped to adapt to the needs of their clients, utilising the products and services available through the YouGov partnership.

Current clients working with YouGov affiliate partners include several leading consumer multinational brands across the food, beverage and cosmetics sector.

**Note: The panel in the Russian affiliate partnership is a wholly domiciled and maintained affiliate panel and not within or part of the YouGov panel base.*

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About YouGov

YouGov is an international research and data analytics group.

Our mission is to supply a continuous stream of accurate data and insight into what the world thinks, so that companies, governments and institutions can better serve the people and communities that sustain them.

We are driven by a set of shared values. We are fast, fearless and innovative. We work diligently to get it right. We are guided by accuracy, ethics and proven methodologies. We trust each other and bring these values into everything that we do.

Each day, our highly engaged proprietary global panel of over 7 million people provides us with thousands of data points on consumer opinions, attitudes and behaviour. We combine this continuous stream of data with

our research expertise to provide insights that enable intelligent decision-making and informed conversations. Our integrated suite of products, services and tools operates as a systematic platform serving YouGov data and intelligence for all stages of the marketing workflow.

With operations in the UK, North America, Europe, the Nordics, the Middle East and Asia Pacific, YouGov has one of the world's largest research networks.

YouGov. The best data, the best tools.

For further information visit yougov.com