

17 November 2020

YouGov plc

("YouGov" or the "Company")

YouGov acquires Turkish research company Wizsight

YouGov, the international research and data analytics group, announces that it has wholly acquired Wizsight, the award-winning Turkish online-focused research agency, which will be renamed YouGov Turkey.

Founded in 2017, Istanbul-based Wizsight has quickly established itself as one of the most well-respected players in online research in the country. It has built a strong and loyal client base, comprising both regional and multinational brands across multiple verticals. N.Özge Akçizmeci Üstün, Founder of Wizsight, will continue to lead the well-respected team, taking on the role of Commercial and General Manager Turkey.

YouGov has been strengthening its proprietary panel of members in Turkey on the back of client demand and the addition of Wizsight will allow YouGov to reach critical mass faster in this key growth market. Through the acquisition, YouGov will be able to offer a greater array of research products and services to clients and further increase panel activity in Turkey by transitioning Wizsight's existing research projects onto the YouGov platform. The Wizsight team has a strong cultural fit with YouGov which will enable a seamless integration.

Stephan Shakespeare, CEO and co-founder of YouGov: "We are excited to bring Wizsight into the YouGov fold as we continue to invest for growth in line with our strategy. With its progressive attitude to online research and its impressive roster of blue-chip clients, Wizsight is the perfect fit for us. We are committed to offering our clients a connected data proposition that provides a continuous stream of consumer insight data globally. Turkey is a key growth market for YouGov and many of its clients and by setting roots there, through this acquisition, we can better serve those clients both within Turkey and the wider region."

N.Özge Akçizmeci Üstün, Founder of Wizsight: "We are delighted to become a part of YouGov which has long been the innovator in online research. We look forward to helping build its presence in Turkey and giving our current and prospective clients the benefits of its high-quality proprietary panel, operating tools and deep insights powered by its international presence in 42 markets."

Enquiries:

YouGov plc

YouGov plc

Stephan Shakespeare / Alex McIntosh / Hannah Jethwani

020 7012 6000

FTI Consulting

Charles Palmer / Elena Kalinskaya

020 3727 1000



Numis Securities (NOMAD and Joint Broker)

Nick Westlake / Hugo Rubinstein / Matt Lewis

020 7260 1000

Berenberg (Joint Broker)

Mark Whitmore / Alix Mecklenburg-Solodkoff

020 3207 7800

About YouGov

YouGov is an international research and data analytics group.

Our mission is to supply a continuous stream of accurate data into what the world thinks, so that organisations can better serve the communities that sustain them.

Each day, our highly engaged proprietary global panel of over 11 million registered members 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.

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

YouGov

Best panel

Best data

Best tools

For further information visit yougov.com.