

PRESS RELEASE

**For immediate release
October 21, 2013**

YouGov MENA Expands Dubai Team

YouGov expands its Dubai team with the addition of five new hires. The company operates the largest proprietary panel in the Middle East, and boasts a well-documented and published track record illustrating the accuracy quality of its survey methods. Following strong growth in revenue in recent years, YouGov MENA is broadening its Dubai team to serve its growing client base.

Helping to lead the next phase of planned growth, Ali Draycott joins as Commercial Director MENA. Ali joins from London-based growth and innovation consultancy, The Foundation, where she undertook consultancy projects for clients such as HSBC Amanah, Intercontinental Hotels and Marks and Spencer Group. Ali previously held strategy roles with the UK Government and JWT London before relocating in Dubai in 2010.

Ali will oversee the sales and marketing strategy for the region with a view to driving sales and building on YouGov's already established reputation as the most quoted research agency in the Middle East.

Joining the qualitative research team are Milos Bugarcic, Associate Research Director, and Hend Abdel Sattar, Junior Research Executive. The quantitative team welcomes Isaac Thiga, Research Manager, and Nidhi Sharma, Senior Research Analyst.

"YouGov witnessed strong growth in 2012 and we will continue to expand our presence in the region in the year ahead," said Sundip Chahal, CEO MENA & Emerging Markets. "We are very excited to welcome the new additions to our team. Their depth of experience and proven track record of success is precisely what YouGov will need as we continue into another phase of significant growth."

YouGov has a unique fully integrated online market research model and a track record for impartiality and accuracy. YouGov maintains the largest online panel in the region, with over 235,000 panellists in over 21 countries across the Middle East, North Africa and beyond into India, Pakistan and China. Globally the online panel has 3.3 million respondents, representing a full spectrum of ages, socio-economic groups and other demographic types, creating representative samples as required. This online model allows clients to get international results faster and more cost-effectively than traditional research methods, with no compromise on quality.

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YouGov entered the MENA region & established its headquarters in Dubai, UAE in 2005 and commenced operations in Baghdad, Iraq during the same year. In 2006, YouGov acquired local qualitative research agency, Siraj Marketing Research & Consultancy. The combination of YouGov's Quantitative online expertise and Siraj's Qualitative, offline experience, positioned the new entity, YouGov Siraj, to provide a full-service offer to the both regional and international clients. Later, in 2007, YouGov Siraj opened offices in Saudi Arabia (Jeddah, Riyadh and Dammam). In early 2012, YouGov Siraj was rebranded to YouGov. Since its inception in 2005, YouGov's proprietary panels in the MENA region have grown to 235,000 & YouGov currently has offices in the UAE (Dubai), Saudi (Riyadh, Dammam), Iraq (Erbil), Egypt (Cairo). For more information please see: <http://research.mena.yougov.com/en/>

About Ali Draycott: Ali Draycott joined YouGov's Dubai office in August 2013 as Commercial Director for MENA. Ali has both public and private sector experience having previously led transformational strategy projects for clients as diverse as the UK Civil Service and global brands including as Rolex, HSBC, Vodafone, Marks and Spencer, and Intercontinental Hotels Group. Ali's strategy experience covers government policy, advertising, marketing and management consultancy, as both a client and a consultant and in the UAE and the UK. Ali has a BA in Social and Political Sciences from Cambridge University. For more information please see:

http://www.linkedin.com/profile/view?id=27570454&trk=nav_responsive_tab_profile

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