

## **IMMEDIATE RELEASE 24 October 2011**

### **YouGov plc ("YouGov" or "the Company")**

#### **YouGov launches France office to expand European reach**

YouGov plc, the international online market research agency, today announces the launch of its French operations, YouGov France, based in Paris.

YouGov France is initially offering YouGov's flagship branded products BrandIndex and Omnibus with the intention to expand this offering and add further services and products in due course. YouGov has recently signed several new clients in France and its growing French panel already exceeds 50,000 members.

Julien Chevignon has been appointed to the new role of Country Manager/Directeur Général YouGov France. Julien has held several senior management roles in the research sector in Europe and was formerly Head of the Nielsen Pricing and Portfolio practice where he managed operations in France, Germany, Poland, Spain and the UK. Julien is a French national and holds an ESSEC MBA from the Graduate School of Management in Paris.

YouGov France will be exhibiting at SEMO, the French Market Research Exhibition taking place in Paris on 2<sup>nd</sup> and 3<sup>rd</sup> November. Following SEMO, YouGov France will be operating from an office at Rue de Caumartin, Paris, near the Opera.

Stephan Shakespeare, YouGov's CEO and Co-Founder said:

*"YouGov is continuing its strategic expansion into new geographies in order to meet the growing demand for our core suite of online research products. With the establishment of YouGov France, we significantly strengthen YouGov's European reach. I am delighted at the appointment of Julien Chevignon, who has a strong management background in European market research, to lead our French operations. We have recently signed several new clients in France and I look forward to watching the business grow."*

#### **Enquiries**

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