

YouGov PLC
07 December 2007

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YouGov plc
Interim Management Statement

YouGov plc (YouGov or the Group), the UK's leading online market research agency, which holds its AGM today, at 10am, issues the following Interim Management Statement covering the period from the beginning of the financial year, 1 August 2007, to date.

Since the start of the year, trading across the Group, including the three businesses recently acquired, has been in-line with the Board's expectations.

Integration of the three acquisitions in Scandinavia, America and Germany, completed on 14 September, is progressing well and according to plan. Integration of these businesses is a continuous process and has strong commitment from all staff members around the Group, with strong leadership teams in place within each business/geographical hub.

Our key business leaders meet formally on a monthly basis at the Operations Board which acts as a forum at which integration is managed.

Financial reporting, systems and controls are operating effectively and a unified reporting platform is being implemented across the Group.

Our product roll-out plan continues to have momentum, with BrandIndex due to be fully operational in Germany, Scandinavia and America in the first quarter of next calendar year.

The establishment of an online hub in Germany is progressing well with panel building underway and a current panel of 2,000 and full scale recruitment commencing on Monday.

In November we appointed a Group Chief Technology Officer to lead the technological integration to ensure that we are able to garner the best elements of our technology offering from around the group and to unify our platform.

The Board remains positive about the Group's future prospects.

Nadhim Zahawi, Chief Executive of YouGov plc commented:

'The integration of our three new businesses is progressing as planned reflecting the detailed integration strategy outlined at the time of the

acquisitions. Trading across the group is in line with our expectations and we continue to remain positive about the prospects of our enlarged group.'

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