

YouGov PLC  
24 August 2007

24 August 2007

YouGov plc

#### YouGov signs joint venture with Photon Group in Australia

YouGov plc ('YouGov' or the 'Company'), the UK's leading online market research agency, today announces that it has signed a joint venture with Australia's Photon Group to form YouGovAustralia, in which YouGov will hold a 25% stake.

YouGovAustralia will bring together YouGov's online expertise and strong international brand with Photon's local knowledge and established online market research presence. YouGovAustralia will seek to replicate YouGov's success in the UK and Middle East to bring its opinion, polling and market research product offering to Australia.

YouGovAustralia intends to establish a representative internet panel of up to 50,000 Australians by October 2007 to enable it to conduct online polls for the forthcoming Federal Election. The majority of Australian political polling is conducted via telephone surveys despite the fact that this can lead to higher error rates. YouGovAustralia believes that its representative online polls will eliminate much of this error. YouGov has produced the most accurate predications of the last eight political elections in the UK.

Commenting on the JV announcement, Nadhim Zahawi, Chief Executive of YouGov, said: 'YouGov has a proven track record in providing fast and accurate online political polling through its representative panels. We are confident that we will be able to leverage this through our Australian JV and provide competitive online market research. Our JV with Photon Group is consistent with our strategy of growing our business internationally and exporting YouGov's business model and products into new markets.'

Enquiries:

YouGov plc  
Nadhim Zahawi / Katherine Lee

020 7012 6000  
info@yougov.com

Financial Dynamics  
Charles Palmer / Nicola Biles

020 7831 3113

Note to Editors:

Founded in May 2000, YouGov has become the de facto choice for conducting professional market research. For year-end 2006, turnover rose by over 200 per cent to £9.5 million. For the half-year to January, YouGov, which lifted UK client numbers by 46 per cent to 263 and claims to be enjoying 'good levels' of repeat business, squeezed pre-tax profits of £2.3 million from group turnover of £6.1 million. The embryonic Middle Eastern arm was boosted by an acquisition last year and grew 53 per cent.

This information is provided by RNS  
The company news service from the London Stock Exchange