

## YouGov Joint Venture

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YouGov plc & Centaur Media plc

announce Joint Venture

YouGov plc, the UK's leading online market research agency, and Centaur Media Plc, the specialist publishing and information group announced today that they have signed a 50:50 joint venture agreement, creating YouGovCentaur.

The new venture will develop specialist panels covering Centaur's key markets, which include marketing, legal, financial services and engineering. The panels and the related research products will be drawn from a combination of YouGov's proven market research capabilities and panel building skills and Centaur's unparalleled market access to these sectors. YouGovCentaur will look to offer the unique insights offered by these syndicated and customised research products to Centaur's extensive contacts in each of its markets.

Both YouGov and Centaur will have representation on the board of the new company. YouGov's Chief Executive, Nadhim Zahawi, will join the YouGovCentaur board, along with his colleagues Katherine Lee, Chief Financial Officer, and Stephan Shakespeare, Chief Innovations Officer. Geoffrey Wilmot, Centaur's Chief Executive, will join the YouGovCentaur board along with his Centaur colleagues Tim Potter, Managing Director, Business Publishing and Mike Lally, Centaur's Group Finance Director.

Centaur Media plc is one of the UK's largest independent business publishing and information companies. Centaur focuses on distinct business communities and publishes weekly, fortnightly, monthly and bi-monthly titles as well as organising conferences, events, summits and exhibitions. In addition to its printed products, Centaur also runs six major industry portals providing electronic access to its proprietary information. Centaur's main printed titles include Marketing Week, The Lawyer, Money Marketing and The Engineer.

YouGov is the world's leading pioneer in market research and online polling. YouGov's unique methodology enables it to create representative samples through the Internet. It is a methodology that has demonstrable superiority in terms of accuracy, frankness and depth of response - as well as speed and cost-effectiveness. YouGov is the UK's most-quoted pollster.

Commenting on the joint venture Nadhim Zahawi, Co-founder and Chief Executive of YouGov, said: "This joint venture is an important step for YouGov and is an excellent opportunity to exploit our expertise in building specialist panels. We

believe that the high quality syndicated and custom research data we can produce will be highly attractive to our target audiences. Engagement with high quality specialist panels is an essential product and highly valued. By teaming up with Centaur we will be able to tap into their contacts, accelerating the growth we can achieve in these important markets.

"This latest move is consistent with our strategy of building on the success of BrandIndex to develop our syndicated research offering."

Geoff Wilmot, Chief Executive of Centaur said: "This is a very exciting development for Centaur that supports our strategy of building high-value information products for our served communities. We are delighted to be working in partnership with YouGov, whose drive and entrepreneurialism mirrors our own. We have already identified two suitable projects for YouGovCentaur in the legal and financial division and we believe the growth prospects for the joint venture are excellent."

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About Centaur Media plc:

Centaur's product portfolio currently includes 10 weekly or fortnightly magazines, 21 other magazines, over 20 online products or services, 25 awards or other sponsored events, 20 exhibitions and 80 conferences.

Centaur reports its results within 5 distinct business sector segments, namely Marketing and Creative, Legal and Financial, Engineering and Construction, Perfect Information and Other. The first 3 segments comprise principally the following vertical business communities in which Centaur publishes market-leading magazine titles: Marketing Services, Creative Services, New Media, Retail Financial Products, Legal Services, Engineering, Private Homebuilding. Centaur also enjoys strong positions in a number of other specialist communities, namely HR, Construction, Antique Rugs and Textiles, Supply Chain & Logistics, Recruitment and Public/Private Finance. In addition, it serves the Business Travel community with 3 leading trade shows in the UK and overseas and an associated web service.

About YouGov plc:

Founded in May 2000, YouGov is a professional market research agency pioneering the use of the Internet and information technology to collect higher-quality in-depth data for market research and public consultation.

YouGov has pro-actively recruited respondents from all ages, socio economic groups and regions of Britain. The sample for each survey is carefully selected and controlled so that it is representative of the adult population as a whole - or the specific audience that the survey is designed to measure.

YouGov offers a full market research and consultancy service, collaborating with other agencies in Britain and abroad.