

Creation of YouGovAlpha

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YouGov plc, the online **market research** agency, today announced the creation of YouGovAlpha, the UK's only dedicated market research agency with services tailored to the specific needs of **fund managers** and **investment** professionals.

Building on the recent success of YouGovExecution (YGX), YouGovAlpha provides a competitive advantage to its clients by using primary research to gain insights into the marketplace performance of sectors and companies ahead of **trading** statements and publicly available information.

Execution Limited and YouGov plc have decided to amicably dissolve the YGX joint venture. YouGovAlpha has moved all of the research **consultants** from YGX to YouGov's current premises where it has room to expand the team further.

Nadhim Zahawi, co-founder and CEO of YouGov said: "The use of primary market research is in its infancy in the investment community. However the feedback we have had from YGX clients confirms that they gain a genuine competitive advantage from fast and accurate primary research. The ongoing development and investment in YouGov's panel coupled with its representative profile provides us with considerable **opportunity** to extend our offer to the investment community. YouGovAlpha will allow us to provide independent services to clients as we will not be linked to a brokerage business or fund as a partner."

Neil Thorington, MD of YouGovAlpha commented: "These are exciting times for everyone associated with the company. The creation of YouGovAlpha allows us to focus more intently on assisting our clients in making better investment decisions through ever more robust and quantifiable information. We are now in a position to accelerate the development of new products and services to meet the growing demand for primary research among the investment community. "

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