



Monday 6 February 2006

**YouGov signs joint venture with Execution Ltd
- YGX to provide primary market research to investment community**

YouGov plc, one of the UK's leading market research and opinion polling companies, and Execution Ltd, one of Europe's leading full-service agency stockbrokers, announced today that they have established a 50:50 joint venture company, YouGovExecution Ltd (YGX).

YGX will use YouGov's online surveying techniques to provide financial institutions with a competitive edge through primary research into consumer and business trends. The joint venture will establish YGX as the first and only fully integrated primary research provider with services tailored to the specific needs of fund managers. YGX will combine Execution Ltd's financial market understanding with the speed and accuracy – both critical factors in financial markets - of YouGov's online surveying capabilities to ensure that the right questions are directed to the right audiences to provide YGX's clients with a proprietary edge in their investment process.

YGX will also benefit from YouGov's recently-launched BrandIndex, a daily online service that Execution has itself recently subscribed to which is designed to measure the perception of brands both individually and across industry sectors. Clients will be given access to a detailed market analysis which will be designed by the YGX team. Studies will be carried out on a regular basis to enable YGX to identify trends pertaining to key market sensitivities. Clients will also be able to carry out supplementary bespoke surveys to give them a more detailed understanding of a particular company or market.

This joint venture agreement with Execution is consistent with YouGov's strategy of growing its business by applying its knowledge and expertise of online polling and market research to new markets. Since its IPO in April 2005, the Group has established a successful joint venture in Dubai and launched BrandIndex, its perception monitor for consumer brands.

Commenting on this new development Nadhim Zahawi, Joint Chief Executive Officer of YouGov, said:

"The speed and accuracy of our research has already resulted in a positive response to our products from the investment community however; this joint venture with Execution represents a major opportunity to grow our business in the important financial services market. Through Execution our research will now be received by over 150 institutions and we are confident that the demonstrable speed and accuracy of our research will allow YGX's clients to gain competitive advantage by tracking key trends ahead of their peers."



Nick Finegold, CEO/Chairman of Execution Ltd said,

"Since we started Execution in July 2001, it has become evident that the research that provides the most added value to our client base is the research that industry sectors conduct for their own benefit. Execution has used YouGov's research capabilities before and by teaming up with YouGov we believe that we will be able to provide our clients with a proprietary look at many markets by conducting accurate research that captures the behavioural responses of retail and business customers at source; thus providing a clear investment edge."

ENDS

Enquiries:

Nadhim Zahawi, Joint Chief Executive
YouGov

020 7618 3010

Charles Palmer/Caroline Wells
Financial Dynamics

020 7831 3113

Nick Finegold, CEO/Chairman
Execution Ltd

020 7456 9191

For further information, visit www.ygxresearch.com

About YouGov plc

Founded in May 2000, YouGov is a professional market research agency pioneering the use of the Internet to collect high-quality, in-depth primary data. YouGov has pro-actively recruited respondents from all ages, socio economic groups and regions of Britain to establish a nationally representative, reliable survey panel with over 125,000 members. This UK coverage is combined with a network of international partners to provide global reach. Over the last five years, YouGov has established an unparalleled track record of accuracy with an average error rate of less than 1% across all published results.

About Execution Ltd

Founded in July 2001, Execution Ltd is an independent, full-service agency broker providing clients with execution, trading, research and corporate access, free from the conflicts inherent in proprietary trading and corporate broking. Execution services most of the world's major investing institutions, including mutual funds, pension funds, insurance companies and hedge funds. Empowered by its technology and differentiated by its people, Execution provides access to the market's core liquidity providers through extensive



personal relationships and expertise. YouGov Execution (YGX) is an Appointed Representative of Execution Ltd which is Authorised and Regulated by the Financial Services Authority.