

YouGov plc

First International Acquisition - Siraj Extends YouGov's Middle Eastern Offer

YouGov plc, the full service panel based online research agency, today announced that it's 78% owned subsidiary YouGov ME FZ LLC has signed an agreement to acquire Siraj Marketing Research and Consultancy Boutique ("Siraj"), a leading Dubai based market research company. The purchase price will comprise an initial consideration of £800,000 and a deferred consideration of up to £400,000 payable over three years up to a total of £1.2m.

Siraj was established in 1999 and provides its domestic and international clients with bespoke qualitative and quantitative market research services. Siraj has an excellent reputation for providing insight and high quality market research which draws on the company's strong local knowledge and understanding of the region.

The acquisition is consistent with YouGov's strategy of client led geographical expansion and selective acquisitions. The addition of Siraj to YouGov's existing operations will further extend the group's offer in the Middle East. Siraj will also benefit from being part of a larger market research group which will allow it to offer both existing and potential clients integrated research services. The gross assets acquired were £130,000 as at 30 September 2005 and unaudited profits for the 9 month period to 30 June 2006 were £65,000. The acquisition is expected to be earnings enhancing in the first full year of ownership.

Commenting on the acquisition, Nadhim Zahawi, Joint CEO and co-founder of YouGov plc, said:

"Siraj is an established company with a great reputation. The market research sector is growing rapidly in the Gulf Cooperation Council Area and the enlarged group will be well placed to provide complementary services to its growing client base. The acquisition brings a highly experienced, Arabic speaking team to YouGov and adds further strength to our team in the region. This first international transaction is consistent with our strategy of growing our network in the region through partnerships, acquisitions and market share gains."

Nassim Ghrayeb, Managing Director of Siraj, added:

"YouGov has an excellent reputation in the region as well as in the increasingly important online research sector. Joining forces with YouGov will allow us to develop market leading products and service for the region and to build on the strong positions that both companies have developed independently."