YouGov Dissolution of JV

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YouGov plc and Execution Limited

Dissolution of YouGovExecution Joint Venture

YouGov plc and Execution Limited today announce that after 18 months of successful operations both parties have decided to amicably dissolve the YouGovExecution(YGX) joint venture with a view to each company independently pursuing aspects of the YGX business.

Having established primary research services as a valuable resource for the investment community, both Execution and YouGov have agreed that it is no longer in the interests of either party to maintain an exclusive relationship with each other.

The two companies will continue to co-operate on certain existing YGX services, such as the YouGov/Execution Clothing Retail Index, and in the future where there is a relevant business opportunity for both.

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