

YouGov PLC
28 September 2007

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Termination of Australian joint venture negotiations

YouGov plc announced today that having signed heads of agreement with Photon Group regarding a proposed joint venture in Australia, YouGov plc terminated the heads of agreement after the board of directors determined that the deal was not in the best interests of YouGov shareholders. The joint venture was not operational and no capital investment was made. YouGov remains committed to developing its presence in Asia.

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Note to Editors:

Founded in May 2000, YouGov has become the de facto choice for conducting professional market research. For year-end 2006, turnover rose by over 200 per cent to £9.5 million. For the half-year to January, YouGov, which lifted UK client numbers by 46 per cent to 263 and claims to be enjoying 'good levels' of repeat business, squeezed pre-tax profits of £2.3 million from group turnover of £6.1 million. The embryonic Middle Eastern arm was boosted by an acquisition last year and grew 53 per cent.

This information is provided by RNS
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