

13 July 2021

YouGov plc

("YouGov" or the "Company")

YouGov acquires Australian data insights consultancy Faster Horses

YouGov, the international market research and data analytics group, has wholly acquired Faster Horses, the Australian online-focused data insights consultancy, in a move that will cement YouGov's position in Australia and enable it to capitalise on panel investments in the region.

Faster Horses currently has 20 employees across its offices in Sydney, Perth, Canberra, Melbourne and Brisbane. It operates across a range of key sectors including energy, telco, travel & tourism, health & aged care, manufacturing, property and government and boasts a range of clients across many more.

It was founded by Veronica Mayne and Peter Fairbrother, who each have more than 25 years' experience in market research, including previously held senior positions at Ipsos Australia. Veronica and Peter will stay with Faster Horses which will continue to operate under its name before moving under the YouGov Australia umbrella at a later date. Faster Horses currently uses third-party panel providers but will migrate all of its research work to YouGov as part of the acquisition.

Stephan Shakespeare, CEO and co-founder of YouGov: "We are excited to bring Faster Horses into the YouGov fold as we continue to invest for growth in line with our strategy. Australia is an important and fast-growing market for us and this acquisition will increase our market presence. With its commitment and innovation in the power of online data and its tremendous success in recent years, Faster Horses is the perfect fit for us. We are committed to offering our clients a connected data proposition that provides a continuous stream of consumer insight data globally and through this acquisition we can better serve clients both within Australia and around the world."

Veronica Mayne at Faster Horses: "Faster Horses joining the YouGov family is a natural fit. As a leading data insights consultancy in Australia, we share a strong cultural affinity with YouGov, which has long been a global leader in innovative online research and analytics. Our client bases are complementary meaning that from the get-go we will help expand YouGov's reach in the Australian marketplace and offer them YouGov's innovative suite of research and insights products and services. Our current and prospective clients will benefit greatly from YouGov's quality proprietary panel both in Australia and across 59 markets globally."

Faster Horses will also help launch YouGov Safe, a fully opt-in, GDPR and CCPA compliant, ethical cross-device tracker and data marketplace, into the Australian market in the future.

Peter Fairbrother at Faster Horses: "We have long thought ethical data is the future and we have previously made investments in this area. YouGov Safe is a game-changer for the Australian market. For consumers, it is the opportunity to have the power over their personal data – deciding what to share, doing it in a secure way and getting value for it. For clients, YouGov Safe takes customer profiling to another level – understanding their audience's full journey across devices – whether it is streaming, gaming, shopping, or other online activity – and connecting it to YouGov's rich attitudinal data. YouGov Safe redefines the possibilities of connected customer data for both consumers and clients."



Enquiries:

YouGov plc

YouGov plc

Stephan Shakespeare / Alex McIntosh / Hannah Jethwani 020 7012 6000

FTI Consulting

Charles Palmer / Elena Kalinskaya 020 3727 1000

Numis Securities (NOMAD and Joint Broker)

Nick Westlake / Hugo Rubinstein / Matt Lewis 020 7260 1000

Berenberg (Joint Broker)

Mark Whitmore / Alix Mecklenburg-Solodkoff 020 3207 7800

About YouGov

YouGov is an international research and data analytics group.

Our mission is to supply a continuous stream of accurate data and insight into what the world thinks, so that companies, governments and institutions can better serve the people and communities that sustain them.

We are driven by a set of shared values. We are fast, fearless and innovative. We work diligently to get it right. We are guided by accuracy, ethics and proven methodologies. We respect and trust each other and bring these values into everything that we do.

Each day, our highly engaged proprietary global panel of over 15 million registered members provides us with thousands of data points on consumer opinions, attitudes and behaviour. We combine this continuous stream of data with our research expertise to provide insights that enable intelligent decision-making and informed conversations.

With operations in the UK, North America, Mainland Europe, the Nordics, the Middle East, India and Asia Pacific, YouGov has one of the world's largest research networks.

YouGov

Best panel

Best data

Best tools

For further information visit yougov.com.