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YouGov plc

("YouGov" or "the Group" or "the Company")

YouGov acquires KnowledgeHound to expand scope of its data analytics offering

YouGov, the international market research and data analytics group, has acquired KnowledgeHound, a US based survey data management solution, in a move that further extends the capabilities of the YouGov Crunch survey analytics platform to handle the needs of large brands.

KnowledgeHound is a SaaS-based search-driven analytics platform that connects and transforms existing structured data from disparate systems, bringing them together in one place. Headquartered in Chicago and founded in 2014, KnowledgeHound enables brands to maximise the value and impact of their consumer data. Its customer base is predominantly Fortune 500 companies with top brands spanning across the FMCG, pharmaceutical, technology, insurance, and media industries.

KnowledgeHound's capabilities for enterprise survey data analysis and visualization will be combined with the analytic power of YouGov Crunch for deep dives into complex survey data. KnowledgeHound complements this with an effective platform for data discovery, integration, and productization of reports for brands.

Alex McIntosh, YouGov's Chief Financial Officer:

"YouGov's acquisition of KnowledgeHound represents a significant shift in what the industry should expect from data analytics platforms. By adding KnowledgeHound – a leading search-based survey data analysis solution – to YouGov Crunch – the ultimate tool for granular data analysis – we will make it easier than ever before to get fast, actionable, reliable insights all in one place."

Laura Baker, KnowledgeHound's Chief Executive Officer:

"I am thrilled for this next stage of KnowledgeHound's journey, as the combined capabilities and teams from KnowledgeHound and YouGov Crunch enables us to, together, truly deliver the cutting edge, scalable solution the market actually needs."

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About YouGov

YouGov is an international online research data and analytics technology group headquartered in London and with 1,800 staff located in 37 offices around the world.

Our mission is to offer unparalleled insight into what the world thinks.

Our innovative solutions help the world's most recognised brands, media owners and agencies to plan, activate and track their marketing activities better.

With operations in the UK, the Americas, Europe, the Middle East, India and Asia Pacific, we have one of the world's largest research networks.

At the core of our platform is an ever-growing source of consumer data that has been amassed over our twenty years of operation. We call it Living Data. All of our products and services draw upon this detailed understanding of our 26 million registered individuals to deliver accurate, actionable consumer insights.

As innovators and pioneers of online market research, we have a strong reputation as a trusted source of accurate data and insights. Testament to this, YouGov data is regularly referenced by the global press, and we are the most quoted market research source in the world.

YouGov. Living Consumer Intelligence.

For further information, visit business.yougov.com