



7 August 2024

Top New Zealand AI company Yabble acquired by global insights leader YouGov

Yabble is delighted to announce YouGov, the international research and data analytics group has acquired the company. The acquisition will see YouGov acquire Yabble's technology to power new and valuable insights for clients across the world, with YouGov data to become the foundation of Yabble's industry-leading AI platform.

Yabble's technology is perfectly placed to take advantage of the enormous growth in generative AI in the insights industry. Its platform is built with a series of proprietary algorithms, custom fine-tuned models and complex prompt engineering to deliver the most sophisticated and accurate tools available, creating instant insights for every stage of the market research process. Yabble was acknowledged by leading industry site Greenbook, in the GRIT Top 50 Most Innovative Supplier list for 2023 and CEO Kathryn Topp as one of the World's Top 250 Global Innovators for Insights.

Yabble currently has 26 employees globally and has been pioneering and designing tools using generative AI and Large Language Models (LLMs) specifically for the research industry since 2019. Today, its products are trusted by a range of Fortune 500 customers and major international brands, including some of YouGov's largest clients.

Yabble's revolutionary technology will be integrated with YouGov's core Data Products to accelerate the development of AI-enabled features and set the standard for use of generative AI in market research.

Steve Hatch, YouGov CEO: *"Since YouGov started working with Yabble last autumn we have been greatly impressed by its technology – its speed, its accuracy and the level of insights it provides. We have been building towards this acquisition over the past six months and are excited to welcome Yabble's world leading prompt engineers, machine learning experts, and data and analysis professionals to YouGov.*

"Generative AI is transforming the insight landscape and with the acquisition of Yabble, YouGov is strongly positioned to take advantage of this change. Early adopters of Yabble's pioneering technology include some of the most data-savvy brands. I have seen how powerful the combination of YouGov's data and Yabble's technology is, and I am excited for clients to experience this too."

Kathryn Topp, Yabble Founder and CEO: *"The best AI runs on the best quality data and YouGov's proprietary panel is the gold standard in attitude and opinion data. The combination of Yabble's cutting-edge AI tools and YouGov's quality dataset will provide clients with the best, fastest, most effortless insights available.*

This acquisition will fuel the next stage of growth and is testament to the innovative spirit of the Yabble team and its supporters. Yabble Co-founder Rachel O'Shea said *"New Zealand Inc benefits hugely from businesses like ours seizing an opportunity and investors who believe in backing world leading innovation. We want to thank our many investors including Hillfarrance LP, NetX Partners, Movac, Aspire NZ, Enterprise Angels, Angel Investors of Marlborough, Icehouse Ventures and numerous individuals as well as NZTE and Callaghan Innovation.*

Thanks also to Oberon Securities, who served as financial advisors, and Tompkins Wake as legal counsel in completing this deal.



Enquiries:

Yabble

Rachel O'Shea | rachel@yabble.com

www.yabble.com

0800 922253