

YUGOV ACQUIRES BRE HOLDING & LINK MARKETING SERVICES. THE ADVISORS

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YouGov, the international market research and data analytics group, has entered into a definitive agreement to acquire Bre Holding, Zug, including its 100% subsidiary Link Marketing Services, Lucerne, a Swiss market and social research agency.

The total consideration for the acquisition is CHF 26.4 million payable upfront in cash. The consideration will be funded through internal cash reserves. For the twelve months ended 31 December 2020, Link reported revenues of CHF 23.0 million and adjusted² profit before tax of CHF 2.0 million.

[Wenger Vieli](#) advised the shareholders of Bre Holding on this transaction regarding all legal aspects. The Wenger Vieli team was led by partner **Wolfgang Zürcher** (partner, m&a / corporate, pictured) and included **Anna Tomaschek** (associate, m&a / corporate), **Christian Hofstetter** (associate, m&a / corporate) and **Matea Brezovic** (junior lawyer, m&a / corporate).

[BianchiSchwald](#) acted as legal counsel for YouGov in its acquisition of Link Marketing Services. The BianchiSchwald team was led by partner **Manuel Bianchi della Porta** and included **Daima Vuilleumier** (associate, corporate/m&a), **Cyrill Süess** (partner, employment law) and **Thierry Burnens** (associate, IP and data protection).