



LinkUp Joins GlobalData to Transform the Alternative Data Market

MINNEAPOLIS & LONDON - November 14, 2024 - LinkUp, the leading provider of labor demand data to the capital markets, announced today that it has been acquired by GlobalData (LSE: DATA), a world leader in comprehensive business intelligence.

The acquisition combines LinkUp's specialized job market data solutions serving hedge funds, financial services firms, and human capital management organizations with GlobalData's worldwide infrastructure and vast array of industry data solutions and intelligence centers. This strategic combination significantly expands LinkUp's product offerings and strengthens GlobalData's position as a provider of alternative data to global capital markets.

"LinkUp has extensive experience in and commitment to delivering the highest quality job market data to our clients," said Toby Dayton, CEO of LinkUp. "With GlobalData's scale and resources, we can dramatically extend our reach, accelerate growth and innovation, and strengthen our overall value proposition."

LinkUp's existing clients will maintain uninterrupted access to all current services, with additional features and enhanced capabilities to be announced in the coming months.

"Our clients are at the heart of everything we do," added Dayton. "LinkUp's next chapter with GlobalData enables us to provide clients with the most multi-faceted suite of data solutions while maintaining the high level of service and support that has been fundamental to our success."

As data and AI become ubiquitous over the next decade, companies will increasingly rely on the decision-driving power of high-quality, proprietary data. With a combined data offering that spans the depth and breadth of the world's largest industries, GlobalData and LinkUp are well positioned to deliver high-value business intelligence solutions.

About LinkUp

Founded with a vision to be the global leader in job market data, LinkUp delivers labor intelligence of the highest accuracy, timeliness, and quality to leading hedge funds, financial services firms, and human capital management organizations. For well over a decade, LinkUp has been a trusted source for job market data, analytics, and insights, helping clients make informed business and investment decisions through high-quality employment data.

About GlobalData

GlobalData is a world leader in business intelligence, providing advanced data analytics solutions that empower organizations to make better decisions and drive strategic planning. Through its combination of human expertise and AI-powered solutions, GlobalData helps clients decode core business challenges and exploit opportunities for innovation.

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