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**Successful MBO for Future Foundation** December 2 2009

The management of UK-based consumer insight and strategic consulting firm The Future Foundation has completed the acquisition of the company and its subsidiaries from Experian, effective this week.

Co-founder Melanie Howard rejoins the business as Executive Chair, while Christophe Jouan becomes CEO and Meabh Quoirin MD. The Board is also joined by Colin Lloyd, former President and CEO of the Direct Marketing Association and one of the company's first ever clients, as an active shareholder and non-executive director.


Jouan describes the acquisition as 'highly opportune', commenting: 'Future Foundation is well placed to advise clients how best to respond and capitalise on emerging consumer trends as we move on from the recession, particularly with plans to roll out our global trends service. This will equip our clients with an even more comprehensive perspective and means of anticipating international consumer developments.'

Web site: [www.futurefoundation.net](http://www.futurefoundation.net) .

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