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YouGov plc ("YouGov" or "the Company")

Appointment of Chief Marketing Officer

YouGov plc (the "Company"), the international online market research agency, announces the appointment of Tim Kane as Chief Marketing Officer. As noted at the time of the full year results announcement this new role has been established in order to increase the awareness and understanding of YouGov's brand proposition among all constituencies, including our clients, panellists and the media. Tim will lead YouGov Group's marketing activities globally reporting to Stephan Shakespeare, the Chief Executive Officer. He will be based in YouGov's New York office.

Prior to joining YouGov, Tim was the founder and leader of the Digital Branding practice at Makovsky + Company, a New York-based integrated communications consultancy. He has been a senior creative director for a number of the world's largest marketing services firms, including McCann Erickson, J. Walter Thompson, Lowe Lintas, Ogilvy & Mather and DDB. In these roles, Tim has played a key role in brand development, marketing and PR strategies for a wide range of global and US businesses.

Stephan Shakespeare, YouGov's CEO said "We are delighted to welcome Tim to YouGov. His breadth of agency experience in client-facing and creative roles will help us to strengthen significantly our marketing activities. This appointment reflects the scale of our ambition to extend the reach of our brand across the world so that it resonates with all our stakeholders, just as it does in the UK."

Enquiries

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