

8 November 2017

**YouGov plc  
("YouGov" or "the Group")**

**Board Changes**

The Board of YouGov plc, the international market research and data analytics group, announces the following changes to the Board composition:

Alex McIntosh, currently the Group's Chief Strategy Officer, has been appointed to the role of Chief Financial Officer and will join the Board with effect from 6 December 2017. Alex joined YouGov in 2007 as Corporate Finance Manager, has been Chief Strategy Officer since 2011, and also oversaw YouGov's UK business from 2015 to 2016. Alex is a Fellow of the Association of Chartered Certified Accountants, and his appointment follows completion of a recruitment process assisted by a leading executive search firm.

Sundip Chahal, the Group's Chief Operating Officer, will also join the Board with effect from 6 December 2017.

Further to the announcement made on 9 October 2017, Alan Newman, Chief Financial Officer, will retire from the Board with effect from the Annual General Meeting on 6 December 2017 and will leave the Group's employment on 31 December 2017.

Doug Rivers, Chief Scientist, will also stand down from the Board with effect from the Annual General Meeting. Doug will remain with the Group with an expanded remit managing the Group's global technology development teams.

**Commenting on these changes, Roger Parry, Chairman of the Board, said:**

*"On behalf of the Board, I am delighted to announce the appointment of Alex McIntosh as our Chief Financial Officer. Alex has already contributed significantly to the Group's development as a member of YouGov's management team and brings considerable financial and strategic planning expertise to the role as well as in-depth knowledge and experience of the Group's business and operations."*

*I am also delighted to welcome Sundip to the Board. Sundip's appointment reflects his contribution as Chief Operating Officer and member of the Group executive team, responsible for directing the Group's day-to-day operations."*

*I would like to take this opportunity to thank Alan and Doug for the significant roles they have played in YouGov's success. Alan leaves the business on a strong financial footing and we will continue to benefit from Doug's expertise in developing industry-defining data products."*

## **New Director Biographies**

Alexander George McIntosh (40) has been with YouGov since 2007, initially as Corporate Finance Manager within the finance team focusing on planning, budgeting and corporate development. He became Chief Strategy Officer in 2011 and played a leading role in the development of YouGov's strategic plans and data product developments. Alex also held the role of Chief Executive Officer of YouGov's UK business from 2015 to 2016. He previously worked in corporate finance advising a wide range of companies on their growth plans and first worked with YouGov in 2005 while at Grant Thornton when he assisted with the Group's initial public offering on AIM. Alex holds a BSc (Hons) in Applied Accounting, an MSc in Finance, and is a Fellow of the Association of Chartered Certified Accountants.

Sundip Singh Chahal (42) has been with YouGov since 2005 and has been the Group's Chief Operating Officer since 2014. He initially joined YouGov's UK business as BrandIndex Sales Director, becoming Managing Director of Data Products in 2008. In 2009 he was appointed as Chief Operating Officer of YouGov's MENA business and relocated to Dubai to oversee the expansion of YouGov's core online services across the Middle East, North Africa and Asia. In 2010 he was promoted to Chief Executive Officer of YouGov MENA. Prior to joining YouGov, Sundip gained experience of the market research industry with Ipsos and Research International in the UK. Sundip is currently a Director of the following subsidiary companies of YouGov plc:

- Consilium Limited (Hong Kong)
- PT YouGov Consulting Indonesia (Indonesia)
- YouGov Malaysia SDN BHD (Malaysia)
- YouGov Singapore Pte Limited (Singapore)
- YouGov (Thailand) CO LTD (Thailand)
- YouGov M.E. FZ LLC (UAE)
- YouGov Italia Srl (Italy)

There are no further details regarding the appointment of Alex McIntosh or Sundip Chahal that require disclosure under the AIM Rules.

## **New Composition**

Once these changes are effective, the composition of the YouGov plc Board will be as follows:

### **Non-Executive Directors:**

Roger Parry	Non-Executive Chairman
Nick Jones	Non-Executive Director
	Senior Independent Director
	Audit Committee Chair
Rosemary Leith	Non-Executive Director
	Remuneration Committee Chair
Ben Elliot	Non-Executive Director

Executive Directors:

Stephan Shakespeare	Chief Executive Officer
Alex McIntosh	Chief Financial Officer
Sundip Chahal	Chief Operating Officer

**Enquiries:**

**YouGov plc**

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