10 November 2017

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

**Board Changes**

YouGov, the international market research and data analytics group, announces the appointment of Andrea Newman as a Non-Executive Director with effect from 6 December 2017.

Andrea Clare Newman (46) is the Global Head of Marketing - Wealth & Brand Communications at HSBC Holdings plc. In this role, Andrea is responsible for the management of the HSBC brand globally, as well as all marketing related to HSBC's Wealth Management propositions. She has been at HSBC for 20 years and during that time has lived and worked in the US and Asia Pacific in addition to the UK. During her tenure with HSBC she has overseen the development of the company's brand from a federation of over 50 brands to one unified brand, ensuring HSBC's place as one of the most globally-recognised financial services brands.

Commenting on the appointment, Roger Parry, Chairman, said: *"I am delighted to welcome Andrea to the YouGov Board. Her expertise in brand building and marketing on an international scale, and experience as a user of marketing data, will be of great value to the Board as we continue to develop our offering to meet the needs of marketers across the world."*

There are no further details regarding the appointment of Andrea Newman that require disclosure under the AIM Rules.

**Board Composition**

Following this appointment, and further to the announcement made on 8 November 2017, as of 6 December 2017 the composition of the YouGov plc Board will be as follows:

Non-Executive Directors:

| | |
|---|---|
| Roger Parry | Non-Executive Chairman |
| Nick Jones | Non-Executive Director<br>Senior Independent Director<br>Audit Committee Chair |
| Rosemary Leith | Non-Executive Director<br>Remuneration Committee Chair |
| Ben Elliot | Non-Executive Director |
| Andrea Newman | Non-Executive Director |

Executive Directors:

| | |
|---|---|
| Stephan Shakespeare | Chief Executive Officer |

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| Alex McIntosh | Chief Financial Officer |
| Sundip Chahal | Chief Operating Officer |

**Enquiries:**

**YouGov plc**
Stephan Shakespeare / Tilly Heald 020 7012 6000

**FTI Consulting**
Charles Palmer / Harry Staight 020 3727 1000

**Numis Securities (Nomad and broker)**
Nick Westlake / Toby Adcock 020 7260 1000