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

Appointment of Director

YouGov plc ("YouGov" or the "Company"), the international online market research agency, announced today the appointment of Ben Elliot as a non-executive director with immediate effect.

Ben William Elliot, aged 34, is an entrepreneur with extensive experience in sales, marketing and business development. He is the Co-Chairman of Quintessentially which he co-founded in 2000.

Quintessentially started as a high-end 24-hour concierge service and now operates in 53 cities and employs nearly 700 people worldwide. Today the Quintessentially Group operates 20 companies as part of its luxury lifestyle group. In 2008 Ben launched the Quintessentially Foundation, a charitable fund working with charities around the world including UNICEF, AmfAR and The Soil Association. He has also been a pioneering force behind Quintessentially at The House of St Barnabas.

Prior to this Ben co-founded several other companies including K-Bar and members clubs Rock and Kabaret.

He graduated from the University of Bristol with a degree in Economics and Politics.

Commenting on the appointment, Roger Parry, Chairman, said: "The Board is delighted to welcome Ben as a non-executive director. We are confident that his broad commercial knowledge, entrepreneurial skills and successes and his experience of international business will be a great asset to YouGov."

Enquiries

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Ben is or had been a director of the following companies within the past five years:

Current Directorships

Quintessentially Events Limited
Quintessentially Worldwide Limited
Quintessentially Estates Limited
Quintessentially Artists Limited
Quintessentially Escape Limited
Quintessentially Art Limited
Little Beauty Ltd.
Quintessentially Communications Limited

Quintessentially Super Yachts Limited
Q123 Limited
Alchemy Concierge Limited
Live Evil Ltd.
Quintessentially Soho Limited
Quintessentially Covered Limited
Quintessentially Rocksure Limited

Past Directorships

Quintessentially Worldwide Limited

[There is no other information regarding Ben Elliot that is required to be disclosed pursuant to Schedule 2 paragraph (g) of the AIM Rules.]