29 May 2015

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

Non-Executive Director Change

YouGov plc, the international online market research agency, today announces that Sir Peter Bazalgette has stepped down from his position as a Non-Executive Director of the Company, after 10 years of service.

Replacing Sir Peter as Chairman of the Board's Remuneration Committee is Ms Rosemary Leith, who joined the Board in February of this year. Ms Leith also replaces Sir Peter as a member of the Board's Audit Committee, while Mr Nick Jones becomes the Board's Senior Independent Director.

Thanking Sir Peter for his service, Roger Parry, Chairman, said:

"Sir Peter has been instrumental to the growth of YouGov over the last ten years, having joined the Board just ahead of YouGov's flotation on AIM in 2005. On behalf of the Board and the shareholders, I would like to thank him for his significant contribution to the Company and wish him well for the future."

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