



20 August 2018

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

Board Changes

YouGov, the international research and data analytics group, announces the appointment of Ashley Martin as a Non-Executive Director with effect from 1 September 2018. With effect from 1 November 2018, Ashley will Chair the Board's Audit & Risk Committee, taking over from Nick Jones who will remain on the Committee.

Ashley Martin (60) has substantial executive experience of high growth entrepreneurial businesses in the technology and media sectors. He is currently a Non-Executive Director and Chair of the Audit & Risk Committee at Zegona Communications plc, an operating company in the European TMT sector. Until recently he served 9 years as a Non-Executive Director and Chair of the Audit Committee at Rightmove plc, the UK's largest online property portal and a high growth consumer technology business. Previous executive roles include Group Finance Director at Tempus Group plc, Group Finance Director at Rok plc and Global Chief Financial Officer at The Engine Group Limited and Engine Holdings LLC. Ashley is a qualified Chartered Accountant and a Fellow of the Institute of Chartered Accountants.

Commenting on the appointment, Roger Parry, Chair, said: *"The Board of YouGov is delighted to welcome Ashley. I am confident that his long experience of fast-growing, listed companies in the technology and media sectors will prove very valuable to us in achieving our ambitious goals over the next few years."*

Board Composition

Following this appointment, as of 1 September 2018, the composition of the YouGov plc Board will be as follows:

Non-Executive Directors:

Roger Parry	Non-Executive Chair
Nick Jones	Non-Executive Director Senior Independent Director Audit & Risk Committee Chair (until 31 October 2018)
Rosemary Leith	Non-Executive Director Remuneration Committee Chair
Ben Elliot	Non-Executive Director
Andrea Newman	Non-Executive Director
Ashley Martin	Non-Executive Director Audit & Risk Committee Chair (from 1 November 2018)

Executive Directors:

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

Enquiries:

YouGov plc

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Directorships

Ashley currently holds the following directorships:

ASHRIDGE GOLF CLUB LIMITED
PERPETUAL PROPERTIES LTD
ZEGONA COMMUNICATIONS PLC

Ashley has held the following directorships in the last 5 years:

RIGHTMOVE PLC
THE ENGINE GROUP LIMITED
ADVOCACY INTERNATIONAL PARTNERS LIMITED
ADVOCACY LIMITED
ALTOGETHER DIGITAL LIMITED
ANDREWS ALDRIDGE HOLDINGS LIMITED
CALLING BRANDS LIMITED
CREATOR VISIONS LIMITED
DC INTERACT LIMITED
DIGITAL PUBLIC LIMITED LIABILITY PARTNERSHIP
DIGITAL PUBLIC UK LIMITED
DRURY LANE FILMS LIMITED
EDWARDS GROOM & SAUNDERS LIMITED

EMBOROUGH LIMITED
ENGINE ACQUISITION LIMITED
ENGINE BUSINESS LIMITED
ENGINE PARTNERS UK LLP
ENGINE PEOPLE UK LIMITED
FUEL DATA STRATEGIES LIMITED
HOGARTH PARTNERSHIP LIMITED
HUGE ENTERTAINMENT LIMITED
HUGE MUSIC LIMITED
LIQUID COMMUNICATIONS LIMITED
MHP COMMUNICATIONS LIMITED
MISCHIEF PR LIMITED
OLD GBA LIMITED
PARTNERS ANDREWS ALDRIDGE LIMITED
PENROSE FINANCIAL LIMITED
PERCEPTION DIGITAL MEDIA LIMITED
REPUBLIC COMMUNICATIONS LIMITED
SIMPLE THINKING LIMITED
SLICE PROMOTIONS LIMITED
SYNERGY SPONSORSHIP (MOTORSPORT) LIMITED
SYNERGY SPONSORSHIP LIMITED
THE ENGINE GROUP LIMITED
THE ENGINE GROUP TRUSTEES LIMITED
TOTEM AGENCY LIMITED
TRANSFORM INNOVATION LIMITED
WCRS GROUP LIMITED
WCRS&CO LIMITED
WET PAINT LIMITED
WOO COMMUNICATIONS LIMITED
ENGINE HOLDING LLC
DEEP FOCUS INC
ENGINE USA HOLDINGS LLC
ENGINE USA CORPORATION INC
ENGINE USA LLC
ORC INTERMEDIATE HOLDING CORPORATION
ORC INTERNATIONAL INC
TRAILER PARK HOLDINGS INC
TRAILER PARK INC
ENGINE ASIA HOLDING LIMITED
ENGINE ASIA LIMITED



Ashley was a director of Rok plc within a twelve month period prior to it going into administration in 2010.

There are no further details regarding the appointment of Ashley Graham Martin that require disclosure under the AIM Rules.