

30 August 2019

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

Directorate Change

YouGov, the international research data and analytics group, announces that Ben Elliot has notified the board of his intention to step down as a Non-Executive Director of the Group on 13 September 2019.

Mr Elliot has served on the YouGov Board for nine years, following his appointment in August 2010, and is a member of the Audit and Risk Committee. Within his role as a Non-Executive Director, Mr Elliot played a central role in the evolution of YouGov's strategy. He contributed to the development of the Group's recently completed five-year plan, as well as the implementation of the current one.

YouGov Chairman Roger Parry said: "The Board is extremely grateful for the contributions Ben has made over the past nine years. His insights, expertise and counsel during a period of significant growth and change have been greatly beneficial. In particular, his focus on improving the Group's sales process has had a notable impact. On behalf of the Board, I would like to thank him for his service to YouGov and wish him well."

Enquiries:

YouGov plc

Roger Parry

020 7012 6000

FTI Consulting

Charles Palmer / Harry Staight

020 3727 1000

Numis Securities (NOMAD and broker)

Nick Westlake / Matt Lewis

020 7260 1000