

9 October 2017

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

Directorate Change

YouGov, the international data and analytics group, today announces that Alan Newman, Chief Financial Officer, has informed the Board of his intention to retire by the end of December 2017. The recruitment process for Mr Newman's successor is underway and an appointment will be announced in due course.

Roger Parry, Chairman, commented:

"On behalf of the Board and the entire management team, I would like to thank Alan for nine years of tireless commitment, loyalty and professionalism. He has been instrumental in the growth and success of YouGov and he leaves the business in a strong financial position. We wish him well for the future."

Stephan Shakespeare, CEO, commented:

"Since joining YouGov in 2008, Alan has helped me to implement and progress the YouGov Group strategy - he can be proud of the strong financial momentum he leaves behind. During his tenure Alan has also made a great contribution to me personally as a close, effective and hugely driven colleague and I look forward to working with him over the coming months on the smooth transition to his successor."

Enquiries:

YouGov plc

Stephan Shakespeare / Tilly Heald 020 7012 6100

FTI Consulting

Charles Palmer / Harry Staight 020 3727 1000

Numis Securities (NOMAD and broker)

Nick Westlake (Nomad) / Toby Adcock 020 7260 1000