

**21 January 2015**

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

**Appointment of Non-Executive Director**

YouGov plc, the international online market research agency, announced today the appointment of Rosemary Leith as a Non-Executive Director with effect from 1 February 2015.

Rosemary Leith, 53, is a Fellow at the Berkman Center for Internet & Society at Harvard University and a Founding Director of the World Wide Web Foundation. She is also a Director of Herdict (Berkman Center) that uses crowdsourcing to present a real-time view of Internet accessibility around the world. Rosemary has wide commercial and academic experience of internet and digital technology management and policy including data privacy, analytics and innovation. Following an early career in finance and investment management with Coopers & Lybrand (now PwC), Pallas and Talisman Management, Rosemary founded and developed Flametree, an early web content and advisory business specialising in corporate intranets, which was later acquired by PwC.

Rosemary currently advises a number of technology businesses and academic institutions in Europe and North America. She has been the Chair of the World Economic Forum Global Agenda Council on Future of Internet Security and is a member of the Advisory Boards of Infinite Analytics (Boston and Mumbai), Queen's University School of Business, Canada, Wolfson College, Oxford and University of the Arts London. Rosemary holds a Bachelor of Commerce (Hons) in Finance and Accounting from Queen's University, Canada.

Commenting on the appointment, Roger Parry, Chairman, said: "We are delighted to welcome Rosemary to the Board. Her global experience in commercial and academic spheres of the Internet and online data will be of great value to YouGov in our continuing international development as an Internet business whose core products are based on deep real-time data and cutting-edge analytics."

Rosemary Leith said "YouGov has transformed the business of online market research and has a growing international presence. I look forward to joining the Board and contributing my experience to YouGov's future success."

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Rosemary Leith is or has been a director of the following companies within the past five years:

Current Directorships

Bolon Management Limited  
World Wide Web Foundation (US)  
World Wide Web Foundation (Switzerland)

Past Directorships

Almeida Theatre Limited  
Hilvern Limited  
Web Science Trust

No other information is required to be disclosed under the AIM Rules for Companies.