

## **IMMEDIATE RELEASE 22 February 2010**

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

#### **Board Change**

YouGov plc, the international online market research agency, announced today that Nadhim Zahawi, Chief Executive Officer and co-Founder of YouGov plc, has been selected as the Prospective Parliamentary Candidate for the Conservative Party in the Stratford-on-Avon constituency at the next UK General Election. Stephan Shakespeare (Chief Innovation Officer and co-Founder) will today resume his original role as Joint Chief Executive Officer and will become sole CEO on the date that the General Election is called. Nadhim Zahawi will step down as CEO from that date and will resign from the Board of YouGov plc if elected as a Member of Parliament.

Commenting, Roger Parry, Chairman, said

*"The Board of YouGov congratulates Nadhim Zahawi on his selection as a parliamentary candidate. With immediate effect, Stephan Shakespeare, the co-founder of YouGov is resuming his original role of joint CEO and will be taking over a number of Nadhim's duties. There will be a short transition period and when the election campaign officially starts Nadhim will hand over all remaining executive tasks to Stephan. This approach ensures continuity both of strategic direction and management control. "*

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#### **Notes to Editors**

The Board of YouGov plc currently comprises six directors: Roger Parry (Non-Executive Chairman), Peter Bazalgette (Senior Non-Executive Director) and Nick Jones (NED and Chair of Audit Committee), Stephan Shakespeare (Joint Chief Executive Officer and Co-Founder), Nadhim Zahawi (Joint Chief Executive Officer and Co-Founder) and Alan Newman (Chief Financial Officer).

When the General Election is called, Nadhim Zahawi will stand down as Joint Chief Executive Officer and will remain a director of YouGov plc until the date of the election. If elected as an MP, Nadhim Zahawi will resign from the Board of YouGov plc which will then consist of three independent non-executive and two executive directors.

YouGov has five operating units in the UK, Germany, Middle East, Scandinavia and USA, each of which has a Chief Executive who is responsible for the day-to-day management of their unit and reports to the Group CEO. YouGov's UK division is run by Tim Britton, the UK Chief Executive. Peter Kellner, the President of YouGov, is and will remain responsible for the management and quality control of all YouGov's UK election polling.