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

## **European Management Changes**

YouGov plc, the international online market research agency, today announces new appointments to the senior management team of its European businesses.

Tim Britton, currently CEO, YouGov UK, has been appointed to the new role of Chief Operating Officer, Europe, Middle East and Africa. He will be responsible for directing YouGov's operations and implementing the business and management strategy across the region. He will also direct the global development of YouGov's Omnibus and reports ("SixthSense") products. Tim has been CEO, YouGov UK since 2008, prior to which he was Managing Director of IFF Research. Tim has an MA in Philosophy from Cambridge University.

Phil Rance, formerly Managing Director, EMEA at Research Now, will succeed Tim in the role of Managing Director, YouGov UK. Phil was instrumental in building up Research Now's business in the UK and Europe and has wide commercial and management experience in market research, consumer services and strategy consultancy. He previously held management positions with the AA, Bradford & Bingley and Cobra Strategy Consultants. Phil has an MA in English & Russian from Oxford University.

Andreas Sperling has been appointed as Chief Executive of YouGov's business in Germany (YouGovPsychonomics AG). Andreas has held senior management roles in the research sector in Europe and Asia. He was formerly CEO, Africa, Asia Pacific of Millward Brown and Managing Director, Germany and in both regions the business achieved significant growth under his leadership. He has also been managing partner of Infas TTR, a customer satisfaction consultancy in Germany and COO of a diversified group in Saudi Arabia. Andreas previously worked for GfK in Germany and France and has a degree in Economics from the University of Heilbronn.

Stephan Shakespeare, YouGov's CEO and co-founder said: "These appointments significantly strengthen our European management team. Together, with the US management changes we previously announced, they will help to create a more effective and cohesive organisation to deliver further growth in the coming years. Tim's new role reflects his success in leading our UK business and he will now be tasked with implementing our strategy across the EMEA region. We are delighted to welcome Andreas and Phil to the team. They both have great track records and leadership skills which will be of great value to their respective businesses and to the next phase of the Group's development."

## **Enquiries**

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