

**YOUGOV PLC  
ANTI-SLAVERY STATEMENT**

This statement, made pursuant to section 54(1) of the Modern Slavery Act 2015, sets out the approach taken by YouGov plc to understand all potential modern slavery risks related to its business, and the actions undertaken to mitigate any such risks during the financial year ended 31 July 2017.

YouGov is a global provider of market research and data analytics services. The YouGov Group has 800 employees worldwide across 20 countries and is headquartered in the UK. Our supply chains consists of global suppliers of data, research services and consultancy, computer software and equipment, office supplies, and our panel of 5 million registered members.

YouGov's Board is committed to delivering high standards of corporate governance and a key element of this is managing the Group in a socially responsible way. The Group aims to employ the highest ethical and professional standards and always to comply with all local laws and regulations applicable to our business; it follows that YouGov is absolutely committed to preventing slavery and human trafficking in its corporate activities and its supply chains. This commitment is emphasised in our employee training programmes and company policies. YouGov also expects the same high standards which we set for ourselves from those parties with whom we engage, such as our suppliers and customers.

Due to the nature of our business and our approach to governance, we assess that there is very low risk of slavery and human trafficking in our business and supply chains. However we aim to periodically review the effectiveness of the relevant policies and procedures that we have in place. We do not have key performance indicators in relation to slavery or human trafficking as any instance would be expected to be a breach of law, our supplier standards and/or our company policies.

This statement is approved by the Board and signed on its behalf by:



**Stephan Shakespeare**

**CEO**

YouGov plc

16 November 2017