

28 July 2023

YouGov plc

("YouGov" or "the Group" or "the Company")

Update to the Board of Directors

YouGov, the international research and data analytics group, confirms further to the Company's announcement on 14 April 2023, the following changes to its Board of Directors effective 1 August 2023:

Steve Hatch will join the Company as Chief Executive Officer, succeeding Stephan Shakespeare, who will assume the role of Non-Executive Chair.

In line with the previously disclosed Board succession plan, Roger Parry will step down from the role of Non-Executive Chair after a 16-year tenure and will leave the Company.

Rosemary Leith will step down as Senior Independent Director after a near nine-year tenure. Nick Prettejohn will assume the role of Senior Independent Director, as part of the previously disclosed Board succession plan. Additionally, Nick will join the Board's Audit & Risk Committee as a member. Rosemary will continue to hold the role of Chair of the Board's Remuneration Committee until April 2024 when she expects to step down from the Board.

Furthermore, YouGov announces the following changes to roles in the senior leadership team, also effective 1 August 2023:

Sundip Chahal's role will change from Chief Operating Officer to Chief Business Officer with a remit for leading integration and growth strategies at YouGov. Initially, Sundip will be focussed on the planned integration of GfK's Consumer Panel Business following YouGov's intended transformative acquisition of the business as announced on 6 July 2023. Additionally, Sundip will work closely with Steve Hatch during the leadership transition period to ensure the success of YouGov's organic growth strategy. Sundip will remain on the YouGov Board as an Executive Director in this new role.

Lynda Vivian will be promoted to the non-Board role of Chief Operating Officer with a focus on the delivery of YouGov's Platform model in line with the Company's strategic growth plan, while continuing her work ensuring operational excellence across the business. Lynda has held several senior leadership roles during her 15 years at YouGov and has over 20 years' experience of working within the data analytics sector.

Stephan Shakespeare, Non-Executive Chair, said: *"On behalf of the Board and the entire YouGov team, I would like to thank Roger Parry for his 16 years of outstanding service. Roger has been highly influential in the growth and success of our business as a trusted advisor, mentor, and partner to the YouGov leadership team throughout our journey. We wish him the very best in his future endeavours.*

Looking ahead, I would like to congratulate Sundip and Lynda on their new roles and officially welcome Steve Hatch as our new Chief Executive Officer. It is an honour to step into the role of Non-Executive Chair and continue my journey with YouGov in its strongest ever position. With the right Board and executive team now in place and the transformative acquisition of GfK's Consumer Panel Business in planning stage, I am excited by what we can achieve in the next phase of our strategic growth plan."

Following the above changes, the composition of the YouGov plc Board and its Committees will be as noted below:

Board:

Executive Directors:

Steve Hatch (Chief Executive Officer)
Sundip Chahal (Chief Business Officer)
Alex McIntosh (Chief Finance Officer)

Non-Executive Directors:

Stephan Shakespeare (Non-Executive Chair)
Shalini Govil-Pai
Rosemary Leith (Remuneration Committee Chair)
Ashley Martin (Audit & Risk Committee Chair)
Devesh Mishra
Andrea Newman
Nick Prettejohn (Senior Independent Director)

Board Committees:**Audit & Risk Committee**

Ashley Martin (Chair)
Rosemary Leith
Nick Prettejohn

Nomination Committee

Stephan Shakespeare (Chair)
Shalini Govil-Pai
Rosemary Leith
Ashley Martin
Devesh Mishra
Andrea Newman
Nick Prettejohn

Remuneration Committee

Rosemary Leith (Chair)
Ashley Martin
Andrea Newman
Nick Prettejohn

This Announcement is issued on behalf of the Company by Tilly Heald, Company Secretary.

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About YouGov

YouGov is an international online research data and analytics technology group.

Our mission is to offer unparalleled insight into what the world thinks.

Our innovative solutions help the world's most recognised brands, media owners and agencies to plan, activate and track their marketing activities better.

With operations in the UK, the Americas, Europe, the Middle East, India and Asia Pacific, we have one of the world's largest research networks.

At the core of our platform is an ever-growing source of consumer data that has been amassed over our twenty years of operation. We call it Living Data. All of our products and services draw upon this detailed understanding of our 24+ million registered panel members to deliver accurate, actionable consumer insights.



As innovators and pioneers of online market research, we have a strong reputation as a trusted source of accurate data and insights. Testament to this, YouGov data is regularly referenced by the global press, and we are the most quoted market research source in the world.

YouGov. Living Consumer Intelligence.

For further information, visit business.yougov.com