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YouGov plc

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

**YouGov appoints Tom Fisher as Chief Commercial Officer to expand client relationships and grow its customer base**

YouGov, the international market research and data analytics group, has appointed Tom Fisher as its Chief Commercial Officer (CCO) in a move that will deepen relationships with blue-chip clients and increase its market share.

The appointment of a CCO is an integral part of YouGov's long-term strategic plan. In this new role, Tom Fisher will be responsible for total revenue across both YouGov's self-serve platform and serviced clients. Additionally, the role is fundamental to establishing YouGov's new regionally-led commercial team structure, with all of the company's regional CEOs reporting into the CCO.

Tom Fisher joined YouGov in 2011 on our West Coast, US team and has driven consistent growth over the last decade. He was previously Executive Vice President of YouGov's Social Research Group, where he developed a diverse team and was responsible for growing YouGov's largest clients, including some of the biggest global technology brands. In his new position, Tom will bring the same strategic focus to deepening and broadening client relationships across the world.

After a thorough internal and external search process, Tom Fisher was considered the best candidate for the role. He has nearly 30 years' market research experience to the role and is highly regarded in the industry. Prior to joining YouGov, Tom Fisher was at Opinion Dynamics where he conducted market research and program evaluation work for telecommunication and utility clients. Before that, Tom led the research team at Integrated Media Measurement Inc. (IMMI), where he leveraged an audio search algorithm (now used by Shazam) to create a mobile app to passively measure media exposure.

**Steve Hatch, YouGov CEO:** "This appointment is an exciting step in YouGov's journey and one which provides the foundations to deliver on YouGov's third long-term strategic plan. Tom has a proven track record of driving growth through strong commercial rigour. Having worked with some of the world's largest brands, he understands the value of our data to clients and how to use that to our advantage to establish and expand relationships."

**Tom Fisher, YouGov CCO:** "It is a great time to take this role at YouGov. The company has seen significant growth in recent years from the expansion in both our number of clients and the range of data we provide them. As the Chief Commercial Officer, I look forward to driving this growth strategy and delivering on YouGov's ambition to be the world's number one research company."

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**About YouGov**

YouGov is an international online research data and analytics technology group headquartered in London and with 1,800 staff located in 37 offices around the world.

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 26 million registered individuals 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.**

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