

07 June 2024

YouGov plc

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

Appointment of Non-Executive Director

YouGov, the international research and data analytics group, announces the appointment of Deborah Davis as Non-Executive Director and Chair of the Remuneration Committee with immediate effect.

Deborah has extensive global experience in platform business models, software, fintech, telecoms and e-commerce businesses. Deborah is currently Chair of Diaceutics plc, Chair of the Remuneration Committee and Non-Executive Director at International Personal Finance plc, and Non-Executive Director at Lloyds Banking Group Insurance Board and ACD Companies. Deborah was recently a Non-Executive Director and Chair of the Remuneration Committee at both IDEX Biometrics ASA and the Institute of Directors in the UK. Deborah is a trustee of the Southern African Conservation Trust, and is a Fellow of the Institute of Directors.

Deborah will also join the Board's Nomination Committee with immediate effect.

Commenting on the appointment, Stephan Shakespeare, Chair, said: *"On behalf of the Board, I am thrilled to welcome Deborah to join us. Deborah's extensive experience of public and non-public Board roles, coupled with her digital focus and international markets experience, will further strengthen our governance capabilities. With Deborah leading the Remuneration Committee, we are confident that we have a strong and balanced Board supporting the Company's growth and strategic ambitions."*

Deborah Davis commented: *"I am delighted to join the Board of YouGov. This role allows me to leverage my experience in various sectors to support YouGov's growth and innovation. I look forward to working with this impressive team, enhancing governance and contributing to the strategic direction of the Company."*

Following Deborah's appointment, the composition of the Board's Committees is as noted below:

| Audit & Risk Committee | Nomination Committee | Remuneration Committee |
|-----------------------------------|-----------------------------|-------------------------------|
| Ashley Martin (Chair) | Stephan Shakespeare (Chair) | Deborah Davis (Chair) |
| Devesh Mishra | Deborah Davis | Shalini Govil-Pai |
| Nick Prettejohn | Shalini Govil-Pai | Ashley Martin |
| | Ashley Martin | Andrea Newman |
| | Devesh Mishra | Nick Prettejohn |
| | Andrea Newman | |
| | Nick Prettejohn | |

Additional Disclosures Required under the AIM Rules for Companies

The following information is disclosed pursuant to Schedule Two paragraph (g) of the AIM Rules for Companies:

Deborah Davis (aged 61) is or has been a Director of the following companies within the past five years:

Current Directorships:

| Position | Organisation |
|------------------------|---|
| Non-Executive Director | Sirius Real Estate Limited (effective 1 December 2024) |
| Chair | Diaceutics plc |
| Non-Executive Director | International Personal Finance plc |
| Non-Executive Director | Lloyds Banking Group Insurance Board and ACD Companies including: |

| | |
|---------|--|
| | Scottish Widows Limited Lloyds Bank General Insurance Limited Lloyds Bank General Insurance Holdings Limited HBOS Investment Fund Managers Limited St Andrew's Insurance PLC Scottish Widows Administration Services Limited Scottish Widows Unit Trust Managers Limited Scottish Widows Group Limited Scottish Widows Administration Services (Nominees) Limited Scottish Widows Financial Services Holdings |
| Trustee | Southern African Conservation Trust |

Past Directorships (within past five years):

| Position | Organisation |
|------------------------|--------------------------------------|
| Non-Executive Director | Idex Biometrics ASA |
| Non-Executive Director | Which? Limited UK |
| Non-Executive Director | The Institute of Directors (IoD), UK |

No other information is required to be disclosed pursuant to Schedule Two paragraph (g) of the AIM Rules for Companies.

Enquiries:

YouGov plc

Tilly Heald, Company Secretary
 Hannah Jethwani, Investor Relations Director 020 7012 6000

FTI Consulting

Charles Palmer / Valerija Cymbal / Jemima Gurney 020 3727 1000

Deutsche Numis (NOMAD and Joint Broker)

Nick Westlake / Iqra Amin 020 7260 1000

Berenberg (Joint Broker)

Mark Whitmore / Richard Andrews / Alix Mecklenburg-Solodkoff 020 3207 7800

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 27+ 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