

31 March 2025

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

Directorate Change

YouGov, the international research and data analytics group, announces that Nick Prettejohn has stepped down from the Board of Directors and as Senior Independent Director as of today's date. Nick's departure reflects his decision to rebalance his portfolio of responsibilities.

Nick was appointed to the Board of Directors in June 2022 and has served as member of the Audit & Risk, Remuneration and Nomination Committees during his tenure, as well as Senior Independent Director since 1 August 2023. Nick is Chair of Reach plc and is Chair of TSB Banking Group.

As previously disclosed, a search is under way for a new Non-Executive Director. The Board will announce any further updates to Non-Executive Director roles and responsibilities once a new Non-Executive Director is appointed.

Nick Prettejohn commented: "YouGov has a powerful portfolio of products and services, built on an unparalleled data asset and a strong reputation of excellence in the sector. As I step down, I do so with full confidence that YouGov will continue to be a leading and trusted provider of insights and data. I wish Deborah, Stephan and the entire YouGov team every success in the future."

Deborah Davis, Chair of the Board of Directors, commented: "Nick has been with YouGov for three years and has made a great contribution in that time. On behalf of the whole Board, I give our thanks to Nick for his counsel and support, and our best wishes for his future endeavours."

Enquiries

YouGov plc

Tilly Heald, Company Secretary

020 7012 6000

Hannah Jethwani, Head of Corporate Strategy and IR

FTI Consulting

Charles Palmer / Valerija Cymbal / Jemima Gurney

020 3727 1000

J.P. Morgan Cazenove (NOMAD and Joint Broker)

Bill Hutchings / James Summer

020 3493 8000

Berenberg (Joint Broker)

Mark Whitmore / Richard Andrews / Alix Mecklenburg-Solodkoff

020 3207 7800

Morgan Stanley & Co. International plc (Joint Broker)

Andrew Foster / Josh Williams / Ed Phillips

020 7425 8000

About YouGov

YouGov is a global research data, and analytics group.

Our mission is to offer unparalleled insight into what the world really thinks and does. With operations in the US, the Americas, Europe, the Middle East, India and Asia Pacific, we have one of the world's largest research networks.

Above all, YouGov is powered by reality. That stems from a unique panel of millions of registered members across 55 countries, encapsulating some 18 million shopping trips and millions of interconnected data points.

Our unique approach to recruiting and engaging with our panel, combined with our state-of-the-art technology platforms, enables us to deliver real-world, real-time insights that lead to better decision-making and a competitive advantage for our clients.

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 consistently one of the most quoted market research sources in the world.

YouGov /Research Reality

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