

23 February 2023

YouGov plc

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

Appointment of Non-Executive Directors

YouGov, the international research and data analytics group, announces the appointment of Shalini Govil-Pai and Devesh Mishra as Non-Executive Directors with effect from 27 February 2023.

Shalini Govil-Pai has over 25 years' experience in the consumer technology space. She is currently General Manager and Vice President of TV at Google and is based in the US. Previously, Shalini served as Senior Director for Technology Solutions at YouTube where she was responsible for growing the creator base by 10x, and as a Technical Director at Pixar.

Devesh Mishra has over 25 years of global operating leadership experience across technology, product, and business operations. He joined Deliveroo in 2021 as Chief Product and Technology Officer and is based in the UK. Previously, Devesh spent 16 years at Amazon where his most recent role was Vice President of Global Supply Chain managing a multi-billion-dollar spend. He also holds an advisory board role at Zero100, a community-based education and research platform.

Ms Govil-Pai and Mr Mishra will join the Board's Nomination Committee with effect from 27 February 2023.

Commenting on the appointments, Roger Parry, Chair, said: *"On behalf of the Board, I am delighted to welcome Shalini and Devesh. Shalini's technical and consumer expertise, and Devesh's operational and engineering experience, both gained within the US and UK technology industries, will bring hugely valuable and relevant skills to YouGov as we progress into the next long-term strategic plan. With these two Non-Executive Directors, our leadership team will benefit from new perspectives and diversity of experiences, as well as increased governance capabilities which will strengthen the Board commensurate with the Company's growth and strategic ambitions."*

In line with the previously disclosed Board succession plan, Roger Parry will be standing down from the role of Non-Executive Chair. Stephan Shakespeare will assume the role of Non-Executive Chair, upon a new CEO commencing in post, currently anticipated to be on 1 August 2023, subject to the outcome of the CEO search process. The addition of two new Non-Executive roles in Shalini and Devesh ensures a majority of independent members on the Board following the Chair transition.

The search for a new CEO is ongoing and the Nomination Committee is considering a wide variety of both external and internal candidates as part of an international search process. A further update will be provided in due course.

Following these appointments, the composition of the Board's Committees is as noted below:

| Audit & Risk Committee | Nomination Committee | Remuneration Committee |
|-----------------------------------|-----------------------------|-------------------------------|
| Ashley Martin (Chair) | Roger Parry (Chair) | Rosemary Leith (Chair) |
| Rosemary Leith | Shalini Govil-Pai | Ashley Martin |
| | Rosemary Leith | Andrea Newman |
| | Ashley Martin | Nick Prettejohn |
| | Devesh Mishra | |
| | Andrea Newman | |
| | Nick Prettejohn | |

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

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:

Shalini Govil-Pai (aged 53) is or has been a Director of the following companies within the past five years:

Current Directorships:

| POSITION | ORGANISATION |
|-----------------|---------------------|
| None | None |

Past Directorships (within past five years):

| POSITION | ORGANISATION |
|-----------------|--------------------------------|
| Board Member | Pratham |
| CEO | NetJadu Inc ¹ |
| Board Member | Techlab Education ¹ |

Devesh Mishra (aged 48) is or has been a Director of the following companies within the past five years:

Current Directorships:

| POSITION | ORGANISATION |
|---------------------------------|--------------------------|
| Director | Roofoods Private Limited |
| Founder Member (advisory Board) | Zero100 |

Past Directorships (within past five years):

| POSITION | ORGANISATION |
|-----------------|---------------------|
| None | None |

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

Enquiries

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¹ Shalini was a Director of NetJadu Inc and subsidiary Techlab Education when these were dissolved by way of voluntary wind up.

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

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 20+ 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 second most quoted market research source in the world.

YouGov. Living Consumer Intelligence.

For further information, visit business.yougov.com

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