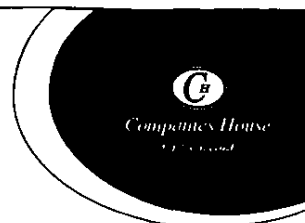


AP01

Appointment of director



You can use the WebFiling service to file this form online.
Please go to www.companieshouse.gov.uk

☒ **What this form is for**
You may use this form to appoint
an individual as a director

☐ **What this form is**
You cannot use the
a corporate director
please use form APC
of corporate director

TUESDAY



A37 16/11/2010 3
COMPANIES HOUSE

ase
jk

1 Company details

Company number 3 6 0 7 3 1 1

Company name in full YouGov plc

→ **Filling in this form**
Please complete in typescript or in
bold black capitals
All fields are mandatory unless
specified or indicated by *

2 Date of director's appointment

Date of appointment d 0 d 2 m 0 m 8 y 2 y 0 y 1 y 0

3 New director's details

Title* Mr

Full forename(s) Ben

Surname Elliot

Former name(s) ①

Country/State of residence ② United Kingdom

Nationality British

Date of birth d 1 d 1 m 0 m 8 y 1 y 9 y 7 y 5

Business occupation
(if any) ③ Entrepreneur

① **Former name(s)**
Please provide any previous names
which have been used for business
purposes in the past 20 years
Married women do not need to give
former names unless previously used
for business purposes
Continue in section 6 if required
② **Country/State of residence**
This is in respect of your usual
residential address as stated in
Section 4a
③ **Business occupation**
If you have a business occupation,
please enter here. If you do not,
please leave blank

4 New director's service address ④

Please complete your service address below. You must also complete your usual
residential address in Section 4a

Building name/number The Company's Registered Office

Street

Post town



County/Region

Postcode

Country

④ **Service address**
This is the address that will appear
on the public record. This does not
have to be your usual residential
address.
Please state 'The Company's
Registered Office' if your service
address is recorded in the company's
register of directors as the
company's registered office
If you provide your residential
address here it will appear on the
public record

AP01
Appointment of director

5		Signatures		
		I consent to act as director of the above named company		
New director's signature	Signature	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
Authorising signature	Signature	<input checked="" type="checkbox"/>		<input checked="" type="checkbox"/>
		This form may be signed and authorised by Director ¹ , Secretary, Person authorised ² , Administrator, Administrative Receiver, Receiver, Receiver manager, Charity commission receiver and manager, CIC manager, Judicial factor		
		¹ Societas Europaea If the form is being filed on behalf of a Societas Europaea (SE) please delete 'director' and insert details of which organ of the SE the person signing has membership		
		² Person authorised Under either section 270 or 274 of the Companies Act 2006		

6		Additional former names (continued from Section 3)	
Former names ¹		¹ Additional former names Use this space to enter any additional names.	

AP01

Appointment of director



Presenter information

You do not have to give any contact information, but if you do it will help Companies House if there is a query on the form. The contact information you give will be visible to searchers of the public record.

Contact name

Company name

Address

Post town

County/Region

Postcode

Country

DX

Telephone



Checklist

We may return forms completed incorrectly or with information missing

Please make sure you have remembered the following

- ☐ The company name and number match the information held on the public Register
- ☐ You have provided a business occupation if you have one
- ☐ You have provided a correct date of birth
- ☐ You have completed the date of appointment
- ☐ You have completed the nationality box in Section 3
- ☐ You have provided both the service address and the usual residential address
- ☐ Addresses must be a physical location. They cannot be a PO Box number (unless part of a full service address), DX or LP (Legal Post in Scotland) number
- ☐ You have included all former names used for business purposes over the last 20 years
- ☐ You have enclosed a relevant section 243 application if applying for this at the same time as completing this form
- ☐ The new director has signed the form
- ☐ You have provided an authorising signature



Important information

Please note that all information on this form will appear on the public record, apart from information relating to usual residential addresses.



Where to send

You may return this form to any Companies House address, however for expediency we advise you to return it to the appropriate address below:

For companies registered in England and Wales.
The Registrar of Companies, Companies House,
Crown Way, Cardiff, Wales, CF14 3UZ
DX 33050 Cardiff

For companies registered in Scotland.
The Registrar of Companies, Companies House,
Fourth floor, Edinburgh Quay 2,
139 Fountainbridge, Edinburgh, Scotland, EH3 9FF
DX ED235 Edinburgh 1
or LP - 4 Edinburgh 2 (Legal Post)

For companies registered in Northern Ireland.
The Registrar of Companies, Companies House,
Second Floor, The Linenhall, 32-38 Linenhall Street,
Belfast, Northern Ireland, BT2 8BG
DX 481 N R Belfast 1

Section 243 exemption

If you are applying for, or have been granted a section 243 exemption, please post this whole form to the different postal address below:

The Registrar of Companies, PO Box 4082,
Cardiff, CF14 3WE



Further information

For further information please see the guidance notes on the website at www.companieshouse.gov.uk or email enquiries@companieshouse.gov.uk

This form is available in an alternative format. Please visit the forms page on the website at www.companieshouse.gov.uk