

21 November 2016

YouGov plc (“YouGov” or “the Company”)

Long Term Incentive Plan and Block Listing Application

YouGov, the international market research and data analytics group, announces that its Remuneration Committee (the “Committee”) has resolved that the performance conditions attaching to the final round of awards made under the Company’s historic Long Term Incentive Plan 2009, as announced on 2 April 2014 (the “FY14 Awards”), have been satisfied. These conditions related to growth in earnings per share (EPS) and the total shareholder return (TSR) for the three year period ending 31 July 2016.

Accordingly, the Committee has approved the vesting of the entirety of the FY14 Awards of nil cost options relating to 1.4 million shares. The holders of the FY14 Awards may exercise their rights to acquire YouGov shares at any time up to April 2024.

The Company also announces that application has today been made to the London Stock Exchange for admission to AIM for a block listing in respect of 1,826,331 ordinary shares of 0.2p each (the “Block Listing”). The Block Listing relates to shares that will be issued from time to time in accordance with the exercise of options under the Company’s historic share plans (the Polimetrix Stock Option Plan 2007, the Enterprise Management Incentive Scheme 2007 and the Long Term Incentive Plan 2009) including the FY14 Awards referred to above. Shares under this Block Listing will rank pari passu with existing ordinary shares. It is anticipated that admission under the Block Listing will take place on Friday 25 November 2016.

Enquiries

YouGov plc

Stephan Shakespeare / Alan Newman
+44 (0)20 7012 6000

Numis (Nomad and broker)

Nick Westlake / Toby Adcock
+44 (0)20 7260 1000

FTI Consulting

Charles Palmer / Antonia Gray
+44 (0)20 7831 3113