

9 April 2018

**DEALING NOTIFICATION FORM
FOR USE BY PERSONS DISCHARGING MANAGERIAL RESPONSIBILITY AND THEIR CLOSELY
ASSOCIATED PERSONS**

1.	Details of the person discharging managerial responsibilities/person closely associated		
a)	Name:	Stefan Kaszubowski	
2.	Reason for the notification		
a)	Position/status:	Global Head of Custom Research (PDMR)	
b)	Initial notification/Amendment:	Initial notification	
3.	Details of the issuer, emission allowance market participant, auction platform, auctioneer or auction monitor		
a)	Name:	YouGov plc	
b)	LEI:	213800MZGBGCJIPOBB41	
4.	Details of the transaction(s): section to be repeated for (i) each type of instrument; (ii) each type of transaction; (iii) each date; and (iv) each place where transactions have been conducted		
a)	Description of the financial instrument, type of instrument: Identification code:	Ordinary Shares of 0.2p each GB00B1VQ6H25	
b)	Nature of the transaction:	Disposal of Shares	
c)	Price(s) and volume(s):	Price(s)	Volume(s)
		£4.085	10,000
d)	Aggregated information: • Aggregated volume: • Price:	N/A	
e)	Date of the transaction:	05 April 2018	
f)	Place of the transaction:	London Stock Exchange [XLON]	