

19 November 2013

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

Long Term Incentive Plan ("LTIP"), Issue of Equity and Director Dealings

YouGov plc, the international online market research agency, announces that the Remuneration Committee has resolved that the performance conditions attaching to the Awards made under the Company's Long Term Incentive Plan announced on 8 August 2011 ("2010/11 LTIP Awards") have been satisfied. The conditions related to the Earnings Per Share growth and the Total Shareholder Return for the three years ending 31 July 2013. Accordingly, the Committee has approved the vesting of 100% of the 2010/11 LTIP Awards of nil cost options relating to 2.2 million shares. Award holders may exercise their rights to acquire YouGov shares at any time up to October 2018.

Consequently, the Company announces that 1,165,966 new ordinary shares in the Company were allotted and issued on 15 November 2013, following the exercise of share options by a number of YouGov employees including two Directors.

Alan Newman, Chief Financial Officer, exercised his right to acquire 354,167 shares arising from the 2010/11 LTIP award and sold 254,167 of these at 83.5p per share, for personal tax and financial planning purposes. Following these transactions, Mr Newman has increased his holding of ordinary shares of 0.2p each in the Company from 100,557 shares to 200,557 shares, representing approximately 0.2% of the total issued share capital.

Doug Rivers, Chief Innovations Officer, exercised his right to acquire 97,050 shares arising from the 2010/11 LTIP award and sold all 97,050 of these at 83.5p per share, for personal tax and financial planning purposes. Following these transactions, Mr Rivers holding of ordinary shares of 0.2p each in the Company is 1,572,617 shares, representing approximately 1.6% of the total issued share capital.

The remaining 714,749 allotted shares are to fulfil exercise of options by a number of senior managers in the Group.

The 1,165,966 new ordinary shares will rank pari passu with all existing ordinary shares. Application will be made for admission of these new ordinary shares to trading on AiM and dealings are expected to commence on 22 November 2013. The total number of ordinary shares with voting rights in issue following the issue of these new ordinary shares will be 98,369,178.

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