

1 May 2012

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

Director’s share dealing

The Company has today received notice that Stephan Shakespeare, Chief Executive Officer, today sold 1,500,000 ordinary shares of 0.2p each in the Company at 69.5p per share (representing approximately 1.5% per cent of the issued share capital of the Company). This sale was made in order to finance the repayment of part of a personal loan which was secured against Mr Shakespeare’s shareholding (under a pledge agreement previously disclosed in the Company’s announcement on 5 November 2009).

Following the sale, Mr Shakespeare now has an interest in 9,439,110 ordinary shares in the Company, representing approximately 9.7 per cent of the issued share capital of the Company.

Enquiries:

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