

12 February 2019

**YouGov plc**

**("YouGov" or "the Group")**

**Employee Benefit Trust Share Purchase**

YouGov, the international research and data analytics group, announces that on 11 February 2019 it was agreed that Sanne Fiduciary Services Limited ("Sanne") acting as Trustee of the YouGov Employee Benefit Trust (the "Trust") will commence the purchase of ordinary shares of 0.2p each ("Ordinary Shares") each in the Group as part of a planned programme. It is expected that approximately up to 1,000,000 shares will be purchased over the course of the next nine months under this programme, with a maximum of 150,000 shares purchased each calendar month. These shares will ultimately be used by the Trust for the settlement of awards granted under the Company's current employee share schemes, namely the Long Time Incentive Plan 2014 and the Deferred Share Bonus Plan 2014.

At the date of this announcement the Trust held no ordinary shares in the Group.

**Enquiries:**

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