



24 October 2013

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

Director's share dealing

The Company has today received notice that on 24 October 2013, Stephan Shakespeare, Chief Executive Officer, sold 3,350,000 ordinary shares of 0.2p each in the Company at 76.5p per share.

This sale was made for personal financial and tax planning purposes, principally in order to finance the repayment in full of a personal loan which, as previously announced on 5 November 2009, had been secured against Mr Shakespeare's shareholding in YouGov plc.

Following the sale, Mr Shakespeare now has an interest in 5,719,110 ordinary shares in the Company, representing approximately 5.88 per cent of the issued share capital of the Company. Mr Shakespeare has undertaken not to sell any more shares before at least 2015.

Enquiries:

YouGov plc
Stephan Shakespeare / Alan Newman
020 7012 6000

FTI Consulting
Charles Palmer / Jon Snowball
020 7831 3113

Numis Securities Limited (NOMAD and broker)
James Serjeant/ Nick Westlake
020 7260 1000